

DIRECTIONS

DECEMBER 2018



Downtown Nelson in the snow. Credit: Destination BC/Kari Medig.

2018 Year in review



*Marsha Walden, President and CEO,
Destination British Columbia.*

As we approach the end of the calendar, and take stock of the year behind us, our industry has much to be thankful for.

We continue to see strong interest in British Columbia from domestic and international markets, and high growth in most areas of the province. The visitor economy is a major contributor to the wellbeing of British Columbians - socially, culturally, environmentally, and economically.

We are significantly outperforming Canada in growth for international visits, as of September 2018.

We are one of the fastest-growing industries in the world, with one in five of all new jobs on the planet today being created in tourism.

We have a rapidly expanding number of airlines and flights coming into our province - connecting the world to us, and all of us to the world. This is good for business and good for human harmony.

We are building shared success through deep collaboration and enduring partnerships that give us the scale we need to win in a furiously competitive world.

We are becoming more strategic in how we identify the development needs of our destinations, and how we plan for services and infrastructure to keep our places attractive to travellers today and competitive over the long-term.

We were very challenged, once again, by devastating floods and unprecedented wildfires. Thankfully, BC did not experience any loss of life, as we tragically witnessed in other parts of the world. As an industry, we worked together with our provincial government to ensure we had excellent communication with travellers and tourism businesses throughout these disasters. And, with additional investments, our Province is continuing to support business recovery and resilience.

We hope you take some time this holiday season to reflect on the strengths of our industry, on the many contributions our industry makes to the quality of life we enjoy as residents of BC, on all that we've accomplished together this year, and all we have to look forward to as tourism grows around the world.

We wish you peace, prosperity, and happiness in 2019.

Dawn Black appointed Chair of Destination BC board of directors



Dawn Black is the new chair of the board of directors.

Destination BC is pleased to share that Dawn Black has been appointed Chair of the board of directors, beginning her term January 2019. Ms. Black joined the board in July 2018. Ms. Black is a former Member of the Legislative Assembly (MLA) and former three-term Member of Parliament, first elected in 1988. Active in her community, Ms. Black volunteers for the Stephan Lewis Foundation and sits as a board member of the Broadbent Institute. Ms. Black lives with her husband Peter in New Westminster. They have three sons and seven grandchildren. [Learn more.](#)

Inclusive hiring: three tips for recruitment success

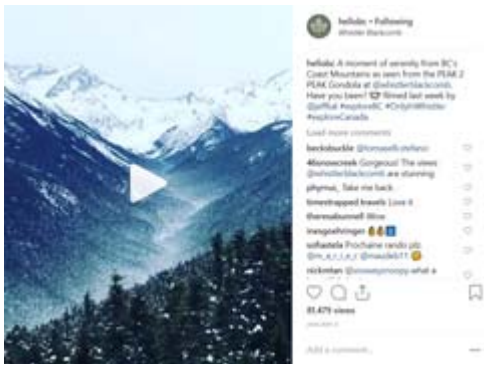


Recruiting people with disabilities for your tourism business is easier than you might think — if you think inclusively.

Recruiting people with disabilities for your tourism business is easier than you might think - if you think inclusively. That means reviewing your hiring practices so you'll have the best chance of attracting diverse candidates. [Here are three small changes that can make a big difference.](#)

Social Studies

Optimize your social content for mobile



Mobile-optimized content in vertical format on Instagram.

One of the easiest ways to make a bigger impact on social media right now is to produce and share content that's formatted for narrow mobile screens. Statistics show that the majority of people consume social media from their phones, but not everyone is optimizing their social media content for mobile. Are you? [Learn how.](#)

