

Updates on our marketing campaigns, tourism partnerships, media successes, and much more.



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DIRECTIONS

NOVEMBER 2017



Couple canoeing with views of the mountains at Babcock Lake in Bowron Lake Provincial Park.
Credit: Chris Harris

New "Hut Magic" virtual reality experience showcases BC ski



Destination BC has partnered with Arc'teryx to bring BC's backcountry to life for consumers with a new virtual reality (VR) experience. Hut Magic, a VR storytelling experience filmed in the Coast Mountains near Smithers, launched on November 15. It will be shown at 17 Arc'teryx stores in North America, including the Burrard Street location in Vancouver, as well as an outlet in London, England. Media launches for Hut Magic are planned for stores around North America. Destination BC is helping to amplify this appealing content through physical activations that inspire consumers to learn more about BC and visit now! This is Destination BC's second partnership with Arc'teryx, a Canadian outdoor clothing and sporting goods company. The Northern BC Tourism Association supported Arc'teryx in capturing this magical footage. [Watch the full video here.](#)

Co-op Talk

Co-op fund fuels collaboration on Vancouver Island



Our Co-op Marketing Partnerships Program funding for the Vancouver Island region for 2017-2018 is \$1,170,656, a 21% increase from 2016-2017. Some of the Vancouver Island Co-op projects include:

Pacific Circle Route

- Destination BC funds: \$40,000
- Partner funds: \$50,000
- Total project funds: \$90,000
- Tactics include: Landing page and content development on Tourism Victoria website; native editorial; digital advertising.
- Outputs: A [landing page](#); and digital advertising.

[Read More](#) about our Vancouver Island projects

Don't miss the deadline for Co-op Marketing Partnerships Program

The deadline for Destination BC's 2018-2019 Co-op Marketing Partnerships Program is Nov. 30, 2017. Our guidelines are available [here](#). Please contact program staff at coop@destinationbc.ca to discuss your projects.

Destination BC selects Noise Digital as lead strategic marketing partner

After a highly competitive agency review, Destination BC has selected Noise Digital as our new lead agency. [Read More](#)

Canada is *Travel+Leisure* Destination of the Year!



This month, Canada was named the 2017 Destination of the Year by *Travel+Leisure*. *Travel+Leisure* has also chosen BC as their next destination to feature in their new 360-degree video series. We are the third destination to be featured, following Portugal and Mexico. The series lives on *Travel+Leisure*'s Life VR app and is heavily promoted through their social media channels, reaching millions of viewers. The crew visited a number of destinations on Vancouver Island (including Victoria, Ucluelet, and Tofino) as well as Bute Inlet. Destination BC provided full support for the crew and had a location manager onsite to ensure the shoot went smoothly. [Read More](#). Watch their 360-degree videos of Vancouver Island [here](#).

Elevate your business with our Remarkable Experiences Program

Recruitment is now open for our winter 2018 program. The Remarkable Experiences Program allows tourism businesses to explore new ways to improve their visitor experiences and online marketing efforts while increasing revenue potential. It is offered throughout the year in different locations across BC. Space is limited, so [click here](#) to find out when the program will be offered near you. For



more information, email the [Remarkable Experiences team](#).

Thompson Okanagan earns Biosphere Destination Certification



TOTA CEO Glenn Mandziuk, Patricio Azcárate Diaz de Losada, Director of the Responsible Tourism Institute, and Minister of Tourism, Arts and Culture Lisa Beare gathered at the Legislature to fete the designation.

Minister of Tourism, Arts and Culture Lisa Beare recently helped the Thompson Okanagan Tourism Association (TOTA) celebrate their International Biosphere Certification for creating a sustainable tourism plan. TOTA becomes the first region in all of Canada and the US to receive this accreditation and one of only 20 certified destinations in the world.

[Learn More](#).

