

DIRECTIONS



Group of heli-skiers riding down a slope near Mica Heli Skiing Lodge.

Credit: Destination BC/Blake Jorgenson

Destination BC's new Digital Asset Management (DAM) System launches January 31

With the launch of our new DAM System, the BC Content Hub, Destination BC aims to create a single virtual library for the BC tourism network to access, contribute, and share content – the foundation for our Content Commonwealth approach. The first phase of the launch, which is live as of January 31, includes a new portal for



industry partners to access the content Destination BC is curating, collaborating on, and creating in all formats (replacing our former Imagebank). Later this year, we'll be offering the ability for partners to onboard to the system, which will allow all of us to access and collaborate on even more content from across the province in a single location.

[Read more](#)



Destination BC launches new corporate website

The new mobile-first website contains industry news, program information, the latest research, and a brand-new Learning Centre, featuring 24/7 access to free resources and tools for BC's tourism industry.

[Visit the new website](#)



Welcome new board members

Destination BC is delighted to introduce our new board members: Linda Hannah, Douglas Neasloss, and Sheila Bouman. All three joined the board beginning December 10, 2018. More information on the new board members, including biographies, can be found on our corporate website.

[Learn more](#)

Supporting tourism across BC

BC offers extraordinary experiences, and both domestic and international travellers show a strong interest in exploring the rural and lesser known parts of our province. One of Destination BC's goals is to ensure the seasonal and geographic dispersion of travellers, so that all areas of BC can benefit from the economic and social power of tourism. To this end, we

invest about 69% of our marketing budget promoting destinations, products, and experiences in rural areas of BC, 18% promoting urban areas, and 13% featuring a mix of both rural and urban areas. Over 90% of the funding in Destination BC's 2018-19 Co-Op Marketing Partnerships Program supports rural areas and projects, with just under 10% going to urban areas. BC's urban experiences often have strong representation from large city DMOs, and many are recipients of MRDT funding, so the rural focus of Destination BC's marketing offsets this. In addition, Destination BC also provides funding to British Columbia's five RDMOs, to market areas of the province outside the Lower Mainland.

[Learn more about our marketing](#)



Destination BC to be honoured as 2018 Marketer of the Year at BC American Marketing Association awards gala

Destination BC will be celebrated as 2018 Marketer of the Year at an upcoming awards gala hosted by the BC American Marketing Association. Tickets for the Friday, February 8th event are available now.

[Buy tickets](#)

Partner discount opportunities with Global TV

Destination BC will be continuing its TV partnership with Global until March 31, 2019 as part of the Explore BC program extension to support wildfire recovery. As a part of this partnership, Global has offered to develop a customized program for our partners with a minimum



15% discount opportunity on overall package on Global TV Vancouver or Calgary. Learn more about this opportunity offered to BC tourism partners and how to take advantage of the discount.

[Learn more](#)

Register now for the BC Tourism Industry Conference

Are you registered for the upcoming BC Tourism Industry Conference? As a major sponsor, Destination BC will be presenting on tourism strategy and projects at a provincial level, as well as hosting workshops and the welcome reception.

[See the schedule](#)



Destination BC renews support for Indigenous Tourism BC with \$1 million in funding

Destination BC is providing \$1.0 million in funding to the Indigenous Tourism Association of BC to create new products and experiences, and present them to the global market. Indigenous tourism celebrated a record-breaking year in 2017 after generating \$705 million in gross domestic output for the province, and demand continues to rise.

[Read more](#)

Three tips for retaining employees with disabilities

When you make the effort to hire the right person for the right job, you want to ensure they thrive—and stay—in your tourism organization. You already know the [business case for hiring people with disabilities](#) and [you've set up your team for success](#). Once you've [recruited people with disabilities](#), how do you make sure you retain them?

[Read more](#)

Learning Centre

Explore Destination BC's new Learning Centre

Destination BC is pleased to announce the launch of our new Learning Centre, which provides BC's tourism industry with access to free resources and tools under a range of subjects. Explore featured articles, guides, templates and checklists, videos and more to help you amplify your marketing efforts, enrich your visitor's experience, and generate tangible business results.

