

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

Report on Poverty Reduction Template: Calendar Year 2020

Destination BC		
Name of Program/Initiative	Description	Status
		<ul style="list-style-type: none"> • Started in 2020 • Ongoing
		<ul style="list-style-type: none"> • Completed in 2020
2019		
Strategic Framework and Action Plan 2019-2022	Launched in 2019, this initiative focuses 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. This included adding more than 400 businesses with accessibility features to the www.HelloBC.com consumer website; helping travellers with accessibility concerns obtain the information they need prior to travel; and publishing six accessible travel itineraries on the consumer website.	Ongoing
Hiring persons 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 and in its corporate newsletter, and in the Learning Centre.	Ongoing
Online Learning Resources	Destination BC's Learning Centre, on the corporate website 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, resources were added to the Accessible Tourism section on the Learning Centre. This section currently features 15 resources, including three that highlight inclusive employment.	Ongoing
2020		
<i>Toward an Inclusive and Accessible BC Tourism Industry Strategic Framework and Action Plan (2019-2022)</i>	In 2020, Destination BC continued to enhance the initiatives outlined in this framework and plan, including discovery work towards adding information to assist those travelling with cognitive challenges. This will complement the work initiated in Year One which focused on mobility, vision, and hearing.	Ongoing
Hiring persons with disabilities	In 2020, Destination BC embarked on a thoughtful and deliberate approach to improving diversity, equity, and inclusion within the organization, and in all aspects of work. Destination BC continues to engage diverse external perspectives to review business policies and practices, to inform the systemic changes needed to ensure the organization and its work is inclusive of all of B.C.'s people and cultures.	Started in 2020

Online Learning Resources	In 2020, the Accessible Tourism section continued to be updated with relevant information for industry. 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.	Ongoing
COVID-19 Pandemic	In 2020, the COVID-19 pandemic dealt a devastating blow to B.C.'s booming tourism industry. Destination BC continued to support B.C.'s tourism industry COVID-19 response and recovery through significant domestic marketing campaigns, providing access to resources and tools, training programs, and insights for small and medium sized enterprises in our industry. Destination BC is worked closely with the Ministry of Tourism, Arts, Culture and Sport and with the tourism industry to ensure a quick recovery and growth in employment in the tourism sector as the BC Immunization Plan is rolled out and when current travel restrictions are relaxed.	Started in 2020
Indigenous Tourism British Columbia	Destination BC contracts Indigenous Tourism British Columbia (ITBC) to support Indigenous tourism growth and development. ITBC's annual funding was increased from \$1 million to \$1.333 million in 2020. Part of ITBC's funding supports regional Indigenous Tourism Specialists, which among other responsibilities, assist in economic development opportunities throughout B.C.	Ongoing