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DESTINATION BC NEWS

APRIL 21, 2016



Fairmont Hot Springs

Hot springs theme an example of a common interest for a Co-op Partnership

Destination BC provides \$3.3 million for new Co-op Marketing Partnerships Program

Destination BC will support 60 tourism co-operative marketing initiatives in communities across British Columbia in fiscal 2016/17. The new **Co-op Marketing Partnerships Program** fosters collaboration and alignment across the province, enabling partnerships between tourism groups that share common marketing goals. The program will leverage funding to maximize marketing impact and increase BC tourism revenues.

Funding will be provided to communities and sectors across all regions of the province, including support for key sectors such as golf, mountain biking, wine touring, backcountry lodges, snowmobiling, camping and RV, fishing and ocean boating.

A few highlights of new Co-op Partnerships include:

- **Invermere, Panorama, Fairmont Hot Springs Resort and Radium Hot Springs** are collaborating on new images and content around a "hot springs theme" for traditional and online advertising campaigns.
- **The Mountain Bike Tourism Association** will fund giveaways of professionally-guided mountain biking adventures promoted through online advertising and social media channels, and will invite mountain biking media to cover the winning adventures to showcase the experiences.



Marketing programs will focus on local efforts including websites, maps, event promotion, media outreach and social media programs to draw travellers to communities around the province. Learn more about the program and application guidelines [here](#).

Destination BC invests \$300,000 for innovative Visitor Services programs



Innovative visitor services

Photo credit: Marnie Recker Photography

Destination BC's new corporate strategy encourages innovative thinking and programming. In fiscal 2016/17, Destination BC will provide \$300,000 to support the launch of the Visitor Services 2016 Innovation Fund. 52 projects across British Columbia representing 56 communities will be supported by Destination BC's Visitor Services Network Program enabling innovative and future-forward visitor services. Innovation Fund projects will focus on local efforts including mobile kiosks, roaming visitor counsellors, electronic touch screen kiosks and enhanced social media visitor servicing efforts. [Learn more.](#)

Destination BC inks new Regional Partnership Agreements

Over the past year, Destination BC has collaborated with BC's tourism industry to develop new programs and refine the roles of the many partners within BC's tourism ecosystem. BC's Regional DMOs and Vancouver, Coast and Mountain (VCM) representatives are an important extension of Destination BC, playing a vital role in assisting the corporation to meet its provincial mandate and execute on the goals identified in our [Corporate Strategy](#). As of April 1, In recognition of the significance of this commitment and these strong partnerships, Destination BC has entered into new two-year agreements with BC's five Regional DMOs and has extended the contractors servicing the VCM region. Our regional partners will continue to be actively involved in travel trade, travel media, social media and touring & exploring marketing, as well as playing expanded roles in delivering new programs in Destination and Industry Development. [Learn more](#) about our regional partners and new programs.

Order Your Free #ExploreBC point-of-sale materials now

Don't miss out on the opportunity to display and share [#ExploreBC](#) postcards, posters and stickers with your visitors. Last year, with your help, we encouraged more than 850,000 people to share their BC experiences on Instagram and Twitter using [#ExploreBC](#) – potentially reaching more than 195 million people globally. This year, we're excited to build upon the success of this initiative by once again offering free point-of-sale materials to tourism businesses. [Order now](#) (subject to availability).



#ExploreBC Postcard

Asian Tour Operators experience Abbotsford's agri-tourism products



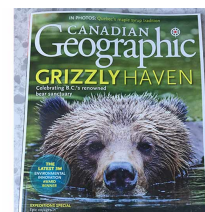
Familiarization tours (FAMs) provide opportunities for travel agents and receptive tour operators (RTOs) to acquire destination knowledge of British Columbia and experience unique BC products for themselves so that they are better able to promote BC to potential visitors. [Learn more.](#)

Seven Asian RTOs enjoyed a day-long FAM trip to Abbotsford visiting the Abbotsford Tulip Festival, Birchwood Dairy, EcoDairy, Maan Farms and Campbell's Gold Honey Farm.

Unique experiences were also showcased in Vancouver, Victoria, Whistler and Richmond highlighted for Chinese travel agents.

Canadian Geographic, Westjet, Expedia – just a few of our recent hosted press trips

Recent media exposure for British Columbia included articles in [Canadian Geographic](#), [LA Times](#), [New York Magazine](#), [Toronto Star](#) and [Vogue](#). [Learn more](#) about how Destination BC's Travel Media team works with media throughout the world to create opportunities to promote travel to BC.



