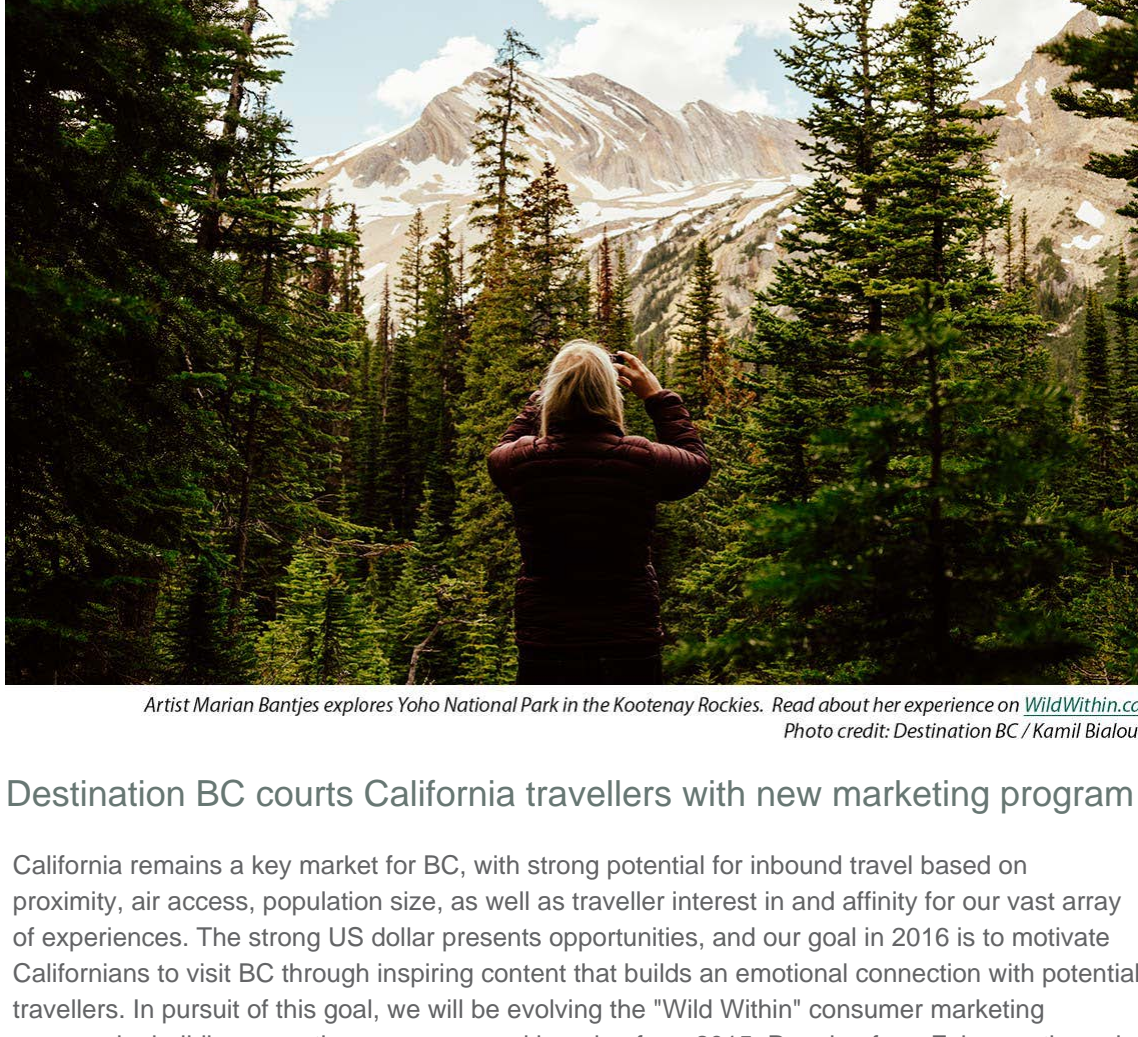


DESTINATION BC NEWS

MARCH 30, 2016

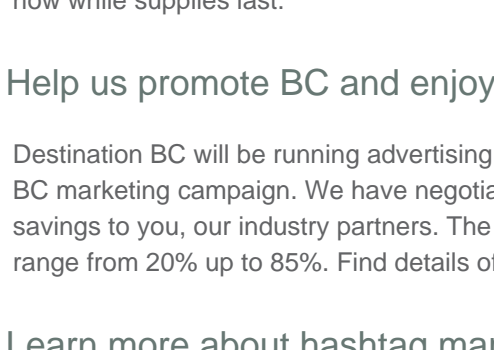


Artist Marian Banijes explores Yoho National Park in the Kootenay Rockies. Read about her experience on [WildWithin.ca](#). Photo credit: Destination BC / Kamil Bialous

Destination BC courts California travellers with new marketing program

California remains a key market for BC, with strong potential for inbound travel based on proximity, air access, population size, as well as traveller interest in and affinity for our vast array of experiences. The strong US dollar presents opportunities, and our goal in 2016 is to motivate Californians to visit BC through inspiring content that builds an emotional connection with potential travellers. In pursuit of this goal, we will be evolving the "Wild Within" consumer marketing program by building upon the successes and learning from 2015. Running from February through to June, the program includes paid media activities such as content partnerships, content teasers, digital video and paid social advertising. This activity leads to the refreshed [Wild Within](#) digital hub which will offer improved usability with stronger connections to trip ideas, travel deals and compelling user-generated social content.

Order your free #exploreBC point-of-sale materials



Example of a point-of-sale postcard

Every day, approximately 2,500 people tag their Twitter and Instagram posts with the hashtag [#exploreBC](#). Encouraging travellers to share their experiences with family and friends around the world enables businesses to reach a wider audience while having increased access to great content to curate. Last year alone, with the help of industry