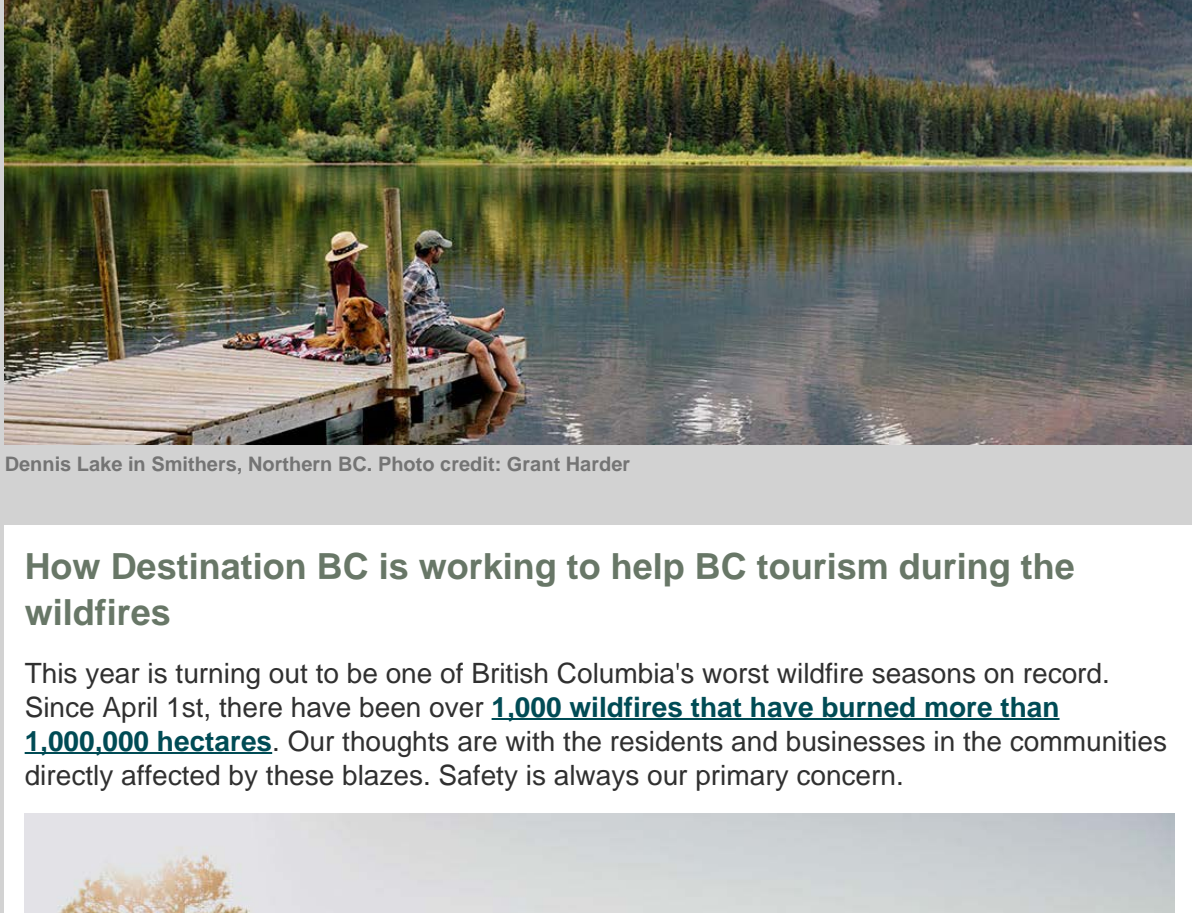


# DIRECTIONS

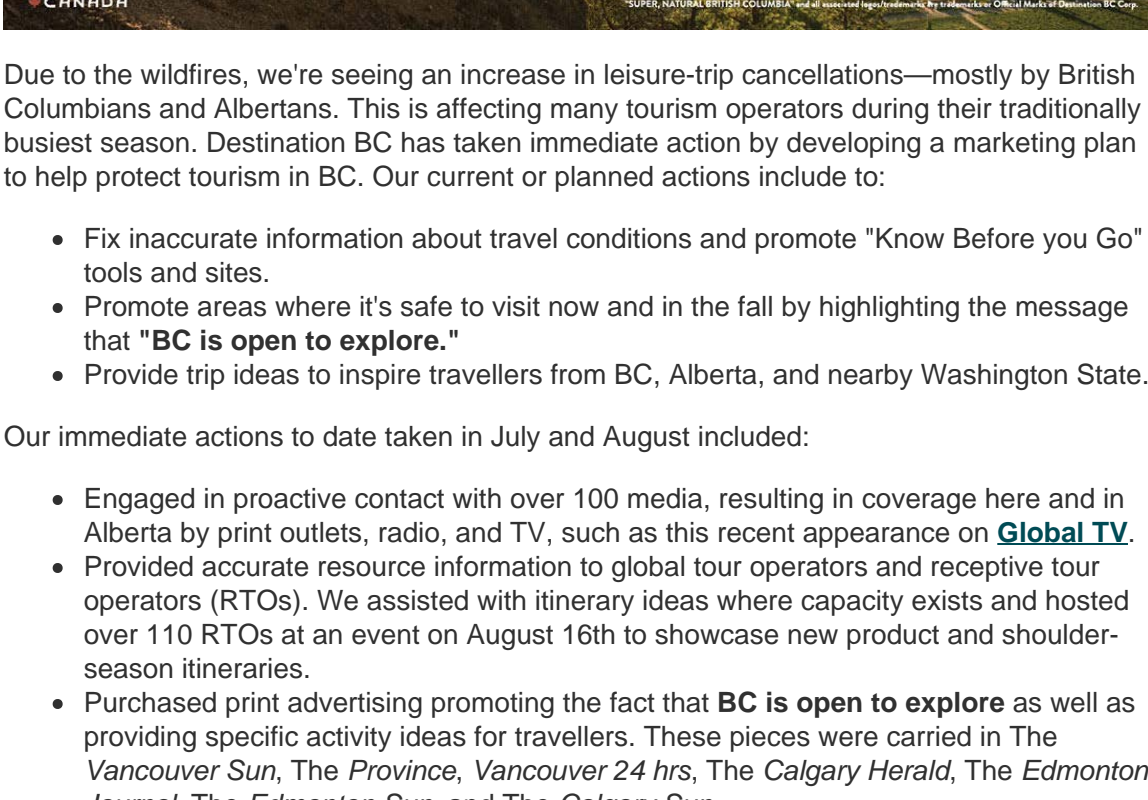
AUGUST 2017



Dennis Lake in Smithers, Northern BC. Photo credit: Grant Harder

## How Destination BC is working to help BC tourism during the wildfires

This year is turning out to be one of British Columbia's worst wildfire seasons on record. Since April 1st, there have been over **1,000 wildfires that have burned more than 1,000,000 hectares**. Our thoughts are with the residents and businesses in the communities directly affected by these blazes. Safety is always our primary concern.



Due to the wildfires, we're seeing an increase in leisure-trip cancellations—mostly by British Columbians and Albertans. This is affecting many tourism operators during their traditionally busiest season. Destination BC has taken immediate action by developing a marketing plan to help protect tourism in BC. Our current or planned actions include to:

- Fix inaccurate information about travel conditions and promote "Know Before You Go" tools and sites.
- Promote areas where it's safe to visit now and in the fall by highlighting the message that "BC is open to explore."
- Provide trip ideas to inspire travellers from BC, Alberta, and nearby Washington State.

Our immediate actions to date taken in July and August included:

- Engaged in proactive contact with over 100 media, resulting in coverage here and in Alberta by print outlets, radio, and TV, such as this recent appearance on [Global TV](#).
