

Ice Skating at Silver Star Mountain Resort in Vernon, Thompson Okanagan.

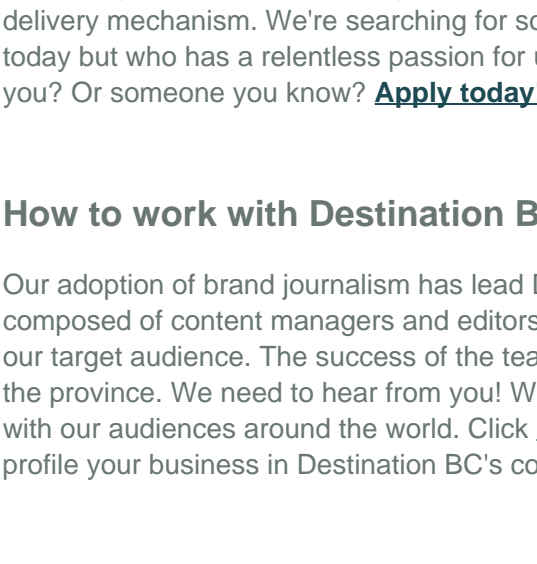
Photo credit: Destination BC/Blaire Jorgenson

## Year-end message from Marsha Walden

As another amazing year draws to a close, I'd like to extend the best wishes of our staff and our Board of Directors to you and your families for a very happy holiday season. We are privileged to work with so many exceptional tourism partners in all parts of our province and across the country. Our industry is thriving, bringing social, cultural and economic benefits to communities everywhere. Thank you for sharing the transformative power of BC experiences with the world!

— Marsha Walden, President and CEO, Destination BC

## New BC Parks strategy supports more campsites, park rangers, increased access



Hiking in Bugaboo Provincial Park, Kootenay Rockies. Photo credit: Destination BC/Albert Normanston

The five-year BC Parks Future Strategy, "Protecting our Legacy Together," offers up good news for BC tourism with plans to hire more park rangers, create new campsites, to improve access for people with disabilities, and to launch a new BC Parks Foundation. Learn more [here](#). Watch the BC Parks video [here](#)

## Co-op Marketing Partnerships Program applications under review

The Destination BC Co-op Marketing Partnerships Program application period has now closed. We thank all those who submitted an application by the November 30, 2016 deadline. Staff members are now reviewing all applications and funding decisions will be communicated to applicants by January 31, 2017. Find out more about the program [here](#).

## Got a passion for innovative digital content? Destination BC is hiring!

We are currently looking for our new Director of Global Content. This individual will be an expert in tailoring content to appeal to global travellers, regardless of theme, channel, format, or delivery mechanism. We're searching for someone who is an expert in current digital marketing today but who has a relentless passion for understanding what it will look like tomorrow. Is this you? Or someone you know? [Apply today!](#)

## How to work with Destination BC's content team

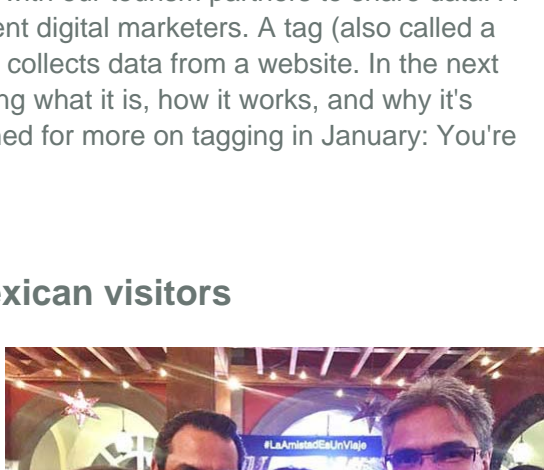
Our adoption of brand journalism has lead Destination BC to create a new content team, composed of content managers and editors who source and develop content that resonates with our target audience. The success of the team depends on engagement with stakeholders around the province. We need to hear from you! We're looking to discover unique story ideas to share with our audiences around the world. Click [here](#) to find out how you can connect with us to profile your business in Destination BC's content. If you'd like to get in touch, [email us](#).

