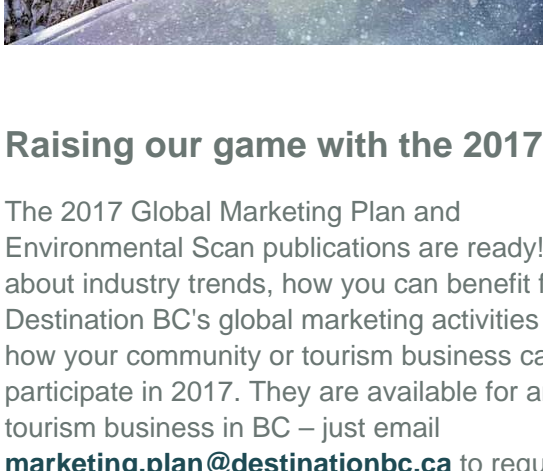


A cyclist on Bellevue Trestle, Kettle Valley Rail Trail, near Kelowna, in the Thompson Okanagan.

Photo credit: © Darryl Leniuk/Masterfile

## Destination BC jump-starts 2016-17 ski campaign



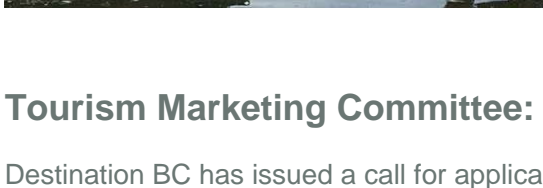
Each year Destination BC launches a ski campaign to motivate high-potential North American skiers to choose BC as their next ski destination. In 2016-17 we are investing in consumer-direct marketing activities in Ontario and California that runs from late August to February across three phases. The first, which is in market now, supports BC ski resorts in their efforts to drive pre-season bookings of ski vacations. [Read More](#)

## Raising our game with the 2017 Global Marketing Plan

The 2017 Global Marketing Plan and Environmental Scan publications are ready! Learn about industry trends, how you can benefit from Destination BC's global marketing activities and how your community or tourism business can participate in 2017. They are available for any tourism business in BC – just email [marketing.plan@destinationbc.ca](mailto:marketing.plan@destinationbc.ca) to request a copy. Click [here](#) for more about our marketing programs.



## How brand alignment builds mighty marketing



Brand alignment strengthens our collective marketing efforts. Unifying our marketing messages with a common look and feel amplifies and reinforces our voice, helping us to stand out and be more memorable with consumers.

[Read five easy ways](#) you can make small changes to align your marketing materials with the **Super, Natural British Columbia** brand.

## Tourism Marketing Committee: call for new members

Destination BC has issued a call for applicants to the Tourism Marketing Committee (TMC), for a three-year term beginning January 1st, 2017. Deadline for applications is October 31, 2016. [Learn More](#)

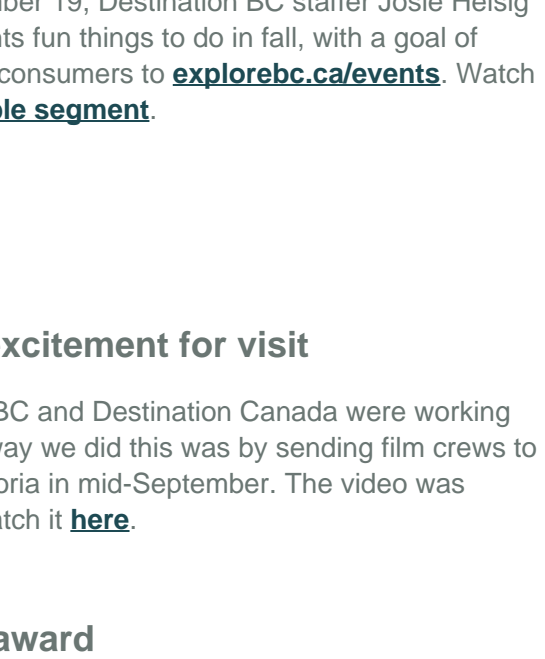
## Changes to WorldHost Training Services

