

Updates on our marketing campaigns, tourism partnerships, media, and much more.



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DIRECTIONS

April 6, 2018



Okanagan Falls.
Credit: Kari Medig

April is BC Wine Month



Advertisement supporting April's BC Wine Month promotion.

In support of wine and food tourism, Destination BC has expanded its 2018 Explore BC campaign to support [BC Wine Month](#), motivating BC residents to take a wine and food tour during the spring, or add a stop to existing vacation plans. Marketing activities include TV, print, and paid social advertising, content sponsorships, and a grand prize giveaway trip. Destination BC is working closely with the BC Wine Institute and the Ministry of Agriculture to align and amplify each organization's investments.

The [Explore BC campaign](#) is focused on motivating BC residents to travel within the province

during the spring and fall. The Explore BC campaign also supports tourism recovery efforts in wildfire-affected areas of the province. As a result of our partnership with Global BC, Destination BC is extending a [minimum 15% discount to all members of the BC tourism industry](#) through a partner advertising offer.

Destination BC is also launching [the BC Journeys campaign](#), inspiring travellers from the western USA to visit BC this spring and summer, showcasing wildlife, nature, and urban experiences. [Read more.](#)

Aboriginal Tourism BC announces name change to Indigenous Tourism BC



Squamish Lil'wat Cultural Centre.

Aboriginal Tourism BC announced the organization's name change to Indigenous Tourism BC at the BC Tourism Industry Conference. The decision was made after consultations with elders, leaders and stakeholders across the province who suggested the use of the term "Indigenous" better reflects the communities' connection with the land and recognizes the diversity of Indigenous peoples within British Columbia. [Learn more.](#)

Destination BC at the world's largest travel trade show



Team BC at ITB Berlin.

Destination BC attended the world's largest travel trade show, Internationale Tourismus-Börse (ITB) Berlin, which hosted 110,000 trade visitors and representatives from 186 countries during its run from March 7-11, 2018. As part of Team Canada, BC representatives conducted 35 meetings with tour operators and media, and co-sponsored the Canada Night event organized by Destination Canada at the Canadian Embassy. [Learn more.](#)

Updated brand guidelines

Is your organization or business aligned with the *Super, Natural British Columbia®* brand? Destination BC has recently updated the brand guidelines for BC's destination brand, including new considerations for video production, updated imagery, and expanded details in the techniques section. [Learn more.](#)

Participate in Destination Development planning in Northern BC to inform a province-wide strategy

Our [Destination Development team](#) continues to host planning sessions across the province, in partnership with the regional tourism associations and Indigenous Tourism BC. In the coming weeks, the team will hit the road to engage with tourism partners in Northwest BC as they hold planning sessions along Highway 16. Please email the [Destination Development team](#) or contact [Northern BC Tourism's representative](#) for more information on how you can get involved. [Read more.](#)



Media guests having a stellar day with Big Red Cats.

International travel media chase powder in the Kootenay Rockies

Destination BC led a press trip to the Kootenay Rockies region for key media in March, including the *Denver Post*, *Colorado Life Magazine*, *SNOW Magazine*, and adventure site, *Mpora*. Media guests chased powder at Whitewater Ski Resort and RED Mountain, before taking their adventure off-piste on a cat skiing trip with Big Red Cats. [Read more.](#)

BC attracts UK media coverage and awards



David Williams' winning print feature.

At the recent British Annual Canada Travel Awards ceremony, a BC-focussed article, titled "Why Canada was the perfect destination for our final family holiday", won the *Print Feature Award: Best Canada Media Coverage 2017*. Written by David Williams, the [article in The Telegraph](#) described a family holiday to Vancouver Island and showcased BC's wilderness.

Thanks to familiarization trips, BC has recently been showcased in other UK media, including a feature on [exploring Vancouver Island](#) by RV, and on the

list of [20 best adventure holidays in Canada](#), both in *The Times*, as well as a story on tasting Okanagan wines on The Wine Show from *Channel 5*. [Learn more.](#)

Social Studies



Instagram story featuring user-generated content from Cal Snape and Taylor Burk.

