



It's Tourism Week in Canada and BC has a great deal to celebrate



From May 30 to June 4, tourism organisations, businesses and associations around the province are celebrating Tourism Week—a time to recognize an industry that not only supports the socio-cultural fabric of our lives but also provides important economic benefits for all British Columbians. BC's tourism industry enjoyed a very strong year in 2015 (up 7.9% in international visitors) and we are off to an

amazing start in 2016 — up 16.8% from January to March compared to the same period last year.

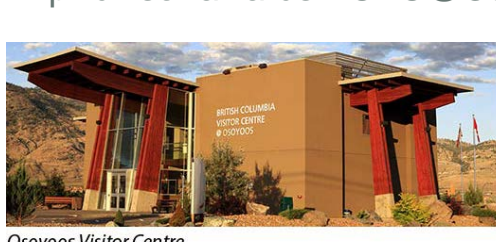
BC currently has the strongest economic outlook in Canada, and tourism is being touted as one of several key drivers of growth and jobs. BC's Tourism Minister, Shirley Bond, is actively promoting tourism across the province, encouraging the entire legislature to promote tourism by asking members to wear #ExploreBC t-shirts at events this week and over the summer months. To find out more about Tourism Week and how you can get involved in promoting tourism year-round, [visit our Tourism Week page](#).

Watermark recognized as Best Beach Resort in Canada by Hotels.com

Watermark Beach Resort has been recognized as the best beach resort in Canada by **Hotels.com's Loved by Guests Awards 2016**. From 20 million authentic reviews by hotel guests from all over the world, 2,700 hotels across 94 countries were classified as outstanding and awarded the top *Loved By Guests* gold award, with Watermark being named among the 86 winners from Canada. Vancouver was the Canadian city with the most gold awards earning 10; notable winners include the Rosewood Hotel Georgia and Fairmont Pacific Rim.



TripAdvisor awards BCVC@Osoyoos Certificate of Excellence



Osoyoos Visitor Centre

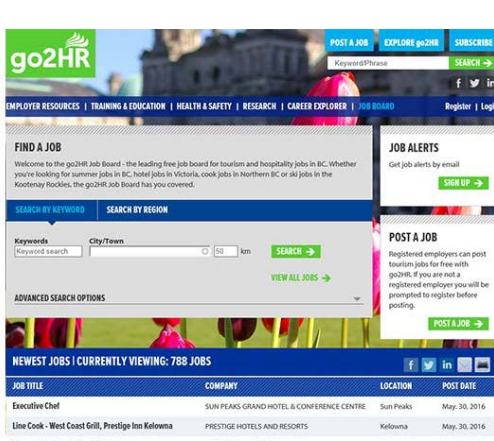
One of Destination BC's three marketing pillars is "Advocacy". This TripAdvisor acknowledgement is a true endorsement of how important traveller advocacy is in our marketing efforts. [Read more reviews for BCVC@Osoyoos here](#).

Time for summer hiring: get to know go2HR

Spring and summer bring a wave of seasonal hiring for BC tourism businesses. [The go2HR job board](#) is BC's leading tourism and hospitality job resource.

And it's free:

- 60,000 monthly visits from qualified candidates looking for frontline, supervisory, management or executive positions.
- Promoted to local students and job seekers at presentations as well as job and career fairs.
- Reaches more than 40,000 job seekers through a monthly career eNewsletter and social media.
- Post your jobs for free [here](#) and happy hiring.



Learn more about HR Best Practices



Employees First is a how-to guide providing information on recruitment, compensation, training, employee retention, departures, and laws and legislation applicable to the tourism industry in British Columbia. Templates and checklists provide tourism businesses with the tools they need to shape or adjust their human resources practices. [Learn more](#).

WestJet Launches inaugural London Gatwick – YVR Service

WestJet launched its first European route from London Gatwick to YVR on May 7 with service six times weekly until October 21, 2016, offering a low cost option for UK travellers. Destination BC's UK team has been working closely with WestJet and key UK tour operators on in-market training and promotion around the new service.

Tourism Vancouver Island wants you to *Find Your Element*

Tourism Vancouver Island's new *Find Your Element* campaign plays off the notion that everyone longs to be "in their element". The idea behind this concept, developed by Eclipse Creative in Victoria, is to draw strong parallels to nature and highlight the extensive travel opportunities in the Vancouver Island region.

[FindYourElement.ca](#) officially launched on April 18 and encourages visitors to find their formula by selecting specific elements of travel. [Find out more](#).



