

# DESTINATION BC NEWS

FEBRUARY 2016



Snowshoeing at Mount Washington Alpine Resort  
Photo credit: Mount Washington Alpine Resort/Slipstream Images

## What a year! 2015 stats confirm strong growth for BC tourism

You've heard the news stories—now read the year-end figures. Yes, 2015 really was an outstanding year for BC tourism. The 2015 international visitor numbers are up 7.9% over 2014. This means an additional 359,750 visitors from international markets came to British Columbia in 2015. Good neighbours make great visitors, as year-end US visitation was up 9.6% over 2014—a figure surpassing the growth rate of visitation to Canada overall (8.3%). The strong growth in the tourism sector can be linked to a number of factors, including the marketing efforts of Destination BC and our industry partners, increased number of direct flights and a lower Canadian dollar.

[Learn More](#)

## 2014 report confirms major economic impact of tourism

Destination BC has just released the *Value of Tourism 2014: A Snapshot of Tourism in BC*, which summarizes the economic contribution of the tourism industry including tourism generated GDP, revenue, employment, wages and salaries as well as tourism tax revenue—and the news is good. Among the key findings, in 2014, tourism GDP grew more rapidly than that of the BC economy as a whole. Tourism generated \$14.6 billion in revenue, a 5.1% increase over 2013. Tourism contributed \$7.1 billion GDP to the provincial economy, a 4.5% growth over 2013. A study of 10 years of data allows a longer view perspective on the tourism industry—and the numbers are even more dramatic. The 2014 figures show 127,500 people were employed in tourism, a 2.2% increase over 2013, and a whopping 18.4% increase since 2004. The tourism industry paid \$4.3 billion in wages and salaries, up 4.5% over 2013. Find more information on preliminary findings from the *Value of Tourism 2014: A Snapshot of Tourism in BC* [here](#).

For details about BC Stats tourism sector indicators and the methodology used to generate them click [here](#).

## New members appointed to Destination BC's Tourism Marketing Committee

Tourism industry representatives have now been selected to serve on Destination British Columbia's Tourism Marketing Committee to replace outgoing members. Two current members, Patrick Corbett, representing the Cariboo Chilcotin Coast and Angela Rafuse-Tahir from Vancouver Island, will continue for a second term. The new members are:

- **Michael J. Ballingall**, Senior Vice President Sales & Marketing, Big White Ski Resort (Thompson Okanagan)
- **Tyler Beckley**, Owner/General Manager, Three Bars Guest Ranch (Kootenay Rockies)
- **Mike Randall**, Marketing Director, Langara Fishing Adventures (Northern BC)
- **Ty Speer**, CEO, Tourism Vancouver (Vancouver, Coast & Mountains)
- **Brenda Baptiste**, Board Chair and Interim CEO, Aboriginal Tourism BC (provincial representative)
- **Anne Murray**, Vice President, Marketing & Communications, Vancouver Airport Authority (member at large)

Destination BC would like to thank Mike McPhee, Joel Tkach, Anthony Everett, Ryan MacIvor, Saeedeh Salem and Keith Henry for their valuable contributions to the Committee. Find more information on the Tourism Marketing Committee, including a complete list of members, [here](#).

## Destination BC's annual service plan is ready

As a Provincial Crown corporation, Destination BC prepares an Annual Service Plan each year, outlining the corporation's strategy, goals, performance measures and targets for the next three years. You can access the 2016/17-2018/19 Service Plan [here](#).

## We want to hear from YOU!

Destination BC is committed to continuous improvement and to keeping our industry partners informed about our activities, as well as trends, facts and stats concerning BC tourism. We want to hear how we can improve this Newsletter, so you may receive a survey from us in the coming week for our first-ever **Subscriber Survey**. We look forward to hearing your thoughts; your feedback will inform our future direction with the Newsletter and is greatly appreciated.

## Staff updates from our marketing team

It is our pleasure to announce the following changes in Destination BC's global marketing team:

- **Leona Zheng** is now **Acting Market Development Manager, Europe & South Pacific** as she covers the maternity leave for Stephanie Fielden.
- **Laura Hoppe** will be the new **Acting Sales Manager, Asia**, effective immediately.
- **Sandy Reid** is now confirmed as the **Market Development Manager, North America & Mexico**.