Destination BC partners with New Weekly for Beijing event



On October 15th, Destination BC held a media and trade event in Beijing in co-operation with the media outlet New Weekly to showcase content from their recent visit to BC this summer. The October edition of the print magazine features over 80 pages of BC content, such as destinations, experiences, and interviews with several British Columbians, including Trevor Linden, Anne Murray from YVR, and Destination BC's own Maria Greene.

Also at the event, Destination BC highlighted our upcoming activities for Year of Canada China Tourism 2018 such as our Chinese New Year promotion in co-operation with Tourism Vancouver, Tourism Victoria, Tourism Richmond and YVR. Visit Wildwithin.cn

Canada team trains Scenic agents in Australia



Jen Rose, Director of Sales, Mountain Properties – Fairmont Hotels & Resorts stands with Joanne Motta of Destination BC.

Destination BC recently joined Destination Canada, Fairmont Hotels & Resorts, Rocky Mountaineer, Travel Yukon, Travel Manitoba, and Princess Cruises to train 75 agents at the tour operator Scenic. The training took place at their head office in Newcastle, Australia.

New Zealand media tour Whistler, Vancouver, and Victoria



The media group is ready for some fat-tire fun in Whistler.

Destination BC and partner Air New Zealand recently hosted a group of four key tour operators (Flight Centre/Infinity Holidays, Adventure World, World Journeys, and Travel and Co.) on a familiarization tour. The group travelled to Whistler, Vancouver, and Victoria to sample new products to consider adding to their range for 2018. Some highlights included: breakfast with the grizzlies at Grouse Mountain; taking a Whistler Air floatplane from Green Lake to Vancouver; and tasting craft beer in Victoria.

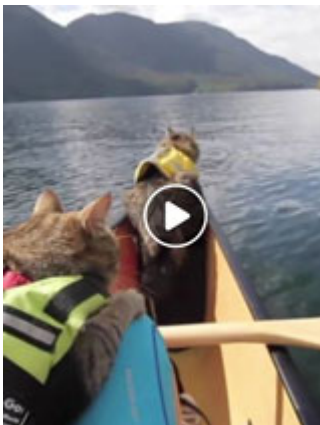
Media trip unlocks treasures of BC's coast; ski season lifts off



Media venture into the Great Bear Rainforest.

Destination BC planned "The Treasures of BC's Coast" press trip to northern Vancouver Island for four key media in October. Our media guests stayed at the new Farewell Harbour Lodge, experienced whale and bear watching, and enjoyed an immersive cultural experience with Mike Willie of Seawolf Adventures. Media outlets included Postmedia, Northwest Travel, as well as social media influencers. [Read More](#).

Social Studies



Social media is all about making connections. Here is a sampling of posts from January to the end of September covering all our tourism regions that all performed well on our consumer social media feeds.

Vancouver, Coast & Mountains

Facebook: [Capilano bridge](#)

Instagram: [Vancouver views](#)

Instagram: [Aerial city](#)

Video: [Paddling Cats](#)

Click [here](#) for examples from all of BC's regions.

Research Round-Up

Tourism Indicators

Restaurant receipts reached \$1.06 million in July, an increase of 7.0% compared to 2016. In August, total passenger volume to YVR increased by 8.2% compared to last year. For other tourism indicators, click [here](#).

Customs Entries

In September, BC saw an increase in total international overnight entries, up 4.6% over September 2016. Canada showed an increase as well in total international overnight entries, up 2.9%. The International Visitor Arrivals publication summarizes custom entries data to British Columbia and Canada from selected markets of origin. See the full report on international visitor arrivals [here](#).

Good News

Air New Zealand celebrates 10 years at YVR

Members of the Vancouver travel trade, tour operators and airline suppliers gathered at the Bill Reid Gallery in Vancouver recently to celebrate 10 years of Air New Zealand service between Auckland and Vancouver. Air New Zealand is expanding its Vancouver-Auckland operation by almost 20 per cent as of January 2018, adding about 15,600 new seats to the route. [Learn More](#).