partners, we encouraged more than 850,000 people to use [#exploreBC](#), which had the potential to reach 195 million people globally. To build on this tremendous momentum, Destination BC is once again offering free point-of-sale materials to visitor centres, tourism businesses and industry partners. Materials include postcards, posters and stickers, which can be displayed and shared with travellers to promote awareness of the [#exploreBC](#) hashtag. Please order your free [point-of-sale materials](#) now while supplies last.

Help us promote BC and enjoy deep discounts for media advertising

Destination BC will be running advertising in some major BC media outlets as part of our Explore BC marketing campaign. We have negotiated deep discounts, and would like to pass on these savings to you, our industry partners. The discounts, available in print and television advertising, range from 20% up to 85%. Find details of the deals Destination BC has negotiated for you [here](#).

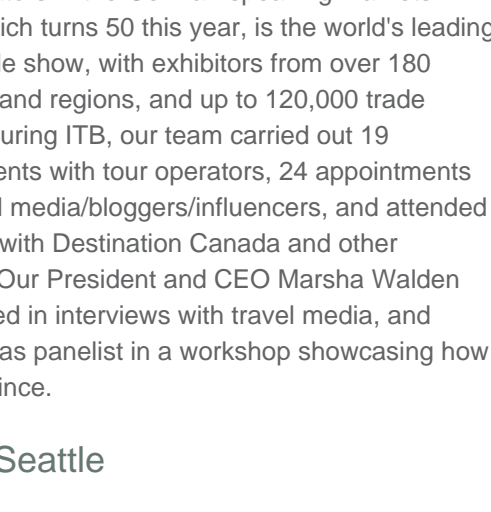
Learn more about hashtag marketing

Are you interested in learning about the benefits of using hashtags (#) in your social media efforts, or how to track them? Join Destination BC's social media team on April 7 at 2 p.m. PST for a webinar on the value of hashtag marketing on Instagram and Twitter. You'll learn about what a hashtag is, the different ways to use them and how to make the most of this effective tool. Please [register](#) by 12 p.m. on April 4 to receive the webinar link. If you are unable to attend, don't worry – we will share the recording on our website shortly after the webinar is completed. For more information on the webinar, please contact socialmedia@destinationbc.ca.

