

# DIRECTIONS



*Riding the mountain bike trails in Gibsons, Sunshine Coast | Destination BC/ Stirl and Rae Photo*



*Destination BC and Kootenay Rockies Tourism hosted a Grow with Google workshop in Cranbrook on June 18, 2019*

## Digital readiness workshops keep BC top-of-mind for travellers worldwide

The Grow with Google and Content Marketing workshops are part of Destination BC's commitment to work collaboratively with Regional and Community DMOs to enhance the tourism industry's digital readiness across the province. To date, the Destination BC team along with regional partners have delivered more than 20 workshops, attended by 64 DMOs, reaching more than 500 tourism businesses in BC. Keep an eye out for Fall workshops and explore our [Learning Centre](#) for resources to scale your marketing efforts and strengthen your online presence.

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## Destination BC's content marketing roadmap puts audience at the wheel

Consumers drive content these days. Following a modified version of Google's **Hero, Hub, Help** framework, Destination BC takes a three-tiered marketing approach, to create a consistent and regular stream of compelling content across channels. The result is segments of complementary materials in many different forms — videos, written pieces, listicles—that build a story about British Columbia; a story that travellers want to be part of.

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*How to Après like a Canadian, Eh*

| Destination BC/ Leo Zuckerman



*CTV's The Amazing Race Canada is the nation's most watched entertainment summer series*

| CTV/ Todd Fraser

## The Amazing Race Canada shares BC's beauty with millions of viewers

Destination BC once again partnered with CTV's The Amazing Race Canada to showcase BC's stunning natural landscapes, outdoor adventures, and world-renowned hospitality. This year, The Amazing Race Canada shone a spotlight on Kamloops, Revelstoke, Parksville and Nanaimo. Special thanks to the host communities who embraced the opportunity to promote the province to audiences from coast-to-coast-to-coast.

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## NIPD highlights year-round Indigenous learning opportunities

National Indigenous Peoples Day 2019 is behind us now, but there is so much to learn and celebrate about the heritage, cultures and outstanding achievements of Indigenous Peoples in BC. Support the rich contributions these communities make year-round by getting involved. Visit [Indigenous Tourism BC's](#) website for ideas and events, including upcoming powwows!

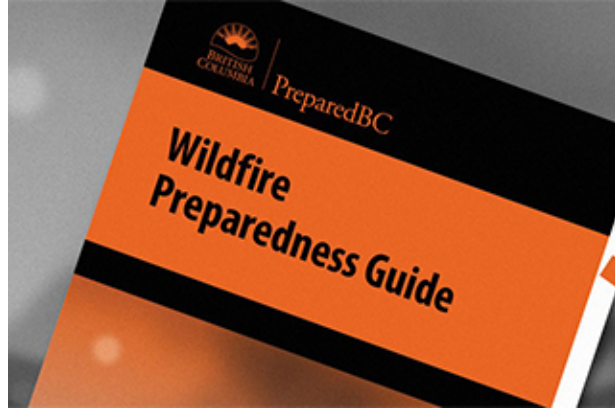
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*Support Indigenous BC tourism | Destination BC/ Kevin Arnold*

## PreparedBC releases new Wildfire Preparedness Guide

To better protect people and properties from BC wildfires, PreparedBC have released a new Wildfire



*Learn how to stay safe with PreparedBC's Guide*

Preparedness Guide. The Guide covers preventative and preparedness advice, what to do if wildfire approaches, and available support after a wildfire. Remember to check the [Learning Centre](#) on our website for the PreparedBC's Guide and Plan specific to tourism operators.

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## Learning Centre



*Check your content against our Partner Content Checklist*

| Kari Medig

### New Learning Centre module guides content creation

Every day, hundreds of pieces of content are created across our tourism partner network. While Destination BC strives to share and amplify industry content, the volume of requests we receive is quite large. As a result, we've created a content checklist for you to improve the likelihood of your content being shared. Find the [Partner Content Checklist](#) on our Learning Centre. [LEARN MORE →](#)

## GOOD NEWS

### YYJ to open BC's first truly accessible washroom

Next April, Victoria International Airport will be opening BC's first Changing Places washroom as part of an expansion project. Unlike traditional disabled washrooms, Changing Places washrooms have the necessary equipment and space, and offer a safe and clean environment, for all people with a





*YYJ will open BC's first truly accessible washroom*  
| Tourism Vancouver Island/ Ben Giesbrecht

disability. The airport's commitment to making their space truly accessible for all is inspirational.

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## **Avalanche safety fund will reach new areas in northern BC**

A one-time endowment of \$25 million from the Federal Government will impact national public avalanche safety by expanding the size and scope of Avalanche Canada's safety program, reaching new areas, including northern British Columbia. The funding will also focus on public awareness, investing in materials for youth and newcomers unfamiliar with Canadian winters and avalanche dangers.

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*Avalanche safety fund will reach new areas in northern BC* | Destination BC/ Blake Jorgenson



*Visitor Centres are vital to success in the industry*  
| Tourism Tofino

## **Tourism Tofino opens doors to new visitor centre**

On June 26, 2019, Tofino's new Visitor Centre officially opened its doors in a ribbon-cutting ceremony. The welcoming space will better represent the businesses and community of Tofino, connecting travellers and locals with all the exciting experiences and adventures to be had in the area. Visitor Centres are a vital component to our success in the tourism industry and we are delighted to see this centre come to life, for the benefit of travellers, locals, and the industry itself!

