

## DESTINATION BC NEWS SEPTEMBER 22, 2016



Driving through downtown Nelson in the Kootenay Rockies.

Photo credit: DestinationBC/Dave Heath

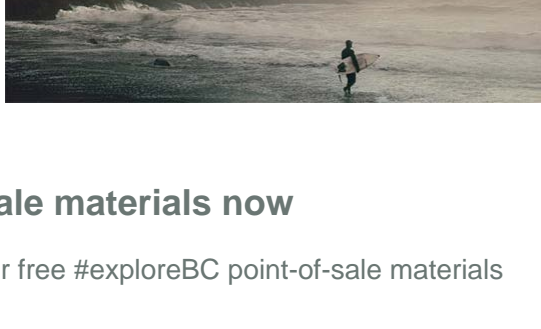
### Destination BC wins Gold at The Travel Weekly Magellan Awards



Destination BC is thrilled to share that the organisation won a Gold award for our Destination BC Concierge, Destinations project, which we worked on with Expedia. Destination BC won in the United States/Canada - Overall Destinations - Adventure Destination category. The Travel Weekly Magellan Awards are one of the premier awards for the industry. [Read More](#)

### Explore BC campaign aims to keep travellers close to home this fall

Destination BC's Explore BC fall activities are designed to create urgency for BC residents to travel during the fall shoulder season. Key fall activities include ad spots on Global TV and sponsored weekly segments about festivals and events on both the Global TV morning news and News Hour. [Read More](#)



### Order your free #exploreBC point-of-sale materials now

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

### Brush up on our brand



Learn about Destination BC's wild and inspirational brand with [this webinar](#).

Just off Terrace Beach on the Wild Pacific Trail on Vancouver Island.  
Photo credit: Destination BC/Mike Seehagel

## Research Round-Up

### Tourism Indicators

Passenger volume to YVR continues to increase each month resulting in an increase of 8.4% year-to-date (January - July 2016). Air Capacity to YVR has also increased every month over the same period in 2015, up 7.7%. BC Ferries has serviced over 12 million passengers year-to-date (January - July 2016), an increase of 4.7% over the same period in 2015. For other tourism indicators, [see here](#).

### Custom Entries

In July, international overnight entries to BC was up an impressive 11.8% overall. Some key international markets contributed to this great month; Asia up 13.3%, Australia up 30.4%, New Zealand up 22.9%, Mexico up 20%, UK up 35.8%, Germany up 15.4%. 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](#).

### Applications open for 2017 Visitor Services Innovation Fund

Destination British Columbia is pleased to announce the availability of a \$300,000 application-based Visitor Services Innovation Fund for 2017. This fund is for current, full-status Visitor Services Network members, and is intended to support new, innovative, future-forward visitor services. The 2016 Visitor Services Innovation Fund tested new, innovative approaches to providing expanded visitor services. Applications are being accepted until November 30, 2016. For more details about timing, guidelines and eligible activities, please contact Karen Tunkara: [Karen.Tunkara@destinationbc.ca](mailto:Karen.Tunkara@destinationbc.ca). For more information on this fund and Visitor Services, click [here](#).

### Visitor Services Innovation Fund supports accessibility

Destination BC's 2016 Visitor Services Innovation Fund supported improvements designed to make the Thompson Okanagan Connector Visitor Centre more accessible for travellers with physical limitations. [Learn More](#)

### Canada inks new deal to promote tourism with China

A new agreement between the federal government and the People's Republic of China will increase cooperation to boost the two-way flow of tourists. China authorized Canada to open seven additional visa application centres to serve a growing number of local tourists who would like to visit Canada. [Read More](#)

### Remarkable Experiences Program launches this October

Destination BC's Remarkable Experiences Program is a one-of-a-kind tourism program in Canada, designed to support BC tourism operators in developing and delivering outstanding, visitor-focused experiences while enhancing their digital and social media marketing efforts. Destination BC has partnered with the Kootenay Rockies Tourism Association, the Thompson Okanagan Tourism Association and Tourism Vancouver Island for the fall 2016 program that runs from October–December 2016. If you are operating a tourism business in one of these regions, you can register for the program. Registration closes September 23, 2016. [Read More](#)

### Destination BC promotes our peaks in London

Destination BC's UK team brought a cold snap to the Crystal Ski central office in London as part of the tour operator's "Canada Month." The team offered prizes to make sure BC's magic mountains and ski resorts are top of mind for the upcoming ski season.



