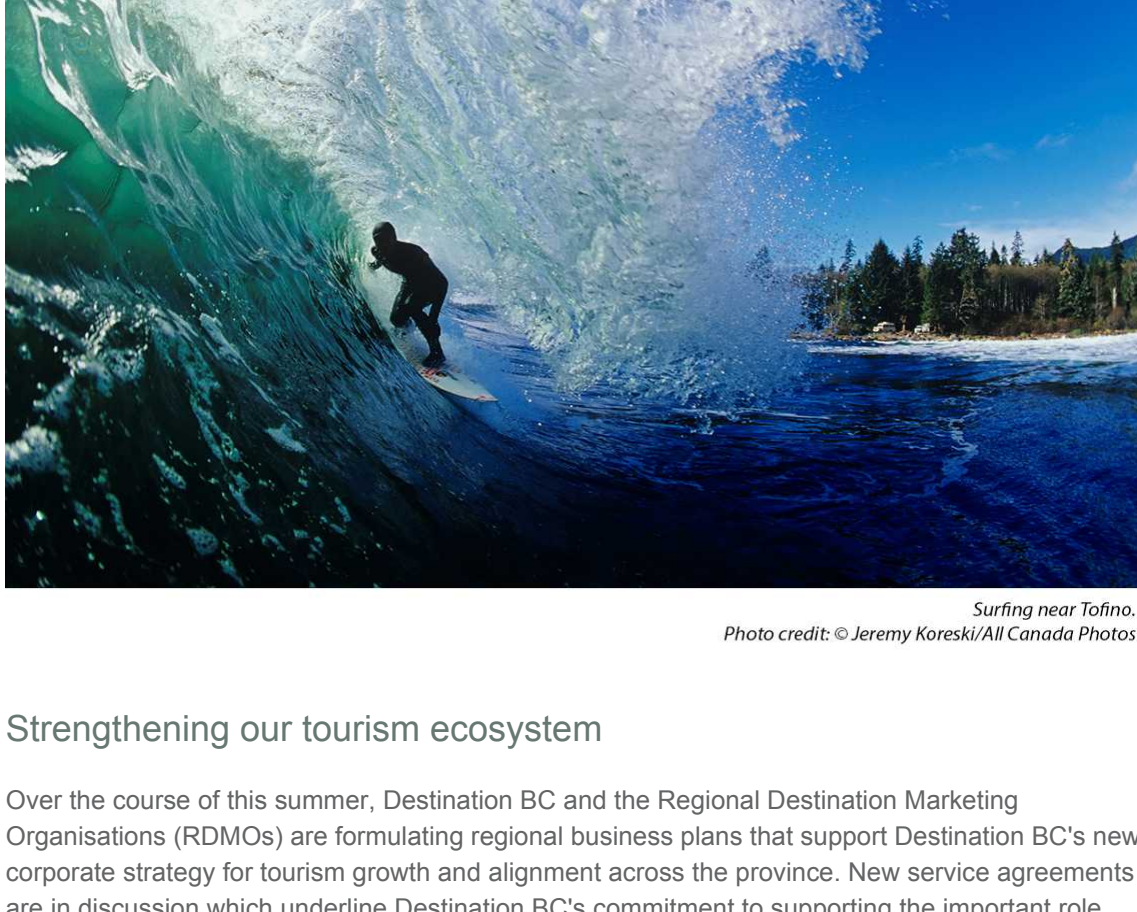


If you cannot read this email, please [click here](#).