[LEARN MORE →](#)



Destination Canada publishes McKinsey & Company report: “Unlocking the Potential of Canada’s Visitor Economy”

[READ THE REPORT →](#)



Parks Canada 2019 camping reservations now open

[BOOK ONLINE →](#)

Research Round-Up

Tourism Indicators

Restaurant receipts reached \$1,007M in October, an increase of 6.1% compared to 2017. In September, Average Daily Room Rate has increased by 6.7% in BC compared to last year.

[READ MORE TOURISM INDICATORS →](#)



Why familiarization trips (FAMs)?

Why does Destination BC host familiarization trips (also known as FAMs) and what are the outcomes of trips like this? Destination BC and key partners often host journalists, editors, travel agents and tour operator staff such as product managers, marketing managers and reservations staff. Learn more about the intent and outcomes of these trips.

[LEARN MORE →](#)

GOOD NEWS



Columbia Valley Destination Development strategy activation

In December, Destination BC along with Kootenay Rockies Tourism, presented the Columbia Valley Destination Development Strategy to tourism partners who participated in the planning process. The presentation was followed by an action planning workshop. The group committed themselves to specific action steps to work on together and to advance 10 objectives directly related to the strategy over the next 12-18 months.

[LEARN MORE ABOUT DESTINATION DEVELOPMENT→](#)

Rural Dividend grant supports Cariboo communities

The Cariboo Chilcotin Coast Tourism Association will receive \$100,000 under the special circumstances provision of the BC Rural Dividend from the provincial government. These funds will help implement tourism strategies identified in the destination development plans for the region.

[LEARN MORE →](#)

Thompson Okanagan Tourism Association wins North America's Responsible Tourism Leader at the World Travel Awards for a second year

In a repeat of last year's win, the [Thompson Okanagan Tourism Association](#) was recognized by the [World Travel Awards](#) as the 2019 North America's Responsible Tourism Award. "This recognition is such an honour as it comes from tourism industry leaders from around the globe and reinforces the Association's commitment to advancing the Region as a leader in Sustainable Responsible Tourism," said TOTA President & CEO Glenn Mandziuk.



[Read more](#)



Indigenous Tourism Association of Canada national guidelines released

The Indigenous Tourism Association of Canada has released the 2018 National Guidelines, now available on the website as a fillable PDF file. The intent of this guide is to inspire excellence in Indigenous cultural tourism experiences across Canada. These guidelines are your tool to help to develop and deliver a "market ready" and authentic Indigenous cultural tourism experience.

[SEE THE GUIDELINES →](#)



Two BC ski resorts on Forbes top 10 list

Forbes has named their Top 10 Ski Resorts In North America For 2019 and two BC resorts have made the cut: Whistler Blackcomb at 7, and Whistler at 9.

[SEE THE FULL LIST →](#)

GOOD TO KNOW

BikeBC funding offers communities an opportunity to improve cycling infrastructure

A call for submissions to the 2019-20 BikeBC program is now open. The program offers communities funding to create new cycling infrastructure, as well as to improve existing infrastructure, to make local transportation safer, greener and more accessible. Applications are open until February 18, 2019.

[LEARN MORE →](#)



BC properties win at World Ski Awards

Congratulations to all the BC winners at the World Ski Awards: Pan Pacific Whistler Mountainside (Canada's Best Ski Hotel 2018), Summit Lodge Boutique Hotel (Canada's Best Ski Boutique Hotel 2018), Bighorn, Revelstoke (Canada's Best Ski Chalet 2018), and Bella Coola Heli Sports (World's Best Heli-Ski Operator 2018).

[SEE THE WINNERS →](#)

City of Nanaimo and Tourism Vancouver Island sign five-year service agreement

The City of Nanaimo has awarded a five-year service contract to Tourism Vancouver Island. The agreement is set for April 1, 2019 through March 31, 2024. The contract will include tourism marketing and visitor servicing.

[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.

[Read more](#)



BC Lodging & Campgrounds Association Ideas Forum

The forum will take place October 23-24 in Nanaimo.

[Read more](#)



International Indigenous Tourism Conference

The conference will be held in November 2019 in Kelowna.

[Read more](#)



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