Sarah Holmes-Siedle and Lisa Cooper from Destination BC UK visit Crystal Ski in London.

### The best kind of rush hour



Destination BC helped plan a memorable, luxury trip to Vancouver and Whistler for top UK travel writer Graeme Green. The [article](#) appeared in The Telegraph.

### Contests puts BC in spotlight

Destination BC recently coordinated two contests in the UK—one promoted by Lonely Planet and another by Whittard of Chelsea. Entrants could win prizes from Panorama and Big White ski resorts. Destination BC's goals for the contests were to gain access to a larger market and build a current consumer database.

### BC set to welcome more visitors from Mexico

When the federal government started requiring visas for Mexican visitors in 2009, BC saw an immediate drop in visitation from this important market. BC has slowly been luring visitors back, and in 2015 finally reached pre-visa levels. The federal government has just announced that the visa requirement will be lifted as of December 1, 2016—promising even better visitation figures to come. [Read More](#)



The team trains participants in Monterrey, Mexico.

### Destination BC Asian Field Reporter Project: Langley



Destination BC's Asian Field Reporters recently visited the Fraser Valley to highlight a fun and easy day trip to Langley. The videos for the Chinese and Japanese markets are featured on HelloBC.com.cn and HelloBC.jp and included a stop at Krause Berry Farms and Fort Langley. The videos will be promoted on social media channels by Destination BC, Tourism Langley, and the BC Blueberry Council. Follow the links below to view the videos: [Japan](#) [China](#)

Learn more about our programs [here](#).

### Register now for this year's ShakeOut!

Make sure to register for The Great British Columbia ShakeOut, the world's largest "Drop, Cover and Hold On" earthquake drill, which takes place at 10:20 a.m. on October 20. Check out the [ShakeOutBC](#) website for a [Tourism Participation Guide](#). Find other printable materials, such as door hangers, rack cards and tents cards under the [Resources](#) tab. [Learn More](#)



### Apply by September 30 to join the Destination Canada board

Canadians who are committed to tourism excellence are encouraged to apply online to fill upcoming vacancies on the Board of Directors of Destination Canada. Apply by September 30, 2016. [www.appointments.gc.ca](http://www.appointments.gc.ca).

### Good News

[New flights from Zhengzhou](#)

[Air Canada launches daily service between YVR and Dallas-Fort Worth](#)

[Even more Mexico as Aeromexico tops up service to Vancouver](#)

## GOOD TO KNOW

[Reminder: Universal Media does not represent Destination BC](#)

[Seasonal ferry service to resume on BC's Central Coast](#)

[TIABC seeks partners for BCTIC](#)

The Tourism Industry Association of BC is seeking partners for the upcoming BC Tourism Industry Conference set for February 22 to 24, 2017 in Victoria: <http://www.tiabc.ca/bc-tourism-industry-conference/>

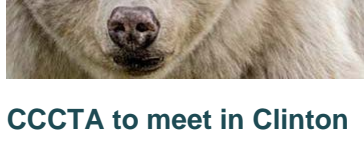
[Cumberland survey seeks input on trail management](#)

[Bookings for Berg Lake trail and Bowron Lake canoe circuit open soon](#)

[Royal BC Museum to launch healing First Nations program](#)

The Province is committing \$2 million to the Royal BC Museum to support all interested Aboriginal peoples in British Columbia seeking the return of their ancestral remains and belongings of cultural significance. <https://news.gov.bc.ca/releases/2016PREM0096-001618>

## News and Briefs



### CCCTA to meet in Clinton

The Cariboo Chilcotin Coast Tourism Association will gather October 26 to 28. Inquire [here](#) for information.



### TOTA meets in November

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



### Learn the fundamentals

WorldHost Training Services will be offering the WorldHost Fundamentals training session September 23, 2016 at the Granville Island Hotel in Vancouver. [Learn More](#)