

THE POWER OF TOURISM





Haida Gwaii

THE POWER OF TOURISM

People are fascinated by the concept of travel—exploring unfamiliar places and immersing themselves in different cultures and experiences. Over the last century, the travel landscape has changed dramatically—and, with more people travelling the world than ever before, British Columbia has unprecedented opportunities for tourism growth.

Tourism is already one of the most significant drivers of economic success in BC, growing faster than the provincial economy as a whole as it generates a continuous stream of revenue, employment, social, cultural and environmental benefits.

By working collaboratively and supporting each other's efforts, our province-wide tourism network has helped to cultivate an industry worth \$20.5 billion. Our industry is marked by longstanding and fruitful relationships with government, Indigenous communities, destination marketing organizations, industry partners and tourism businesses—from rural adventure guide operators to luxurious resort hotels—each contributing to the power of tourism in BC.



WHO WE ARE



Destination British Columbia is a provincially funded, industry-led Crown corporation that facilitates a strong and competitive future for BC's tourism industry through a combination of global marketing, destination development, industry learning, cooperative community-based programs and visitor servicing. Destination BC receives approximately \$52 million each year, out of a Provincial investment of \$140 million to BC's tourism ecosystem. These investments help to improve the visitor experience, and strengthen BC's worldwide reputation as a destination of choice. We support regions, communities, sectors and the Indigenous community with the development and expansion of tourism experiences, businesses and jobs. Ultimately, our goal is to entice the world to experience the transformative power of BC—and, in doing so, enhance social, cultural, economic and environmental benefits for all British Columbians.



Kyuquot Sound

Our actions have placed us among the world's leading innovators in the tourism space. We are recognized as a highly collaborative organization, staffed by forward-thinking people who champion technological, cultural and digital transformation.

With an overarching goal of competing to win on a global scale, Destination BC has developed detailed strategies for growth in 2020–21, to ensure a prosperous and sustainable tourism sector benefiting residents and visitors now and into the future. Our corporate strategy is supported by tactics identified in our marketing, destination and industry development plans; to review these, visit DestinationBC.ca.



