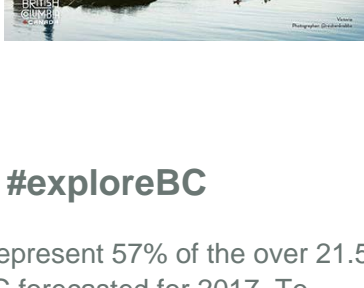
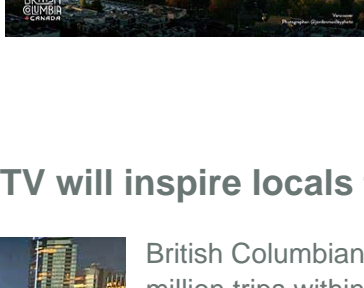
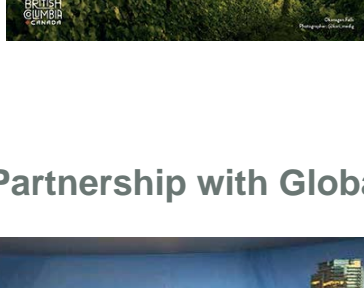


Textured sea grasses and windblown trees near the Blowhole in Naikoon Provincial Park, Haida Gwaii, Northern BC.

Photo credit: Destination BC/Grant Harder

Order your free #ExploreBC point-of-sale kits now

Destination BC will continue to build upon the 2016 success of the ExploreBC Program with the re-introduction of FREE point-of-sale materials. The point-of-sale kits encourage consumers to use the #exploreBC hashtag and showcase as many diverse BC products and experiences as possible. Point-of-sale kits are now available to the BC tourism industry to distribute to their visitors. There are four kit sizes this year ranging from extra-small to large. The kits include postcards, posters, stickers, and #exploreBC window decals. To order your FREE kit, click [here](#).



Partnership with Global TV will inspire locals to #exploreBC



Destination BC's Josie Heisig appeared on air with Global TV host Lynn Collier.

British Columbians represent 57% of the over 21.5-million trips within BC forecasted for 2017. To capitalize on this important market, Destination BC has once again teamed up with Global TV to encourage BC residents to explore their home province. The partnership includes television advertising and editorial content about BC destinations and tourism opportunities. The content will air over eight weeks from early April to late May 2017. [Read More](#)

Watch the resulting segments and stories [here](#).

This partnership builds on the success of a similar campaign last year.

Cruise ships sail into busy 2017 season

The cruise season for 2017 kicked off in Vancouver with a visit from the *Star Princess*. Approximately 840,000 cruise passengers on 237 vessel visits are expected in Vancouver this year, a 2% increase in passenger volume over 2016. Follow the schedule [here](#). A recent Destination BC [blog](#) suggests Vancouver side-trips for cruise passengers. About 240 vessels and 550,000 visitors are also expected to visit Victoria's Ogden Point this year. [Read More](#)

In Northern BC, the Port of Prince Rupert is expecting its busiest season since 2011. [Read More](#)

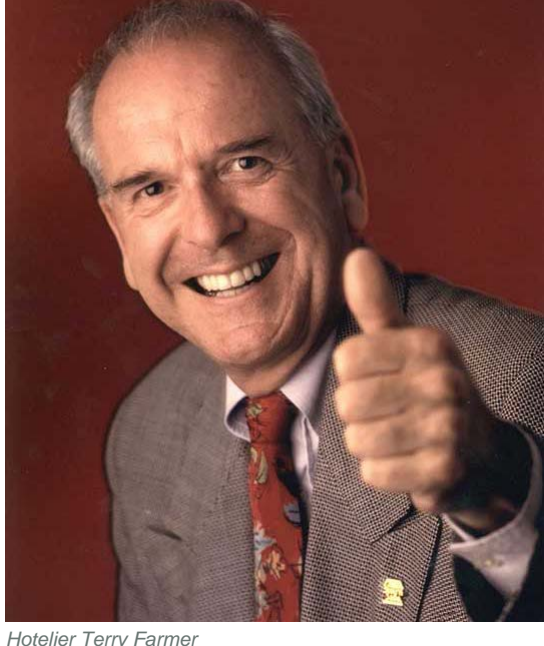


Vancouver is expected to welcome even more cruise ship passengers this season. Photo credit: Monica Leack

Tourism Vancouver Island releases new videos

Tourism Vancouver Island has launched three new videos based on the award winning *Find Your Element* campaign. Tourism Vancouver Island, in association with Hothouse Marketing in Victoria, has produced three 15-second videos and three 90-second videos. The videos were developed with the three key Explorer Quotient (EQ) types in mind: Cultural Explorers, Authentic Experiencers, and Free Spirits. Watch the videos [here](#).