- Provided accurate resource information to global tour operators and receptive tour operators (RTOs). We assisted with itinerary ideas where capacity exists and hosted over 110 RTOs at an event on August 16th to showcase new product and shoulder-season itineraries.
- Purchased print advertising promoting the fact that **BC is open to explore** as well as providing specific activity ideas for travellers. These pieces were carried in *The Vancouver Sun*, *The Province*, *Vancouver 24 hrs*, *The Calgary Herald*, *The Edmonton Journal*, *The Edmonton Sun*, and *The Calgary Sun*.
- Secured real-time advertisements on Facebook and Instagram to boost beautiful photos by actual travellers from around BC to help inspire travel.
- Partnered with Instagram influencers, such as [Mike Seehagel](#) from Alberta and Vancouver's own [Shayd Johnson](#) to inspire camping, hiking, and biking—and other trip activity ideas.
- Arranged for **BC is open to explore**-themed billboards in Kelowna, Victoria, Metro Vancouver, and Squamish and soon in Alberta and Washington.
- And so much more coming to save the remainder of the 2017 tourism season.

These activities are a fraction of the work being done to help sustain, and in some cases, recover the 2017 tourism season. You can assist us in our efforts by using #exploreBC on your own social posts or by sharing Destination BC's content with your network. Destination BC has increased the marketing budget available to support fall travel in affected regions. Detailed information for tailored activities designed to help the impacted areas will be coming from us soon.