## Register now for Remarkable Experiences program in Vancouver, Coast & Mountains

Registration for the Remarkable Experiences Program in the Vancouver, Coast & Mountains region and the Northern BC region closes Dec. 31, 2016. Space is limited, register now to avoid disappointment. The program runs from January to March 2017 in Squamish, Abbotsford, Agassiz, Harrison Mills, Chilliwack, Langley, Maple Ridge and Pitt Meadows for Vancouver, Coast & Mountains. It runs in the Bulkley Valley area of Northern BC. [Learn More](#)

## Magical Haida Gwaii lands on Frommer's' list of top places for 2017

Not only did Haida Gwaii win the hearts of visiting royals Will and Kate, but it captured the attention of influential Frommer's travel guides, making their list of Best Places to Go in 2017! [Learn More](#)



Hiker in a moss-covered forest in Gwaii Haanas National Park Reserve. Photo credit: Destination BC/JF Bergeron

## British Columbia to host the 2019 IIHF World Junior Championship

Buckle up, hockey fans. The International Ice Hockey Federation (IIHF) has announced that the 2019 IIHF World Junior Championship will return to British Columbia. The tournament will be co-hosted by Vancouver and Victoria starting on Dec. 26, 2018, with the championship final game taking place at Rogers Arena in Vancouver on Jan. 5, 2019. [Read More](#)

## Sweet success for A Skier's Journey, complete with Nanaimo bars



Lisa Cooper, from Destination BC UK, ready to welcome guests at the launch.

Last month, Destination BC helped promote the launch of the A Skier's Journey series at The Mayfair Hotel in London, England. Travel media and tour operators specializing in outdoor activities were invited to the event, where Destination BC UK provided information on BC and handed out Nanaimo bars. Destination BC worked with BC-based clothing brand Arc'teryx to bring the series to ski enthusiasts around the world. The final episode, *Crossing Home*, featured the Coast Mountains of British Columbia. [Read More](#)

## Research Round-Up

### Tourism Indicators

Restaurant receipts increased by 10.4% in September 2016 compared to September 2015. October passenger volume to Vancouver International Airport has increased by 9.1% compared to the same period last year. For more tourism indicators, [click here](#).

### Custom Entries

October saw an impressive increase for international overnight entries to BC and Canada, up 12.1% and 12.5% overall. Year-to-date entries have also increased 12.2% for BC and 11.0% for Canada. The International Visitor Arrivals publication summarizes custom-entries data for British Columbia and Canada from selected markets of origin. See the full report on international visitor arrivals [here](#).

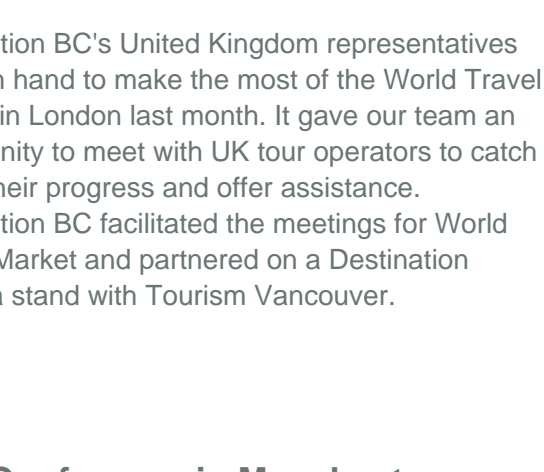
The monthly International Arrivals by Province publication provides insight into overnight visitor arrivals for each province. The publication can be found [here](#).

## Let's play tag: how data makes us efficient marketers

In 2017, Destination BC will be working more closely with our tourism partners to share data. A mutual website tagging plan will make us more efficient digital marketers. A tag (also called a pixel, floodlight tag or beacon) is a piece of code that collects data from a website. In the next few newsletters we will demystify tagging by explaining what it is, how it works, and why it's beneficial. Click [here](#) to read the first article. Stay tuned for more on tagging in January: You're it!

