

Report on Multiculturalism 2019-20

1. Crown Corporation

Destination British Columbia

2. Mandate / Purpose Statement

Under the [Destination BC Corp. Act](#), the Crown corporation has a mandate to fulfil several key marketing and leadership responsibilities critical to the long-term, sustainable growth of BC's tourism industry:

- Market British Columbia domestically, nationally and internationally as a tourist destination;
- Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation, by:
 - 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;
- Enhance public awareness of tourism and its economic value to British Columbia;
- Provide advice and recommendations on tourism-related matters; and
- Administer and perform agreements assigned to it by the Minister.

For more information please refer to Destination BC's [2019/20-2021/22 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 standards define 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 cultural interests and needs 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 and leveraging diversity and inclusion is fundamental to our organizational culture and is key to our ability to achieve service expectations and to effectively partner with industry to promote and develop BC's tourism sector. Destination BC has a multicultural workforce that represents the diverse demographic composition of Vancouver. Destination BC 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. Our organization's success depends on the integrity of its systems and the people involved in providing tourism products and services. Each

Destination BC employee is required to fulfil the promise to conduct business with respect, professionalism and honesty, as reflected in the [Standards of Conduct](#).

In 2019, Destination BC provided financial support for all staff and Visitor Centre Information Counsellors and volunteers to take SuperHost's *Service For All* course. *Service For All* provides practical knowledge to serve and accommodate customers from various backgrounds, abilities and identities. Additionally, Destination BC employee training includes learning on topics including: unconscious bias, accessible employment, and mental health in the workplace.

In 2020, all Destination BC employees will participate in a half-day workshop focused on how to better leverage diversity and inclusion in our workplace.

5. Highlights of Initiatives Undertaken in 2019/20

- 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 ways to advance the quality of visitor experiences, to assist in sustaining long-term demand for BC's tourism industry.
- Destination BC worked 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 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

Over the past two years, Destination BC has sought out opportunities to improve service delivery and build relationships through understanding. Both Destination BC staff and over 80 Visitor Centre managers from across the province have now participated in *Working Effectively with Indigenous Peoples*, a daylong session to increase attendants' understanding of Indigenous history in Canada and assist with creating a better toolkit for building more productive relationships with Indigenous peoples.

In addition, some employees who participated in the K'tunaxa Nation branding initiative were able to apply learnings from this course in starting a conversation around working together to strengthen recognition of the K'tunaxa homelands and to introduce the nation's story to

travellers and locals. In addition to a good group discussion about priorities and tangible actions, the collective desire in the room to understand the K'tunaxa goals and to contribute meaningfully to their progress was inspiring.

7. Images and Graphics

8. Approvals

Report approved by: Kristen Learned
Corporate Communications

Date: 3 January 2020

Report approved by: Marsha Walden
CEO

Date: 23 December 2019