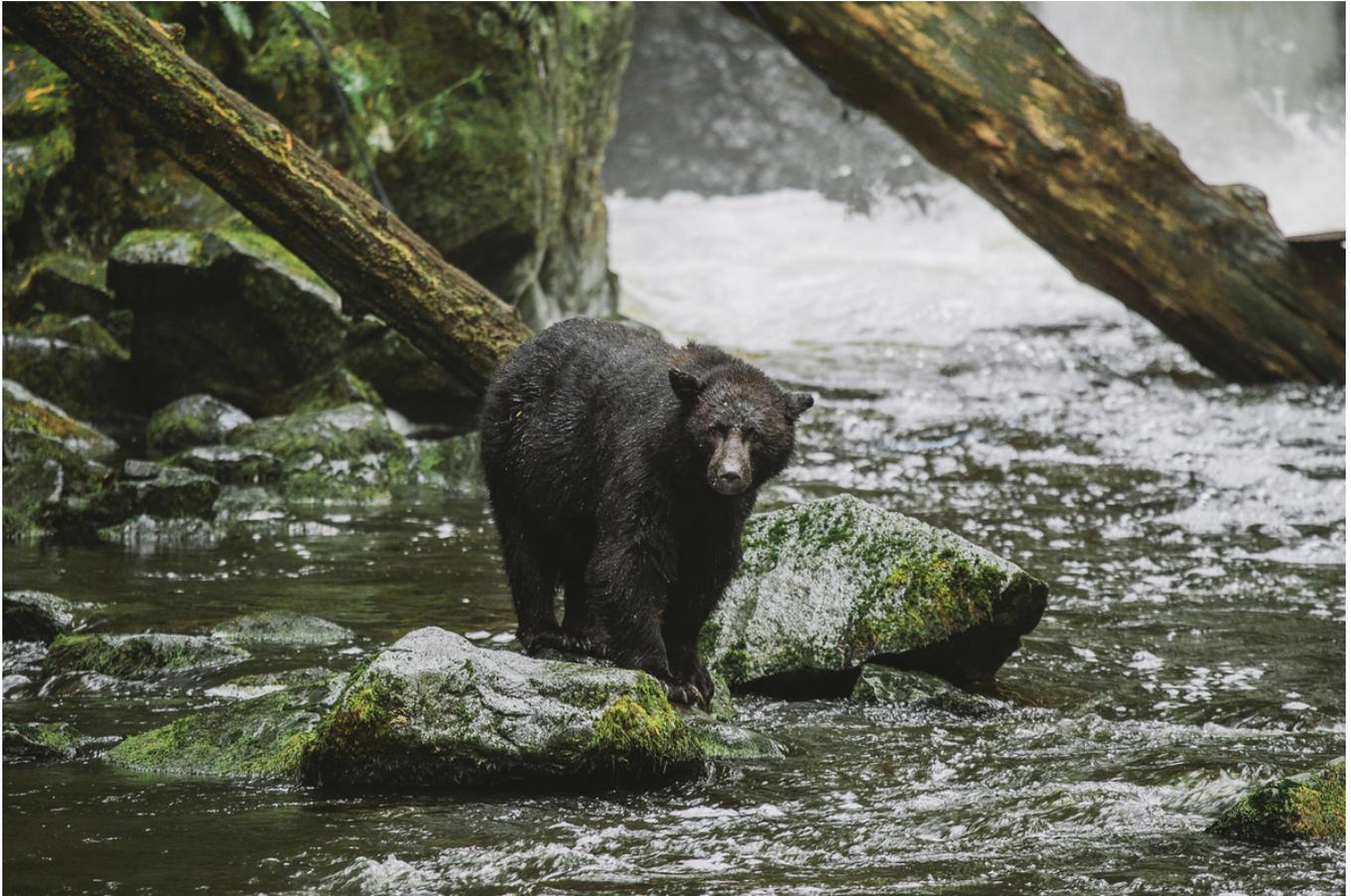
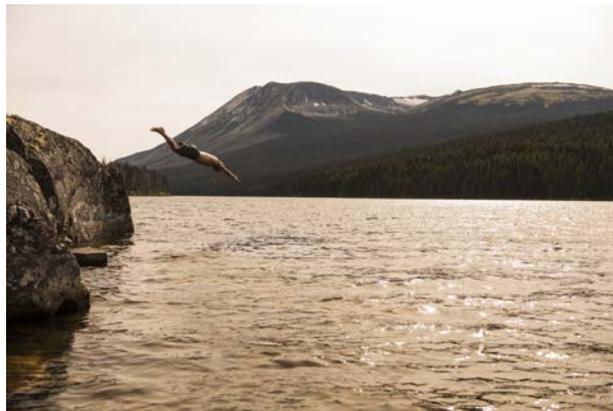


DIRECTIONS



*A majestic black bear hunts for salmon in Ucluelet.
Credit: Destination BC/Ben Giesbrecht.*



Tourism Week is May 26 to June 2 | Destination BC/Kari Medig

#BCTourismMatters: It's Tourism Week!

