

# 2018 HIGHLIGHTS

WINNER

## 2018 Marketer of the Year

BC Chapter of the American Marketing Association

**3.7 MILLION**  
**#ExploreBC Uses**

First Canadian DMO to reach this milestone

**6.5 M**

referrals to industry (600% of target)



**33%**

Increase in Explore BC campaign funds to support April in BC Wine Month activities

**207 M**  
**Reach**

Social media organic and lights-on activities via Facebook

**100%**

**Buyer Satisfaction**

with the 2017 Canada's West Marketplace tradeshow, with over 5,700 pre-scheduled appointments between 146 suppliers and 147 buyers

First DMO in North America to partner with Facebook to pilot a program to measure social media advertising's impact on destination visitation

Launched a Facebook Messenger Chatbot pilot in Australia to support BC Ski campaign activities resulting in **30% referrals to ski industry partners**



**33**

**PARTNERS**

launched the National UGC Partnership Network in collaboration with Destination Canada; BC has the largest provincial contingent



**Awarded \$4M in Destination BC funding**

through the Co-op Marketing Partnerships Program, to 61 tourism marketing projects, including 12 sectors and over 170 communities. This marketing investment is leveraged up to \$8M of marketing activities.



24 new seasonal itineraries for all markets, to grow shoulder and winter season visitation

Launched the new HelloBC.com website with 3,300 business listings – **winning two Gold awards: Global Trend Award and Travel Weekly Magellan Award** – and supporting over 1.2 million visits and 143,000 direct referrals to industry since launch

**3,300+**

Businesses listed on HelloBC.com via the TripAdvisor and Salesforce integration

Supported the Amazing Race Canada over three episodes reaching

**1.8 M**  
**Viewers Weekly**

  
**Two new platform partnerships established – Expedia and Tencent.**

We are the first DMO in Canada to sign an MOU with Tencent