Butchart Gardens named 2017 "World Tulip Garden"

Butchart Gardens has won the title of World Tulip Garden of the Year (2017) from World Tulip Summit Society (WTSS). [Learn More](#).

Rocky Mountaineer founder receives business accolades



Peter Armstrong, founder and Chief Executive Officer of Armstrong Group, the owner and operator of Rocky Mountaineer, will be inducted into the Business Laureates of British Columbia Hall of Fame. He joins a prestigious group of more than 60 business leaders who have been inducted into the Hall. The ceremony will be held on March 8, 2018 in Vancouver. [Read More](#).

Bella Coola Heli Sport takes top honours at 2017 World Ski Awards

Bella Coola Heli Sports was named the "World's Best Heli-Ski Operator" at the 2017 World Ski Awards in Kitzbühel, Austria. The award was presented as part of the 5th World Ski Awards, recognizing, rewarding and celebrating excellence in ski tourism organizations across the globe. [Read More](#).



Good to Know

Seminar from go2@HR explores workplace substance abuse

An upcoming Occupational Health and Safety seminar will help employers better understand the rights and responsibilities of employers and employees around marijuana and other impairing substances. [Learn More](#).

Why you should care about the internet of things

The internet of things is the technology that allows objects, such as home appliances, to send and receive data via the internet. This [HubSpot blog](#) explains why you should care about it.

Ingrid Jarrett makes list of Canada's Most Powerful Women



Ingrid Jarrett, general manager and vice-president of business development at Watermark Beach Resort has been included on the list of Canada's Most Powerful Women: Top 100 awards. She is listed in the RBC Champions category. [Learn More](#).

Frank Antoine becomes chair of TOTA



The Thompson Okanagan Tourism Association elected Frank Antoine to be chair of their board at the association's annual general meeting on November 2. Antoine is the Cultural Coordinator of Quaaout Lodge in Chase and has served as a director on the board. [Read More](#).

BC Rural Dividend program announces fourth intake

Applications for funding in the fourth intake of the BC Rural Dividend program will be accepted Nov. 15 to Dec. 15, 2017, Minister of Forests, Lands, Natural Resource Operations and Rural Development Doug Donaldson recently announced. [Learn More](#).

BC cuts small-business tax rate by 20%

Small-business owners in British Columbia will benefit from a cut to the small-business corporate income tax rate from 2.5% to 2%, retroactive to April 1, 2017. [Learn More](#).

Deadline nears for Connecting America Co-op Marketing Program

Since 2016, Destination Canada's Connecting America Co-op Marketing Program has co-invested in many marketing campaigns submitted by their partners around the country. The deadline for proposals is November 30, 2017, for 2018 Spring/Summer programs. Complete their [application form](#) and submit by the deadline. Each proponent will be notified whether they are successful or not no later than December 31, 2017. [Learn More](#)

Register for IMPACT Sustainability Travel & Tourism Conference

Registration is now open for the IMPACT Sustainability Travel & Tourism Conference 2018 which takes place January 21 to 24, 2018 in Victoria. Ryerson University professor Dr. Rachel Dodds, of Sustaining Tourism, and Keith Henry, CEO of the Indigenous Tourism Association of Canada, will be co-chairs. Find out more [here](#).

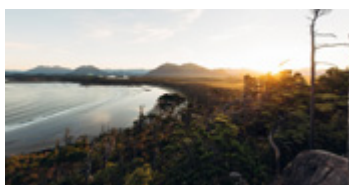
News and Events



Register for BC Tourism Industry Conference

The BC Tourism Industry Conference will take place in Kelowna from March 7 to 9, 2018. Register now!

► READ MORE



New Pacific Coastal route will serve Tofino

Pacific Coastal Airlines will launch a new daily afternoon service between Vancouver and Tofino starting April 3, 2018. The 45-minute flight will operate seven days a week.

► READ MORE



Watch Tourism Richmond's new brand video

Tourism Richmond has released an exhilarating new brand video with the slogan, "Pacific. Authentic. RichmondBC."

► WATCH HERE



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