VR at #thenewsunset



Sunset Magazine recently welcomed super fans to their new home in Sonoma, California. Destination BC was invited to take the stage with Sunset's Deputy Editor, Christine Ciarmello, to talk about virtual reality and demo the technology. We were a hit with festival-goers who experienced the VR tour of the Great Bear Rainforest.

VR in Beijing

At the recent Beijing International Tourism Expo 2016, more than 1000 exhibitors from 81 countries were treated to a special virtual reality booth showcasing several destinations' VR headsets and videos. Among all the videos, Destination BC's three VR videos received the best feedback from 400 travel trade, media and consumer guests during the three-day show.



Media interest in BC is at an all-time high

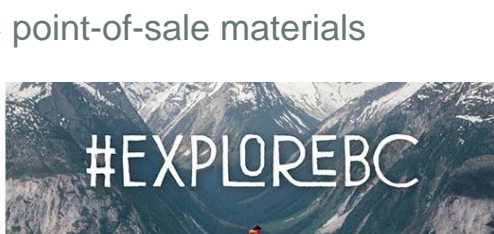


Our *Super, Natural British Columbia* brand and the favourable exchange rate have made British Columbia top-of-mind with travel media. Feedback from US media is that our video content is being seen throughout the US which is testament to social media amplifying our efforts, and friends and family sharing our content. Additionally, travel writers are creating content about BC for big brands such as Wells Fargo extending our reach even further.

[Find out more about how you can work with Destination BC's Travel Media team.](#)

Reminder to order your free #ExploreBC point-of-sale materials

Order your free [point-of-sale materials](#) now while supplies last. 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. Materials include postcards, posters and stickers, which can be displayed and shared with travellers to promote awareness of the [#ExploreBC](#) hashtag.



Example of a point-of-sale postcard

Research Round-Up

International Visitor Arrivals Provincial Comparison is a new monthly publication which provides a comparison of overnight visitor arrivals across Canada to assess each province's tourism success. [The publication can be found here](#).

Tourism Indicators

Total air capacity to YVR for the first 3 months of 2016 has seen an increase over 2015; January is up 6.0%, February is up 10.4% and March is up 6.3%. Year-to-date (January – March) BC Ferries has had nearly 4 million passengers, an increase of 6.6% over the same period in 2015. [Find up-to-date tourism indicators information here](#).

[See the Provincial Comparison here](#).

Custom Entries

March 2016 custom entries saw large increases from several of our markets. Overall international overnight entries to BC increased 19.6%, Mexico increased 66.8%, Australia was up 10.2% and US overnights were up 26.0% 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](#).

Did You Know?

1. Spanning 180km, the [Sunshine Coast Trail](#) is Canada's longest hut-to-hut hiking route.
2. The [Burgess Shale in Yoho National Park](#) preserves one of the world's first complex marine ecosystems and contains fossils that are half a billion years old.

News and Briefs



2016 Aboriginal Cultural Festival, June 17-19

AtBC is gearing up for the **2016 Aboriginal Cultural Festival** following the success of last year's event. The festival will be held outside the **Royal BC Museum** in Victoria - the heart of Lekwungen territory. There will be spectacular performances, traditional artisans and Aboriginal foods throughout the 3-day event.



Canada 150 Community Infrastructure Program

Applications for the program opened on May 24th and close June 22nd. Administered through Western Diversification, projects must satisfy basic criteria related to recreational facilities, clean growth economy and/or positive impact on Indigenous communities. [Learn more](#).



Connect with Destination BC on Twitter

Destination BC is committed to keeping our industry partners informed about our daily business and important news from BC's tourism industry. Make sure you follow our corporate Twitter account [@DestinationBC](#) and watch for our posts on [LinkedIn](#). Let's get social!

Canada's Anti-Spam Legislation came into effect on July 1, 2014. If you have not already explicitly confirmed your consent to continue receiving emails from Destination British Columbia, please "opt-in" by [clicking here](#).

- Unsubscribe
- Destination BC
- HelloBC.com
- Privacy Policy

- Archive
- Contact Us
- Follow Us

Destination British Columbia™

© 2016 – Destination BC Corp. All rights reserved. "DESTINATION BRITISH COLUMBIA", "HELLO BC" and "WORLDHOST" are all trade-marks/Official marks of Destination BC Corp. 12th Floor, 510 Burrard Street, Vancouver, BC, V6C 3A8