Why your organization should be on Instagram Stories right now

Disappearing content, like Instagram Stories, is popular on social media right now. While many organizations use Instagram Stories to share in real-time, did you know that you can upload user-generated content (UGC) to Instagram Stories as well? At Destination BC, we find Instagram Stories an effective way to share UGC while increasing impressions and reach. [Learn more.](#)

Research Round-Up

The value of tourism in 2016

In 2016, the tourism industry contributed \$7.9 billion in GDP to the provincial economy (in 2007 constant dollars), which represents a 5.6% growth over 2015. In 2016, 133,100 people were employed in tourism related businesses, a 3.6% increase over 2015. The Value of Tourism Snapshot provides a quick look at the economic value of tourism to British Columbia in 2016. [Read more.](#)

Good News

2018 BC Tourism Industry Awards winners

Congratulations to the 2018 BC Tourism Industry Awards winners, announced at the BC Tourism Industry Conference on March 9 in Kelowna. The five award categories recognized the tourism industry's best for employment practices, customer service, innovation, remarkable experiences, and professional excellence. [See the full list of winners and nominees here.](#)

Destination BC's 2018 Tourism Industry Conference presentation: Building a Powerful Marketing Network



CEO Marsha Walden

Missed the 2018 Tourism Industry Conference last month and our annual presentation? Watch it now on YouTube, featuring speakers from Destination BC's executive team and industry storytellers from across the province. [Watch now.](#)



The winning students celebrate at the BC Tourism Industry Conference.

BCIT named winner of the 2018 tourism student case competition

The team from BCIT's Tourism Marketing Management Diploma Program was crowned the winner of this year's provincial *Winning Pitch* competition at the 2018 BC Tourism Industry Conference. The *Winning Pitch*, hosted by go2HR, is a post-secondary student case competition, which had student teams develop a business concept for a new tourism product or service for the shoulder- and off-seasons. The winning team's proposal of "Lakes and Land Cultural Adventures", an immersive Indigenous learning experience in the Lillooet area,

earned them first place and a \$1,000 prize. [Read more.](#)

Indigenous Tourism Specialist hired for Northern BC

The Northern British Columbia Tourism Association and Indigenous Tourism BC have hired

Columbia, a new role which is a partnership between the two organizations. The focus of Martin's work is to engage Indigenous individuals, businesses and communities in formal tourism development planning. [Learn more.](#)

Applications open for Richmond's Pacific.Authentic.Scholarship program

Tourism Richmond has opened applications for their new Pacific.Authentic.Scholarship program, which will provide mentoring, marketing, and financial support, up to \$20,000, to Richmond's tourism industry. [Apply here.](#)

Kelowna's 2017 hotel occupancy numbers show strength

Overnight visitation to Kelowna remained strong throughout 2017, with hotel occupancy over the summer months holding steady, despite weather related challenges like flooding and wildfires. Since 2012, Kelowna's average annual hotel occupancy rate has risen from 51.8% to 63.7%. [Learn more.](#)

Good to Know



Destination BC's CEO Marsha Walden encourages applications from the tourism industry.

Nominate a tourism leader for Entrepreneur of the Year

Nominations are now open for the EY 2018 Entrepreneur of the Year awards, recognizing the achievements of Canada's entrepreneurial trailblazers. Now in its 25th year, the awards include a tourism category. [Destination BC encourages industry to nominate visionary tourism entrepreneurs](#) from around our province. Benefits of the program include elevating your brand, creating media opportunities, and harnessing the knowledge of best-in-class business advisors. Nominations close April 15, 2018. [Apply here.](#)

Red Cross assistance deadline for fire-affected businesses extended

The phase II application deadline for the Red Cross business assistance has been extended to May 4, 2018. This funding supports fire-affected small businesses and First Nations cultural livelihoods. [Apply here.](#)

News and Events



Cariboo Chilcotin Tourism Association hosts 2018 Rural Tourism Symposium

The Cariboo Chilcotin Tourism Association invites local industry stakeholders to their upcoming symposium from April 13 to 15, 2018 in Williams Lake, BC. [Register today.](#)



Indigenous Tourism Association of Canada unveils 2018-2019 action plan

The Indigenous Tourism Association of Canada has outlined its strategy for 2018-2019 to enhance the Indigenous tourism sector as a continuously growing segment of the country's tourism industry. [Learn more.](#)



Celebrate Canadian RVing and Camping Week 2018

From May 22-27, 2018, select campgrounds and RV dealerships across Canada will help raise funds for Make-A-Wish® Canada and offer special discounts in support of Canadian RVing and Camping Week, the official start to the camping season. [Read more.](#)



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