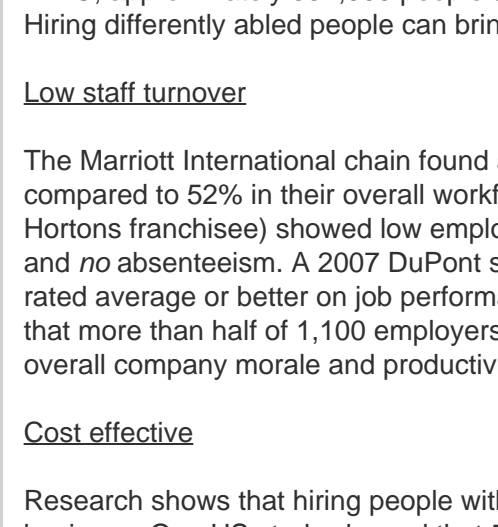


Travellers drive the Sea-to-Sky Highway between Vancouver and Whistler with ocean and mountains in the background. Photo credit: Destination BC



Steven Woo, employee of Vancouver Airport Authority, walking with friends and his assistance dog, Horatio. Photo credit: Courtesy of Vancouver Airport Authority.

Willing workforce

In BC, approximately 334,000 people aged 15 to 64 years self-identify as having a disability. Hiring differently abled people can bring distinct advantages.

Low staff turnover

The Marriott International chain found a low 6% turnover among staff with disabilities compared to 52% in their overall workforce. A 2011 snapshot from Megleen Inc. (a Tim Hortons franchisee) showed low employee turnover for their 35 employees with disabilities—and no absenteeism. A 2007 DuPont study indicated that 90% of people with disabilities rated average or better on job performance. A Job Accommodation Network study also found that more than half of 1,100 employers of people with disabilities benefitted from increased overall company morale and productivity.

Cost effective

Research shows that hiring people with disabilities does not always involve extra costs to a business. One US study showed that 57% percent of the time, no extra investment is needed to make a workplace accessible. In the 37% of cases reporting a cost, the typical one-time expense was only \$500.

► [READ MORE](#)

Province provides wildfire support funding for two tourism associations

The Province is providing the Thompson-Okanagan Tourism Association (TOTA) and the Kootenay Rockies Tourism Association with financial support of \$200,000 each to help with tourism-related impacts from the B.C. wildfires, announced Minister of Tourism, Arts and Culture Lisa Beare.

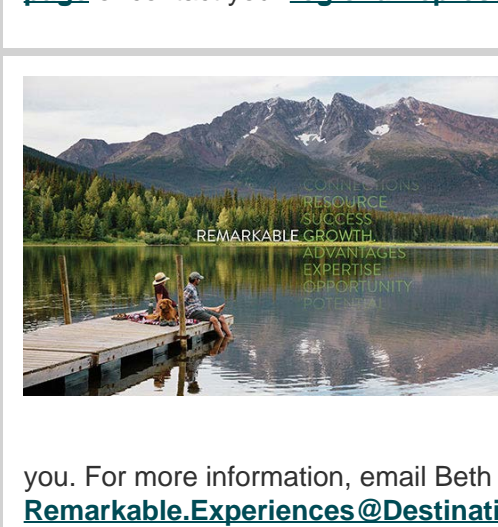
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Intake open, new guidelines available for Co-op Marketing Partnerships Program

The application deadline for the 2018/19 Destination BC's Co-op Marketing Partnerships Program is Nov. 30, 2017. Our updated guidelines are now available [here](#). The guidelines include information on additional opportunities to benefit by aligning with Destination BC's Global Marketing team including website tagging, social media, and content development. We also included information on collecting common Key Performance Indicators (KPIs) to enable discussions among partners around progress of the projects. Please contact program staff at coop@destinationbc.ca to discuss.

Is your tourism business prepared for an emergency?

Destination BC has compiled a list of emergency resources for the BC tourism industry. Find that list [here](#).