Revelstoke

GOALS

VISITORS

Become the most highly recommended destination in North America



REVENUE

Lead Canada in growth of overnight visitor expenditures



INDUSTRY

Enable a collaborative, digitally-savvy, insight-driven tourism network



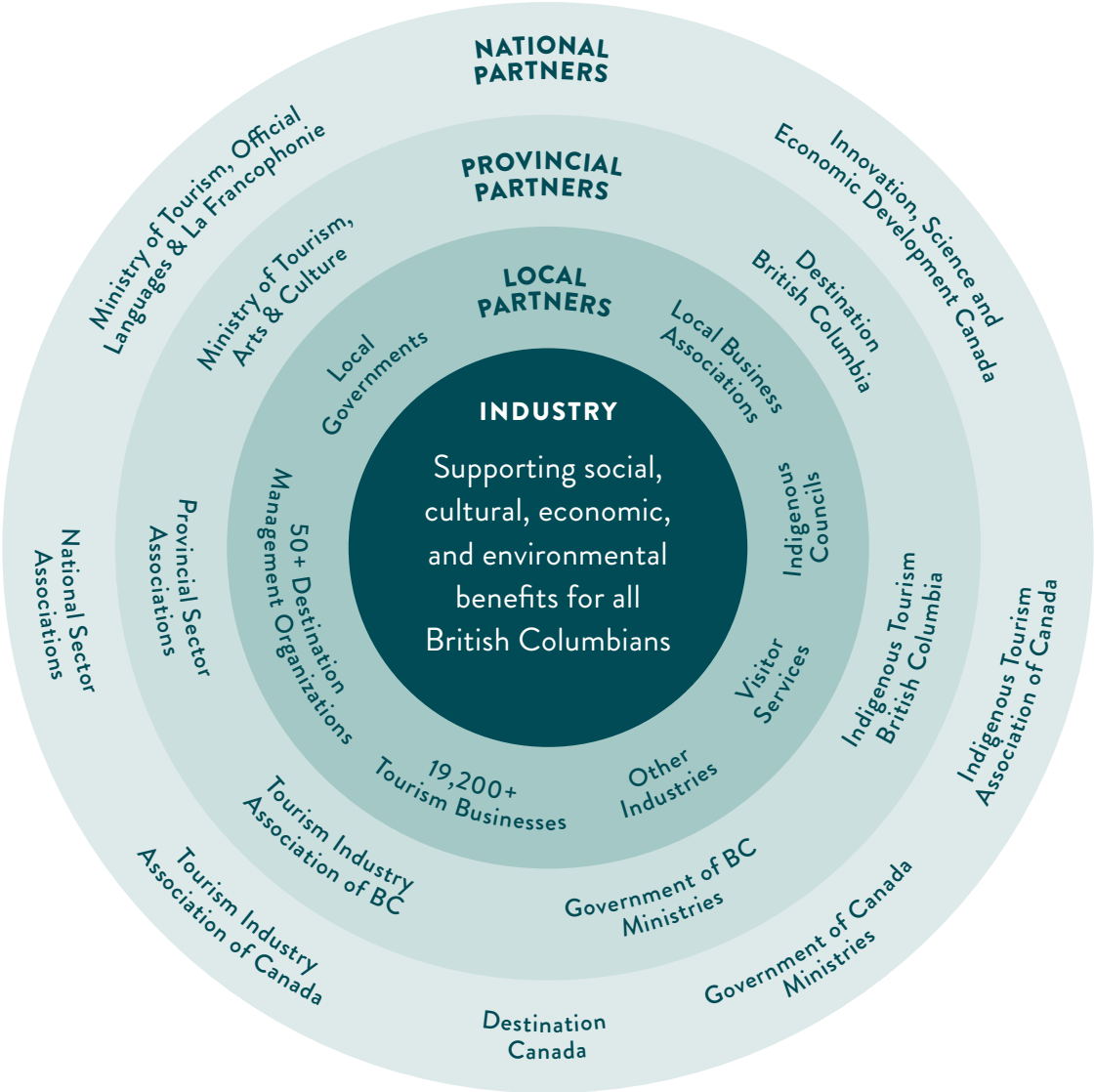
PEOPLE

Lead by being a collaborative, insight-driven, results-focused, courageous team

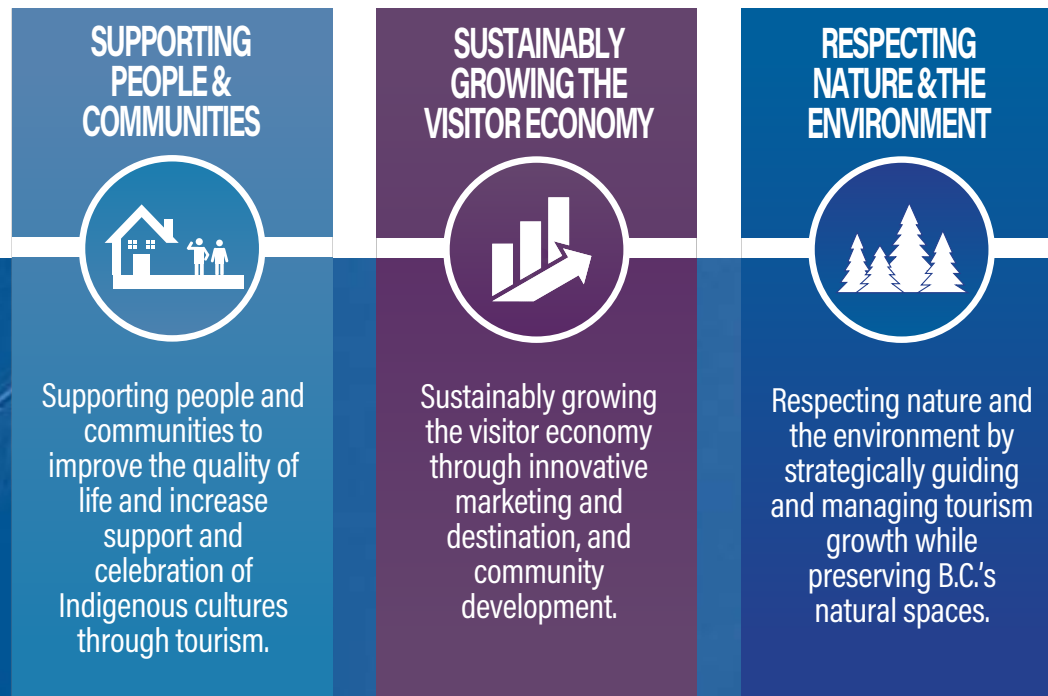


BC'S TOURISM INDUSTRY

BC's tourism industry is comprised of numerous organizations and partners whose tightly interconnected ecosystem markets the best of our province while supporting individual communities.



BC's Minister of Tourism, Arts and Culture leads alignment of provincial tourism priorities, sets the strategic direction and works with various facets of the industry. The Ministry's guiding document for the tourism sector is the Strategic Framework for Tourism in BC, which establishes a clear vision for a prosperous and sustainable tourism sector, in a way that benefits people throughout the province. Ministry staff also collaborate closely with Destination BC to facilitate responsible tourism growth and development.



Review the Ministry of Tourism, Arts and Culture's
2019–21 Strategic Framework →





Abbotsford

HOW WE
SUPPORT
TOURISM

HOW DESTINATION BC SUPPORTS TOURISM

FOR VISITORS



Ranked #1 in 3 of 5 key
North American markets



In-destination travel
information



BC travel information
in multiple languages



Travel itineraries and
recommendations



Support for
accessibility

FOR BUSINESSES



Over 6.5 million annual referrals to BC
tourism businesses in 2017–18



Research and insights to
support decision making



Global promotion



Training and development
opportunities



Funding to support Indigenous
tourism businesses

FOR COMMUNITIES



Over \$4.6 million in co-op marketing funds across the province each year and 150+ participating communities/sectors



\$2.3 million annual funding for Visitor Services Network (community-based visitor centres)



80% of residents believe tourism creates many jobs and career opportunities



Access to over 200,000 videos and images in the shared content commonwealth



Brand advice and alignment with *Super, Natural British Columbia*®

FOR RESIDENTS



161,500 interesting jobs all across the province



Public awareness of the large and growing workforce tourism provides



Assistance to help communities to enhance experiences for tourists and locals



Collaboration with all levels of government to ensure tourism benefits to residents

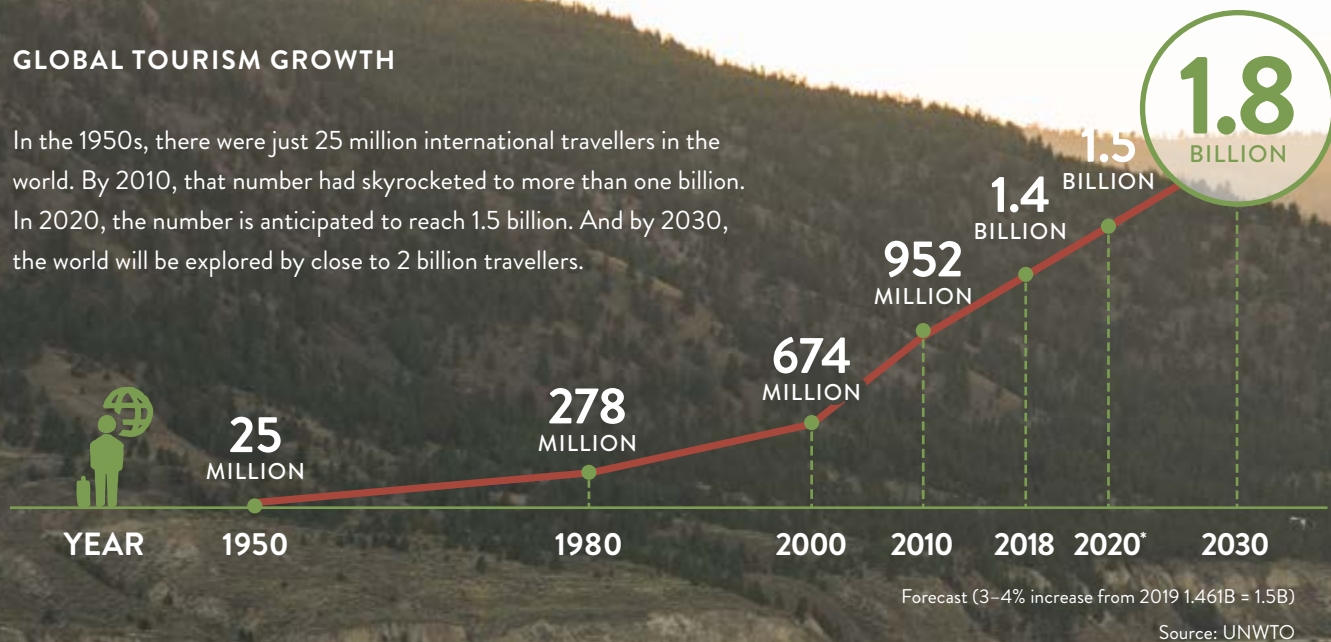


Support for community cultural and recreational assets

One in five of all jobs created globally are in tourism. The industry is a powerhouse, generating economic benefits, improving quality of life for residents and building better societies.