Terry Farmer honoured as Hotelier of the Century



Hotelier Terry Farmer

Terry Farmer, co-founder of Accent Inns, was recently honoured with the Hotelier of the Century award by the British Columbia Hotel Association, which is celebrating their 100th anniversary this year. Farmer's career in BC tourism started in 1986 when he opened a motor inn in Victoria. Accent Inns now has properties at five locations including Victoria, Richmond, Burnaby, Kelowna, and Kamloops. Recently, the company added a new brand, Hotel Zed, with locations in Victoria and Kelowna. The Hotelier of the Century award recognizes the contributions of a British Columbia hotelier who has demonstrated a long-time and significant commitment to the hospitality industry and their community. [Read More](#)

Research Round-Up

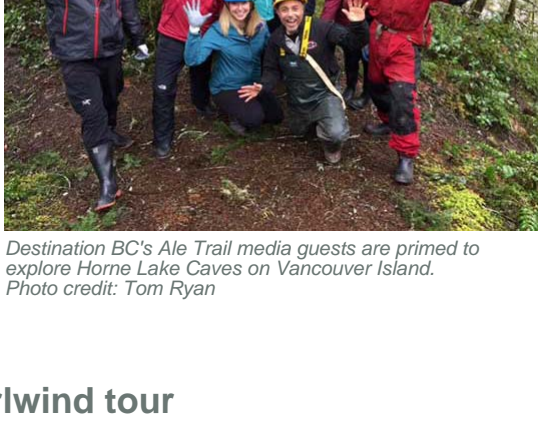
Customs Entries

The beginning of 2017 showed an increase of 3.5% in overnight entries year-to-date to BC. BC had an increase of 13.2% in entries from Europe during February 2017. 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](#).

Spring brings BC Ale Trail trip for our travel media team

Hoppy spring! Destination BC led and organized an "Ale Trail-It" press trip to Vancouver Island and the Sunshine Coast, bringing together two groups of key media to experience new and seasoned breweries in the regions as well as soft outdoor adventure offerings. Outlets included *The Daily Meal*, *Northwest Travel & Life*, *CAA Magazine*, *NUVO Magazine*, *Toronto Star*, *Denver Post*, *Voyage Magazine China* and *AWOL Australia*. Find out more about the BC Ale Trail [here](#). Read more about our recent travel media activities [here](#).



Destination BC's Ale Trail media guests are primed to explore Howe Lake Caves on Vancouver Island. Photo credit: Tom Ryan

Korean travel agents learn during whirlwind tour



The group delights in Hot Springs Cove, Tofino, on Vancouver Island.

Destination BC recently partnered with Destination Canada to host eight key travel agents on a familiarization tour of BC. The main goal of the tour was to showcase destinations in BC that are suitable for shoulder-season travel. The group explored Vancouver Island (Victoria, Parksville, Tofino, Nanaimo), as well as Whistler and Vancouver. The knowledge fostered on this trip will be complemented by joint marketing through the same consortium of agents.

Our United Kingdom team meets with media in London

David Ezra and Sarah Holmes-Siedle from Destination BC UK recently attended [TravMedia's International Media Marketplace](#) in London. The team met with more than 20 media representatives to pitch British Columbia story angles, as well as network with more than 200 journalists and influencers – all in one day.



Destination BC hosts ski tour operators at BC resorts



Representatives from Destination BC's Australia and UK teams hosted ski tour operators at Panorama Mountain Resort for some spring skiing and snowmobiling.