Research Round-Up

September international arrivals

| INTERNATIONAL VISITOR ARRIVALS September 2018 | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2018 | 2017 | 2016 | 2015 | 2018 | 2017 | 2016 | 2015 | 2014 |
| ALL VISITORS | 4,800,000 | 4,700,000 | 4,600,000 | 4,500,000 | 4,800,000 | 4,700,000 | 4,600,000 | 4,500,000 | 4,400,000 |
| Overnight | 3,200,000 | 3,100,000 | 3,000,000 | 2,900,000 | 3,200,000 | 3,100,000 | 3,000,000 | 2,900,000 | 2,800,000 |
| Day | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 | 1,600,000 |
| By Country | | | | | | | | | |
| USA | 1,200,000 | 1,150,000 | 1,100,000 | 1,050,000 | 1,200,000 | 1,150,000 | 1,100,000 | 1,050,000 | 1,000,000 |
| UK | 150,000 | 140,000 | 130,000 | 120,000 | 150,000 | 140,000 | 130,000 | 120,000 | 110,000 |
| China | 100,000 | 90,000 | 80,000 | 70,000 | 100,000 | 90,000 | 80,000 | 70,000 | 60,000 |
| Japan | 80,000 | 75,000 | 70,000 | 65,000 | 80,000 | 75,000 | 70,000 | 65,000 | 60,000 |
| South Korea | 70,000 | 65,000 | 60,000 | 55,000 | 70,000 | 65,000 | 60,000 | 55,000 | 50,000 |
| India | 60,000 | 55,000 | 50,000 | 45,000 | 60,000 | 55,000 | 50,000 | 45,000 | 40,000 |
| Germany | 50,000 | 45,000 | 40,000 | 35,000 | 50,000 | 45,000 | 40,000 | 35,000 | 30,000 |
| France | 40,000 | 35,000 | 30,000 | 25,000 | 40,000 | 35,000 | 30,000 | 25,000 | 20,000 |
| Italy | 30,000 | 25,000 | 20,000 | 15,000 | 30,000 | 25,000 | 20,000 | 15,000 | 10,000 |
| Spain | 20,000 | 15,000 | 10,000 | 5,000 | 20,000 | 15,000 | 10,000 | 5,000 | 0 |
| Canada | 1,000,000 | 950,000 | 900,000 | 850,000 | 1,000,000 | 950,000 | 900,000 | 850,000 | 800,000 |
| Other | 1,000,000 | 950,000 | 900,000 | 850,000 | 1,000,000 | 950,000 | 900,000 | 850,000 | 800,000 |

In the first nine months of 2018 nearly 5 million international visitors arrived in Canada at BC ports of entry, a 5.2% increase over the same period in 2017. This includes over 3 million overnight arrivals from the US (up 3.4%), over 1 million from Asia Pacific (up 6.9%), and over 500,000 from Europe (up 8.6%). [Read the report.](#)

Good News

BC at World Travel Market



Team BC at World Travel Market in London.

Destination BC's UK team attended the World Travel Market in London in November to meet with

tour operator partners and key media to promote visitation to BC. Meetings with almost 40 tour operator partners were held to discuss trends, market status, new itinerary ideas and joint marketing opportunities focusing on geographical and seasonal dispersion to areas of the province with capacity. The team also met with travel media and freelance journalists from *The Guardian*, *Daily Mail*, *BA Highlife*, *Sunday Times Travel Magazine*, and *Love Exploring*. [Learn more.](#)

BC in the media



Mika Ryan (Destination BC), Maren Rudolph (Travel Classics) & Mary Zinck (Tourism Whistler) in Scottsdale, AZ.

In November, Destination BC attended Travel Classics in Scottsdale, Arizona, meeting with writers and editors from a number of tier-one publications. Next year, Travel Classics will be hosted in British Columbia by Tourism Whistler, with pre- and post-tours throughout the province. [Read more.](#)

Tourism Chilliwack launches new brand



Tourism Chilliwack's new brand.

Congratulations to Tourism Chilliwack who have launched their new brand, which acknowledges the Sto:lo Coast Salish People. [Read more.](#)

YVR reaches 25 million passengers



On December 18th, YVR welcomed its record-setting 25-millionth annual passenger, two years ahead of forecast. [Learn more](#) about how YVR celebrated this milestone.

YVR served its 25 millionth annual passenger this month.

Thompson Okanagan Tourism Association wins “World's Responsible Tourism Award”



Thompson Okanagan Tourism Association wins the World's Responsible Tourism Award.

The Thompson Okanagan Tourism Association was declared winner of the highly prestigious World's Responsible Tourism Award at the 25th annual World Travel Awards in Lisbon, Portugal. Congratulations to the team! [Read more.](#)

Good to Know

BC Parks asking for feedback on Kalamalka Lake Provincial Park



Kalamalka Lake.

BC Parks has developed a draft management plan for Kalamalka Lake Provincial Park and it is now open for public review. Public comments will be accepted on the plan until January 31, 2019. [Share your feedback here.](#)

2018 Canadian Tourism Sector Compensation Study

Tourism HR Canada is running the 2018 Canadian Tourism Sector Compensation Study and looking for participants in British Columbia. The survey takes only 10 - 15 minutes to complete. The final report, including analysis by region and subsector, will be made available to all participants. [Participate here.](#)

2017 & 2018 Wildfires and Floods Impact Study

Destination BC and the RDMOs invite you to participate in the 2017 & 2018 Wildfires and Floods Impact Study. The purpose of this survey is to learn the of collective impact wildfires and floods have had on tourism businesses in the past two years. All British Columbia tourism businesses are asked to share their experience, regardless of the level of impact on their business. [Share your feedback here.](#)

News and Events



go2HR's 2019 Student Industry Rendezvous

go2HR's third annual Student Industry Rendezvous connects over 400 enthusiastic tourism and hospitality students to more than 35 employers in the BC tourism and hospitality industry on January 25, 2019.

[▶ Read more](#)



BC Tourism Industry Awards nominations are open

Nominations for the BC Tourism Industry Awards are now open, and are accepting applications before January 11, 2019.

[▶ 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](#)



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