## DESTINATION BC NEWS

JULY 2015

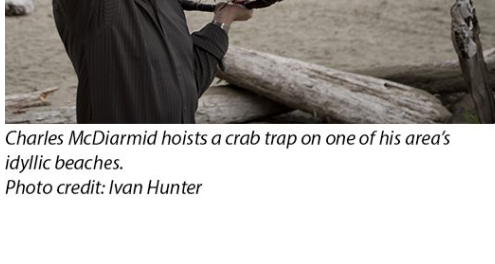


Surfing near Tofino.  
Photo credit: © Jeremy Koreski/All Canada Photos

### Strengthening our tourism ecosystem

Over the course of this summer, Destination BC and the Regional Destination Marketing Organisations (RDMOs) are formulating regional business plans that support Destination BC's new corporate strategy for tourism growth and alignment across the province. New service agreements are in discussion which underline Destination BC's commitment to supporting the important role RDMOs play in BC's tourism ecosystem. Destination BC will maintain current RDMO funding and enter into multi-year agreements with our RDMO partners. BC's strategic focus on destination development will be bolstered, which will enhance our province's long-term competitiveness. In parallel, Destination BC has also committed to increasing its investments in marketing, including the new incremental investment in the [Co-op Marketing Partnerships Program](#) announced June 30th, which will see a \$2.0 million increase in the co-op marketing budget by 2017/18. In the Vancouver, Coast and Mountains region, where a co-op marketing pilot was introduced this year, a co-operative budget of \$1.0 million has been available to stakeholders representing a 40% increase over the previous year. Details of the new RDMO contracts will become available in the fall. If you have any questions about this process, please contact Peter Harrison at [peter.harrison@destinationbc.ca](mailto:peter.harrison@destinationbc.ca).

### Perfect storms: how press trips build a business



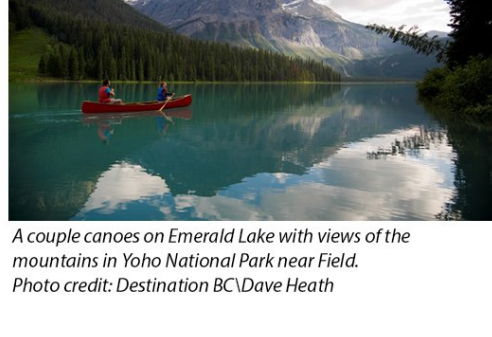
Charles McDiarmid hoists a crab trap on one of his area's idyllic beaches.  
Photo credit: Ivan Hunter

Charles McDiarmid is the managing director of the [Wickaninnish Inn](#) in Tofino, a spot lauded by locals and celebrities alike, and profiled in publications and media around the world. Most recently, the Wickaninnish was ranked Number One on the [Travel + Leisure World's Best Awards 2015](#) list of Top Resorts in Canada for the second year in a row—an outstanding achievement (the Four Seasons Resort & Residences in Whistler and the Fairmont Chateau Whistler also ranked number 2 and 3 respectively). We asked Charles six questions about his experience participating in media trips.

1) When was the first time your business, the Wickaninnish Inn in Tofino, participated in a press trip? [Read More](#)

### Summer tours bring European media to BC

Destination BC's travel media team is keeping our province front and centre this summer, with press trips for journalists from across Europe. The team supported various individual press trips for journalists from the UK to Vancouver Island, Thompson Okanagan and Kootenay Rockies regions. Outlets included *Home & Garden UK*, *Ultratravel* and *Bella Magazine*. [Read More](#)



A couple canoe on Emerald Lake with views of the mountains in Yoho National Park near Field.  
Photo credit: Destination BC/Dave Heath

### How EQ can work for you: Watermark case study



Summer fun at Watermark Beach Resort in Osoyoos.  
Photo credit: Courtesy Watermark Beach Resort

The award-winning Watermark Beach Resort in downtown Osoyoos has a wealth of attributes to draw travellers. By using the [Explorer Quotient \(EQ\)](#) tool, the management team at Watermark are marketing to their best customers—with outstanding results. Destination BC recently signed an agreement with Destination Canada that gives all tourism stakeholders in BC access to the valuable EQ resources for free. Read Watermark Beach Resort's story of success with EQ [here](#) and get inspired to use this remarkable tool for your business.

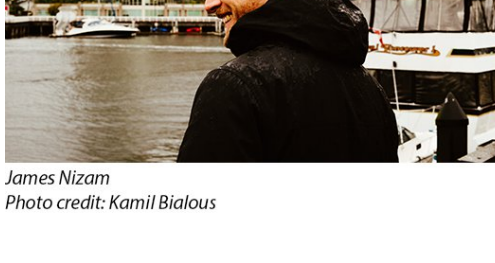
### The world was watching FIFA—and discovered BC

Vancouver kicked into high gear as one of the host cities for FIFA Women's World Cup Canada 2015™. The international event brought a golden opportunity to showcase BC to millions of viewers—and did we ever! Destination BC partnered with a number of official broadcasters, including Fox Sports to help them highlight BC tourism experiences in their game broadcasts. More than **25.4 million people** watched the final game broadcast in which [#exploreBC](#) appeared, with peak viewership estimated to be even higher—at more than **30 million**. [Read More](#)