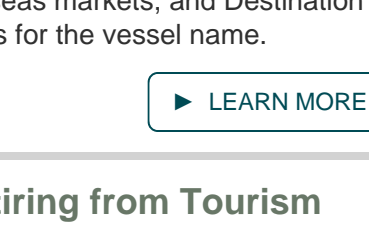
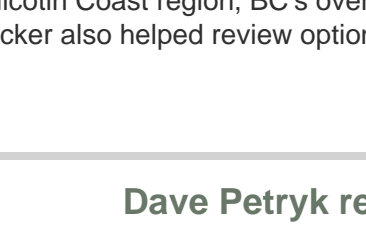
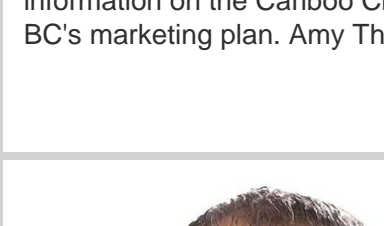
TOURISM IS ECONOMIC GROWTH. Photo credit: Destination BC.

Celebrate World Tourism Day on September 27

Each year, the United Nations World Tourism Organization (UNWTO) marks **World Tourism Day**. The UN declared 2017 the International Year of Sustainable Tourism for Development. Tourism is the third largest export in the world, bringing hope, prosperity and enriching lives. Last year alone, more than 1.2 billion travellers crossed international borders in a single year. By 2030, this number will grow to 1.8 billion. Follow the day on social media with the hashtag #WTD2017, and help Destination BC spread the word that #BCTourismMatters. Watch the UNWTO's "Travel.Enjoy.Respect" video [here](#).

Free #ExploreBC point-of-sale kits still available

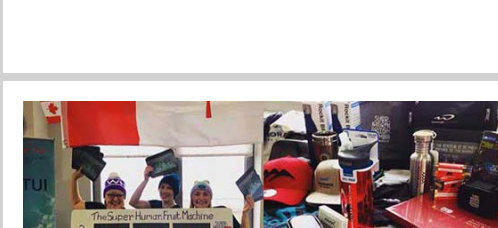
Destination BC has made #ExploreBC point-of-sale kits available for tourism businesses as a way to encourage guests and visitors to share BC travel experiences on social media. By using #ExploreBC, we can help motivate BC residents and visitors to explore more of what the province has to offer. There are four kit sizes; kits include postcards, posters, stickers, and #ExploreBC window decal. Order your free kits [here](#).



Heather Boyd of Destination BC and Lesley Anderson of the Tourism Café meet in Hope with stakeholders to discuss the vision for destination development along the Gold Rush Trail.

Destination development planning meetings set for fall

The Destination Development Program is guiding long-term growth of tourism experiences and revenues through the creation of 10-year destination development strategies across the province. This week, Destination BC held a successful working committee meeting in the Columbia Valley, as well as the first set of planning sessions for the Okanagan Valley and Sea-to-Sky planning areas. Committee level work will continue with the Gold Rush Trail in mid-October. Upcoming sessions are set for the Fraser Valley on October 19th and Northern Vancouver Island for November 1st and 2nd. To learn more about the Destination Development Program or to determine the best way to participate, please visit our [program page](#) or contact your [regional representative](#).



Remarkable Experiences Program. Photo credit: Destination BC.

Fall registration for Remarkable Experiences Program closes soon

Destination BC is pleased to announce the launch of this year's Remarkable Experiences Program. The program allows tourism businesses to explore new ways to improve their visitor experiences and online marketing efforts while increasing revenue potential. It is offered throughout the year in different locations across BC. Space is limited, so click [here](#) to find out when the program will be in the location nearest you. For more information, email Beth Sangara at Remarkable.Experiences@DestinationBC.ca.

Research Round-Up

Due to delays at the data source, we are unable to provide the report this month. Please watch for the full report in our October issue. We apologize for this inconvenience.