Team BC trains 700 agents at Canada Corroborree

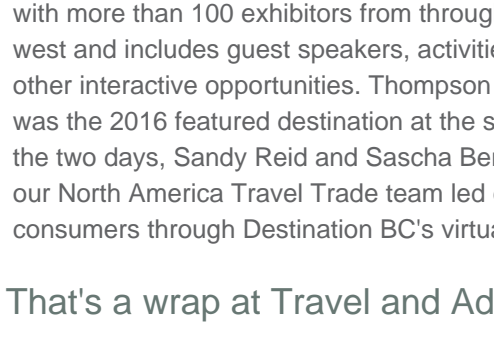
Destination BC staff and our Team BC colleagues logged another successful Canada Corroborree in Australia, one of our biggest overseas markets. Corroborree 2016 ran over two weeks in four cities – Adelaide, Melbourne, Brisbane and Sydney. This year saw the biggest delegation of BC suppliers.

- 14 BC companies attended the events.
- 700 agents were trained on all things Canada during four travel agent events.
- Over 100 members of the media attended events in Melbourne and Sydney.



Team BC ready to get to work at a Canada Corroborree event in Sydney.

Destination BC joins the action at ITB Berlin

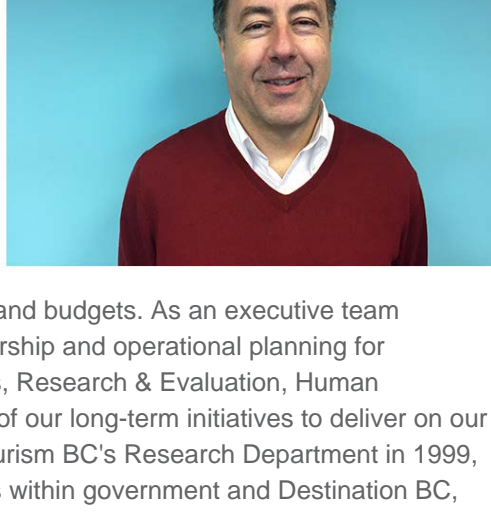


Destination BC staff Marsha Walden and Maria Greene meet with clients at the bustling ITB Berlin.

Guten tag, Berlin! Our team was at ITB Berlin this month to promote BC by meeting with key media and tour operators in the German-speaking markets. ITB Berlin, which turns 50 this year, is the world's leading travel trade show, with exhibitors from over 180 countries and regions, and up to 120,000 trade visitors. During ITB, our team carried out 19 appointments with tour operators, 24 appointments with travel media/bloggers/influencers, and attended meetings with Destination Canada and other partners. Our President and CEO Marsha Walden participated in interviews with travel media, and Maria Greene, Director of Overseas Marketing, served as panelist in a workshop showcasing how Destination BC utilizes virtual reality to market our province.

Thompson Okanagan takes spotlight in Seattle

Destination BC joined forces with our regional partners from the Thompson Okanagan to promote our province at the [Travel, Adventure & Gear Expo](#), which took place in Seattle on March 5-6. The expo showcased the best of travel, adventure and gear with more than 100 exhibitors from throughout the west and includes guest speakers, activities, and other interactive opportunities. Thompson Okanagan was the 2016 featured destination at the show. Over the two days, Sandy Reid and Sascha Bendt from our North America Travel Trade team led eager consumers through Destination BC's virtual reality experience.



That's a wrap at Travel and Adventure show in LA!