## Canada prepares to welcome more Mexican visitors

December 1st marked the lifting of visa requirements for Mexican visitors to Canada. Mexico City celebrated this milestone in style with a recent celebration at the Four Seasons Hotel. Over 200 travel industry partners attended. Visitors from Mexico now only require the [Electronic Travel Authorization](#) (eTA), a move expected to bolster visitation to Canada. Destination BC and Destination Canada are committed to invest in this already-growing market.



(left to right): Daniela Sanabria (Destination BC's in-market representative), Moises Braverman (Director Leisure, Corporate Travel Services), Rossy Gullmann (Travel Agent, Corporate Travel Services), Jorge Morfin (Destination Canada Mexico) at the celebration in Mexico City. The sign translates to #Friendship is a Journey.

## Campaign urges Australians to holiday in BC next year

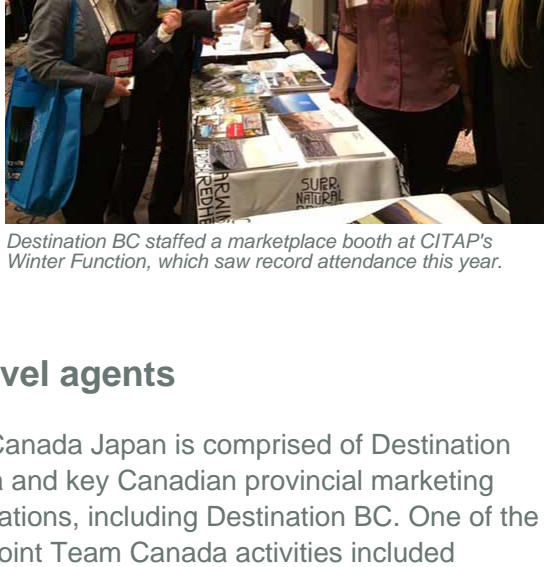


Joanne Motta, of Destination BC Australia, tries to decide on her next great escape.

Destination BC and partners Tourism Vancouver and Tourism Whistler ran a month-long campaign with 165 Escape Travel retail travel agencies (a brand of Flight Centre) across Australia throughout November. The goal was to increase awareness of British Columbia as a potential holiday destination in 2017. The campaign promoted product from around British Columbia with four wholesale partner Adventure World. Retail store windows and in-store magazines were splashed with images and packages urging visitors to explore British Columbia in 2017.

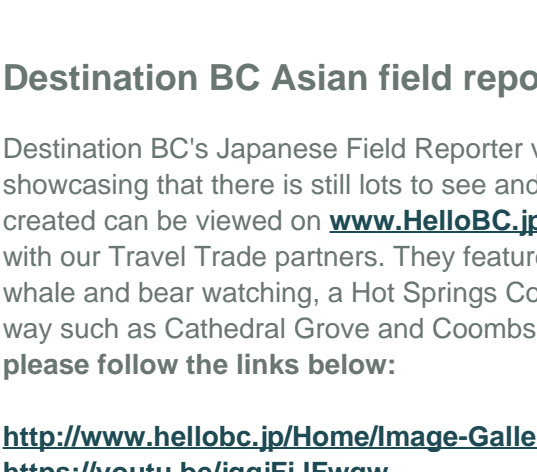
## Virtual reality takes flight in Australia

Flight Centre's new Concept Stores are allowing Australian customers to escape to three dream destinations, including British Columbia. The technology will be featured in their Concept Stores in Sydney, Melbourne and Brisbane. Destination BC provided Flight Centre with the video content to include on their VR headsets.



A consumer tries the VR experience in downtown Sydney.

## Destination BC makes connections at World Travel Market 2016



The team at World Travel Market, including representatives from Tourism Vancouver.