Mountains and Okanagan Lake, Vernon. Photo credit: Andrew Strain

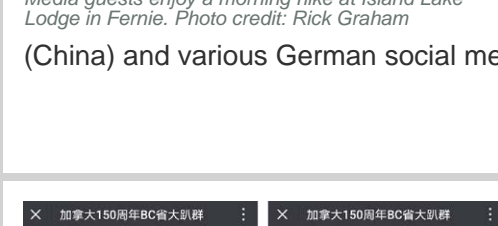
Watch Vernon get star treatment on Marilyn Denis Show

A team effort and years of planning led to major media exposure for Vernon. Tourism Vernon and partners Destination BC, Air Canada, and the Thompson Okanagan Tourism Association helped bring the Toronto-based talk show to Vernon to experience attractions such as Sparkling Hill Resort, O'Keefe Ranch, Gray Monk Estate Wineries, and Oyama Ziplines. Watch the full episode [here](#).

New ferry to be named Northern Sea Wolf

BC Ferries new mid-coast ferry service is named Northern Sea Wolf. The name was selected following a community engagement process that included representatives from local First Nations groups, Ferry Advisory Committee members, BC Ferries employees and the Mid-Coast Ferry Working Group. Destination BC's Stephanie Fielden and Amy Thacker of the Cariboo Chilcotin Coast Tourism Association assisted in the process by providing information on the Cariboo Chilcotin Coast region, BC's overseas markets, and Destination BC's marketing plan. Amy Thacker also helped review options for the vessel name.

► [LEARN MORE](#)

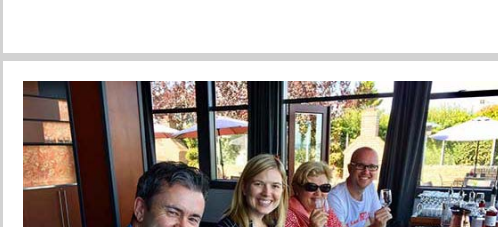


Dave Petryk. Photo credit: Tourism Vancouver Island/HA Photography

Dave Petryk retiring from Tourism Vancouver Island

Congratulations to Dave Petryk as he prepares for his retirement as President and CEO of Tourism Vancouver Island, effective December 1, 2017. After 45 years of dedicated work in the tourism industry across western Canada, Dave intends to take time to enjoy family and personal interests. Dave has led Tourism Vancouver Island for 17 years through transformational challenges and successes.

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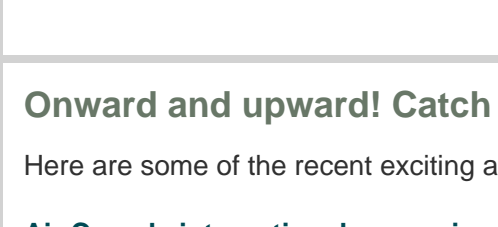


Yoho National Park in Golden. Photo credit: Ryan Creary

Golden launches innovative approach to visitor services

In July, visitor services in Golden transitioned to a community-led service managed by Tourism Golden. A brand new Visitor Information Services and Amenities Hub (VISAH) was created as part of Tourism Golden's new approach to service delivery. Joanne Sweeting, executive director of Tourism Golden, worked with Destination BC to determine the best model to suit today's traveller. The hub provides information via digital and social media channels, as well as face-to-face services with tourism information counsellors and print materials. The new model also includes appealing features such as free Wi-Fi, a doughnut kiosk, and a dog run. [Read More](#)

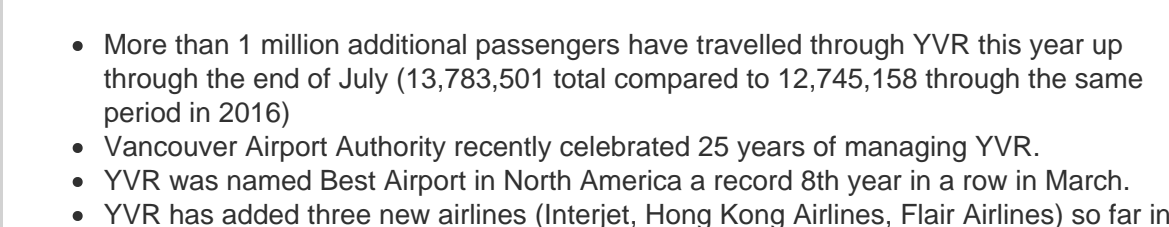
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Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

