



Fisgard Lighthouse National Historic Site, Vancouver Island

Tourism Sees Significant Growth in First Quarter of 2016

2016 is off to a remarkable start, with BC breaking records in several markets. From January – April, BC recorded the highest number of international overnight visitor arrivals, for the same reporting period, since 2000. In addition, overnight visitor arrivals from China, Australia, France, Mexico, and India, between January and April, were the highest since 2000. BC continues to have significant increases in US overnight entries, up 22.1% compared to April 2015; similarly, year to date US overnight entries is up 20.7%. Total International Overnight visitation to BC is up 21.0% for April compared to April 2015 and up 18.2% year to date. [See all international arrivals here](#).

Google Trekker Takes Off Across British Columbia

On June 6, the Northern BC Tourism Association (NBCTA) and Destination BC launched the Google Trekker project in BC — the largest Trekker mapping project ever undertaken between a provincial tourism marketing organization and Google in Canada. Thanks to CEO Clint Fraser's initiative, NBCTA secured the first Google Trekker to trek Northern BC, and Destination BC was fortunate to secure a second Trekker to map the rest of the province this summer. In conjunction with the Trekker mapping footage, Destination BC and its regional partners will be creating stories with videos, imagery and other content that will ultimately provide a fully immersive experience to inspire visitors to visit British Columbia.



Google Trekker Launch in Prince George

When the treks are live on Google Maps starting in early 2017, British Columbia's wild places will join a select group of bucket-list Street View Trekker destinations such as the Pyramids of Giza, the Grand Canyon and the Galapagos Islands. Find out more about the [Trekker mapping platform](#) and more information about the project in BC [here](#).

#1 Attraction in Penticton as Rated by TripAdvisor Reviews



The Penticton Wine Country Visitor Centre was voted the #1 attraction in Penticton achieving an Award of Excellence again this year, with more than 327 reviews! [Find out more here](#).

VIDEO: Testing the tourism waters in Chilliwack

The best way to promote Chilliwack's ample tourism opportunities – and to report on them, it seems – is to experience them first hand.

[Click on the video to find out more.](#)



Host an InstaMeet and #ExploreBCDay



Last year, Destination BC, along with nearly 30 communities around the province, hosted a series of community-led InstaMeets on BC Day, and this year we're hosting them again.

[Learn more about InstaMeets and how you can participate here.](#)

Business Development Opportunities in the Asia/Pacific Market

If you are interested in pursuing opportunities in Asia/Pacific, consider joining the Canadian Inbound Tourism Association- Asia/Pacific (CITAP). Comprised of Receptive Tour Operators (RTOs), the organization represents China, Japan, Korea, India, Australia and New Zealand, as well as destination marketing organisations, and tourism suppliers from across Canada.

More information on CITAP memberships can be found at [www.CITAP.ca](#).

Destination BC's Monica Leeck sits on the CITAP board, and is happy to answer any questions: [Monica.Leeck@DestinationBC.ca](#).

BC Ski Industry Promotes BC Ski Resorts Down Under

Ski resorts from across BC headed to New Zealand and Australia in May and June to promote our ski resorts and their offerings to the Kiwis and Aussies.

BC resort reps attended ski shows in Sydney, Brisbane, Melbourne and Auckland, speaking to approximately 10,000 consumers about BC skiing.



VR headsets at Whistler

The Aussies are Coming!



Joanne Motta, Destination Canada reps, and partners in front of the new Flight Centre Mega Store

On June 1st, Air Canada launched the first commercial non-stop daily link between Vancouver and Brisbane using the 787 Dreamliner.

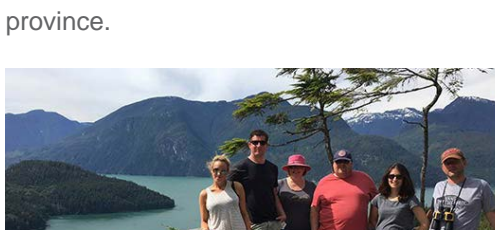
Adding to this excitement, Air Canada ski wholesaler, Ski Max, and retail partner, Flight Centre, joined forces today in their new (mega) store in Brisbane to promote Vancouver, British Columbia and Canada.

Destination BC Re-Appoints Representative for Australia and New Zealand

Destination BC has recently reappointed Global Tourism Solutions as contract representative in Australia and New Zealand to promote BC. For details, [please click here](#).