GLOBAL TOURISM GROWTH

In the 1950s, there were just 25 million international travellers in the world. By 2010, that number had skyrocketed to more than one billion. In 2020, the number is anticipated to reach 1.5 billion. And by 2030, the world will be explored by close to 2 billion travellers.





In addition to explosive growth, tourism has also experienced broad diversification, including the rise of accessible and culturally authentic experiences. Today, tourism is one of the world's largest industries.

In 2019, 6 million visitors chose to travel to BC.

TOURISM ECONOMIC IMPACT AT A GLANCE



2018 ANNUAL REVENUE

\$20.5 Billion

=

+4.9%
increase over 2017

Source: BC Stats



+32.7%
GDP growth
(2018 over 2013)

Source: BC Stats



26.4M

YVR passengers in 2019

=

+1.8%
increase over 2018

Source: YVR

JOBS IN 2018

161,500

=

+41.5%
increase over 2013

Source: BC Stats

EXPORT REVENUE

+\$6.9 Billion

8.2% increase over 2017

Source: Statistics Canada; prepared by Destination BC



+40.9%
increase in
restaurant receipts
(2019 over 2014)

Source: Statistics Canada



+37%
average daily hotel
rate increase (2019 over 2014)

Source: BC Stats



+33.6%
increase in USA
overnights over 2014

+35.5%
increase in international
overnights over 2014

Source: Statistics Canada; prepared by
Destination BC

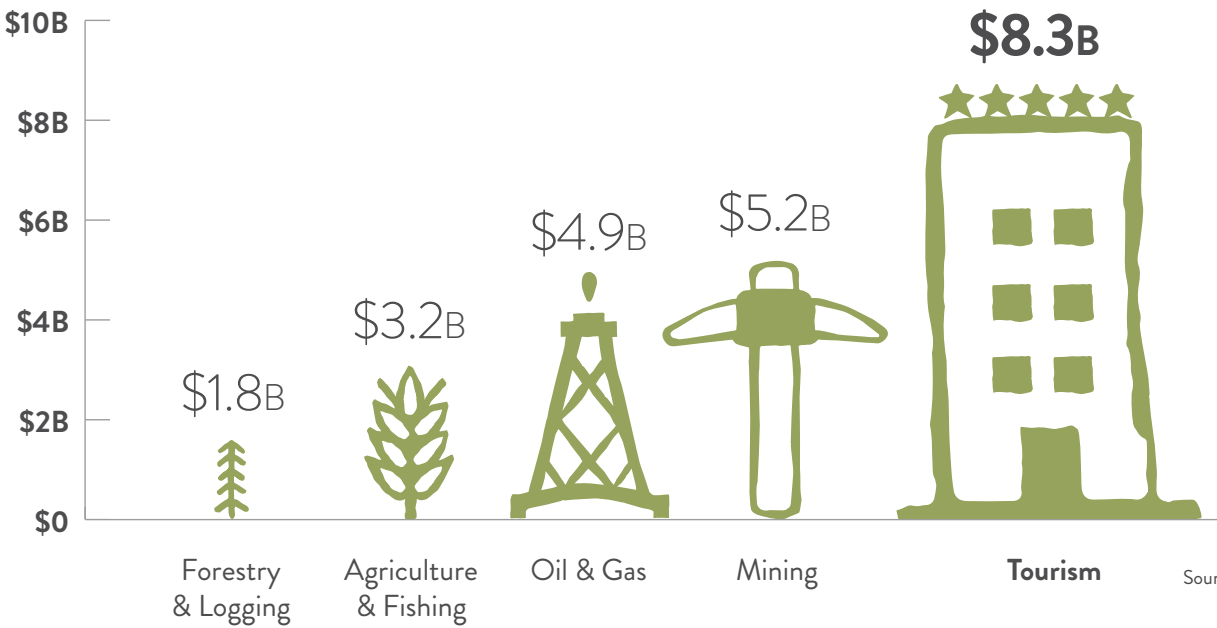
BC GDP

Tourism is considered one of BC’s leading economic base and natural resource sectors, and has significantly contributed to BC’s GDP in recent years.



Over the past three years, international arrivals to BC increased 2.3%, 6.5% and 2.6%*, respectively.

2018 GDP BY PRIMARY RESOURCE INDUSTRY






Source: BC Stats

*Data reflects growth rates for 2017, 2018, and 2019.

ECONOMIC SPINOFFS

In BC, tourism’s spinoff benefits exceed that of many industries. Most tourism businesses directly support the provincial economy by buying goods and services locally, hiring staff locally and retaining profits locally. Tourism also generates benefits that other industries can leverage, including development of infrastructure, increased trade opportunities and improved access to international markets.

PER \$100 M IN SPENDING

<div>TOURISM</div> <div>★★★★★ </div>	<div>\$69 M</div> <div>Economic Spinoff</div>	<div>1,373</div> <div>New Jobs</div>
<div>MINING</div> <div></div>	<div>\$50 M</div> <div>Economic Spin-offs</div>	<div>438</div> <div>New Jobs</div>
<div>OIL + GAS</div> <div></div>	<div>\$41 M</div> <div>Economic Spin-offs</div>	<div>326</div> <div>New Jobs</div>

Source: [Deloitte](#)





There are more than 19,329 tourism-related businesses operating in BC, with tourism providing jobs for 1 out of every 16 people employed in the province.

VALUE OF TOURISM FOR RESIDENTS

The tourism economy makes life better for British Columbians. Not only does the industry contribute to our economic wellbeing, it also enriches our lives by supporting a greater range of amenities used by BC residents. Recreation sites, arts and culture, attractions, parks, restaurants, resorts and events wouldn't flourish without tourism.

Tourism also offers a wealth of career opportunities for BC residents—in fact, the industry is the largest employer of youth, who represent more than 30% of its workforce. More than 100,000 new job openings will be available in BC's tourism industry by 2028, allowing entrepreneurs to transform their passions into businesses, Indigenous guides to share their cultural history with visitors from around the world, world-class chefs to merge global influences with local ingredients, and ski instructors to combine work and play on BC's world-class mountains.