Destination BC's United Kingdom representatives were on hand to make the most of the World Travel Market in London last month. It gave our team an opportunity to meet with UK tour operators to catch up on their progress and offer assistance. Destination BC facilitated the meetings for World Travel Market and partnered on a Destination Canada stand with Tourism Vancouver.

## BC showcased at Travel Counsellors Conference in Manchester

Destination BC representative Sarah Holmes-Siedle met with industry partners last month at the Travel Counsellors Conference: an annual get together and celebration for one of the largest tour operators in the UK. The meeting in Manchester was a good opportunity to showcase BC and gather contact information for a trade database to use for future BC communications.



Sarah Holmes-Siedle represented Destination BC at this year's Travel Counsellors Conference.

## Tip-top training for 1st Class Holidays

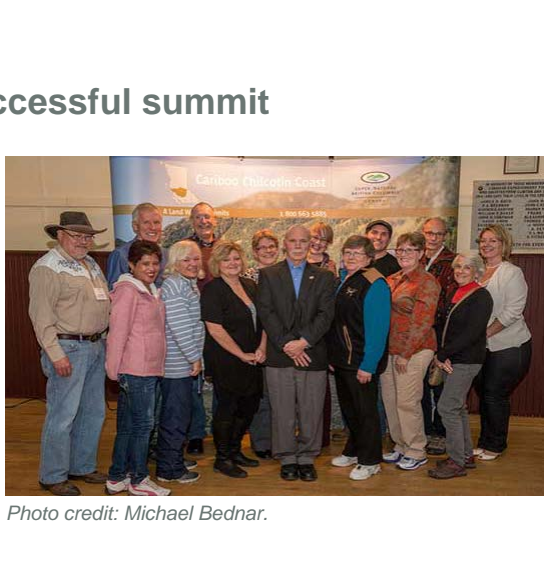


Sarah Holmes-Siedle details BC's various regions during training in Manchester.

Staff at 1st Class Holidays learned all about BC recently when Destination BC representative Sarah Holmes-Siedle led a training session at their head office in Manchester, UK.

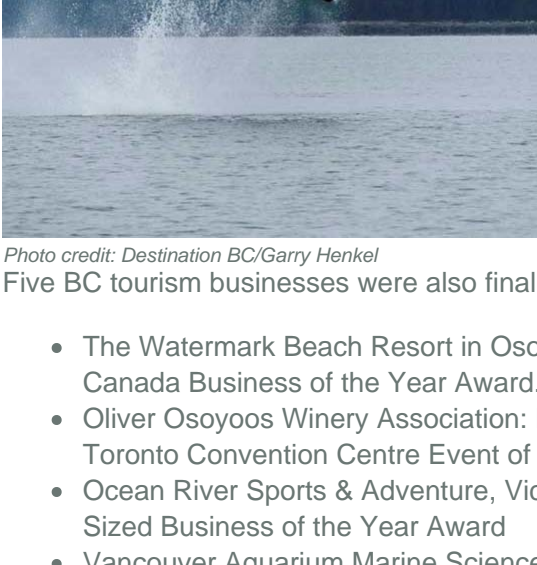
## Destination BC team out in force for CITAP

Destination was in demand at the recent 20th annual Canadian Inbound Tourism Association - Asia Pacific (CITAP) Winter Function, held in Vancouver at the Hyatt Regency. CITAP has over 300 members from across Canada, including Asia/Pacific Receptive Tour Operators and tourism suppliers. The Winter Function features educational seminars, a marketplace and a reception/dinner. There was a record attendance at the event, with 150 people attending the seminars. For more information on CITAP visit [www.CITAP.ca](#).



Destination BC staffed a marketplace booth at CITAP's Winter Function, which saw record attendance this year.

## Team Canada Japan connects with travel agents



A group of Japanese retail agents focuses on learning more about travel in Canada.