Vancouver and BC Place were in the spotlight during FIFA Women's World Cup Canada 2015™.  
Photo credit: Courtesy BC Place

### New on our digital hub: "Illuminated in Nature" with James Nizam



James Nizam  
Photo credit: Kamil Bialous

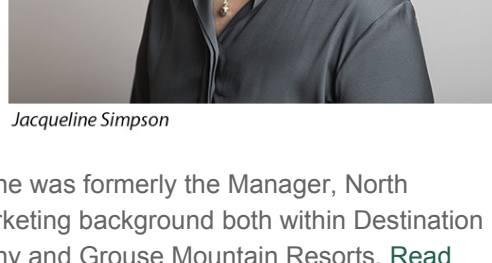
As part of Destination BC's Spring/Summer North American marketing initiatives, the digital hub at [wildwithin.ca](http://wildwithin.ca) is an inspirational microsite that promotes BC's iconic experiences through storytelling. Following on the heels of Shane Koyczan's [beautiful poem](#), the second artist to venture into BC's wild to gain inspiration for a new creative work is artist [James Nizam](#), who lit up Vancouver's sky with a large-scale light installation to showcase the connection between city and nature. Check out the digital hub to learn about Nizam's experience and see his [story and artwork](#).

### Staffing updates at Destination BC

There is a lot going on at Destination BC! In order to support our new programs and leverage our internal strengths and talents, a number of staffing changes have taken place. We are excited to announce the following appointments:

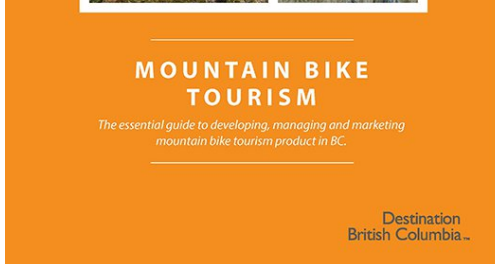
Jacqueline Simpson  
Director, North America Consumer Marketing Programs

Jacqueline leads the strategic development, execution and evaluation of direct to consumer activities to enhance the short and long-term competitiveness of the BC tourism industry with a primary focus on the North American markets. Jacqueline was formerly the Manager, North America Marketing Programs and has an extensive marketing background both within Destination BC and in previous roles at the Great Little Box Company and Grouse Mountain Resorts. [Read More](#)



Jacqueline Simpson

### New Mountain Bike Tourism guide available



Destination BC has a new addition to our Tourism Business Essentials guides. The Mountain Bike Tourism guide explains how to assess trail networks and how to develop, manage and market mountain-bike products.

This guide has been designed to guide communities interested in developing mountain bike trails and promoting them to visitors. The guide highlights relevant good practices and resources that can assist communities in establishing their own unique mountain biking experiences. [Read More](#)

### Aboriginal tourism conference comes to Vancouver

Don't miss the 2nd Annual Pacific Asia Indigenous Tourism and Trade Conference in Vancouver, from September 12 to 14, 2015. Stakeholders from across Canada are encouraged to attend to learn more about how to work effectively with Pacific Asia countries to sell authentic Aboriginal tourism. Destination BC is proud to be a conference sponsor. [Read More](#)



### Interesting read: How Facebook's Oculus and Google's Cardboard will rock travel industry



Journalists in Melbourne try Destination BC's Wild Within VR Experience.

Bloomberg reporter Jennifer Parker was wowed by a Virtual Reality travel experience that was delivered in "4D." Read her story on how organizations like Thomas Cook, Qantas Airways and our team at Destination BC are leading the way in this exciting technology. [Read More](#)

### BC Day Instameets

Here at Destination BC, we're big fans of [Instagram](#). So in honour of BC Day on August 3, we're helping to organize Instameets around the province as a way to celebrate one of our favourite holidays. What's an Instameet? It's simple, really. An Instameet is where a group of photographers and Instagrammers come together, at a pre-determined place and at a set time, to take photos then upload them to Instagram. Visitors and locals can join in the BC Day celebrations by heading to one of the Instameets found at [blog.hellobc.com/instameet](http://blog.hellobc.com/instameet), taking photos, and then sharing them on Instagram using the hashtag [#exploreBC](#). These events are happening at popular summer destinations and attractions across the province, so there will be no shortage of photo inspiration. Grab a few friends, find a BC Day Instameet near you, get creative and show us how you [#exploreBC!](#)



### Research Round-Up

#### Custom Entries

May was another strong month for international visitor arrivals into British Columbia. US overnight entries showed another positive month with an increase of 9.3% over May 2014. Another notable increase was Europe entries, up 13.1% over May 2014. See all international visitor arrivals information [here](#).