Tourism's positive impact extends beyond economics and job opportunities to social, cultural and environmental advantages. The industry has helped to increase awareness of BC's Indigenous culture and heritage, with Indigenous Tourism BC championing the creation and marketing of authentic visitor experiences province-wide; and inspired government and businesses to prioritize accessibility in workplaces and visitor-focused experiences, as evidenced by the Province and Destination BC's three-year strategic action plan towards a more accessible and inclusive BC. Tourism also plays a positive role in preserving, sharing and celebrating the rich culture and history of BC's diverse communities and people.

*Source: go2HR



Tofino



BRITISH COLUMBIA BELIEVES IN TOURISM

PUBLIC PERCEPTIONS OF BRITISH COLUMBIA'S TOURISM INDUSTRY

82%

of BC residents strongly believe that tourism supports a greater diversity of amenities in their community

81%

of BC residents strongly believe that tourism supports local businesses

77%

of BC residents take pride in making tourists feel welcome in their community

94%

of BC residents believe that the tourism industry plays an important role in the economic well-being of British Columbia

80%

of BC residents believe that the tourism industry creates many different types of jobs and career opportunities

81%

of BC residents agree that it is important to invest in promoting tourism

HIGHLIGHTS TO 2019

Our programs have enhanced collaboration across the industry, built new networks within the tourism ecosystem, strengthened our short-term competitiveness through marketing, and driven our long-term competitiveness through destination development. Here are just a few of many examples:



STRIVING FOR UNIVERSAL ACCESSIBILITY

British Columbia's transformative experiences should be available to everyone, which is why the Province and Destination BC have embarked on a new three-phase action plan in 2019 intended to improve and enhance travel for people with diverse abilities. During phase one, new accessibility resources were added to HelloBC.com, including six themed itineraries featuring attractions, experiences and venues that are inclusive to all visitors. Tourism businesses are invited to update their online listings to accurately reflect accessibility features across a range of categories. In addition, Destination BC's corporate site, DestinationBC.ca, now includes a compelling collection of case studies, essays and videos intended to support tourism businesses in their journey towards building a better understanding of accessible travel needs. Over the next two years, further initiatives will be developed and introduced, including support of meaningful tourism employment opportunities for people with diverse abilities.

AWARD-WINNING IMAX FILM PARTNERSHIP

The Great Bear Rainforest is widely considered a global treasure with sprawling wilderness encompassing one-quarter of the world's temperate coastal rainforest. Destination BC is proud to be part of a team that brought this stunning region to life in Great Bear Rainforest, an immersive film that explores this ancient home of the fabled Kermode Bear and the Gitga'at, KITASOO XAI'XAIS and Heiltsuk First Nations. Narrated by homegrown celebrity Ryan Reynolds, the award-winning production is the first IMAX film to feature Indigenous peoples in Canada, and incorporates new technologies that capture every enchanting detail of the forest and its inhabitants. Over the next three years, Great Bear Rainforest will be shown in more than 100 theatres in key markets like the US, China, Mexico, the UK and Australia. During the first nine months after launch in Canada, the film generated 677.9 million impressions and nearly 800 media pieces.



CHAMPIONING INDIGENOUS TOURISM

Visitors to BC are finding it easier than ever to explore the province's fascinating Indigenous culture and history with Indigenous Tourism BC's (ITBC) new website, which replicates the design and build of Destination BC's multiple award-winning HelloBC.com. Launched in 2019, the intuitive site weaves spellbinding storytelling, complemented by visually rich video, stunning photography and curated content inviting visitors to discover nearly 200 First Nations that call BC home. Shortly after the website's debut, BC became the first region in Canada to enact legislation to implement the UN's Declaration on the Rights of Indigenous Peoples (UNDRIP). Beginning in 2020, Destination BC will increase its financial support to ITBC by one-third, providing \$4 million over the next three years.



DID YOU KNOW?

In 2019, BC became the first region in Canada to enact legislation implementing the UN's Declaration on the Rights of Indigenous Peoples (UNDRIP).



MARKETING
BRITISH
COLUMBIA

GLOBAL MARKETING

Destination BC's programs have enhanced collaboration across the industry, cultivated likeminded networks within the vast tourism ecosystem, strengthened short-term competitiveness through marketing, and driven long-term competitiveness through destination development.

We market British Columbia domestically and internationally using an array of online and offline tactics. Our marketing extends across the globe, inspiring millions of people to choose BC as their next travel destination. Instead of relying on tried-and-true tactics, we constantly innovate—and the result is attention-grabbing consumer, travel trade and travel media marketing that inspires urgency to visit BC now.



Sprout Lake



SUPER, NATURAL BRITISH COLUMBIA

Super, Natural British Columbia represents the essence of our province. For nearly 40 years, our brand has inspired millions of people to visit BC and continues to be highly regarded among global audiences. This brand is memorable and distinctive from other destinations, promising an unparalleled travel experience that leaves visitors profoundly changed.

We have distilled BC's defining characteristics and consumer value proposition into a simple yet moving narrative about our destination and its people. The brand motivates our tourism industry to inspire and support each other as we collectively strengthen our resonance with travellers.

People around the world carry exceptionally positive perceptions of BC. We are known as strong, free-spirited, adventurous, open and generous — characteristics that are particularly coveted in today's society.












GEOGRAPHIC MARKETS

Destination BC’s team extends beyond our province to international representation in the UK, Germany, China, Australia and Mexico; we also work with Destination Canada to represent BC in Japan, France and India. Our team partners with travel trade operators and media outlets to reach targeted consumer audiences, as well as industry partners to amplify marketing. Clearly, our globe-spanning relationships are paying off—in 2019 alone, BC experienced 2.6% growth of international visitor arrivals.

We identify growth opportunities by evaluating parameters and data using several sources, which helps us better understand market potential, current economic factors, competition, and travel interest and intent.

By strategically choosing our key markets, we are able to maximize effectiveness of our dollars, generate a consistent flow of referrals for BC businesses, and increase seasonal and geographic dispersion.

In 2020, we are focusing on the following markets:

Grow				
				
USA	China	Australia	Mexico	British Columbia
Maintain				
				
United Kingdom	Germany	Alberta	Ontario	
Monitor				
				
Japan	South Korea			

CONSUMER MARKETING

To compete for travellers' attentions in an increasingly crowded advertising environment, we strive to create emotionally compelling, relevant and helpful brand storytelling and travel information.