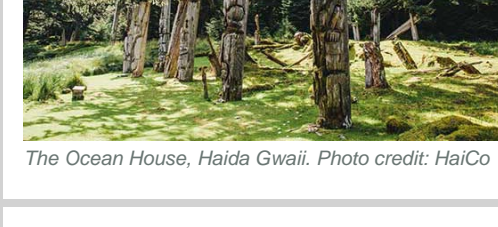
Creative game brings BC awareness

Destination BC's UK team used a creative way to put BC resorts top of mind for sales agents from Crystal Ski Holidays during the company's annual Canada Week. The team used a "Super Human Fruit Machine" to give staff a chance to win Destination BC-branded prizes and a selection supplied by partners: Fernie, Panorama, Sun Peaks, and Whistler. Participants who hit the jackpot had their pick from the prize table, but everyone received a BC ski resort mousepad to remind them of our resorts. After the fun, the team conducted training sessions to educate Crystal's staff and encourage them to sell BC resorts. Watch a video of the UK team in action [here](#).



Virgin Holidays staff learns about BC

Sarah Holmes-Siedle from Destination BC's UK team recently trained 30 Virgin Holidays staff at their headquarters in Crawley, England. Sales staff learned about the wonders of BC—and even sampled our famed Nanaimo bars.



Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

Making connections in Ireland and Scotland

Destination BC's Sarah Holmes-Siedle took her BC show on the road in August to train frontline and supporting staff from various ski and leisure operators, including Ski Independence, Tour America, American Holidays and My Canada Trips/Stewart Travel. Her sales and training trip took her to Edinburgh, Glasgow, and Dublin.

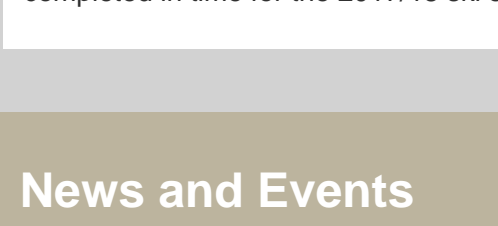


Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

Media experience outdoor adventure in the Kootenay Rockies

Key international media recently toured the Kootenay Rockies region as part of a "Great Trail" tour organized by Destination BC and Destination Canada. The trip, intended to highlight Canada 150 celebrations, brought together media and influencers to experience outdoor adventures—and some relaxing hot springs—in communities such as Fernie and Nelson. Participating outlets included *National Geographic Traveller China*, *Jinni Toutiao* (China) and various German social media channels.

► [READ MORE](#)



Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

Group chat promotes Canada 150 in China

Destination BC China released a Canada 150 mini activity via the WeChat platform on June 27 to celebrate the 150th anniversary of Canada. The weekly social media program adopted the format of "WeChat group chat" and interacted with followers, introducing BC/Vancouver 150 activities and destination tourism highlights via video, audio, images, and articles. The innovative program resulted in 76,280 page views and 41,775 engagements.

BC's film industry featured in Chinese television show

Destination BC China recently arranged a media trip to BC for World Film Report, a Chinese television show that focuses on different destinations, covering the local film industry, history, culture, and talent. The show has aired for 15 years and runs on the China Movie Channel (CCTV6) with over one billion viewers. The media trip in early May resulted in four episodes which aired in July. Different themes were featured in the four episodes, including a general BC film industry overview and specific movies such as *Finding Mr. Right*, *Twilight*, and *X-Men*.

► [READ MORE](#)



Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

Australian media sip and savour

Destination BC, with partners Destination Canada and Tourism Victoria, recently hosted Australian media for a "Canada 150" themed tour in the capital city. The group included representatives from Expedia, 2UE & 2GB radio, and Better Homes & Gardens. The tour featured many culinary delights. Highlights of the trip included a stay at the newly refurbished Fairmont Empress Hotel and a visit to the Victoria Distillery (pictured).