Team Canada Japan is comprised of Destination Canada and key Canadian provincial marketing organizations, including Destination BC. One of the recent joint Team Canada activities included working with JTB World Vacations, the largest travel agency in Japan. JTB World Vacations conducted seminars to introduce spring/summer products to their retail stores. [Read More](#)

## Destination BC Asian field reporter project: Tofino

Destination BC's Japanese Field Reporter visited Vancouver Island in late September, showcasing that there is still lots to see and do as summer turns to autumn. The two videos we created can be viewed on [www.HelloBC.jp](#) and HelloBCjp's YouTube channel and are shared with our Travel Trade partners. They feature the culinary delights of Tofino as well as surfing, whale and bear watching, a Hot Springs Cove tour, the Pacific Coast Trail and stops along the way such as Cathedral Grove and Coombs Old Country Market. [To view the latest videos, please follow the links below:](#)

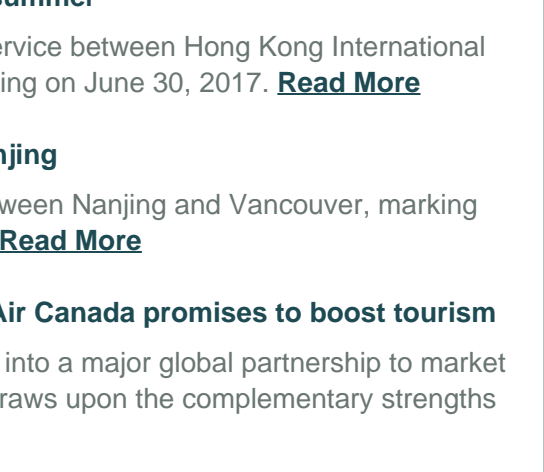
<http://www.hellobc.jp/Home/Image-Gallery.aspx>

<https://youtu.be/jggjFjFWgw>

<https://youtu.be/vPVRKg1n3l>

## Travel media team hosts special events to promote BC ski

Destination BC's travel media team often takes their show on the road to connect with key media. They headed to Toronto in October to spread the word about skiing in BC. In addition to hosting one-on-one with media contacts, they hosted a dinner with a number of BC ski representatives who were in town for the Toronto Snow Show. Many journalists said Destination BC's Toronto ski dinner is their favourite event of the year. Check out the full list of key media visiting BC and our recent coverage [here](#).

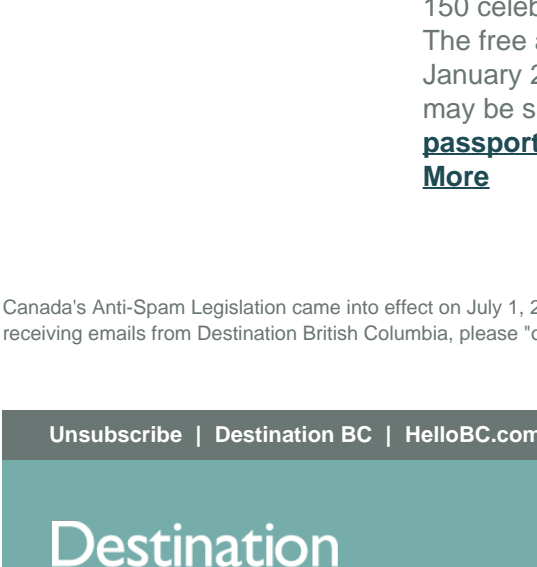


Snowboarding in powder at Whitewater Ski Resort in Kootenay Rockies. Photo credit: Destination BC/Kari Medig.

## How Google ad grants can boost your organization

Did you know that non-profit agencies are currently eligible for Google advertising grants? How it works: Google Ad Grants provides free Google AdWords advertising (mainly pay-per-click) of up to \$10,000 USD per month on Google search result pages to eligible non-profits. Get the full details, including on the needed requirements. [here](#).