Our content is strategically distributed through our owned channels, including HelloBC.com, social media and email; and platforms where the majority of travellers seek destination inspiration and trip planning information, such as Google, Facebook, Amazon, WeChat and Ctrip.

Our consumer marketing activities are primarily focused on reaching savvy travellers through digital-only channels. The channels we target are market-specific, based on insights gleaned from research, anonymous consumer data and our in-market teams.





A collection of some of our consumer advertising—motivating our target travellers to visit British Columbia, now.

Travel media coverage reached an estimated 95 billion impressions between January and September 2019 alone. Here are a few highlights:

The 8 Cantonese Restaurants that Make Me Want to Move to Canada
—Bon Appétit

How the World Came Together to Protect a BC Inlet —Canadian Geographic

Canada's Best Fall Foliage Hikes You Need to Explore —Forbes

Lava Beds and Other Reasons to Love Northern British Columbia —The Post

Top 10 Cities That are Great for Kayaking
—Traveller.com

In Search of Canada's Indigenous Culture in its Most Isolated Corner
—The Telegraph

British Columbia: Your Perfect Fortnight Mapped Out —The Times

DIGITAL MARKETING

Travel is one of the world's largest sources of online revenue, with major brands like TripAdvisor, Google, Airbnb and Facebook playing in the tourism space and transforming the travel landscape at a rapid pace. These platforms are making significant investments, and leading innovation, in travel planning and booking, and remain hugely influential to travellers.

Our digital marketing activities leverage primary sources of information and inspiration through partnerships with platforms like Facebook and Ctrip, where we promote captivating BC content at every stage of the trip-planning journey. In 2019, we partnered with CrowdRiff to launch Travel Stories, the world's first

connected story experience for travellers. The mobile-first, visually immersive experience provides inspiration and immediate practical support to anyone interested in visiting BC, and was supported by dozens of regional and community destination marketing organizations, as well as associations and corridors.



REPORT CARD



6 travel and user experience
awards for the re-imagined
HelloBC.com consumer website.



807,000 customer leads
for industry generated by digital
marketing activities.



46M IMPRESSIONS
consumption of BC travel content
promoted by DBC.





REPORT CARD



Our in-house social media team manages channels in regions around the world by planning, optimizing and distributing content across **8** geographic areas in **5** languages.



2.5M #exploreBC uses by Destination BC's brand advocates in the global social media community.



1.5M Size of Destination BC's global social media community of brand advocates.

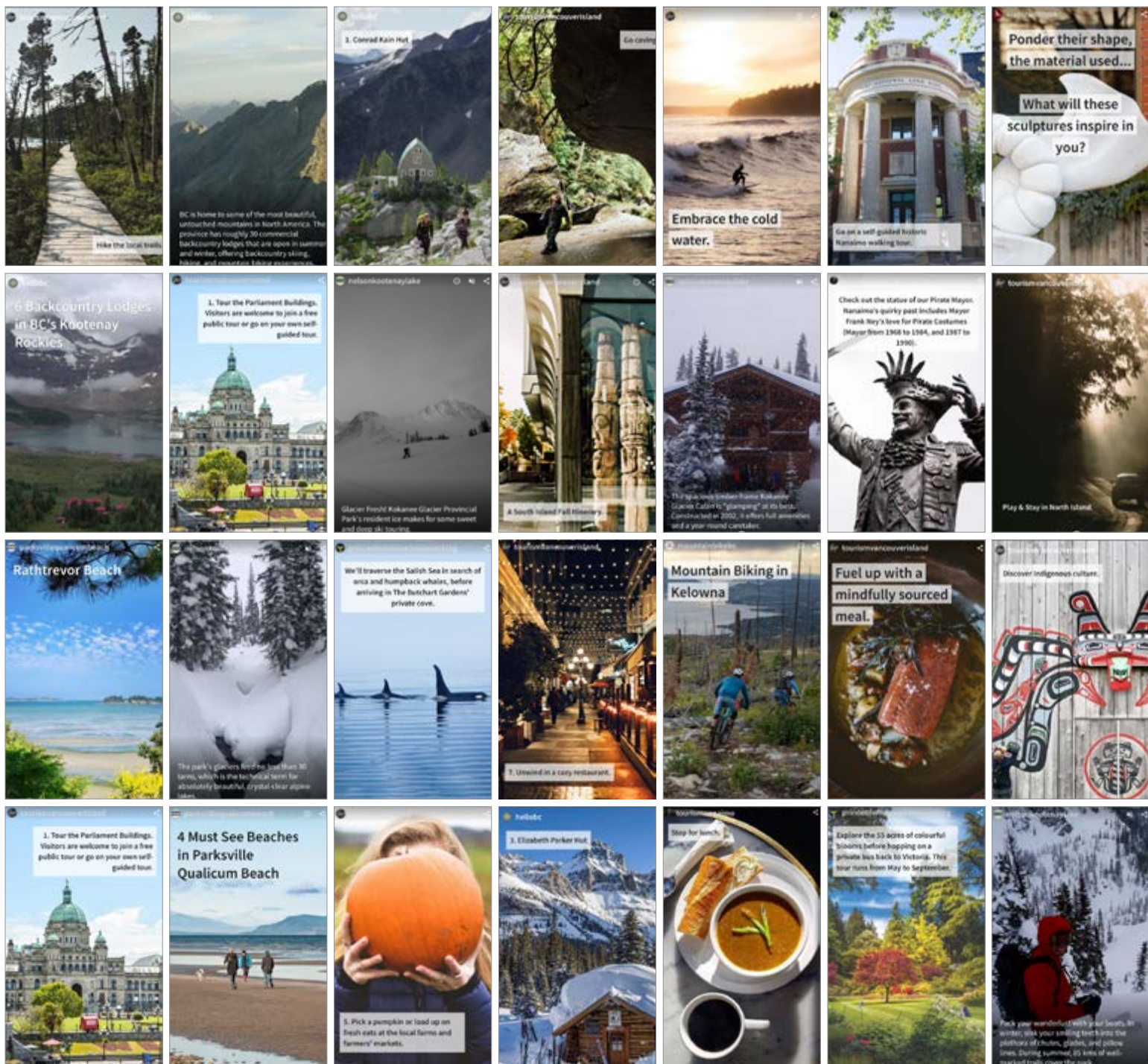
SOCIAL MEDIA

When choosing a travel destination, people are often influenced by the experiences and opinions of family, friends and colleagues on social media. They also rely on brands they trust to inspire them with the right content—in the right place, at the right time—to help them make their travel decisions.

