



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 B.C. 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 B.C. 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 B.C.'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. Training modules include: Frontline Management, Japanese Service Expectations, Service Across Cultures, and Service For Chinese Visitors. In January 2017, the WorldHost program was transferred to go2HR. As B.C.'s official tourism and hospitality human resource association, go2HR is better positioned to evolve and expand the usage of the program, to serve the rapidly changing needs of B.C.'s tourism industry.
 - [*Remarkable Experiences*](#) is a comprehensive learning program that supports small and medium sized businesses to enhance their visitor experience with a focus on Experience Design, Digital and Social Media Marketing. The six month program includes workshops, one-to-one coaching and assessments of participants' online presence.
- 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 2016, Visitor Centres across B.C. provided service to over 2.59 million visitors and interacted with a further 320,000 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 internal program areas as well as industry partners with information to enhance the effectiveness of future marketing and development activities. Research is critical in order to be at the forefront of utilizing and sharing insights and intelligence to support consumer marketing, travel trade, and industry 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 organization 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. Embracing diversity as part of our organizational culture is key to our ability to achieve service expectations and to effectively partner with industry to promote and develop B.C.’s tourism sector. 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 organization 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 all 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 B.C. and around the world to generate awareness of the tourism experiences B.C. has to offer. This includes providing story ideas for the locally based multicultural media outlets.
- Destination BC works with key international tour operators and other tourism partners to develop itineraries and promote tourism experiences and partners in a number of marketing activities with the objective 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: France, Germany, Japan, Korea, Mexico and China (both simplified and traditional Chinese language).

- Destination BC was a partner in the 2016 BC Winter Games in Penticton, and BC Summer Games in Abbotsford. WorldHost® Training Services was provided for hundreds of volunteers welcoming visitors from all communities and cultural backgrounds in B.C.

Sidebar / Story

WorldHost® Training Services supports the tourism industry with training solutions to raise the level of hospitality across the province. One role we always welcome is the opportunity to train youth from First Nations communities who currently work in our industry or who are considering it as a career option.

The community ambassadors featured here are from the N’Quatqua First Nations in D’Arcy, B.C. They found great value in exploring the core customer service skills from our Fundamentals workshop, which includes effective communication, listening and being empathetic when customers are upset. The investment of this day supported practice of these skills so they can be local super stars of service when the visitors arrive.

Clare Mason	
Report approved by _____ Manager Corporate Communications	Date _____ April 4, 2017
Government Communications and Public Engagement Office Director or <u>Crown Corporation Communication</u>	
Marsha Walden	
Report approved by _____ CEO	Date _____ January 8, 2017
Deputy Minister’s Office or <u>Crown Corporation CEO</u>	
Your report may be utilized for additional multicultural initiatives like the annual BC Multicultural Awards. Do you support this?	Yes