BC's tourism sector has changed dramatically over the last 30 years. As such, Destination BC continues to evaluate its role in industry training delivery to ensure it is meeting the current and future needs of the growing and valuable industry. To ensure that WorldHost can increase its relevance, accessibility and effectiveness, Destination BC has made the decision to transfer the WorldHost Training Service program to go2HR in January 2017. [Learn More](#)

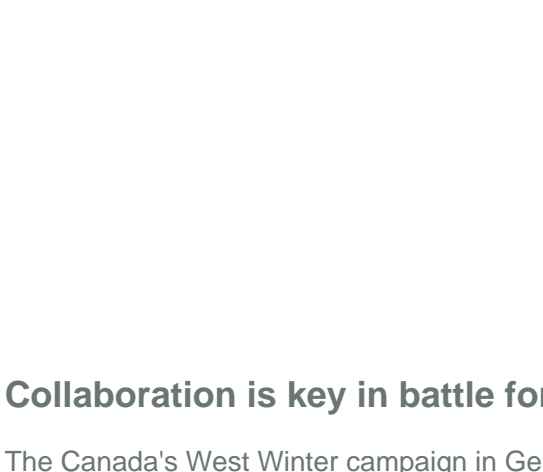
## Innovation Fund drives improvements in Visitor Services

Destination BC's 2016 Visitor Services Innovation Fund has fuelled improvements and new approaches around the province. For example, the Chetwynd Visitor Centre delivered mobile visitor services this summer with a tandem bike, a branded tent and signage, a portable table and chairs and tablet. Their mobile Visitor Services team assisted more than 1,000 visitors within their community.

Read the full list of 2016 funded projects (and find out about 2017 deadlines) [here](#).



## Explore BC partnership with Global TV promotes fall festivals



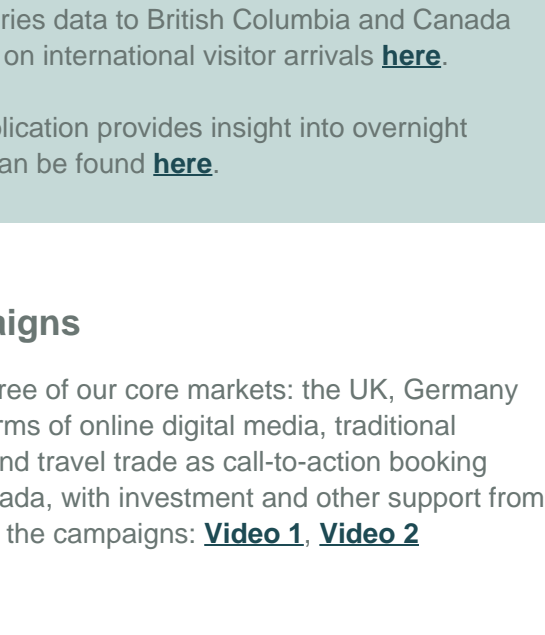
Destination BC is putting fall festivals and events front and centre with regular Monday segments on the Global News Morning Show. During the weekly segments, which run for 10 weeks starting September 19, Destination BC staffer Josie Heisig highlights fun things to do in fall, with a goal of driving consumers to [explorebc.ca/events](http://explorebc.ca/events). Watch a [sample segment](#).

## "Stay like a Royal" video heightened excitement for visit

Before the Royals touched down in BC, Destination BC and Destination Canada were working behind the scenes to maximize coverage. Just one way we did this was by sending film crews to create a "royal themed" video of Vancouver and Victoria in mid-September. The video was picked up by Yahoo.com and many other outlets. Watch it [here](#).

## Wild Within wins prestigious BCAMA award

Destination BC is honoured to have won the BC Chapter of the American Marketing Association (**BCAMA**) Excellence Award for Content Marketing for our **Wild Within** program.



Members of our team accepted the Excellence Award at a gala in Vancouver on October 19.