## Province commits up to \$200,000 to wildfire-affected Cariboo Chilcotin tourism industry

The Province is providing the Cariboo Chilcotin Coast Tourism Association (CCCTA) with financial support of up to \$200,000 to help with tourism-related impacts from the BC wildfires, announced Tourism, Arts and Culture Minister Lisa Beare.

[▶ READ MORE](#)

## Small businesses getting crucial support during wildfire season

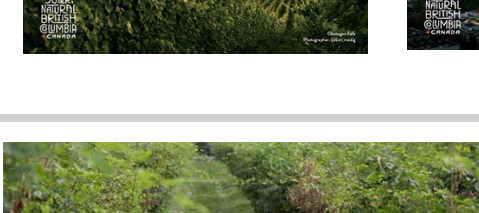
Hundreds of small businesses, First Nations, and non-profit organizations are applying for the Canadian Red Cross small business emergency financial grant that was announced by the Province.

[▶ LEARN MORE](#)

## Remind your guests to "Know Before You Go"

Destination BC has compiled a list of information for visitors in BC to check for current information on BC's wildfires. Please advise your clients and guests to check [here](#). Find our emergency resources for the BC tourism industry [here](#).

## Generate business with Travel Deals

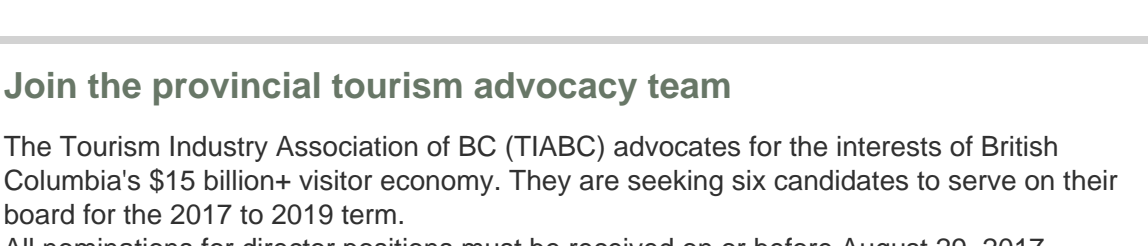


One of the ways that Destination BC generates leads for tourism businesses in the province is through promotion of travel deals. The Travel Deals page on [HelloBC.com](#) receives over 67,000 views annually. Each month, Destination BC sends a travel deals email to a growing list of North American subscribers. In 2016, these emails generated more than 12,000 leads to tourism businesses across the province. This is a great opportunity for tourism businesses to extend their season and attract new customers by getting their message to travellers already thinking about coming to British Columbia. Destination BC is preparing to launch a fall campaign, so get your business on board now.

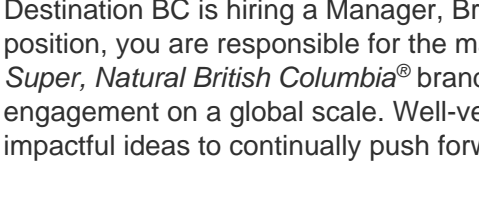
[▶ READ MORE](#)

## Free #ExploreBC point-of-sale kits still available

Destination BC has made #exploreBC point-of-sale kits available for tourism businesses 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 ranging from extra small to large. The kits include postcards, posters, stickers, and #exploreBC window decal. Order your free kits [here](#).



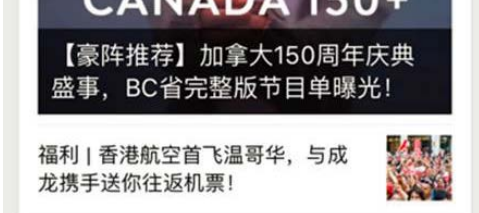
## Participate in our summer #exploreBCchats on Twitter



Our social media team is hosting three #exploreBCchats on Twitter, and we're inviting our industry partners to join the conversation. We need your local knowledge and expert advice to steer visitors to the many incredible locations and experiences our province has to offer. Our next chat is on Family Vacations in BC and takes place Wednesday, August 30th, from 1 p.m. to 2 p.m., PST with @HelloBC hosting. The blog post (with questions that we'll be asking) can be found [here](#).

[▶ LEARN MORE](#)

## Elevate your business with our Remarkable Experiences Program



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 travel experiences and online marketing efforts while increasing revenue potential. It is offered throughout the year in 12 different regions across BC. Space is limited, so click [here](#) to find out when the program will be in the region nearest you. For more information, email Beth Sangara at [Remarkable.Experiences@DestinationBC.ca](mailto:Remarkable.Experiences@DestinationBC.ca).

