

MAY 2017



Red truck driving past vineyards at Covert Farms in Oliver, Thompson Okanagan
Photo credit: Gabriel Cabrera

TOURISM WEEK

SEMAINE DU TOURISME

MAY 28 MAI - JUNE 3 JUIN

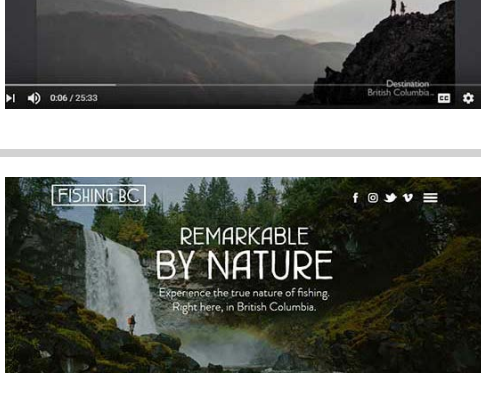
2017

concerted effort to showcase local tourism products and experiences and demonstrate that **#BCTourismMatters**. The tourism industry is a powerful force in British Columbia: our approximately 19.7-million overnight visitors each year contribute \$15.7 billion in revenue annually to the provincial economy. Tourism touches every part of our province and has become a leading business sector. The BC visitor economy comprises nearly 19,000 tourism-related businesses that employ more than 127,500 people. Here are some hands-on ways to celebrate the power of tourism in your community.

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Celebrate Tourism Week

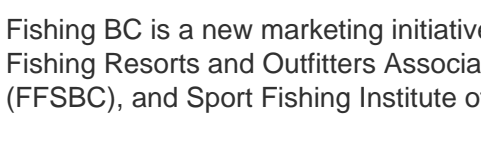
Destination BC and the Tourism Industry Association of BC (TIABC) invite stakeholders from every community to celebrate Tourism Week and acknowledge the operators, employees, suppliers, destination marketing organizations, and others who contribute to the industry. This initiative is part of a



Cool for the summer: Get on brand!

Learn about BC's wild and inspirational brand. Do you know our brand attributes?

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Fishing BC lands new, branded website

The Fishing BC team has launched a new website and a new [video](#) to begin the busy summer season. Check out the new [website](#) and be sure to recommend the site to others. The video and website were made possible with funds from Destination BC's 2016-2017 Co-operative Marketing Partnerships [Program](#).

Fishing BC is a new marketing initiative launched under a partnership between the BC Fishing Resorts and Outfitters Association (BCFROA), Freshwater Fisheries Society of BC (FFSBC), and Sport Fishing Institute of BC (SFI), and supported by Destination BC.

Reminder: Information sources to use during times of emergency

As BC tourism partners, we have a responsibility to work together and share emergency preparedness and response information with each other and our visitors leading up to, during, and following adverse events or emergencies. Here is a list of some of the related government information resources to consult and share on your social media should the need arise.

Make it a priority to identify key contacts, important links, and find out what plans are in place within your local government (municipal, regional district, First Nations) to understand how emergency situations will be managed and communicated in your area. It is always best to know this information before you ever need to use it.

For updates on events in the Okanagan, including the recent floods, consult [Central Okanagan Emergency Operations](#) or [@CO_Emerg](#) on Twitter.

For information on emergency preparedness, consult [Prepared BC](#) or [@PreparedBC](#) on Twitter.

Emergency Info BC is the Government of British Columbia's official channel for emergency alerts. For provincial-level and large-scale emergency alerts and notifications go [here](#) or [@EmergencyInfoBC](#) on Twitter.

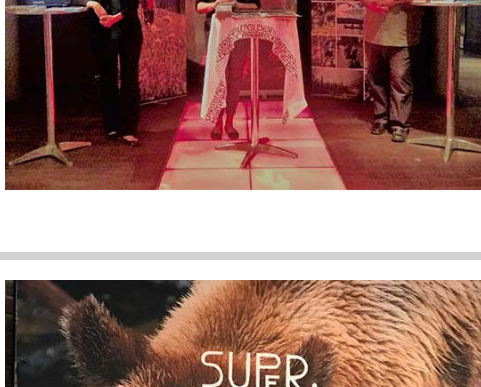
For road conditions, consult [Drive BC](#) on Twitter ([@DriveBC](#)) or call [1-800-550-4997](#).

