

Report on Multiculturalism 2018-19

1. Ministry / Crown Corporation or Agency name

Destination BC

2. Mandate / Purpose Statement

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

- Marketing British Columbia domestically, nationally and internationally as a tourist destination;
- Providing support for regional, sectoral, and community tourism marketing;
- Providing industry leadership in tourism marketing;
- Promoting training and development in relation to tourism marketing;
- Providing support for visitor centres; and
- Conducting tourism related market research.

For more information please refer to Destination BC's [2018/19 - 2020/21 Service Plan](#) and [2017/18-2019/20 Corporate Strategy](#).

3. 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 partners 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.

4. Key Practices, Policies and Programs in Support of Multiculturalism

Respect for the individual is a core principle at Destination BC. Embracing diversity and inclusion 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](#).

5. Highlights of Initiatives Undertaken in 2018/19

- Destination BC continued to fund and work with Indigenous Tourism BC (ITBC) on the implementation of programs that develop and market Indigenous tourism products in all of Destination BC's key markets. These programs support the growth of Indigenous owned and controlled businesses and their employees.
- Destination BC's partnership with ITBC also supported Indigenous communities and entrepreneurs to participate in Destination BC's Destination Development program. Together with ITBC, Destination BC is working on new ways to advance the quality of visitor

experiences, to assist in sustaining long-term demand for B.C.'s tourism industry.

- Destination BC worked 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 worked 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, the United Kingdom and Mexico.
- Destination BC relaunched their consumer websites in English and in local language for the following markets: Germany, Mexico and China (simplified Chinese language).

6. Best Practices and Success Stories

In 2018, all staff at Destination BC participated in *Working Effectively with Indigenous People*, a workshop facilitated by Indigenous Corporate Training. This daylong session had a profound impact on attendants' understanding of Indigenous history in Canada and assisted with creating a better toolkit for building more productive relationships with Indigenous people. Several participants remarked it was the most meaningful seminar they had ever attended in their career.

7. Images and Graphics

8. Approvals

Report approved by: Clare Mason

Manager, Corporate Communications

Date: May 24, 2019

Report approved by: Marsha Walden

CEO

Date: May 24, 2019