## Join the provincial tourism advocacy team

The Tourism Industry Association of BC (TIABC) is seeking for the interests of British Columbia's \$15 billion+ visitor economy. They are seeking six candidates to serve on their board for the 2017 to 2019 term. All nominations for director positions must be received on or before August 29, 2017. Download the nomination form from the TIABC [website](#).

## Destination BC seeks a Manager, Brand Engagement

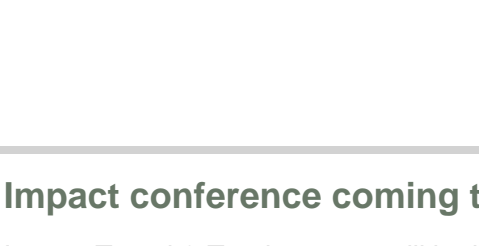
Destination BC is hiring a Manager, Brand Engagement for our Vancouver office. In this position, you are responsible for the management, leadership, and ongoing evolution of the *Super*, *Natural British Columbia*® brand, resulting in increased brand resonance and engagement on a global scale. Well-versed in modern brand strategy, you will offer fresh and impactful ideas to continually push forward. Posting closes August 25.

[▶ LEARN MORE](#)



## Social media success in China

Destination BC's office in China took advantage of the heightened awareness of Canada's 150 celebrations last month by posting several stories on our social-media channels. This included 20 articles released through our consumer WeChat, of which four were related to Destination BC's summer social-media campaign called "150 seconds, wild at heart". The top post garnered 7,388 viewers. Destination BC had the second most popular Provincial Marketing Organization WeChat in China for the first week of July, according to Dragonair, Destination Canada's agency. Find out more [here](#).

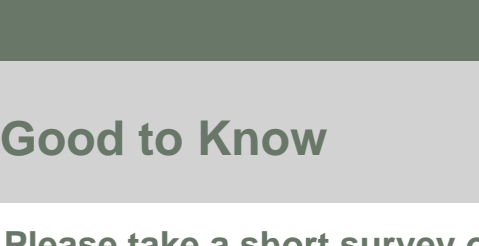


## Times travel editor packs in diverse outdoor experiences

Destination BC supported a recent visit to the province by Jane Knight, travel editor of *The Times* in the UK. Knight hopped aboard the Rocky Mountaineer, and also visited Vancouver, the Sunshine Coast, and Vancouver Island from July 13 to 29, 2017. The intent was to promote Vancouver's experimental food scene, as well as various outdoor experiences such as cycling in Stanley Park, a tour of Grouse Mountain, and Shangi-La's new wilderness tour to Whistler. Knight experienced an RV tour highlighting what not to miss on the Sunshine Coast, as well as wildlife viewing activities on Vancouver Island.

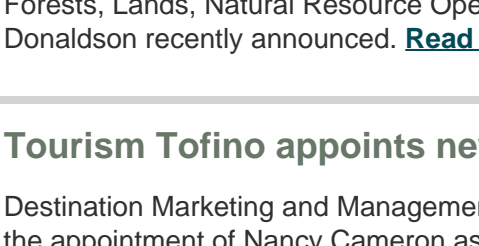
## Lufthansa article celebrates Aboriginal culture in Vancouver

Destination BC and Tourism Vancouver supported writer Katharina Kunath on her trip to Vancouver to experience Aboriginal culture and cuisine. The resulting multi-page feature ran in the August issue of *Lufthansa*. The feature included attractions such as Salmon 'n Stanley, Ielem' Arts and Culture Cafe, the Museum of Anthropology, Talaysay Tours, Bannock Park, Cheryl's Trading Post, the Bill Reid Gallery, and Skwachays Lodge. The magazine has a circulation of more than 500,000. See the article [here](#).



## Australian television crew rewarded with wildlife sightings

An Australian crew from the television show *Guru Explorer* recently wrapped up filming at Great Bear Lodge, off Vancouver Island's north tip. The show's mission is to seek out pristine wilderness, and the group caught some incredible footage when a mother bear named Joy popped up view. The show will air later this year in Australia.



## Aussie media discover the Okanagan

Four Australian journalists recently toured the Okanagan as part of a Canada 150 themed familiarization tour in partnership with Destination BC and Destination Canada's Australia office. The group checked out highlights of the region while being hosted by Howard Grieve of the Thompson Okanagan Tourism Association. Highlights included a visit to Sparkling Hill Resort, tastings at Summerhill Pyramid and Gray Monk Estate wineries (to name a few), as well as a visit to Davison Orchards in the Vernon area.



