

**MINISTRY OF SOCIAL DEVELOPMENT AND POVERTY REDUCTION
RESEARCH, INNOVATION AND POLICY DIVISION**

**Report on Poverty Reduction
Calendar Year 2019**

1. Ministry / Crown Corporation or Agency name

- Destination British Columbia

2. Key Practices, Policies and Programs that Reduce and Prevent Poverty

- In support of the B.C. Government's commitment to accessibility and inclusivity, Destination BC is working to make the transformative power of British Columbia experiences accessible to all, to ensure that B.C. is a welcoming destination for everyone. Destination BC has developed a [Strategic Framework and Action Plan](#) which will, over the next three years, focus on building capacity within the tourism industry to support more inclusive and accessible tourism products, services, experiences, as well as meaningful employment opportunities for people with disabilities.
- Destination BC will continue to promote hiring of persons with disabilities within the tourism industry and share information about the work of the [Presidents Group](#) for accessible employment, as well as accessible and inclusive employment best practices on its corporate social platforms ([Twitter](#) / [LinkedIn](#) / [YouTube](#)), in its [corporate monthly newsletter](#), and in the [Learning Centre](#).
- Destination BC's [Learning Centre](#), located on the corporate website www.DestinationBC.ca, provides businesses and entrepreneurs across B.C. with tools and resources to enhance their marketing efforts, visitor experience offering, and strengthen their business. As a component of the accessibility initiative, an [Accessible Tourism](#) section was added to the Learning Centre. This section currently features 11 resources, including three that highlight inclusive employment.
- Destination BC supports Indigenous Tourism British Columbia (ITBC) with \$1.0 million dollars in funding per year. Part of the funding is used to support regional Indigenous Specialists, which among other responsibilities, assist in economic development opportunities throughout the province within Indigenous communities.

3. Key Initiatives' Impact on or Relationship to Poverty

- The new [Accessible Tourism](#) section on Destination BC's [Learning Centre](#) was launched on December 6, 2019. The objective of this content is to assist B.C. tourism industry to become more inclusive and accessible in their product and experience offerings, as well as to increase awareness of the opportunities presented by persons with disabilities in terms of employability. In three months, the Accessible Tourism content has received close to 500 unique page views.
- Destination BC developed destination development strategies that can assist in identifying opportunities for economic opportunities through tourism in Indigenous communities.
- Global marketing initiatives in Destination BC's top markets support tourism revenue in British Columbia estimated at \$20.5 billion in 2018. The demand for travel to B.C. contributes also generates jobs in various communities and dispersion of travellers benefiting communities around B.C.

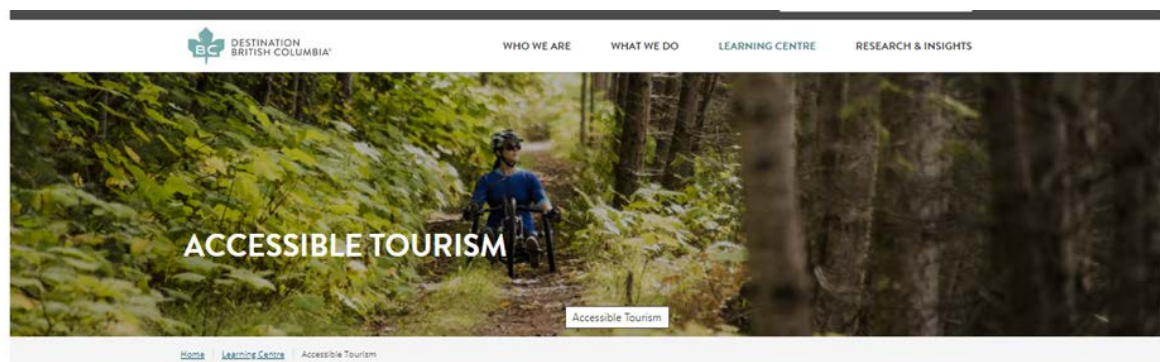
**MINISTRY OF SOCIAL DEVELOPMENT AND POVERTY REDUCTION
RESEARCH, INNOVATION AND POLICY DIVISION**

4. Population Groups Affected

- According to the [2018 B.C. Labour Market Outlook](#), there will be almost one million job openings in BC over the next decade; and according to [go2HR](#), approximately 106,000 of these job openings will be in the tourism industry. People with physical, sensory or cognitive challenges represent an important and under-employed talent pool and can provide employers with a wealth of skilled and dedicated workers.
- Persons with disabilities are twice as likely to live in poverty as other people. In B.C. only 60.4% of persons with disabilities aged 25 to 64 years are employed, compared to 80.3% of persons without disabilities.
- According to Stats Canada, in 2014, persons with a disability accounted for approximately one in five of the overall population aged 25 to 64, and 23% were considered 'low income'.

5. Success Stories (Optional)

6. Images and Graphics



**Ensure your business is accessible and
inclusive for all employees and travellers.**