

# DIRECTIONS

NOVEMBER 2018



Sunset over Tall Trees Trail in Prince Rupert. Credit: Destination BC/Mike Seehagel.

**2019 Global Marketing Plan available to the tourism industry**



*This video explains the highlights of the 2019 Global Marketing Plan.*

Destination BC's 2019 Global Marketing Plan is now available. The plan provides an overview of key markets, strategies, activities and more. Available to BC tourism industry partners, learn more about the plan in [this video](#), or request a copy at [Marketing.Plan@DestinationBC.ca](mailto:Marketing.Plan@DestinationBC.ca).

## Website personalization on HelloBC.com



*The HelloBC.com website includes personalization.*

Destination BC's consumer website, HelloBC.com, is testing personalization to serve up dynamically optimized content, based on an individual's interests and context. The website now showcases personalized featured stories in dropdown menus and carousels. Early results are showing an increase in content engagement and website referrals to industry. Follow the links to review our privacy policy and information on how we use website cookies [here](#). [Learn more](#).

## Ski travel media learn about skiing in BC



*BC ski resort presentations at the Toronto ski media dinner.*

Destination BC, Travel Alberta and the provinces' ski resort partners travelled to Colorado to host ski media events in October. Leading with a western Canada approach, partners pitched ski and travel stories to a key group of media in advance of the new season. Later that month, Destination BC and its ski resort partners also hosted events in Toronto and Seattle, meeting with key ski-focused media, national publications and freelance writers to pitch ski stories and generate interest about the upcoming season in BC. [Read more travel media updates](#).

## Next steps: preparing to hire people with disabilities

Your tourism business needs good, reliable employees. You've heard the [business case for hiring people with disabilities](#). Is your organization committed to more accessible and inclusive hiring? [Here's what to do](#) before you start recruiting.

## Repurposing your content to be more effective on social media



Destination BC repurposes existing content on social media for greater value.

Content creation can be time consuming and expensive, but it doesn't need to be. You might be sitting on content that's ready to be reused. By repurposing your content to be optimized for social media, you can save time and money on content creation, while reaching wider audiences. [Read more](#) on how Destination BC has repurposed existing content on social media.

## Co-op Talk

### Co-op Marketing Partnerships Program application deadline is November 30th

The deadline for the 2019/20 Co-op Program intake is November 30, 2018 at 4:30pm PST. Information on the program, the current guideline document and application form can be found on our corporate website. If you have any questions for program staff, please email [Coop@DestinationBC.ca](mailto:Coop@DestinationBC.ca). We encourage anyone applying to the program to reach out to staff to discuss your project or review a draft application. [Learn more](#).

## Research Round-Up

### Destination BC Market Profiles now available



Want to learn more about Destination BC's key geographic markets? The recently published market profiles provide a market overview (including outbound travel, market potential and market status), BC past performance (volume and expenditure growth rates), market insights, a short term forecast, and trip characteristics. [See the profiles.](#)

## BC's winter arrives in China



The HelloBC Chinese website supports the winter campaign.

To promote winter travel to BC, the Destination BC China team is running an online consumer campaign sharing ski, winter and urban tours, as well as content for Chinese New Year and Spring Festival. The campaign uses WeChat advertising, social media posts and key word searches. [Learn more.](#)

## Thompson Okanagan to host the International Indigenous Tourism Conference 2019

The Thompson Okanagan Tourism Association along with its core partners - Indigenous Tourism BC, Tourism Kelowna, Westbank First Nation, Shuswap Nation Tribal Council, Shackan Indian Band, Lower Nicola Indian Band - were chosen as the successful bidders to host the 8th annual International Indigenous Tourism Conference in Kelowna in 2019. [Learn more.](#)

## Meet the Tourism Industry Association of BC's new board members

The Tourism Industry Association of BC (TIABC) has announced three new board members: welcome to Suzanne Gattrell, Vivek Sharma, and Jamie Cox. [Read more](#) on the TIABC board members.

## Tourism Industry Association of Canada recognizes BC tourism champions



(L-R): Nancy Stibbard and Nancy Greene Raine both won awards from the Tourism Industry Association of Canada.

Congratulations to two BC tourism champions for their awards at from the Tourism Industry Association of Canada, from both the Tourism Congress and the Canadian Tourism Awards: The [Honourable Nancy Greene Raine](#), who was inducted into the Canadian Tourism Hall of Fame, and to [Nancy Stibbard](#), Owner and CEO of the Capilano Group, who received the Tourism Toronto Canadian Lifetime Achievement Award at the Canadian Tourism Awards.



## BC winners at the 2018 Canadian Tourism Awards

Congratulations to all the BC award winners at the Canadian Tourism Awards: [Accent Inns](#) - Vancouver (Air Canada Business of the Year Award); [The Paisley Notebook](#) - Kelowna (Restaurants Canada & Diversey Culinary Tourism Experience Award); [Quaaout Lodge & Talking Rock Golf Course](#) - Chase (Indigenous Tourism Association of Canada Indigenous Cultural Tourism Award); and "Pacific. Authentic." from [Tourism Richmond](#) (Accor Hotels Marketing Campaign of the Year Award). [Read more.](#)

## Good to Know

### Destination development in the Kootenay Rockies

In October, the Destination BC and Kootenay Rockies Tourism Destination Development teams held a Regional Destination Development Strategy workshop, which included using real-time polling to gauge audience input on regional priorities. The team will now use this feedback to continue drafting a destination development strategy for the Kootenay Rockies. [Learn more about destination development.](#)

### Nisga'a Lisims Government signs Statement of Collaboration Agreement with Indigenous Tourism BC and Northern British Columbia Tourism Association

The Nisga'a Lisims Government has signed a Statement of Collaboration agreement with Indigenous Tourism BC and the Northern British Columbia Tourism Association. The signing is the first of its kind in British Columbia and outlines initiatives that will support the development of Indigenous tourism experiences in the Nass Valley, as well as the four Nisga'a Villages - Gingolx, Laxgalts'ap, Gitwinksihlkw and Gitlaxt'aamkis - and also recognizes and aligns with the Nisga'a Nation's shared interest and values. [Read more.](#)

### BC trails enhanced with new funding



*BC trails are receiving funding to improve trail riding conditions and rider safety.*

A cash injection of almost \$100,000 from the provincial government will be given to British Columbian outdoor clubs to improve trail riding conditions and promote rider safety. Eleven clubs are receiving funding under two different funding streams: trail construction or maintenance for snowmobile, ATV and dirt bike associations, and promotion of safe and responsible use for moto clubs and safety associations. [Read more.](#)

### Website expands public review of Crown land-use applications

A new government website improves access to information and public engagement on applications for Crown land use in BC. Applications for Crown land use range from recreational to industrial use. [Learn more.](#)

## News and Events



### IMPACT Sustainability Travel & Tourism 2019

Join tourism stakeholders in Victoria from January 20 to 23, 2019 for the second annual conference on the tourism industry's impact on Canada's economic, social, environmental and cultural fabric.

[▶ Read more](#)



### BC Tourism Industry Conference

The annual Tourism Industry Conference will be held at the JW Marriot Parq Hotel in Vancouver February 27 to March 1, 2019.

[▶ Read more](#)



### BC Tourism Industry Awards nominations are open

Nominations for the BC Tourism Industry Awards are now open. Apply before January 11.

[▶ Read more](#)



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