Destination BC's Australia and UK offices recently joined ski tour operators from Australia and the United Kingdom for a familiarization tour of Panorama Mountain and Kicking Horse resorts before heading to the [Mountain Travel Symposium](#) (MTS) in Banff. The MTS trade exchange was a two-day session for the mountain resort industry with more than 8,000 face-to-face appointments between more than 600 buyers and sellers including 10 BC ski resorts.

Good News

"Love is Welcome Here" campaign wins marketing award

The "Love is Welcome Here" campaign, created by Hothouse Marketing and Tourism Victoria to encourage travel to the city by LGBTQ visitors, has won gold in the Integrated Marketing Campaign category at the Hermes Creative Awards. The campaign was chosen from more than 6,000 entries around the world. [Read More](#)

BC lands on TripAdvisor's 2017 Traveler's Choice Top 10 Destinations in Canada

BC destinations ranked number one, two, and seven on TripAdvisor's Traveler's Choice Top 10 Destinations in Canada list. [Read More](#)

Air Canada launches new Vancouver routes

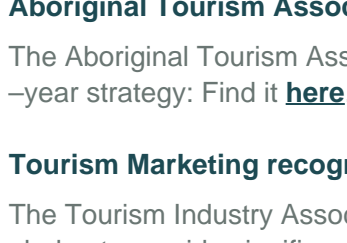
Air Canada is starting up new routes from Vancouver, including year-round service from Vancouver to Denver beginning May 18, and seasonal services to Frankfurt and Nagoya starting June 1, Taipei and Gatwick on June 8, and Boston on June 23. [Read More](#)

Vancouver Foodie Tours named one of Top 9 Food Tours in the World

Vancouver Foodie Tours was recently named by Forbes as one of the Top 9 Food Tours in the World. [Read More](#)

GOOD TO KNOW

New contest! Tell go2HR why you love working in BC tourism



As part of the celebration of Canada 150, go2HR is putting together 150 reasons why people love working in the BC tourism industry, and they need your help! Submit your reasons and you could win a \$150 Visa gift card. Find the details [here](#).

Aboriginal Tourism Association of BC unveils new corporate plan

The Aboriginal Tourism Association of British Columbia (AtBC) has released their new five-year strategy. Find it [here](#).

Tourism Marketing recognized in the 2017 federal budget

The Tourism Industry Association of Canada (TIAC) applauded last month's federal budget pledge to provide significant support to help bolster marketing efforts for the Canadian tourism industry. [Learn More](#)

Tourism Industry Association of Canada on changes to Foreign Convention and Tour Incentive Program

TIAC has also been working to better understand the proposed changes to the Foreign Convention and Tour Incentive Program (FCTIP), which gives tax rebates to non-resident travellers for certain activities. After consultation, TIAC received a response from the government clarifying the scope of the changes. [Read More](#)

Revelstoke to host Mountain Bike Symposium

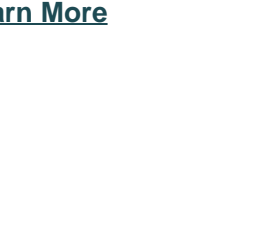
Revelstoke will host Mountain Bike Tourism Symposium September 13 to 15, 2017. The symposium will attract mountain bikers and industry professionals from across the province and [beyond](#). Find out more about the [event](#).

News and Events



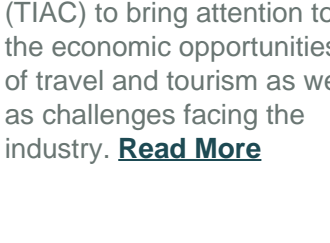
UBCM meets in September

The Union of BC Municipalities Convention will take place September 25 to 29, 2017 at the Vancouver Convention Centre. [Learn More](#)



Travel Media Association of Canada AGM

The Travel Media Association of Canada will hold their annual conference and general meeting on May 24 to 27 in Québec City. [Learn More](#)



Celebrate National Tourism Week

Tourism Week in Canada runs May 28 to June 3, 2017. The week is organized by the Tourism Industry Association of Canada (TIAC) to bring attention to the economic opportunities of travel and tourism as well as challenges facing the industry. [Read More](#)