Having cultivated a global audience of more than 1.5 million, our social media team distributes and optimizes content across 10 social channels, in seven countries and in four languages. We feature a mix of owned, partner and user-generated content in a variety of formats, including socially optimized video, Instagram Stories and accelerated mobile pages (AMP) Stories. We strive to create meaningful connections with BC advocates and potential visitors through engaging content and one-to-one interactions.



Nelson



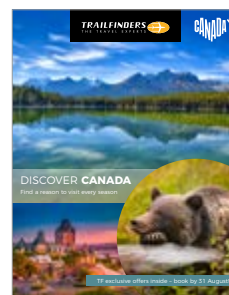
Source: HelloBC Instagram stories.

TRAVEL MEDIA

Media continue to flock to BC, eagerly exploring the province's dizzying array of outdoor adventure, cultural experiences and spectacular landscapes. In 2019, Destination BC supported press trips for more than 450 global media outlets, including *Travel + Leisure*, *USA Today*, *Sunset Magazine* and many more.

Alongside our tourism industry colleagues, we focus on cultivating and maintaining relationships with journalists, social media influencers, TV crews and bloggers in our top markets. As a result, we are well-positioned to seize proactive opportunities to distribute new and relevant stories, and are equally armed

with information and resources when media approach us for inspiration. We also invite select media to visit our destination on press trips throughout the year, providing them with an exclusive opportunity to explore local attractions, activities and businesses, and share their experiences with the world.



TRAVEL TRADE

Travel trade offers a significant avenue to reach consumers in overseas markets, and includes online travel agents, tour operators, wholesalers and travel agents. They offer a wide array of tour itineraries throughout BC, and are a dedicated source of tourism revenue for the province.

In 2018, more than 734,000 visits to BC in summer and winter directly resulted from our relationships with 109 tour operators in six markets alone. Collectively, these visits contributed more than \$202 million to the provincial economy.



#exploreBC EXCEEDS 5 MILLION USES

In summer 2019, we celebrated a major milestone in our marketing efforts: the #exploreBC Instagram hashtag hit five million shares.

Since being introduced in 2013, #exploreBC has inspired travellers, tourism businesses and residents to share their authentically BC experiences, dramatically amplifying word-of-mouth marketing. By tagging their photos and videos with the hashtag, our advocates expose their content to everyone searching the tag for travel inspiration.

The hashtag also provides us, as well as other marketing organizations across the province, a rich pool of user-generated content that supports our efforts to showcase the diverse experiences available in BC. For example, when a staff member of Great Bear Lodge posted a video of a humpback whale breaching off the lodge's dock, we found and amplified the video using the #exploreBC hashtag—and the magical moment went viral.



Port Edward

OUR WORK
WITH
PARTNERS



CO-OPERATIVE MARKETING PARTNERSHIPS PROGRAM

BC ALE TRAIL

Victoria

DRIVING TOURISM TOGETHER

Destination BC's Co-operative Marketing Partnerships Program enables groups that share common marketing goals—including community consortiums, sector organizations, and approved individual and paired communities—to access private and public funds and achieve greater marketing impact and revenue. To qualify, group goals must align with provincial tourism priorities.

Craft brewing is booming in BC, contributing more than \$303 million to the provincial economy in 2019—nearly three times the amount earned in 2010. In 2016, regions across the province received funding from Destination BC's Co-op Program to launch the BC Ale Trail. Today, the program includes more than 30 destination marketing organizations and upwards of 150 breweries and ancillary businesses who rally around the impactful slogan “Arrive Thirsty, Leave Inspired.”

By sharing enthralling stories through immersive videos and content, BC Ale Trail has appealed to travellers with a thirst for new experiences. Paid, earned and owned marketing directs consumers to the online platform BCAleTrail.com, where visitors can access self-guided tasting tours featuring pubs, restaurants and breweries. Each ale trail itinerary is complemented by recommendations for nearby accommodations and outdoor activities, strategically encouraging visitors to explore further and stay longer.

In 2019, BC Ale Trail launched an interactive mobile app whose reward-based activation system encourages users to collect badges at breweries that can be exchanged for points. The app spotlights 18 ale trails, and has accumulated more than 40,000 brewery check-ins during its first year of use.

Since its implementation, BC Ale Trail has experienced tremendous growth and continues to refine and expand marketing to bring even more awareness to the province's flourishing craft beer industry.



“Our breweries have unique stories and experiences to share, and it's our mission to work with them to achieve the furthest reach possible. Destination BC's Co-op Marketing program has provided the framework and guidance required to launch the BC Ale Trail, as well as ongoing support that allows us to continue making meaningful connections with our partners.”

—Monica Frost, communication director of the BC Craft Brewers Guild and project lead of BC Ale Trail.



REPORT CARD



157 number of communities and sectors participating in Destination BC's application-based co-op marketing program.



124 number of participating communities outside Metro Vancouver, Victoria and Whistler.



\$4.6M total amount of funding.



Fernie

Destination BC offers ongoing co-op marketing funding to communities across BC to implement programs like BC Ale Trail. Below is the breakdown of 2019 funding, which was distributed to more than 150 participants.

REGION	2019/2020 PROGRAM FUNDING
Cariboo Chilcotin Coast	\$231,500
Cariboo Chilcotin Coast and Vancouver, Coast, and Mountains	\$64,000
Kootenay Rockies	\$187,770
Northern BC	\$164,455
Northern BC and Cariboo Chilcotin Coast	\$20,871
Thompson Okanagan	\$327,644
Thompson Okanagan and Cariboo Chilcotin Coast	\$20,400
Vancouver, Coast and Mountains	\$618,735
Vancouver, Coast and Mountains and Thompson Okanagan	\$28,000
Vancouver Island	\$929,115
Sector-specific	\$1,475,268

DESTINATION BC’S CONTENT COMMONWEALTH

Destination BC’s content commonwealth—which extends across BC’s tourism network—offers a shared approach to content marketing built on a strong foundation of tools, processes and expertise. The commonwealth includes the User-Generated Content Network, a first-of-its-kind national network in partnership with Destination Canada that enables participants

to share hundreds of thousands of user-generated photos and videos; the BC Content Hub, a virtual library where industry partners can contribute, share and access content showcasing the best of BC; and the BC Story Network, whose 1,000 visual stories created by more than 30 partners have generated over 2.9 million impressions and 275,000 views to date.



