

DIRECTIONS



Snowy trees at Powder King Mountain Resort.

Credit: Destination BC/Andrew Strain.



Destination BC sponsors Great Bear Rainforest film

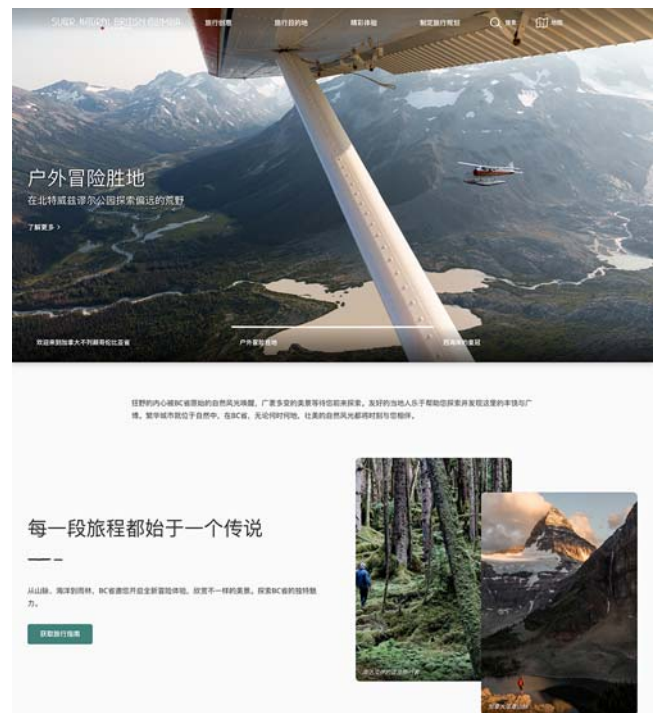
Destination BC is proud to have recently partnered with McGillivray Freeman Films on the Great Bear Rainforest film, to bring the stunning wildlife and environment in this magical corner of BC to viewers across the world. The new IMAX® documentary premiered in Canada February 15 (with international dates to follow), and offers a giant window into this pristine British Columbia wilderness, inspiring viewers to book their own trip to British Columbia. Narrated by BC's own Ryan Reynolds, the film vividly captures many of BC's iconic experiences from wildlife to wilderness, oceans, mountains, rainforests and Indigenous culture.

[LEARN MORE →](#)

New international consumer websites

Destination BC's consumer-facing platform [HelloBC.com](https://www.hellobc.com) is being extended to key international markets with the launch of new Mexico, China and Germany websites. These refreshed websites are fully leveraging the mobile-first platform of [HelloBC.com](https://www.hellobc.com) which launched in 2018. The websites will feature hundreds of new travel ideas, fully immersive experiences with stunning imagery and videos.

[LEARN MORE →](#)





Destination BC consumer website wins awards

Launched in 2018, the new [HelloBC.com](https://www.hellobc.com) has been recognized with six travel and user-experience awards: Web Marketing Association Award (Best Travel Mobile Website - Gold); Global Trend Marketing Awards (Best User Experience - Gold); Magellan Awards (Hospitality Marketing Website - Gold); Hospitality Sales and Marketing Association (HSMAI) Adrian Awards 2018 (Digital Marketing, Website – Silver and also Digital Marketing, Personalization – Bronze); and 2018 WedAward for Outstanding Achievement in Web Development (Outstanding Website).

[LEARN MORE →](#)

Learning Centre



Is travel trade the right channel for your business?

Travel trade is an important channel for businesses who are considering working in overseas markets. Intermediaries such as tour operators, wholesalers, travel agents, and online travel agencies (OTAs) play a vital role in attracting international visitors to British Columbia and can open up new markets of opportunity for your business or destination.

Have you been thinking about working with the travel trade? Destination BC's new guide provides insight on the benefits, opportunities, and how to work effectively with travel trade partners.

[LEARN MORE →](#)



Canadian tourism celebrates best year ever with 21.3M arrivals

[READ THE REPORT →](#)

International Tourist Arrivals 2018



Source: World Tourism Organization (UNWTO), January 2019

UNWTO announces international tourist arrivals reach 1.4 billion two years ahead of forecasts

[LEARN MORE →](#)

GOOD NEWS



Rivers, rainforests, and powder for travel media

Earlier this month Destination BC, in partnership with Tourism Squamish, co-hosted the first group press trip of 2019. The group toured the rivers and rainforests of the Vancouver, Coast and Mountains region. Also, in partnership with the Kootenay Rockies Tourism Association, Kicking Horse Mountain Resort and Panorama Mountain Resort, Destination BC co-hosted a ski media trip to the Powder Highway with journalists from the Toronto Sun, MPORA (UK) and ESCAPE (Australia).