## Request your 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. And just a reminder to all BC tourism businesses to order your free #exploreBC point-of-sale materials now while supplies last. [Learn More](#)

## Submit your nominations for the 2017 BC Tourism Industry Awards

Know a tourism supernova? Destination BC and the Tourism Industry Association of BC want your nominations for the 2017 BC Tourism Industry Awards. Five awards will be presented at the Tourism Awards Gala, held during the BC Tourism Industry Conference. Award information and nomination forms can be found on the [conference website](#). The submission deadline is January 9, 2017.

## Good News

### Congrats to Village of Clinton on a successful summit

The Village of Clinton team (pictured) did a stellar job welcoming everyone to their vibrant gold rush town for this year's Cariboo Chilcotin Coast Tourism Association Tourism Summit.



Photo credit: Michael Bednar.

## BC makes a splash at the 2016 Canadian Tourism Awards



Photo credit: Destination BC/Garry Henkel

Five BC tourism businesses were also finalists:

- The Watermark Beach Resort in Osoyoos and Vancouver International Airport for The Air Canada Business of the Year Award.
- Oliver Osoyoos Winery Association: Half Corked Marathon was a finalist for The Metro Toronto Convention Centre Event of the Year Award.
- Ocean Rovers Sports & Adventure, Victoria, BC for the Hilton Worldwide Small or Medium-Sized Business of the Year Award
- Vancouver Aquarium Marine Science Centre for The Transat AT Inc. Sustainable Tourism Award.

## Read More

## Nanaimo benefits from Visitor Services Innovation Fund

The Nanaimo Visitor Centre enhanced their services last summer by increasing their touch points throughout the community. In 2015, the #ExploreNanaimo street team assisted 1,005 visitors. In 2016 they increased their interactions by 428% with a total of 5,312 tourism-related enquiries at more than 20 events. The improvements were fuelled by the 2016 Visitor Services Innovation Fund. [Learn More](#)



Improvements made possible by the 2016 Visitor Services Innovation Fund helped Nanaimo assist more people.

## GOOD TO KNOW

### Stop of Interest signs celebrate BC's unique geography and culture

Know BC like the back of your hand? Suggest a Stop of Interest sign to help highlight the province's special places and stories [here](#).

### BC motor coaches deemed safe

The Motor Coach Safety Review found that the motor coach industry in British Columbia is safe and compares well to other provinces. [Read More](#)

### Hong Kong Airlines debuts in Vancouver this summer

Hong Kong Airlines is starting up non-stop daily service between Hong Kong International Airport and Vancouver International Airport beginning on June 30, 2017. [Read More](#)

### China Eastern flights unite Vancouver with Nanjing

China Eastern is launching year-round service between Nanjing and Vancouver, marking the first connection between Canada and the city. [Read More](#)

### Partnership between Destination Canada and Air Canada promises to boost tourism

Destination Canada and Air Canada have entered into a major global partnership to market the two to the world. The three-year partnership draws upon the complementary strengths of the two organizations. [Read More](#)

### Celebrate Canada's 150th birthday with free admission to Parks Canada places in 2017

The New Year is right around the corner, and Parks Canada is inviting Canadians and visitors from around the world to celebrate Canada's 150th birthday at national parks, historic sites and marine conservation areas. To mark this special year, they are offering free admission to all Parks Canada sites. Find information about how the travel trade can access free admission for their clients [here](#).

## News and Events



### Have you registered for BCTIC?

The 2017 BC Tourism Industry Conference will be held February 22 to 24 in Victoria. [Learn More](#)

### Submit events to Passport 2017

Passport 2017 is a free way to promote and market tourist events around the country as part of Canada 150 celebrations next year. The free app launches in January 2017, but events may be submitted now to [passport2017.ca](#) [Read More](#)

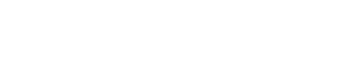


Photo credit: Destination BC/Andrea Johnson

### New liquor laws uncork options

Mani, pedi, merlot? Changes to BC liquor laws will open up new options for businesses. [Learn More](#)