DID YOU KNOW?



The craft brewing industry generates more than 4,500 jobs in BC.



BC brewers win one-third of all Canadian brewing awards, despite housing fewer than 20 percent of Canada's breweries and less than 15 percent of the country's population.



LEARNING CENTRE

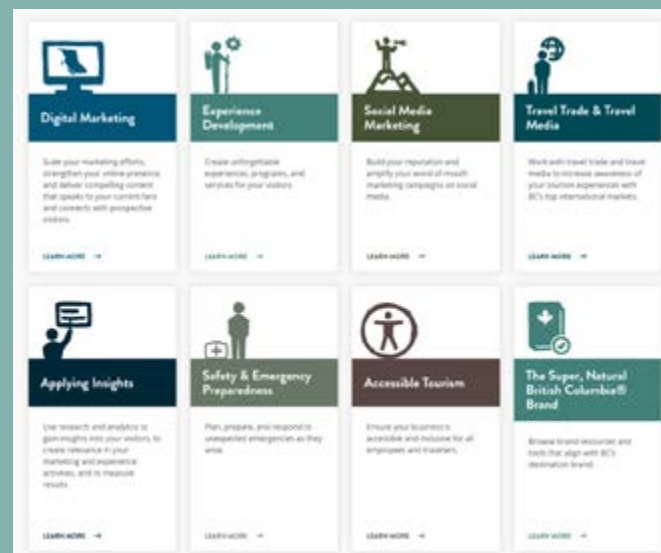
COMMITTING TO A MORE INCLUSIVE BC

Okanagan Lake Provincial Park

CHAMPIONING INDUSTRY LEARNING

Free professional development for BC's tourism industry is housed in Destination BC's online Learning Centre, available at DestinationBC.ca. Launched in 2019, the Learning Centre has already received more than 30,000 unique page views.

Open 24/7, the digital library shares resources and tools tackling a range of subjects, from accessibility to social media management. Each subject features articles, guides, templates and checklists, videos and other content created specifically to help tourism businesses amplify their marketing efforts, enrich visitor experiences and generate tangible business results.



Learning Centre available at DestinationBC.ca/learning-centre

Whether designing a workplace that meets the needs of employees with diverse abilities, or educating staff about the importance of using inclusive language, Destination BC's Learning Centre is stocked with must-read resources that support the tourism industry's journey towards universal accessibility.

In the new accessibility portal, users can explore engaging articles from the Rick Hansen Foundation whose insights include important yet often overlooked traits of truly accessible buildings and the importance of using inclusive language to disrupt and reframe long-held stereotypes. Compelling case studies shine a spotlight on BC businesses that are already superstars in the accessible tourism and employment space, such as Gabi & Jules in Port Moody and Ogopogo Tours in Summerland. There are also insider tips for inclusive recruitment shared by Tacofino, whose commitment to building a diverse workforce is truly inspirational.

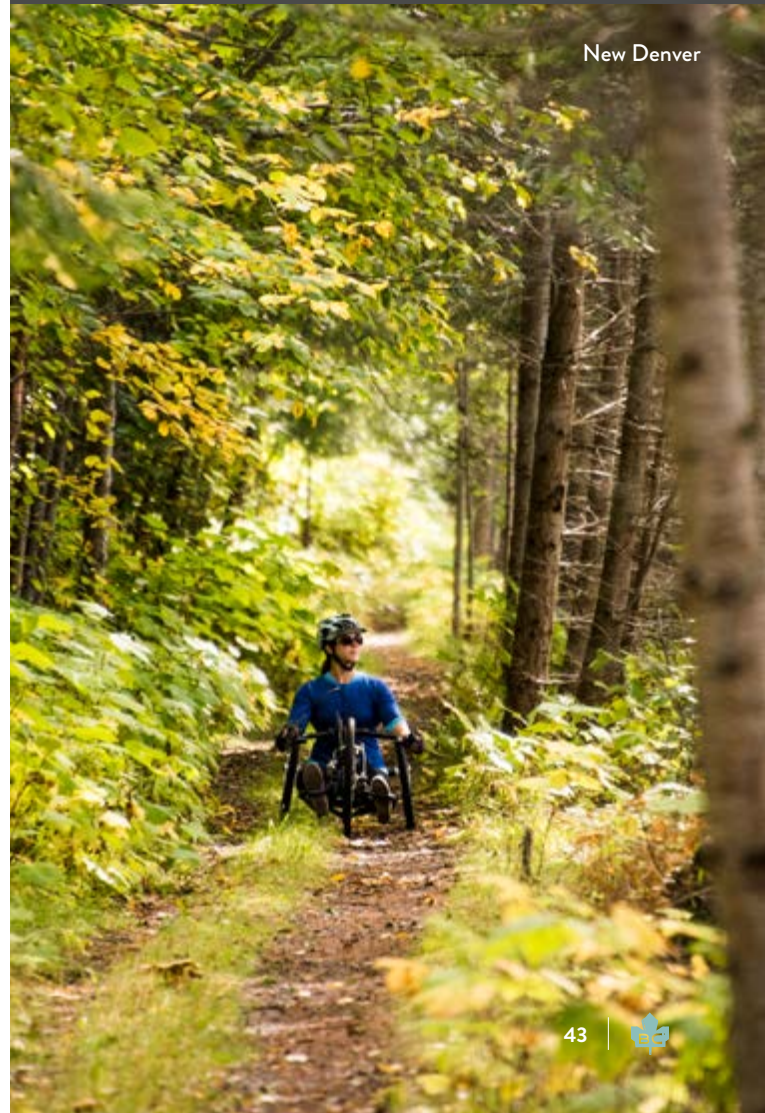
The entire tourism industry can benefit from these resources, whose powerful messaging is complemented by practical suggestions for building a more inclusive workplace. Every tourism business that pledges to become more accessible strengthens BC's appeal to visitors with all types of abilities.



TOOLS FOR SUCCESS

Learn about accessible tourism and employment, as well as safety and emergency preparedness, digital marketing, social media marketing and more through our Learning Centre at DestinationBC.ca/learning-centre.

New Denver



DESTINATION DEVELOPMENT ACROSS BC

Golden

DESTINED FOR GREATNESS

Destination development gives rise to compelling experiences, quality infrastructure and remarkable services with the goal of enhancing desirability and enticing repeat visitation.

Through destination development, Destination BC and Provincial Government partners strive to create and improve BC experiences that support BC's reputation as an authentic, world-class tourism destination.