Media guests enjoy a morning hike at Island Lake Lodge in Fernie. Photo credit: Rick Graham

Air Canada celebrates in Sydney

Destination BC's Joanne Motta was on hand to help Air Canada mark its 80th birthday in Australia. Given the daily flights from Sydney to Vancouver, there's a lot to celebrate.

Onward and upward! Catch up with YVR

Here are some of the recent exciting announcements from Vancouver International Airport:

Air Canada international expansion

Canada has announced new non-stop flights from Vancouver to Paris and Zurich, as well as expanded service between Melbourne, Delhi and Heathrow. In total, these services are forecasted to add \$57.6 million in economic output, \$29.9 million in Gross Domestic Product, and 378 full time jobs to the BC economy.

Interjet announces lights from YVR to Mexico City and Cancun

Latin American traffic is already at an all-time high, and YVR now welcomes Interjet, which will begin new flights in the fall to both Mexico City and Cancun. The new service will contribute \$16.3 million in total economic output, including adding 106 jobs and \$8.6 million in GDP to the province. It will also provide opportunities for BC businesses to reach new customers, suppliers and investors throughout Mexico and Latin America.

Flair Airlines to fly YVR

Vancouverites will now have additional options to get to Kelowna, Edmonton, and Toronto from the Kelowna-based Flair Airlines.

Other fast facts

- More than 1 million additional passengers have travelled through YVR this year up through the end of July (13,783,501 total compared to 12,745,158 through the same period in the end of 2016)
- Vancouver Airport Authority recently celebrated 25 years of managing YVR.
- YVR was named Best Airport in North America a record 8th year in a row in March.
- YVR has added three new airlines (Interjet, Hong Kong Airlines, Flair Airlines) so far in 2017 (four if you count Capital Airlines which began service Dec. 30, 2016).
- Four new destinations (Melbourne, Boston, Nagoya and Melbourne) will be added by the end of 2017, (Boston and Nagoya in June, Yellowknife and Melbourne in December).
- There are 125 total non-stop destinations from YVR, (127 by the end of year with the addition of Yellowknife and Melbourne).

Good to Know

The Ocean House, Haida Gwaii. Photo credit: HaidaCo

International Aboriginal Tourism Conference in November

The 2017 International Aboriginal Tourism Conference will be held at the Grey Eagle Resort on the Tsuut'ina Nation in Calgary, Alberta from November 7th to 8th, 2017. [Read More](#)

FIFA action could return to BC Place in 2026

Exciting news! Forty-one cities across Canada, Mexico, and the United States have submitted bids to serve as Official Host Cities in the United Bid for the 2026 FIFA World Cup™. Vancouver is one of the bidding Canadian cities, with BC Place pegged as the potential venue. [Read More](#)

Impact conference coming to Victoria in 2018

The Impact Travel & Tourism 2018 will be held in Victoria next year from January 22 to 24. Find out more [here](#).

Photo credit: Christian Ward / Courtesy of AdvantageHOPE

Hope marks the 35th anniversary of First Blood

Hope is celebrating the 35th anniversary of First Blood, the first movie in the wildly popular Rambo series starring Sylvester Stallone. The original 1982 movie was shot in the town of Hope, Golden Ears Provincial Park, Pitt Lake and other BC locations. [Learn More](#)

Good News

Congratulations to the 2017 Canadian Tourism Awards finalists

The Tourism Industry Association of Canada (TIAC) has announced the finalists for the 2017 Canadian Tourism Awards, including twelve nominees from BC. The awards take place November 29, 2017. [Read More](#)

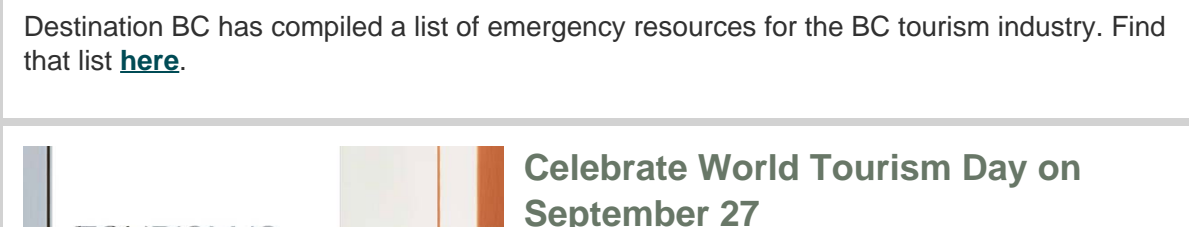
Major conference on marine protected areas coming to Vancouver