Global TV Partnership brings #ExploreBC to life

Destination BC is working with Global News on regional stories that encourage BC residents to explore British Columbia. Each week a different region will be featured highlighting the value of tourism in BC. Global will broadcast live from one of the following locations on Thursdays at 6pm:



GlobalNews.ca ExploreBC Features

- April 14: Gibsons
- April 21: Kelowna
- April 28: Port Hardy
- May 5: Bella Coola
- May 12: Nelson
- May 19: Haida Gwaii

Watch the [Global News Hour at 6](#) or [#ExploreBC segments](#) online, and follow along on [Twitter](#). Additional Global features include "Small Town BC" airing on the weekend Global News Morning show, Claire Newell's "Travel Best Bets", the Shaw "Go!" program, interviews and regional videos on the Fiona Forbes show, and events listings on "Our BC" Global BC Community Calendar.

Research Round-Up

2015 Year-in-Review

- Air capacity to YVR was over 12.5 million seats - an increase of 6.4% over 2014.
- Domestic flights accounted for over 50% of capacity (6.6 million).

- Flights from Asia/Pacific made up nearly 2 million of the total.
- Tourism Indicators: 2015 Year-in-Review is now available on our website.

BC Custom Entry Highlights for February 2016

- Significant increase in US overnight entries, up 20.1% compared to February 2015
- Year-to-date US overnight entries are up 16.7%
- Overnight visitors from Asia Pacific increased 7.5%
- Total International overnight visitors are up 16.2% compared to February 2015 and up 15.3% year to date.

[See all international arrivals data.](#)

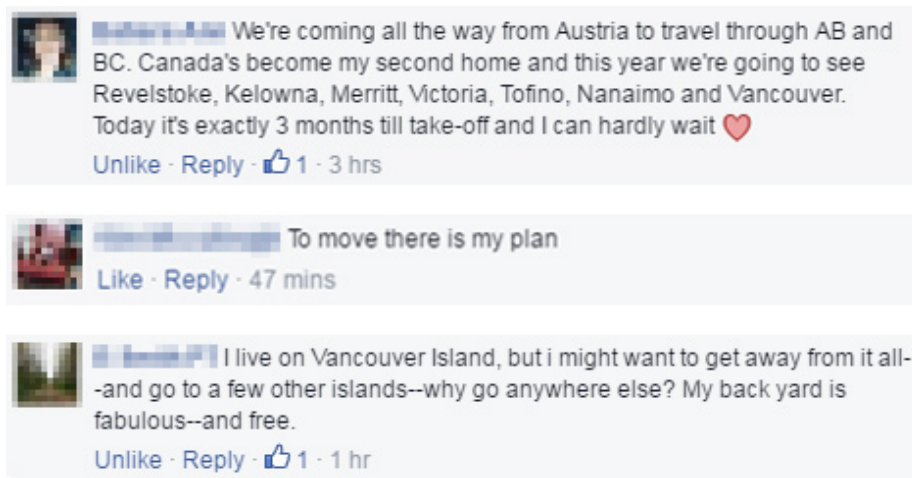
Good to Know

Nearly 100 percent of attendees would recommend Vancouver as a meetings destination. PCMA post-meeting survey of 4,000 participants, January 2016. [Read more.](#)

Good News

24.3K views of ExploreBC spot in the first 4 hours on [Facebook](#)

Our recent [ExploreBC campaign](#) is achieving our objective of inspiring British Columbians (and other visitors) to spend more time vacationing in BC. Here is a sample of some of the comments we've received [on Facebook](#):



News and Briefs



**CWSAA Conference
May 3-5, Whistler**

Destination BC will be sharing details of the 2016/17 Ski Campaign, as well as insights into global marketing trends in North America, Europe and Asia and how these have informed our marketing plans. [See agenda here.](#)

**\$25 Million to invigorate
rural communities in BC**

The provincial government's Rural Dividend Program will provide \$25 million a year over three years to help rural communities with a population of 25,000 or less. [Learn more.](#)

**TIABC AGM
May 24-26, Sun Peaks**

Make sure you're part of the conversation at the tourism industry's only all-provincial gathering of 2016. [Learn more and register.](#)

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