Destination BC offers destination development assistance in partnership with Kootenay Rockies Tourism Association, Northern BC Tourism Association, Thompson Okanagan Tourism Association, Tourism Association of Vancouver Island, Cariboo Chilcotin Coast Tourism Association, Indigenous Tourism BC and the Ministry of Tourism, Arts and Culture.





PROMOTING SUSTAINABLE TOURISM IN THE KOOTENAY ROCKIES

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Helmcken Falls

AMPLIFYING EVENT PROMOTIONS IN THE COLUMBIA VALLEY

Coordination and alignment of festivals and events can inspire travel in slower seasons and generate economic benefits. In order to capitalize on the full potential of regional festivals and events, community groups and businesses throughout the Columbia Valley, with support from the Columbia Valley Community Economic Development Officer and the Columbia Valley Chamber of Commerce, are compiling a central calendar to optimize scheduling and promotion of events across the Valley's communities up to two years in advance. The initiative is part of the Columbia Valley Destination Development Strategy.

UNVEILING THE LAND OF THE HIDDEN WATERS IN THE CARIBOO

The Interlakes area is a small yet robust part of BC whose 11 destination marketing organizations have historically promoted the area using an array of geographic boundaries, sub-regional names and brand messages. In 2019, the Interlakes Destination Development Planning Area Situation Analysis recommended that the Cariboo Chilcotin Coast Tourism Association, planning area partners and destination marketing organizations join forces to create a cohesive new brand aimed at improving marketing initiatives, sharing consistent messaging with visitors and supporting seamless destination development implementation in the future.

Following ongoing brainstorming, the Interlakes Consortium—comprised of the Fishing Highway 24 Tourism Association, Lower North Thompson Tourism Society, Tourism Wells Grey and Tourism Kamloops—unanimously landed on The Land of Hidden Waters, and an exciting new brand was born.



Alaska Highway

IMPROVING THE ALASKA HIGHWAY ROUTE

The iconic Alaska Highway offers visitors a glimpse of some of North America's most sparsely populated areas, and access to some of BC's most stunning landscapes. While visitor traffic is strongest between mid-May and September, residents depend on the route year-round as their main travel corridor. The route's lack of adequate rest stops with public washrooms and signage has long been an issue for the travelling public, and was identified as a key issue in the 10-year Northeastern BC Destination Development Strategy. In 2019, the Peace River Regional District, Northern Rockies Regional Municipality, Public Works Government Services Canada, Ministry of Transportation and Infrastructure, and Northern BC Tourism established the first of five new rest stops as part of the Gotta Go Initiative. Discussions are ongoing in terms of long-term maintenance, interpretive signage and additional partner support, including Indigenous Tourism BC's contribution to Indigenous signage.



SEVEN YEARS LATER, THE HISTORIC MCABEE FOSSIL BEDS SITE REOPENS

Seeking to diversify and expand visitor experiences in the planning area, the Gold Rush Trail Destination Development Strategy identified a need to broaden destination appeal by investing in current and future primary heritage demand generators. One priority was the McAbee Fossil Beds project already underway, which sought to reopen the site—home to a wealth of 53-million-year-old Eocene epoch fossils, and a significant cultural and historic site of the Secwepemc people—after seven years of closure.

A group of partners—including Cache Creek, Ashcroft, local First Nations, Walhachin, Gold Country Communications Society, TNRD Area “I”, Thompson Rivers University, the Royal BC Museum, Community Futures Sun Country, the Provincial Government and several destination management organizations—applied for, and received, funding to develop a business case for reopening the attraction. Thanks to their efforts, the site officially reopened in 2019.

SUPPORTING RURAL COMMUNITIES AND FIRST NATIONS PARTNERSHIPS ON VANCOUVER ISLAND

The Vancouver Island Regional Destination Development Strategy prioritizes ongoing support and expansion of the BC Marine Trail Network (BCMT), the organization responsible for a network of trails supporting kayakers across the BC coast. In 2019, BCMT partnered with Tourism Vancouver Island to build the new Cape Scott Marine Trail on Northern Vancouver Island, and the Discovery Islands Marine Trail between Powell River, Campbell River and Sayward. The partnership also resulted in BCMT hiring a First Nations liaison and public outreach officer to develop a First Nations engagement strategy, and establish formal partnerships with local Nations. The project’s ultimate goal is to develop an exceptional network of coastal kayaking experiences that respect Indigenous culture and land, while creating new opportunities for economic development in rural communities.



The success of any tourism destination hinges on the quality of the visitor experience. To ensure exceptional customer service, destinations must keep pace with the convenience, speed and channel availability expected by visitors, and provide support swiftly and seamlessly.

Each spring, members of the Visitor Services Network Program are invited to attend a multiday Visitor Services Conference, organized and hosted by Destination BC. Interactive and engaging, the conference offers a key opportunity for Visitor Centre managers, staff and representatives to learn about new technology and trends applicable to the visitor services space, and cultivate relationships with peers. Education sessions cover a range of timely topics, such as technology and innovation in visitor servicing; community engagement and ambassador programs; accessibility; Indigenous tourism; and safety and emergency preparedness. Supporting a customer-centric culture that extends across the province, the Visitor Services Conference ensures BC's network of visitor centres remains as strong as ever.

THE BRITISH COLUMBIA EFFECT CAMPAIGN

In 2019, we executed a far-reaching campaign promoting a range of experiences and products in BC, supported by a concept that is emotionally compelling, true to brand, and adaptable to different global markets.

The British Columbia Effect invites travellers to reap the holistic health benefits of full immersion in BC's mountains, coastal waters, rainforests, cities and Indigenous experiences. Curated content tantalizes consumers by showing how spending time in BC's vast natural landscapes can improve wellbeing, lower stress and anxiety, and facilitate deeper connection with nature. Timely and relevant, the British Columbia Effect taps

into current wellness trends by encouraging people to step away from their chaotic lives and recharge in the province's sprawling outdoors. The British Columbia Effect magnifies our brand promise—that BC is a place of transformation and renewal—and unifies destinations, experiences and products across the region, while offering the rejuvenation and introspection today's consumers are searching for.



DID YOU KNOW?

\$1.8 million in funding and programs support over 100 community visitor centres across BC, which engage with close to three million visitors every year.





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Tourism industry members are encouraged to explore Destination BC's online Learning Centre to support business development and marketing. Get started at [DestinationBC.ca/learning-centre](#).



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