Recent Familiarization Trips for German and UK Tour Operators

The Cariboo Chilcotin Coast Tourism Association and Destination BC hosted a German VIP product development familiarization (fam) trip to the region June 10-17. Martin Walter, Destination BC's Germany representative, escorted this key group of operators to the Great Bear Rainforest and Chilcotin Plateau to learn more about new and iconic products in this area. With the majority of German travellers to BC booking through tour operators, product development initiatives such as this are an important means to drive business and develop itineraries across the province.



UK Tour Operators visit BC

Lisa Cooper and Claire Ranganathan, Destination BC's UK reps, hosted five luxury tour operators on a VIP product development fam last week to show them Vancouver, Campbell River, Knight Inlet Lodge and Whistler. Highlights included flightseeing, a floatplane trip over the mountains and glaciers, and viewing grizzly bears, seals, dolphins and eagles.

On June 7th, Destination BC and Vancouver, Coast and Mountains hosted 14 Vancouver-based Receptive Tour Operators (RTOs), on a day trip to the Fraser Valley. The tour showcased winery, brewery and cidery options available along the Langley Self-Guided Circle Farm Tour.



Working with the Travel Trade is an important sales channel in the tourism supply chain; this includes working with the Receptive Tour Operators (RTOs). After experiencing a destination on a fam tour, the RTOs will use the information to promote new product itineraries to both the local and overseas markets. [Find out how you can work with Destination BC's Travel Trade team here.](#)

Recent Media Trips Hosted by Destination BC



Destination BC with regional and city partners

On June 2, Destination BC's Travel Media team, along with city and regional representatives, shared BC travel ideas with close to 60 Vancouver journalists and social media influencers at a Vancouver media event. With the strong US dollar, more journalists are keen to showcase BC stories.

Here are just a few of the media outlets Destination BC recently assisted or hosted:

WestJet Magazine, Toronto Star, Travel + Leisure, Global Morning Show, Backpacker Magazine, Sunset Magazine, CBS News Vancouver, Canadian Living, Vancouver Sun, Westworld, Roughguides.com (UK), The Sunday Telegraph (UK), Escapism Magazine (UK), Take me to Paradise TV (Dutch).

Examples of recent coverage include the [Globe and Mail \(Vancouver Island\)](#), [Globe and Mail \(Ossoyoos\)](#), and [National Post](#).

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

Destination BC led and organized the "Southern Vancouver Island: A Seaside Road Trip Adventure" press trip for five key journalists in May. Outlets included *Dreamscapes, Mountain Life Annual, Pique Newsmagazine, Vitamin Daily, BELLO Magazine* and the *New Zealand Herald*.

Cruise 360

The Cruise 360 Conference at the Vancouver Convention Centre, June 1-6, welcomed more than 1,350 travel agents and cruise line representatives from around the world. Hosted by Cruise Lines International Association (CLIA), the conference is typically held in Fort Lauderdale, however, Vancouver has now hosted three times. The Pacific Rim Cruise Association (PRCA) – a consortium comprised of Tourism Vancouver, Destination BC, the Vancouver Fraser Port Authority and Vancouver Airport Authority – works closely with conference organizers to bring the internationally recognized event to the city.

Agents travelled from the U.S., across Canada, Australia, Germany, India, Indonesia, Israel, Japan, Malaysia, the Netherlands and Taiwan. [Learn more.](#)



Research Round-Up

Tourism Indicators

Room revenue for British Columbia showed an increase of 22.2% for the month of April 2016 with a total year to date increase of **21.3%**, based on participating MRDT communities. Cruise ships have returned and are showing increases in the number of revenue passengers entering BC. [Find up-to-date tourism indicators information here.](#)

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.](#)

News and Briefs



Festivals & Events

If you are a **HelloBC** Listing participant, don't miss out on the opportunity to post a summer or fall festival or event for free. It takes just minutes to register your event [here](#).



WorldHost

Distinguish your business, impress your clients, and empower your teams by becoming **WorldHost** certified today. WorldHost workshops will be offered throughout the summer. [Learn more.](#)



Local Businesswomen in Top 100

Mandy Farmer of Accent Inns and Hotel Zed, Sarah Blackmore of Bin 4 Burger Lounge and Lot 1 Pasta Bar, and Debra Lykkemark of Culinary Capers Catering & Special Events were named to the PROFIT/Chatelaine W100 this year. [See more.](#)

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](#).

Destination
British Columbia™

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