The Canadian Parks and Wilderness Society (CPAWS) recently announced that Canada will be hosting the 5th International Marine Protected Area Congress (IMPAC 5) in Vancouver in 2021. [Learn More](#)

Cypress Mountain makes major investment in snowmaking

Cypress Mountain has begun a \$1.2M snowmaking expansion project that is expected to be completed in time for the 2017/18 ski season. [Learn More](#)

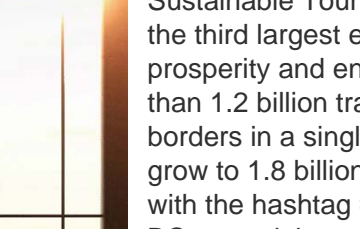
News and Events



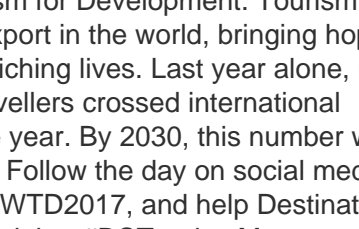
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TIABC meets in October

The Tourism Industry Association of BC annual general meeting will be held simultaneously with the Aboriginal Tourism BC and BC Lodging and Campground Association's respective AGMs on Oct. 12, 2017.

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Northern BC Tourism Summit

Northern BC Tourism will host a two-day event with expert speakers, networking opportunities, and professional development sessions in Prince George Oct. 16 and 17, 2017.

► [LEARN MORE](#)