Happy Tourism Week! Between May 26 and June 2, our industry is bringing attention to the important contributions made by travel and tourism to the local economy. Throughout the week, BC tourism businesses are encouraged to share compelling tourism-related stories, spreading the word about the power of tourism and helping to influence policy so the industry can reach its full potential. Don't forget to post your story using the hashtag #BCTourismMatters!

[LEARN MORE →](#)

**Destination BC Grants \$4 Million to Tourism
Initiatives Province-wide**

Destination BC's Co-operative Marketing Partnerships program is providing \$4 million to support 57 tourism projects across BC, supporting increased collaboration and alignment of marketing activities across the province.

[LEARN MORE →](#)



Destination BC grants \$4 million to BC tourism initiatives | Destination BC/Ryan Dury



Resort municipalities are set to enjoy an enhanced destination experience | Destination BC/Ben Giesbrecht

Resort Municipality Initiative Receives Funding Boost

Visitors and residents in resort municipalities are set to enjoy more trail and infrastructure development, and cultural events, as a result of increased funding to the Resort Municipality Initiative (RMI). RMI funds support projects that help B.C.'s 14 resort municipalities develop tourism infrastructure and amenities with the goal of boosting year-round visitation. Funding will be increased to \$13 million in 2019/20 (in previous years, funds averaged \$10.5 million).

[LEARN MORE →](#)

Indigenous Tourism BC Launches New Website

Indigenous Tourism BC has unveiled IndigenousBC.com, a compelling resource that leverages the technology platform of Destination BC's award-winning HelloBC.com. Featuring strong brand presence, intuitive trip-planning and rich storytelling woven through each page, the site shines a spotlight on Indigenous cultures across the province.

[VIEW THE WEBSITE →](#)



Have you explored ITBC's new website?

Learning Centre



Learnings this month centre around online updates | Destination BC/Reuben Krabbe

Spring Has Sprung: Have You Cleaned Your Digital House?

Reminder: a professional website and updated listings on sites like Google My Business are essential to people finding your business online. Google offers a collection of resources to promote a powerful web presence, such as testing your site's [mobile speed](#) and creating a [free profile](#) so your business appears on Google Search and Maps. You can also check how your website's pages are indexed on Google.com by searching "site:[insertyourwebsitename]"; the results are your business's website pages that Google has indexed for search.

For more tools and resources, visit [Grow with Google](#).

GOOD NEWS



Global Media Love BC! Read on for Recent Earned Coverage

Destination BC's Travel Media Relations team maintains strong relationships with journalists around the world, working tirelessly to pitch stories and host top-tier outlets across the province. Read on for a sample of exciting media coverage earned as a result of the team's dedication to spreading awareness of BC as a must-visit-now travel destination.

[LEARN MORE →](#)

This month's BC media coverage showcases the province's best assets | Luxe Magazine

Big White Ski Resort Named as Host Destination for 2020 Snowboardcross World Cup

Big White Ski Resort will host the [2020 Snowboardcross World Cup](#), marking the first time the global competition has been held in Canada

since 2013. Between January 20 and 27, 2020, the world's best snowboardcross athletes will convene in the Okanagan to battle for the title of World Cup Champion.

[LEARN MORE →](#)



The world's best snowboardcross athletes will convene at Big White Ski Resort for the 2020 Snowboardcross World Cup | Big White Ski Resort website



Kootenay Lake ferry service will be greener and more efficient thanks to increased funding | Destination BC/Kari Medig

Significant Funding Approved to Improve Kootenay Lake Ferry Service

Funding amounting to \$54 million has been approved to expand ferry service at Kootenay Lake. The project includes procurement of a new electric-ready vessel with capacity to accommodate up to 60 vehicles. Led by the Federal and BC governments, the project also encompasses upgrades such as new washrooms, sheltered waiting areas and more public parking at the Balfour and Kootenay Bay terminals.

[LEARN MORE →](#)

Thompson Okanagan Tourism Association Earns International Place Marketing Award

Thompson Okanagan Tourism Association (TOTA) scooped up the International Place Marketing Award at Place Marketing Form, held last month in Lille, France. The prestigious award honours achievements in place marketing with TOTA earning recognition for leadership in sustainable destination marketing. As part of the award ceremony, Glenn Mandziuk, CEO and President of TOTA, presented on the collective efforts of the Thompson Okanagan region to more than 500 attendees.

[LEARN MORE →](#)



Congratulations Thompson Okanagan Tourism Association! | Destination BC/Andrew Strain

2019 Quarter 1 International Visitor Arrivals Up 1.2%

With the late Easter dates this year, international arrivals dipped 0.5% in March. Quarter 1 arrivals are up 1.2%, led by ongoing strength from the U.S. market.