For wildfire information, check with the BC Wildfire Service [here](#) or [@BCGovFireInfo](#) on Twitter.

Find the complete list of resources from Emergency Info BC [here](#).

Don't forget to download the new publications for tourism operators: *PreparedBC: Guide for Tourism Operators* and *PreparedBC: Emergency Plan for Tourism Operators*.

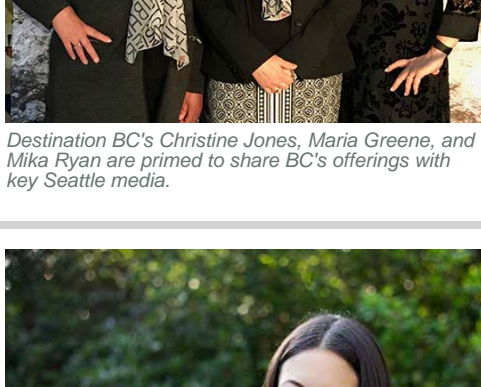
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Maria Greene, Director, Global Marketing Partnerships, is revved up to sell BC at Rendez-vous Canada.

Hats off to a successful trip selling BC at Rendez-vous Canada

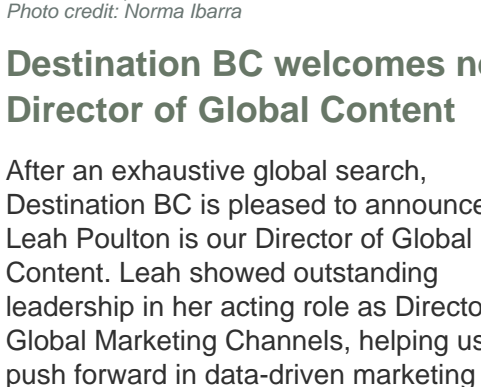
Destination BC staff and our partners from BC's tourism regions had a busy and productive trip to Rendez-vous Canada (RVC) May 9 to 13, held this year in Calgary. Our team scheduled more than 900 appointments in advance, and more on site, all to sell BC tourism products to buyers from around the world. RVC is Canada's premier international tourism marketplace lead by Destination Canada, connecting international tour operators with Canadian tourism businesses. The annual event had a record attendance with over 1,800 domestic and international tourism industry leaders brought together for a series of speed-dating style appointments. This year, more than 550 tour operators from around the globe and 567 Canadian tourism organizations attended.



Destination BC's Christine Jones, Maria Greene, and Mika Ryan are primed to share BC's offerings with key Seattle media.

UK roadshows put BC in the spotlight

A four-city roadshow organized by Destination Canada provided a prime opportunity for Destination BC's UK team to showcase our products to the local travel trade, including frontline sales staff. The stops included on the UK roadshow were Brighton, Newcastle, Glasgow, and Chester. Our Destination BC representative Sarah Holmes Siedle was joined by Corinna Hoverd of Tourism Whistler and Colin Brost from Sun Peaks Tourism.



Leah Poulton, Destination BC's Director of Global Content. Photo credit: Norma Ibarra

Destination BC welcomes new Director of Global Content

After an exhaustive global search, Destination BC is pleased to announce that Leah Poulton is our Director of Global Content. Leah showed outstanding leadership in her acting role as Director, Global Marketing Channels, helping us to push forward in data-driven marketing and new forms of data-sharing with the ski sector. In her previous role as Destination BC's Manager of Social Media and Digital Content, Leah proved her ability to create an engaged community of advocates to shape and share *Super, Natural British Columbia* content around the world. She has also demonstrated her consumer-centric and research-driven approach in our work with the mountain biking, fishing, golf, wine, and ski sectors.

