

Destination British Columbia™

Mandate

Under the [Destination BC Corp. Act](#), the Crown corporation is responsible for:

- Marketing British Columbia domestically, nationally and internationally as a tourist destination:
 - The tourism industry in BC is comprised of many stakeholders including tourism operators, product sectors, communities, associations, regional destination marketing organizations and federal, provincial, and municipal governments, all playing a role in destination marketing and management.
 - Through Destination BC's consumer marketing, travel trade, travel media and industry programs, millions of consumers from around the world are encouraged to visit BC every year.
 - Tourism operators can reach these consumers in a cost-effective way through various marketing initiatives including digital and social media, listings programs, advertising campaigns, public relations programs, and other promotional activities, offered by the Corporation.
- Providing support for regional, sectoral and community tourism marketing:
 - Through a variety of province-wide programs and partners, Destination BC invests over \$10 million annually in regional, sectoral and community tourism marketing.
 - [Tourism Business Essentials](#) is a series of informative guides designed to help BC's tourism businesses become more successful. First time tourism entrepreneurs, many of whom are new Canadians, find these guides useful in setting up and managing their business.
- Providing industry leadership in tourism marketing:
 - Destination BC works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional and local levels. A regionally-representative Tourism Marketing Committee provides strategic advice to Destination BC's Board and CEO.
- Promoting training and development in relation to tourism marketing:
 - [WorldHost® Training Services](#) offers face-to-face and online training solutions that prepare individuals and tourism businesses to deliver world-class customer service and remarkable travel experiences that garner recommendations, referrals and repeat visits. For example: Frontline Management, Japanese Service Expectations, Service Across Cultures and Service For Chinese Visitors.
- Providing support for visitor centres:
 - Visitor Services create a positive visitor impression, and encourage longer stays and travel in all regions of the province, generating economic benefit to tourism businesses and communities. More than 100 community-based Visitor Centres throughout British Columbia comprise the Visitor Services Network. In 2015, community Visitor Centres across BC provided service to over 2.57 million visitors and interacted with a further 272,000 visitors through new "roaming ambassadors" and "mobile street teams".
- Conducting tourism related market research:
 - Destination BC conducts research on various aspects of the tourism industry, providing the industry with information to enhance the effectiveness of future marketing activities and development projects. Research is critical in order to be at the forefront of utilizing and sharing insights and intelligence to create relevance in consumer marketing, travel trade and destination development activities.

Executive Commitment to Multiculturalism

Destination BC's commitment to multiculturalism is reflected in its [Standards of Conduct](#). The document defines how the organisation creates a safe and healthy work environment where staff and all stakeholders are treated with dignity and respect. In addition, as an organization that conducts business around the globe, the Corporation contracts with many international agencies and implements in-market activities in such a way that respects the diverse interests and cultural sensitivities that exist worldwide.

Key Processes, Policies, and Structures in Support of Multiculturalism

Respect for the individual is a core principle at Destination BC. The organization adheres to and supports the Human Rights Code of British Columbia and the *Canadian Human Rights Act*, which protect individuals from harassment and other forms of discrimination. Destination BC's success depends on the integrity of its systems and the people involved in providing products and services. The organisation requires every employee to fulfill the promise to conduct business with professionalism and honesty, as reflected in the [Standards of Conduct](#).

Highlights of Initiatives

- Destination BC continues to fund and work with the Aboriginal Tourism Association of BC on the implementation of programs that develop and market Aboriginal tourism products in several of Destination BC's key markets. These programs support the growth of Aboriginal owned and controlled businesses and their employees.
- Destination BC works with key travel media outlets in BC and around the world to generate awareness of the tourism experiences BC has to offer. This includes providing story ideas for the locally based multicultural media outlets.
- Destination BC works with key international tour operators and receptive tour operators to develop itineraries promoting tourism experiences and partners on a number of marketing activities to increase visitor volume and revenue from key target markets. Destination BC has in-market representation in Australia, Germany, Japan, China and the United Kingdom.
- Destination BC has an English and French language consumer website as well as other foreign language consumer websites for the following markets: Germany, Japan, Korea, Mexico, India, and China (both simplified and traditional Chinese language).
- Destination BC is a partner in the 2016 BC Winter Games in Penticton, and BC Summer Games in Abbotsford. WorldHost® Training Services will be provided for hundreds of volunteers welcoming visitors from all communities and cultural backgrounds in BC.

Sidebar / Story

WorldHost® Training Services supports the tourism industry with training solutions to raise the level of hospitality across the province. The Guildford Town Centre (GTC) is the largest regional shopping centre south of the Fraser River. With a high awareness of customer satisfaction, and a clear goal of becoming 'best in class' in customer experiences through their One Stop Gift Shop program, the GTC approached Destination BC / WorldHost® to provide customer experience training for their Guest Services team. GTC visitors include individuals and families from a multitude of cultural backgrounds. Having an ethnically diverse Guest Services team with training from WorldHost®, provides mall patrons with exemplary customer service. Training frontline staff with



advanced skills on multicultural sensitivities has helped the GTC maintain its 97% customer satisfaction rating.