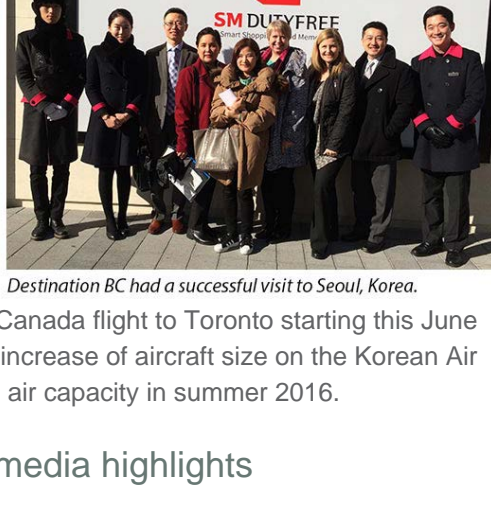


Wendy Van Pymbroeck from Kootenay Rockies Tourism & Howard Grieve from the Thompson Okanagan Tourism Association promote BC at the LA Travel and Adventure Show.

Our province took the stage at the recent Travel and Adventure Show, which ran from February 27 - 28 in Los Angeles. Tourism Vancouver Island, the Thompson Okanagan Tourism Association, Kootenay Rockies Tourism, and Northern BC Tourism were on hand to promote BC at the event, which is the largest U.S. consumer travel show. The banner [Learn More](#)

Destination BC names Vice President, Corporate Development

Following a thorough executive search process, our corporation is pleased to announce that Richard Porges has been appointed our Vice President, Corporate Development, effective immediately. This is a new role that will bolster our leadership strength and our focus on core contributors to success. As a key advisor to our President and CEO, Marsha Walden, and our Board of Directors, the Vice President Corporate Development will provide strategic guidance on all aspects of tourism and the competitive global marketplace and will lead development of the corporate goals, strategy, metrics, and budgets. As an executive team member, the Vice President will provide strategic leadership and operational planning for divisional responsibilities in Corporate Communications, Research & Evaluation, Human Resources, and Finance & Corporate Services as part of our long-term initiatives to deliver on our growth targets for the tourism industry. After joining Tourism BC's Research Department in 1999, Richard Porges earned progressively more senior roles within government and Destination BC, most recently acting as our Executive Director leading Research, Evaluation & Planning, Corporate Communications, and HR & Business Transformation.



Recognizing Capital service

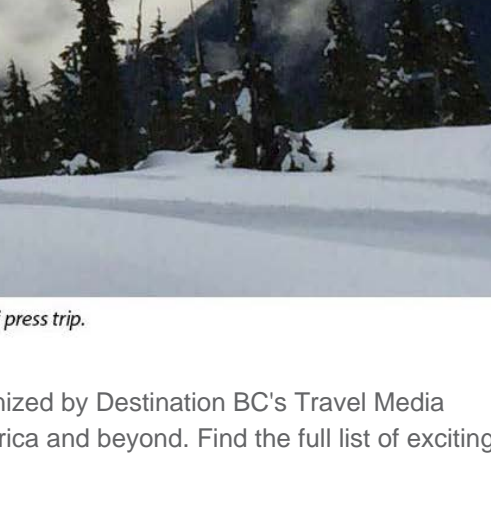


Committee chair Anna Scolnick (left) and Destination BC's Rhonda Teel, chair of the Gala, pose together at the Victoria Hospitality Awards.

Destination BC's [WorldHost®](#) Training Services and President and CEO Marsha Walden helped celebrate the annual Victoria Hospitality Awards earlier this month. The ceremony honours nominees and monthly customer service award winners from 2015, in Victoria. Destination BC sponsors the awards and selects monthly winners. Rhonda Teel was the chair for the Gala Reception. [Learn More](#)