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Jenn MacIntyre, our new Manager of Industry Development. Photo credit: Gabriel Teo

Expanded industry development program secures new manager

Destination BC has named Jenn MacIntyre as our new Manager of Industry Development. MacIntyre was appointed after a competitive process. She joined Destination BC in 2013 with a background in tourism development and public administration. Jenn worked with the Tourism Product Management, Brand, and our Communications team before joining Destination and Industry Development in 2015 to manage the launch of the Remarkable Experiences Program. The new Industry Development unit will now encompass all industry learning, including the Remarkable Experiences program.

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Left to right: The Canada 150 flags on display at Hudson's Hope Visitor Centre and in Abbotsford.



Visitor Centres fly Canada 150 flags

Close to 100 members of the Visitor Services Network Program will be flying the Canada 150 flag this year—thanks to support from Destination BC. Visitor centre staff will mark Canada 150 by wearing special T-shirts as their summer uniform and handing out collectables at local celebrations.

Good to Know



Setting up camp at Nairn Falls Provincial Park, Pemberton, Vancouver, Coast & Mountains. Photo credit: Julian Apse

Canadian RVing and Camping Week kicks off the season

Stock up on marshmallows—the Canadian Camping and RV Council and Go RVing Canada are hosting the third annual Canadian RVing and Camping Week from May 23 to 28. The event encourages people to get a jump on the summer camping season by offering them special discounts and activities. Close to 40 BC campgrounds are participating this year.

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Whistler Brewing Co. along the Whistler Ale Trail. Photo credit: BC Ale Trail

Sessions offer education on navigating BC liquor laws

The Liquor Control and Licensing Branch is offering free learning sessions to owners and staff of restaurants, bars, pubs, and nightclubs.

Sessions cover a range of topics, such as updates on recent liquor policy changes.

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Research Round-Up

Tourism Indicators

Passenger volume to YVR has increased by 7% in the first quarter of 2017 compared to the same time last year. Restaurant receipts are up 6% compared to 2016, increasing to \$1.6 billion. For other tourism indicators, click [here](#).

Customs Entries

In March, BC and Canada had impressive increases in Asia/Pacific arrivals, up 6.6% and 20.6% respectively compared to March 2016. The International Visitor Arrivals publication summarizes customs 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](#).

Good News

Tourism Victoria honours two long-time contributors

Mike Corrigan, CEO of Interferry and former CEO of BC Ferries, was the recipient of the 34th annual Miracle Award from Tourism Victoria. Brian Henry, owner of Ocean River Sports and pioneer of the sea kayak industry, received the 2017 Life Member Award. The two were recognized for their contributions to tourism in Greater Victoria. The awards were presented on April 28 at Tourism Victoria's annual general meeting. [Read More](#)

Tourism in Kamloops valued at \$377 million

Tourism is a key economic driver for Kamloops, results of a recent analysis by Tourism Kamloops show. Using Destination BC's Value of Tourism Model, the research evaluated commercial accommodation sector data to produce estimates of overall tourism visitation and expenditures within the city. The results showed the total estimated tourism economic impact is \$377 million. [Read More](#)

New non-stop flights between Melbourne and Vancouver

Vancouver International Airport will host the first non-stop flight between a Canadian city and Melbourne, Australia. The new flight will begin on December 1st. [Read More](#)

Icelandair to fly to Vancouver year-round

Icelandair recently announced that its seasonal service between Vancouver International Airport and Keflavik International Airport will increase to year-round. [Read More](#)

Green Tourism awards Gold Certification to A View to Remember B&B

A View to Remember B&B in West Kelowna has received Gold Level Certification from the world's largest and most credible sustainable tourism certification program. [Read More](#)

News & Briefs

TAVI meets in September

Tourism Vancouver Island will hold their 2017 annual conference and Annual General Meeting September 19 to 21, 2017 in Sidney.

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Save the date for TOTA

The Thompson Okanagan Tourism Association will meet for their AGM and Summit November 1 and 2 in Kamloops.

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Kootenay Rockies Tourism set for October

The Kootenay Rockies Tourism Industry Conference & 40th Annual General Meeting will take place on October 17 and 18, 2017 at the Civic Centre in Golden.

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