#### Tourism Indicators

BC's accommodation industry is benefitting from an increased occupancy rate compared to 2014, up 2.3 points this year. The average daily room rate is also increasing, up 5.0%. The average room rate year-to-date is \$138.00. See all tourism indicators information [here](#).



### Good to Know

#### Progress report on BC's tourism strategy released

The BC government recently released its latest status update on key accomplishments under BC's tourism strategy, *Gaining the Edge 2012-2016*. [Read More](#)

#### Good News!

##### Luxury travellers love Whistler

Readers of the UK-based [Ultratravel magazine](#) have voted Whistler Best Ski Resort in the World for the second year in a row. [Read More](#)

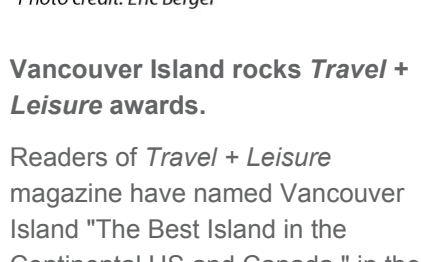
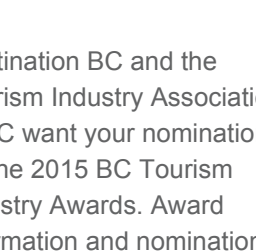


Photo credit: Eric Berger

##### Vancouver Island rocks *Travel + Leisure* awards.

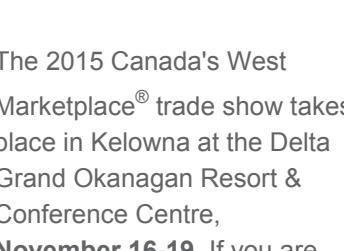
Readers of *Travel + Leisure* magazine have named Vancouver Island "The Best Island in the Continental US and Canada," in the magazine's annual World's Best Awards published in the August 2015 issue. [Read More](#)

### News and Events



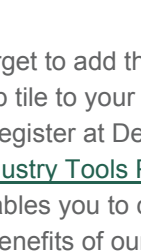
#### BC Tourism Industry Awards nominations now open

Destination BC and the Tourism Industry Association of BC want your nominations for the 2015 BC Tourism Industry Awards. Award information and nomination forms can be found on the [conference website](#). Submission deadline is **September 4, 2015**. The BC Tourism Industry Conference runs from **October 19-21, 2015**. [Registration](#) is now open.



#### Canada's West Marketplace® registration reminder

The 2015 Canada's West Marketplace® trade show takes place in Kelowna at the Delta Grand Okanagan Resort & Conference Centre, **November 16-19**. If you are interested in attending, please ensure you submit your application by **Friday, July 24th**. [Read More](#)



#### Building our brand, together

Don't forget to add the brand logo web tile to your website. Simply register at Destination BC's [Industry Tools Page](#). This logo enables you to capitalize on the benefits of our integrated marketing efforts. We are more powerful, and we strengthen our collective voice when we work together.

Canada's Anti-Spam Legislation came into effect on July 1, 2014. If you have not already explicitly confirmed your consent to continue receiving emails from Destination British Columbia, please "opt-in" by [clicking here](#).

- Unsubscribe
- Destination BC
- HelloBC.com
- Privacy Policy

- Archive
- Contact Us
- Follow Us

**Destination British Columbia™**

© 2015 – Destination BC Corp. All rights reserved. "DESTINATION BRITISH COLUMBIA", "HELLO BC" and "WORLDHOST" are all trade-marks/Official marks of Destination BC Corp. 12th Floor, 510 Burrard Street, Vancouver, BC, V6C 3A8