

DIRECTIONS



Vineyard views from Naramata Bench near Penticton.

Credit: Destination BC/Grant Harder.



Ministry of Tourism, Arts and Culture launches new roadmap to bolster tourism as economic driver

A new strategic framework, launched at the annual Tourism Industry Conference early March, will guide year-round tourism growth that benefits people and communities, while protecting British Columbia's natural environment.

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Indigenous Tourism Association of Canada signs memorandum of understanding with Indigenous Tourism BC

The Indigenous Tourism Association of Canada (ITAC) and Indigenous Tourism BC (ITBC) have signed a memorandum of understanding (MOU). The MOU sets the framework for furthering meaningful collaboration between ITAC and ITBC, with the goal of supporting Indigenous tourism within BC.

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Memorandum of understanding signed between Indigenous Tourism BC and Cariboo Chilcotin Coast Tourism Association

Indigenous Tourism BC and the Cariboo Chilcotin Coast Tourism Association signed a memorandum of understanding (MOU) at the BC Tourism Industry Conference. The MOU establishes a coordinated and collaborative approach to promoting growth and increased awareness of Indigenous tourism in the Cariboo Chilcotin Coast region.

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Michael J. Ballingall named 2019 Tourism Marketing Committee Vice Chair

Michael J. Ballingall has been elected as the new Vice Chair for Destination BC's Tourism Marketing Committee. A strong supporter of the ski industry, tourism, of the Thompson Okanagan region, and of BC's tourism industry as a whole, Ballingall is Senior Vice President of Big White Ski Resort Ltd. Michael J. has been a great contributor to the committee since joining in 2016. Learn more about the Tourism Marketing Committee.

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Learning Centre



The tourism industry has been radically transformed by new digital technology, online platforms, and business systems that have shaped marketing, customer service, and business operations. Each innovation presents an opportunity for your business to build customer relationships, drive revenue growth, and improve business operations.

Is your business or organization benefiting from this transformation?

Digital readiness refers to the degree to which a business effectively makes use of technology and data for tourism marketing, customer service, and business operations. Consider these four stages of digital readiness:



NOT DIGITALLY READY No efforts or desire for digital readiness. Basic email communication and a dated website (not mobile-responsive, never updated) may be the only digital tools in use, with any other digital opportunities not used or left dormant.

SURVIVE Minimal digital readiness. At this stage there is a basic understanding of what digital marketing is and why it is important. The business has a minimal online presence, with the essentials of a mobile-responsive website or other digital platforms having been established. There is little to no regular content updates, social media presence, or online customer interaction.

THRIVE Moderate stage of digital readiness. This business makes efforts to update content, engage with online audiences, and make adjustments to online activities based on priorities and capacity. There may be no overarching marketing or channel-specific strategy guiding these activities, resulting in a moderate level of effectiveness.

DRIVE Highest stage of digital readiness. Businesses continually strive for digital growth focused on higher levels of sophistication and innovation, while keeping the customer needs in mind. Marketing is engaging throughout the customer's journey, with digital touchpoints connecting the organization with customers during their research, booking, in-market, and post-trip periods. Data drives business decisions.

Is your tourism business thriving in the digital age?

Today's always-connected customers expect relevant content and information on any device and at any time in their purchase journey. Businesses that meet those customer expectations will be better positioned to deliver remarkable customer experiences, but this means embracing technology that helps facilitate better customer service, improves marketing, and delivers business efficiencies. Where should you invest your time and money for the greatest impact on your business and greatest benefit to your customer? To be digitally ready, here are nine areas to consider, from effective websites through to digital strategy. Check out this self-audit tool to see how your business measures up.

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OFFICE OF THE
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for British Columbia

Protecting privacy. Promoting transparency.

PrivacyRight

The Office of the Information and Privacy commissioner for British Columbia has launched PrivacyRight to help small businesses and organizations in BC understand their obligations under the *Personal Information Protection Act* (PIPA).

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Google partners with UNWTO

The partnership will provide digital skills development support for members to address the new digital trends and transformation challenges faced by tourism.

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GOOD NEWS



Team BC at Canada Corroborree in Australia

In February, Destination BC's Australia team led 24 BC suppliers at Destination Canada's bi-annual in-market trade and media event, Canada Corroborree, attending nine events in four cities over 10 days. Intended to showcase the destination from a product perspective, the event hosts more than 800 travel agents and tour operators, alongside over 100 key Australian media.

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Travel media ski-in to BC

In February, the Travel Media team, in partnership with Tourism Rossland and the Josie Hotel, hosted a familiarization trip to RED Mountain for five North American media representing outlets such as NUVO Magazine, Organic Spa Magazine, AAA Journey Magazine, and MONTECRISTO Magazine. The Josie Hotel is the first true ski-in, ski-out hotel to open in Canada in over a decade.



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The BC Wine Institute launches WineBC2030

The BC Wine Institute has released WineBC2030, a ten-year strategic plan for the BC wine industry, developed over 18 months of industry engagement.

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Research Round-Up

International Visitor Arrivals for January up 9.5%

International Visitor Arrivals to BC increased 9.5% January 2019 compared to 2018. The increase was driven by increased arrivals from the US (up 8.8%) and Asia Pacific (up 14.2%).

[SEE INTERNATIONAL VISITOR ARRIVALS →](#)

GOOD TO KNOW



BCIT Wins 2019 Provincial Tourism Student Case Competition

The team from BCIT's Tourism Marketing Management Diploma Program won this year's provincial Winning Pitch competition at the BC Tourism Industry Conference. The Winning Pitch, organized and presented by go2HR, is a post-secondary student case competition.

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Air Canada to launch seasonal flights to Auckland, New Zealand from Vancouver

Air Canada has announced the addition of new, non-stop, seasonal flights between Vancouver and Auckland, New Zealand. Air Canada's flights to Auckland will operate four times weekly onboard the carrier's state-of-the-art flagship Boeing 787-8 Dreamliner aircraft beginning December 12, 2019 until the end of March 2020, subject to obtaining the necessary government approvals.

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BC national parks are first in Canada to get electric vehicle charging stations

Glacier National Park and Yoho National Park, both along the Trans-Canada Highway in BC, are the first parks in the country to have electric vehicle charging stations installed. The two locations complete a network of stations across the Kootenay region, where the non-profit group Accelerate Kootenays has been working to get more than 50 of the chargers installed.

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New land added to BC's parks and protected areas

Proposed amendments to the *Protected Areas of British Columbia Act* will expand BC's parks and protected areas system, adding approximately 107 hectares of new land to six existing Class A parks.

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Province provides record funding for ground search and rescue in BC

The Province is providing \$18.6 million in one-time funding to ground search and rescue (GSAR) groups throughout BC.

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BC Hospitality Summit

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

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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.

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2019 International Indigenous Tourism Conference

The eighth annual event will be held in Kelowna from November 12-14, 2019.

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