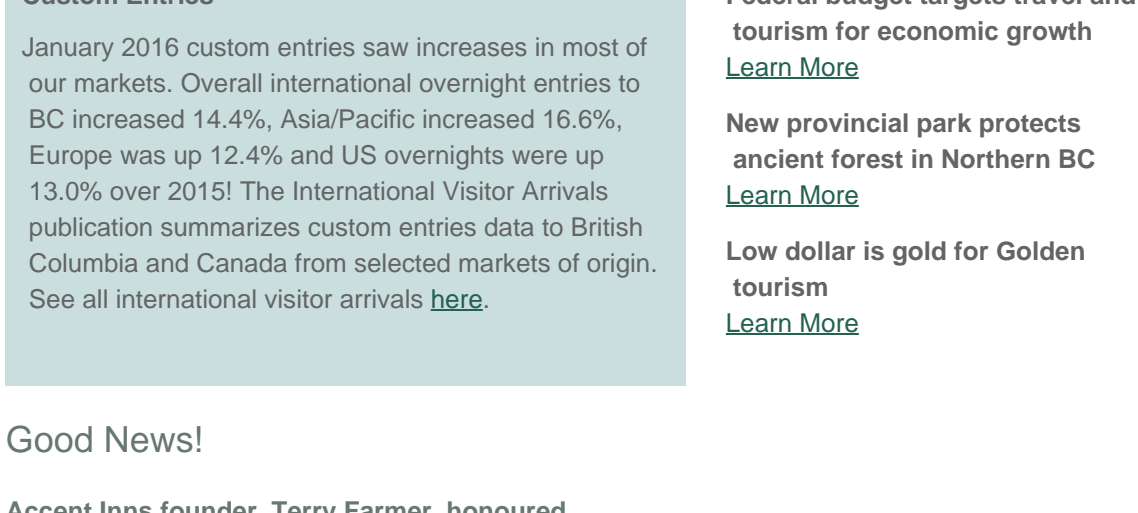
Lending support in Seoul

Destination BC was on the scene in Seoul recently to support Destination Canada's efforts in the market there. Our team attended the second annual Focus Canada Korea trade show from February 24-25, where we met with 45 travel agents, receptive tour operators, and tourism partners. While in Seoul, we also organized a Team BC sales mission with five BC suppliers and met with 12 companies in their offices. Interest is growing, as is evident in the recent visitor arrivals showing a year-on-year increase of 9.5% from Korea to BC for 2015. And with the new Air Canada flight to Toronto starting this June (in addition to the existing flight to Vancouver), and the increase of aircraft size on the Korean Air flight to Vancouver, Canada will enjoy a 27% increased air capacity in summer 2016.



Destination BC had a successful visit to Seoul, Korea.

Winter wonders and ski dreams among media highlights



Shames Mountain from the Destination BC-led Northern BC backcountry ski press trip. Photo credit: Janice G. Fraser

Just in time for spring—coverage from press trips organized by Destination BC's Travel Media team is blossoming in media outlets around North America and beyond. Find the full list of exciting stories about trips from around the province [here](#).

Research Round-Up

Custom Entries

January 2016 custom entries saw increases in most of our markets. Overall international overnight entries to BC increased 14.4%, Asia/Pacific increased 16.6%, Europe over 12.4% and US overnights were up 13.0% over 2015! The International Visitor Arrivals publication summarizes custom entries data to British Columbia and Canada from selected markets of origin. See all international visitor arrivals [here](#).

Good to Know

Federal budget targets travel and tourism for economic growth
[Learn More](#)

New provincial park protects ancient forest in Northern BC
[Learn More](#)

Low dollar is gold for Golden tourism
[Learn More](#)

Good News!

Accent Inns founder, Terry Farmer, honoured

Terry Farmer, founder of Accent Inns, has received yet another accolade for his long history of charitable efforts. Farmer was recently awarded the Governor General's Caring Canadian Award in Vancouver by his Excellency the Right Honourable David Johnston, Governor General of Canada. [Learn More](#)

Whale fest marks 30 years

Congratulations to the Pacific Rim Whale Festival on their 30th anniversary this year. The main attraction of the festival is the annual spring migration of an estimated 20,000 grey whales. The whales are headed to their summer feeding grounds in the Bering Sea and will travel 20,000 kilometres between summer feeding grounds and winter breeding grounds. [Learn More](#)