[SEE INTERNATIONAL VISITOR ARRIVALS →](#)

GOOD TO KNOW

Federal Tourism Strategy Aims to Boost International Arrivals in Shoulder Seasons

A new federal tourism strategy aims to increase international visitation to Canada by more than one million people during non-peak seasons. The strategy will dedicate \$58.5 million to assist communities in creating or improving tourism experiences. Program goals are to increase revenue by 25 percent and create 54,000 jobs directly related to tourism by 2025.



The strategy aims to increase international arrivals by one million people | Destination BC/Owen Perry



New e-bike policy will keep cyclists and pedestrians safe on BC trails | Destination BC/Stirl and Rae Photo

E-bike Policy Supports Safe Exploration of BC Trails

As e-bike popularity continues to grow, the Ministry of Forests, Lands, Natural Resource Operations and Rural Development has introduced policy that will keep cyclists and pedestrians safe on the trails. Recreation Sites and Trails BC, in collaboration with local stakeholders and user groups, will evaluate policy implementation on 600 trails situated across the province, making adjustments as necessary.

[READ MORE →](#)

108 Mile Ranch Celebrates 50 Years this Summer

108 Mile Ranch is celebrating its 50th birthday! Throughout summer 2019, the region will host community events with a landmark three-day

festival taking place between June 21 and 23.
Save the date, and stay tuned for more details!



108 Mile Ranch celebrates 50 years this summer! |

Destination BC/Michael Bednar



Workers complete Dragon Mountain Provincial Park's new trail |

City of Quesnel

Mountain Bike Climbing Trail Expands Quesnel's Outdoor Activity Offerings

Dragon Mountain Provincial Park is getting a new mountain bike climbing trail! Situated 10km from Quesnel, the park will also receive upgrades to existing trails, bringing this under-the-radar region to the forefront of the Cariboo and bolstering its reputation as a must-visit travel destination for outdoor adventurers.

Rocky Mountaineer Expands GoldLeaf Service

Rocky Mountaineer has expanded its luxe GoldLeaf Service with [seven new rail cars](#) offered on Western Canadian routes in the 2019 season. Each car features oversized glass-dome windows and a separate dining area for guests travelling through the Canadian Rockies. Rocky Mountaineer is the world's largest privately-owned luxury train company, showcasing some of the country's most stunning landscapes to tens of thousands of visitors. The BC-based brand celebrates 30 years as a luxury tourist company in 2020.



Rocky Mountaineer is expanding its luxe GoldLeaf Service |

Tourism Vancouver/Rocky Mountaineer

Destination BC Wraps Successful Spring Campaign in China

Destination BC China recently completed an in-market spring campaign inspired by the province's



Destination BC's pop-up shop in China showcased BC's forests | Destination BC

lush forests. Tactics included an online portal showcasing eight forests in various B.C. regions; an interactive mobile program that reached 330,000 people; and a pop-up store featuring a BC forest chalet and 360° video experience.

[LEARN MORE →](#)

Indigenous Tourism BC Revives Authentic Indigenous Destination Program

Indigenous Tourism BC has re-introduced the Authentic Indigenous designation program, which identifies Indigenous-owned businesses that offer compelling and culturally appropriate experiences. The designation helps travellers identify authentic Indigenous activities across BC and acknowledges these businesses' contribution to revitalizing and preserving local cultures and languages.

[LEARN MORE →](#)



Authentic Indigenous program revitalized | ITBC



Communities will receive much-needed support thanks to increased emergency funding | Destination BC/Kari Medig [LEARN MORE →](#)

Community Emergency Preparedness Fund Receives \$31 Million Boost

The Province of BC is supporting community resiliency in confronting wildfires, floods and other emergencies with \$31 million added to the Community Emergency Preparedness Fund (CEPF) for local governments and First Nations. An additional \$19 million will contribute to 40 wildfire risk reduction projects across BC. CEPF funding totals \$69.5 million.



Croatia, India and Canada Headline the 2019 Honda Celebration of Light

Vancouver’s Honda Celebration of Light is BC’s largest event, contributing more than \$174 million in incremental tourism annually. The 2019 competition will feature three evenings of dazzling displays by Croatia, India and Canada with food trucks, pop-up activations and the thrill-inducing Red Bull Air Show enhancing the experience.

[READ MORE →](#)



Dazzling Performances Await Visitors to Victoria’s Indigenous Cultural Festival

Spectacular shows by Indigenous performers from across the province await visitors to Victoria’s Indigenous Cultural Festival, hosted by the Songhees and Esquimalt First Nations. The event takes place at the outdoor plaza outside the Royal BC Museum, and features a canoe crossing welcome and artisan marketplace as well as all-day performances.

[SEE FESTIVAL LINEUP HERE →](#)



Savour the Sea at BC Seafood Festival

The largest seafood celebration in Western Canada, BC Seafood Festival showcases the province’s underwater bounty with three days of lively socials, gala dinners and masterclasses. Each year, the event attracts celebrity chefs, bartenders and world-class oyster shuckers who share their seafood prowess with locals and visitors to the Comox Valley.

[SNAG TICKETS HERE →](#)



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