Congratulations to our team on their new roles! [Learn More](#)

## Destination BC meets with top tour operators in Atlanta



Henry Tso and Hayden Kenneth Taylor from Aboriginal Tourism BC on the scene at the National Tour Association Travel Exchange.

Our North American marketing team recently headed south, to Atlanta, Georgia, for the National Tour Association Travel Exchange (NTA). The meeting was a prime opportunity to discuss marketing and development of BC tourism products and itineraries with operators from all over the US. Destination BC and colleagues from other provinces helped host a Canada event, supported by Destination Canada, for North American key account buyers. NTA includes members from more than 40 countries representing 600 destinations.

## New formula gauges real value of social media

Have you ever wondered how much investment in social media pays off for a Destination Marketing Organization? Destination BC participated in a study led by [Destination Think!](#) that addresses this very question. [Read More](#)

## WorldHost® training empowers BC Games volunteers

Our **WorldHost** training team is proud to contribute to the success of the upcoming **BC Winter Games** in Penticon by leading eight local sessions for volunteers. The customer service training will empower area volunteers to provide a warm welcome to visitors during the Games, to be held February 25 to 28. The training is part of an ongoing partnership with the BC Games Society. Learn more about **WorldHost training** [here](#).



Penticon hosts at a WorldHost training session hold up signs with words exemplifying customer service strengths.

## Good To Know

### Apply now for a Canada-BC job grant

The Canada-BC Job Grant is a cost-sharing program that allows employers to receive a grant for up to two-thirds of the training cost. The application form must be submitted before training begins. The funding is only eligible for training that **begins by March 31, 2016**. As an approved delivery partner, go2HR is able to help tourism employers. [Learn More](#)

## Research Round-Up

### Custom Entries

Year-end overnight custom entries data is in and the data reconfirms that 2015 has been a successful year for British Columbia. US entries into BC grew 9%, with almost 300K more overnight US entries. Total international visitor arrivals has reached over 4.9 million, an increase of 7.9% over 2014. The International Visitor Arrivals publication summarizes custom entries data to British Columbia and Canada from selected markets of origin. See all international visitor arrivals and year-end totals [here](#).

### Tourism Indicators

Passenger volume to YVR in 2015 was over 20.3 million, an increase of 4.9% compared to 2014. Over 20.4 million passengers travelled on BC Ferries in 2015, an increase of 4.0% over 2014. Find up-to-date tourism indicators information [here](#).

## Good News!

### Great Bear Rainforest protected with landmark agreement

First Nations and industry groups and coastal forest industry representatives, and the Province are celebrating a landmark agreement to achieve ecosystem-based management in the Great Bear Rainforest. [Learn More](#)

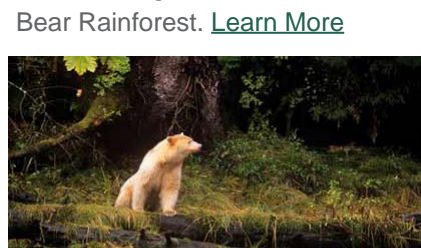


Photo credit: © Ian McAllister/All Canada Photos

## News and Briefs



### Travel & Adventure Show

Tourism Vancouver Island, the Thompson Okanagan Tourism Association, Kootenay Rockies Tourism, and Northern BC Tourism will promote BC at the Travel & Adventure Show February 27-28 in Los Angeles—the largest U.S. consumer travel show. The regions will share a booth under the Destination BC banner. [Learn More](#)



### Mayne attraction

A hand-built cob house on Mayne Airbnb is making waves as an Airbnb destination. The unique structure is the fourth most wish-listed Airbnb house in the world. [Learn More](#)

## Destination British Columbia™

### Find us on Twitter

Destination BC is committed to keeping our industry partners informed about our daily business, and important news in the BC tourism industry. Make sure you follow our corporate Twitter account [@DestinationBC](#) and watch for our posts on [LinkedIn](#). Let's get social!

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