## Collaboration is key in battle for the German market

The Canada's West Winter campaign in Germany is going full speed ahead on multiple channels to drive early bookings of ski to BC and Alberta and to create a new database of skiers. [Read More](#)

See the German site: <http://www.canadas-west.de/>

## Research Round-Up

### Tourism Indicators

August saw a 84.8% hotel occupancy rate in the province. Room revenue total for BC year-to-date (January - August) is almost \$1.6 billion, an increase of 12.4% over the same period last year. Restaurant receipts year-to-date (January- August) have brought in \$5.9 million to the province. For other tourism indicators, [see here](#).

### Custom Entries

In August, international overnight entries to BC were up 7.5% overall, and up 11.5% year-to-date (January - August). Some key international markets up this month are: UK, up 32.1%; Australia, up 28.8%; Japan, up 19.8%; and Mexico, up 22.0%. 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](#).

The monthly International Arrivals by Province publication provides insight into overnight visitor arrivals for each province. The publication can be found [here](#).

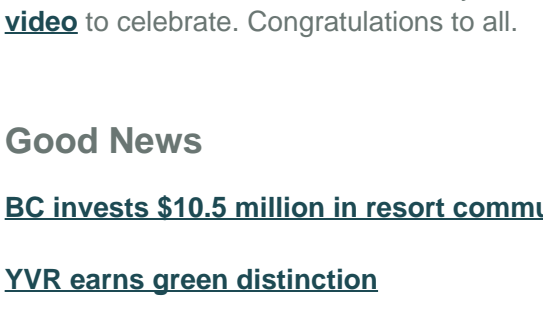
## Content is king in our overseas campaigns

September saw the dawn of content campaigns in three of our core markets: the UK, Germany and Australia. The campaigns include multiple platforms of online digital media, traditional media, social media, paid advertorials, paid search and travel trade as call-to-action booking channels. The campaign was led by Destination Canada, with investment and other support from Destination BC. Here are some of the videos used in the campaigns: [Video 1](#), [Video 2](#)

## Vancouver Island rises to top with Condé Nast readers

The results are in, and Vancouver Island is on top of the list of World's Best Islands for the Condé Nast Traveller Reader's Choice Awards 2016. The island is ranked sixth on the prestigious list, which was the result of more than 300,000 survey respondents, the most public engagement ever. [Read More](#)

## Promotion aims to draw offseason visitors from Japan

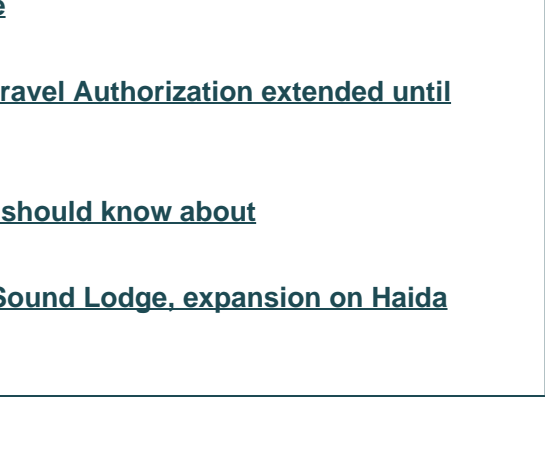


A lively scene at the Whistler Café in Tokyo, where millennials competed to win a trip to BC and Yukon.

Destination BC recently partnered on a co-op marketing project with Travel Standard Japan, one of Japan's fast-growing online travel agencies. In an effort to grow the off-season, BC and Yukon Aurora packages are being promoted through a number of sales tactics, including an offline consumer event at the **Whistler Café** in downtown Tokyo. [Read More](#)

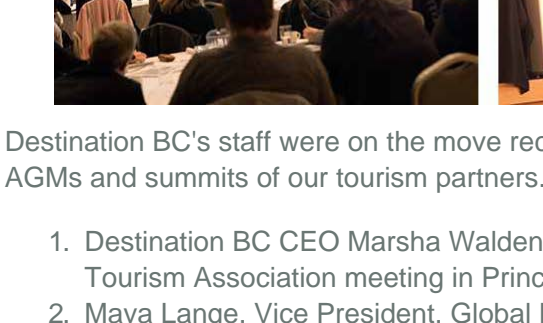
## Ski season lifts off for our Travel Media team