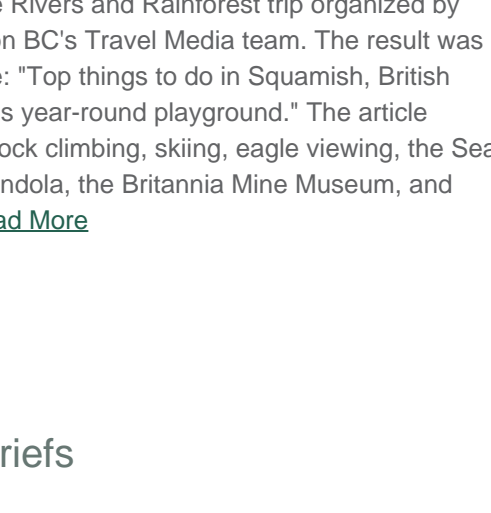


Photo credit: Destination BC/Stay & Wander

Vancouver named Best Airport in North America for seventh year running

Still flying high! Vancouver International Airport (YVR) has been named Best Airport in North America for an unprecedented seventh consecutive year at the Skytrax World Airport Awards. The Skytrax World Airport Awards are based on 13.2 million passenger surveys conducted in 555 airports around the world. [Learn More](#)

Lonely Planet discovers that Squamish rocks!

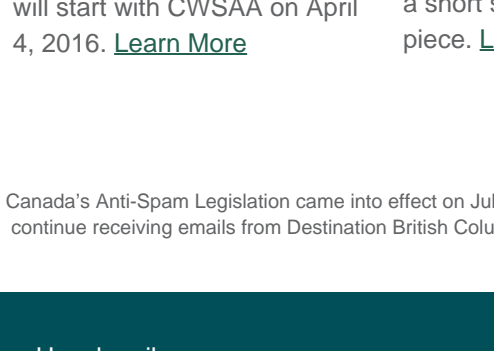
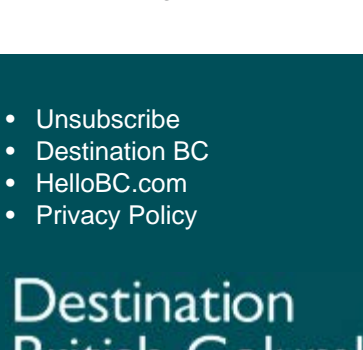


Photo credit: Vancouver, Coast & Mountains Tourism/Bob Young

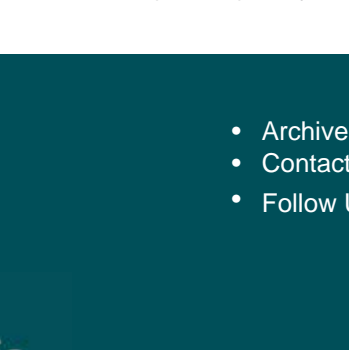
Lonely Planet writer Alexander Howard toured BC as part of the Rivers and Rainforest trip organized by Destination BC's Travel Media team. The result was this article: "Top things to do in Squamish, British Columbia's year-round playground." The article featured rock climbing, skiing, eagle viewing, the Sea to Sky Gondola, the Britannia Mine Museum, and more. [Read More](#)

News and Briefs



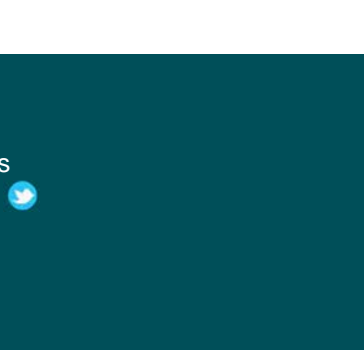
Nicolson named CWSAA president

Canada West Ski Areas Association named Christopher Nicolson their new President and CEO this month. Nicolson has vast experience working with different ski areas. Nicolson will start with CWSAA on April 4, 2016. [Learn More](#)



Looking for a great travel story?

Are you a travel media journalist looking for ideas about BC? Check out our story ideas bank. These story ideas can provide inspiration for an upcoming travel article or segment, or can be used as a short stand-alone print piece. [Learn More](#)



How to be on brand

Destination BC has new on-brand images to share with industry. We commissioned 21 photo shoots in 2015 to build our image assets with the new brand photographic style. All images are available to industry to promote BC tourism. [Learn More](#)