## Team promotes Canada at consumer expo in Australia

Destination BC, Destination Canada, Tourism Yukon, Travel Manitoba, Banff Lake Louise Tourism, and Fairmont Hotels and Resorts recently teamed up to promote Canada at consumer expos in Sydney, Melbourne, and Brisbane in Australia. Travel trade partner Flight Centre organized the "Discover the Americas" expos to promote travel to North and South America. About 30,000 consumers attended events in the three cities.

[▶ LEARN MORE](#)

## Impact conference coming to Victoria in 2018

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

## Research Round-Up

### Tourism Indicators

In June, the Hotel Occupancy Rate continued to be strong for the province with occupancy at 80%. Over 2 million passengers travelled on BC Ferries in June 2017, an increase of 4.3% over June last year. For other tourism indicators, click [here](#).

### Customs Entries

In June, British Columbia's US overnight entries went up 4.8% compared to June last year. Year-to-date (January-June 2017), international visitor arrivals have reached more than 2.4 million, an increase of 4.1% over the same period in 2016. 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 to Know

### Please take a short survey on the economic impact of BC wildfires

Regional destination marketing organizations are seeking information on the economic impact of the current wildfire situation on tourism businesses. Find the links [here](#).

### BC government putting an end to the grizzly bear trophy hunt

Effective November 30, 2017, the British Columbia government will end grizzly bear trophy hunting throughout the province and stop all hunting of grizzlies in the Great Bear Rainforest, Forests, Lands, Natural Resource Operations and Rural Development Minister Doug Donaldson recently announced. [Read More](#)

### Tourism Tofino appoints new Executive Director

Destination Marketing and Management Organization [Tourism Tofino](#) recently announced the appointment of Nancy Cameron as Executive Director effective October 2. Cameron joins Tourism Tofino after more than two decades serving the tourism industry in Ontario and British Columbia, most recently as President and CEO of Tourism Kelowna. [Learn More](#)

## Good News

### Strong tourism results in the first part of 2017

Destinations worldwide received 369 million international tourists (overnight visitors) in the first four months of the year, 21 million more than in the same months of 2016 (+6%), according to the latest information from the World Tourism Organization (UNWTO). [Learn More](#)



### Free, public Wi-Fi coming soon to a BC rest area near you

The popular Britton Creek rest area at the summit of the Coquihalla Highway is the first rest area in the province to offer free Wi-Fi to the travelling public. In addition, free Wi-Fi has just gone live at the Glacier View rest area on Highway 16, located north of Smithers, with more areas to follow. [Learn More](#)

### Provincial investment boosts Salmon Arm Roots & Blues Festival

The popular Salmon Arm Roots & Blues Festival has received a lift with \$60,900 in funding from the provincial government through the Tourism Events Program. The festival is an anchor event of the Shuswap region and is predicted to have an economic impact between \$4.9-million and \$5.5-million. [Learn More](#)

### Pacific Coastal Airlines announces funding for BC-based charities

Pacific Coastal Airlines is pleased to announce the recipients of funds raised at its 25th Annual Memorial Charity Golf Tournament, including the BC Economic Development Association, which is currently assisting BC-based business affected by wildfires with its Economic Disaster Recovery Program. [Read More](#)

### YVR sees record number of Latin America arrivals

Vancouver International Airport saw a record-breaking rise in travel to and from Latin America during the first half of 2017, with 418,000 travellers representing a 25.2 percent year-over-year increase. [Read More](#)

## Coming Events

### TIABC meets in October

The Tourism Industry Association of BC annual general meeting will be held October 12, 2017. Aboriginal Tourism BC and the BC Lodging and Campground Association will hold their respective AGMs at the same time.

[▶ LEARN MORE](#)

### Tourism Vancouver Island AGM

Tourism Vancouver Island's 2017 Annual Conference and AGM will take place in Sidney from September 19 to 21, 2017.

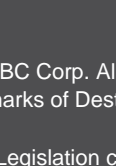
[▶ LEARN MORE](#)



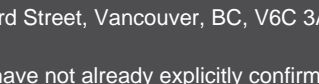
### Revelstoke hosts symposium

The Mountain Bike Tourism Symposium takes place September 13 to 15, 2017 in Revelstoke. The event attracts mountain bikers and industry professionals from across the province and beyond.

[▶ LEARN MORE](#)



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