Destination BC and a group of ski resort representatives teamed up with Travel Alberta to host a ski media event in Boulder, Colorado on October 4th. Boulder is a hub for US ski media, and this annual event is a prime opportunity to pitch stories before the season starts. Key media outlets at the event include *Ski Magazine*, *Freeskier*, *Skiing Magazine*, *Mountain Magazine*, *Denver Post* and *National Geographic Traveler*. [Read More](#)



Our lively event in Boulder, Colorado was a great opportunity to pitch BC ski stories.

## Destination BC hosts webinar on user-generated content



Don't Miss our Webinar with Destination BC

Staff from our digital and social media teams recently co-hosted a webinar with CrowdRiff to talk about how Destination BC employs user-generated content in our marketing efforts. Watch the webinar [here](#).

## Mark your calendars for the International Aboriginal Tourism Conference

The fifth International Aboriginal Tourism Conference (IATC) is scheduled for December 12-14, 2016 in Membertou, Nova Scotia. [Learn More](#)

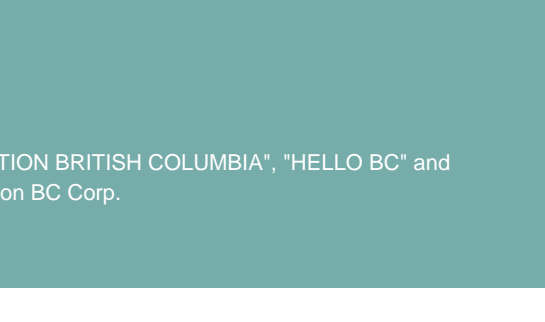
## Celebrate BC small businesses in October

### Nominate a small business in BC

Small Business BC has officially opened nominations and voting for this year's **Small Business BC Awards**, the largest small business awards competition in the province. Last year, 71 communities across BC participated. Nominations and voting are open between October 1 and November 30. Nominate a BC tourism business [now](#).

### Free small business education events are coming to your region

A series of free day-long seminars will be held in October and November around the province, including Kelowna, Victoria, Vancouver and Kelowna, to help mark Small Business Month. Check the list [here](#) to find the event nearest you.



## Whistler wins again

It's been a downhill glide to success for Whistler-Blackcomb, which was just named Best Ski Resort in North America for the third year in a row by SKI Magazine. The team created a [short video](#) to celebrate. Congratulations to all.

## Good News

[BC invests \\$10.5 million in resort communities](#)

[YVR earns green distinction](#)

## GOOD TO KNOW

[Learn how to take better photos on your phone](#)

[Leniency period for Canada's new Electronic Travel Authorization extended until November 9](#)

[Seven sources of free stock photos your team should know about](#)

[Westcoast Resorts plans closure of Milbanke Sound Lodge, expansion on Haida Gwaii](#)

## Have ideas, will travel! It's AGM time in BC tourism



Destination BC's staff were on the move recently to give talks and share ideas at several fall AGMs and summits of our tourism partners.

1. Destination BC CEO Marsha Walden shared news with stakeholders at the Northern BC Tourism Association meeting in Prince George.
2. Maya Lange, Vice President, Global Marketing applauds favourable stats at the Tourism Vancouver Island meeting in Ucluelet.
3. Gary Ross, Editor-In-Chief, connects with the crowd in Nelson at the Kootenay Rockies Tourism Association meeting.

## News and Events



### TOTA AGM in November

The Thompson Okanagan Tourism Association will gather November 23, 2016 at Predator Ridge in Vernon. [Learn More](#)



### Cariboo Chilcotin Coast meets in Clinton

The Cariboo Chilcotin Coast Tourism Association Summit and AGM takes place in Clinton October 26 to 28. [Learn More](#)



### Join the Tourism Victoria board

Nominations are open to serve on Tourism Victoria's 2017 Board of Directors. If you are interested in allowing your name to stand for a two-year term, check out the [Nomination Package](#).

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](#).

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