[LEARN MORE →](#)

Promoting traveller dispersion across BC with tour operators

Tasked with encouraging geographical dispersion of visitation into areas with capacity, the Destination BC UK team worked with UK tour operator Stewart Travel/My Canada Trips over the course of a year to achieve increased room night and passenger number growth into British Columbia. Locations across BC were promoted, including Campbell River, Manning Park, Osoyoos, Ashcroft, Invermere, Golden, and the Sunshine Coast.

[LEARN MORE →](#)



My Canada Trips

Written by Stela A [?] · 2 October · 🌐

British Columbia holidays of a lifetime

Vast and untamed, home of unforgettable views and experiences. Explore the endless possibilities of British Columbia with our expert advice and tailor-made holidays.

Book your 2019 trip now and save up to £500 - find out more below!



Extraordinary British Columbia Holidays

Save up to £500 on 2019 trips

[Learn More](#)



Iconic road trip holidays

Tailor-made road trips & motorho...

12,361

People reached

405

Engagements

👍 Martin Hussey, Linda Marshall and 28 others

7 Comments 3 shares



Indigenous Tourism Association of Canada 2019 membership applications open

The Indigenous Tourism Association of Canada (ITAC) has opened applications for 2019, allowing Indigenous tourism organizations to apply by April 1, 2019. Benefits to members include the ability to apply for internal development grant funding, access to data, studies, research and training, and the ability to apply for travel trade show subsidy programs.

[APPLY HERE →](#)

Research Round-Up

International Visitor Arrivals for 2018 up 6.4%

International Overnight Visitor Arrivals to BC were up 6.4% in 2018 compared to 2017. Total International Overnight Arrivals to BC grew to just over 6 million. Growth was driven by strong performance from the US, up 7.1% for the year to almost 3.9 million. Overnight arrivals from countries other than the US were also strong, up 5.2% for the year to over 2.1 million.

[SEE INTERNATIONAL VISITOR ARRIVALS →](#)

GOOD TO KNOW

go2HR promotes tourism jobs on Global BC

go2HR – BC’s tourism human resource association – has secured advertising spots on Global TV to promote jobs in BC’s tourism industry. Until March 17, these ads are on Global BC and BC 1 and the campaign is estimated to receive 3.3 million impressions across BC. Take advantage by posting your jobs on go2HR’s free, tourism-only job board, as the ads are directing viewers to visit the go2HR Job Board.

[LEARN MORE →](#)

Indigenous Tourism Association of Canada outlines 2019 planning priorities

The Indigenous Tourism Association of Canada has launched its 2019-2024 list of priorities to continue their exceptional growth through 2019. The 2019-2020 Action Plan’s key performance indicators include continuing to increase awareness of Indigenous tourism through targeted marketing, while emphasizing the cultural impacts Indigenous tourism has on communities.

[LEARN MORE →](#)



Parks Canada seeks input on management planning for mountain parks

Share your input as Parks Canada prepares new management plans for the mountain national parks. Share feedback on Kootenay National Park, Mount Revelstoke and Glacier National Parks, and Yoho National Park.

[READ MORE →](#)



YVR traffic soars to new record in 2018

YVR welcomed more than 25.9 million passengers, a 7.3 per cent increase over 2017, reaching its 25 million passenger milestone two years ahead of forecast.

[LEARN MORE →](#)

Kelowna airport becomes 10th busiest in Canada

In 2018, Kelowna International Airport (YLW) passengers totalled a record-breaking 2,080,372, a 31% increase or more than 486,700 passengers over the last three years, reaching an all time high for the airport.



[LEARN MORE →](#)

Share your views in the Tourism Outlook and Issues survey

The Conference Board of Canada seeks to identify issues that affect Canadian tourism related to labour, and also is looking for information about business performance and forecasting.

[SHARE YOUR PERSPECTIVE →](#)



Thompson Okanagan included in 2018 Sustainable Destinations Top 100

The Thompson Okanagan has made the 2018 Sustainable Destinations Top 100 list, which celebrates the efforts of tourism destinations for responsible and sustainable tourism. The initiative aims to recognize tourism destinations that have worked hard to make a difference and take sustainability seriously.

[LEARN MORE →](#)



Now hiring

Destination BC is seeking an Administrative Assistant for our Global Content team, as well as a Visitor Services Coordinator. Both roles are based in our Vancouver office. Apply before March 7, 2019.

[LEARN 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.

[LEARN MORE →](#)



BC Hospitality Summit

The summit takes place in Kelowna April 8 to 9, 2019.

[LEARN MORE →](#)



Canada West Ski Areas Association Spring Conference & Trade Show

The 51st annual event will take place at the Fairmont Chateau Whistler from April 24 to 26, 2019.

[LEARN MORE →](#)



Follow Us:



[Unsubscribe](#)



[Privacy](#)



[Archive](#)



[Contact Us](#)

© 2018 - Destination BC Corp. All rights reserved.

"DESTINATION BRITISH COLUMBIA" and "HELLO BC" are all trade-marks/Official marks of
Destination BC Corp. 12th Floor, 510 Burrard Street, Vancouver, BC, V6C 3A8