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## **Cultus Lake Provincial Park welcomes 25 new wheelchair accessible cabins**

BC Parks celebrated Canada Parks Day on Saturday, July 20, by opening 25 new wheelchair

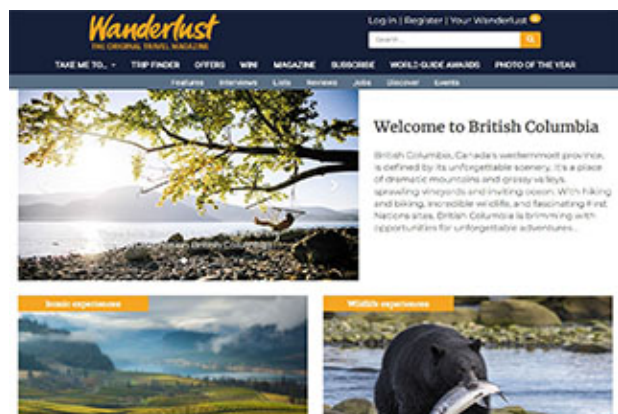


accessible cabins at Cultus Lake Provincial Park. The new cabins at Maple Bay Campground are 200-square foot and offer an opportunity for people of all mobility levels to enjoy a night in the popular BC Park. The campground also features wheelchair-friendly washrooms and showers.

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*Lisa Beare, Minister for Tourism, Arts & Culture, announces opening of new wheelchair accessible cabins at Cultus Lake Provincial Park | Province of BC*



*The Wanderlust campaign continues to yield brilliant results | Destination BC/ Wanderlust*

## BC Wanderlust campaign wraps up in UK

Destination BC partnered with Wanderlust Magazine for a three-month, province-wide campaign, largely focused around an online content hub. The hub featured "top wildlife experiences", "most spectacular road trips" and much more, showing travellers that BC has something for everyone. Print and online exposure complemented the hub, including double-page spreads. A one-page advert is still to appear in Wanderlust's October issue.

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## Destination BC continues to push BC ski message to international travellers

May marked the beginning of winter in Australia and signalled the start of 2019-20 overseas ski holiday bookings— a perfect time to promote BC's upcoming winter season. Led by Destination BC, Destination Canada, BC ski resorts and Air Canada travelled to the Snow Travel Expos in Australia to inspire consumers to choose BC as their next ski destination. Over 15,000 people visited the Expos for winter trip inspiration and BC made an impact!



*Team BC at consumer activations in Melbourne and Sydney | Destination BC*

## Canada Day celebrations stretch as far as Sydney, Australia



*Celebrating Canada Day down under | Destination BC*

Canada Day celebrations down under saw Destination BC, Destination Canada, Tourism Yukon and Travel Manitoba host lunch for 100 key clients, media and airline partners in Sydney. Destination Canada took the opportunity to speak about their new brand and asked guests to share moments that truly touched them in Canada. Haida Gwaii and Knight Inlet Lodge were two standout stories from BC.

## Research Round-Up

### International visitor arrivals to BC up 6.2% in May (year over year)

International visitor arrivals to BC increased 6.2% in May 2019 compared to May 2018. The increase was driven by strong growth from the US (up 6.0%), Asia-Pacific (up 8.3%), and Europe (up 8.8%).

[VIEW MAY DATA →](#)

## GOOD TO KNOW

### Abbotsford: Handmade & Homegrown

Earlier this month Tourism Abbotsford revealed their new brand: Handmade & Homegrown. The refresh came after months of surveys, stakeholder meetings and focus groups to ensure the brand captures the city's essence, promise and connections. The rigorous process is reflected in the new brand, showing off the cultivated city, where agricultural roots run deep and the community spirit is strong.

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*Connections unify the diverse community of Abbotsford |*

*Tourism Abbotsford/ Robyn Bessenger*

### Kelowna visitor centre welcomes double anticipated numbers in first year

Since opening at the end of June last year, more





*The Kelowna Visitor Centre in downtown Kelowna*

| *Tourism Kelowna*

than 203,000 people have utilized the Kelowna Visitor Centre's many services, which include local insider tips, community information, locally-created and -inspired merchandise, and more. Congratulations Tourism Kelowna— here's to another great year!

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## Make travel through the province better for residents and visitors

The Province wants to hear your thoughts on transportation infrastructure and services across BC. Now in its 16th year, the annual Customer Satisfaction Survey is open for comments until September 3, and provides an excellent opportunity for the industry to submit feedback on everything from highway operations to licensing taxis and buses. Data collected will inform province-wide transport decisions.

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*Share your views to make travel better for everyone*

| *Destination BC/ Andrew Strain*



### Vancouver Pride Festival

Hosted by the Vancouver Pride Society, the week of events is celebrated by the entire city and visitors from around the world. Join the feel-good festival celebrations until Aug. 5, 2019. The highly-anticipated, rainbow-filled parade will take place on Sunday, Aug. 4!

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### Summits and AGMs

All six tourism regions will hold events from Sep-Nov 2019.

**Kootenay Rockies:** Sep. 25, Nov. 5-7

**Northern BC:** Oct. 3-4

**Vancouver Island:** Oct. 8-10

**Vancouver Coast & Mountains:** Oct. 23

**Cariboo Chilcotin Coast:** Nov. 1-3

**Thompson Okanagan:** Nov. 12



### MTB Tourism Symposium

The 2019 Mountain Bike Tourism Symposium, in Whistler from Oct. 3-4, is an opportunity for stakeholders and experts to gather and share insights and knowledge on how to progress toward a more sustainable and vibrant mountain bike tourism sector.

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 Return Path Tracking