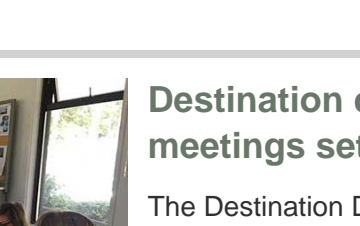
Koot Rock will meet in Golden

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

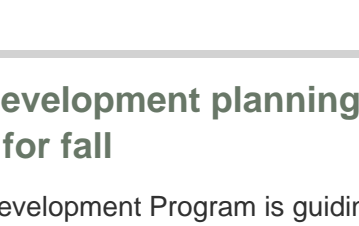
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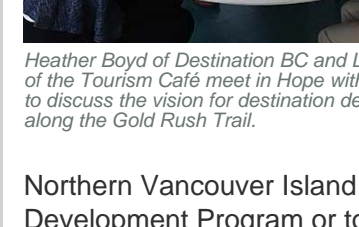
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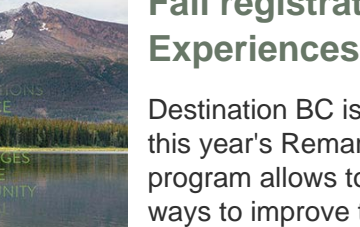
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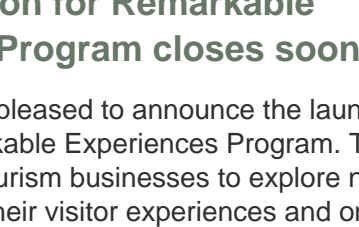
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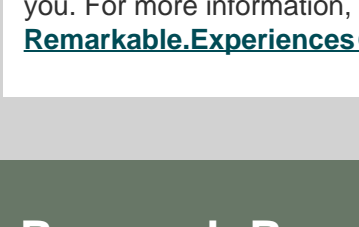
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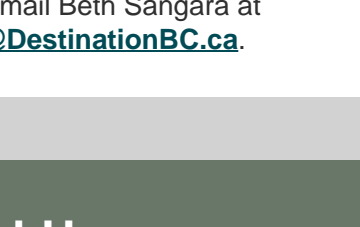
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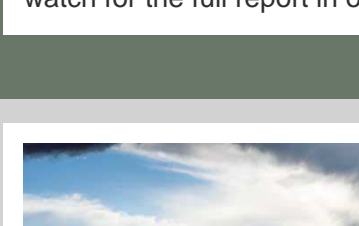
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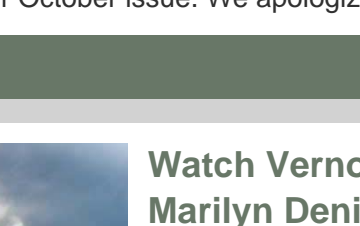
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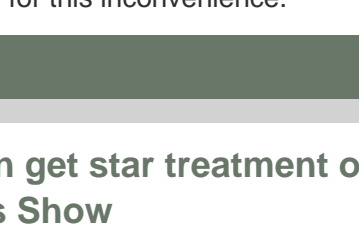
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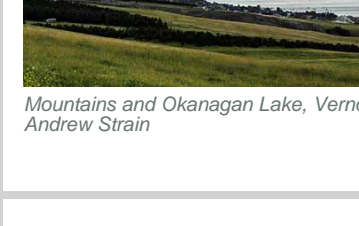
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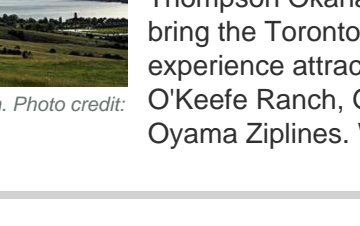
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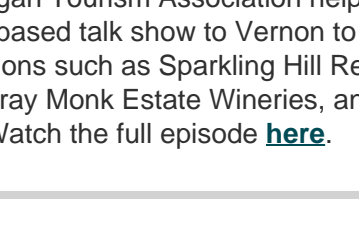
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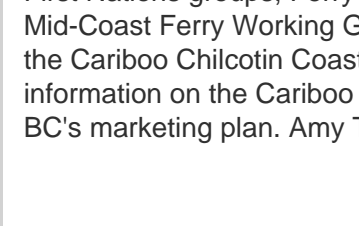
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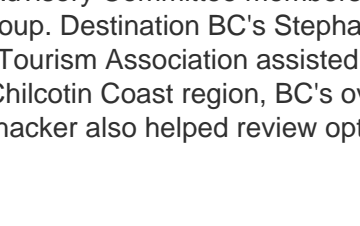
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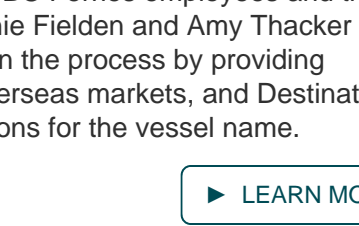
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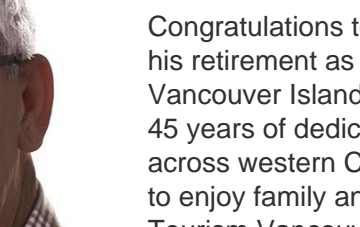
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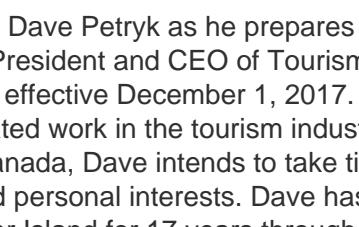
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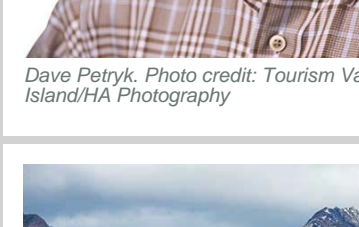
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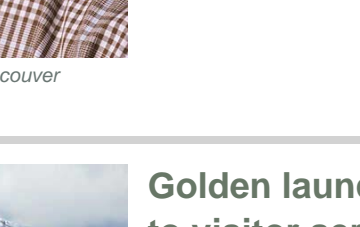
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