

Giving a boost to the Canada Winter Games



Excitement is high in Prince George as the city readies for next month's [Canada Winter Games](#), which will draw an estimated 15,000 visitors to the area. Thanks to support provided by Destination BC's **WorldHost**® Training Services, businesses and volunteers in Prince George will be primed to welcome them.

The Canada Winter Games is Canada's largest multi-sport event and will run from February 13th to March 1st, 2015. The event is forecasted to generate an economic impact of up to \$90 million. In addition to the 19 official sports, as well as Paralympic and Special Olympic competitions, there will be 17 days of entertainment and cultural activities throughout the Games Village.

Our **WorldHost** team is collaborating with partners in Northern BC to ensure that hosts of the Games provide "Remarkable" service, compelling visitors to share their experiences through social media and word-of-mouth. **WorldHost** has been active in the area since last November, with approximately 2,000 individuals trained in our programs to date.

Two free training programs have been created to help Northern hospitality shine during the 2015 Canada Winter Games: one for volunteers, and one for frontline tourism professionals.

[Learn more](#)

Investing in Northern success

In addition to our **WorldHost** training programs, Destination BC is thrilled to contribute to the success of the Canada Winter Games with significant financial support, totalling \$300,000 (not including the \$200,000 value of the **WorldHost** training).

Destination BC is an event sponsor, which will include the national broadcast of [The Wild Within video](#). Media sponsorship to watch for includes:

- 34 broadcast spots (30 seconds long) to be aired on TSN
- Presenting sponsor of the online Canada Games broadcast. Keep up with the daily event updates here canadagames2015.ca/experience-the-games/canada-games-today
- Full page ad in Canada Games printed guide
- Recognition on sponsor signage at Canada Games events
- Mentioned as event sponsor in Canada Games newspaper ads in Prince George.



On-site Tourism Activation

Northern BC Tourism, Tourism Prince George and the Cariboo Chilcotin Coast Tourism Association are hosting a 'Tourism Plaza' activation featuring communities from both regions and will showcase the *Super, Natural British Columbia*® brand. There will be iconic photo opportunities like a large campfire and the Mile-0-post, and a contest to encourage visitors to share their photos through social media.

[Watch video](#)

Help Build BC's Magnetic Brand

A web tile, featuring the new *Super, Natural British Columbia*® logo, is now available for your community, sector organization or tourism business website. Including this web tile on your website can help to unify our marketing efforts and strengthen our collective voice in promoting British Columbia to the world. We hope you will take advantage of this simple tool to help us build BC's magnetic brand, together. We will share additional brand tools as they become available.



[Learn more](#)

New brand story video is wildly popular



We are thrilled to report that Destination BC's new brand story video "[The Wild Within](#)" landed on Google's Top 10 list in November 2014 for the YouTube Ads Leaderboard. The Leaderboard showcases the most creative ads that people choose to watch each month. The list is determined by an algorithm that factors in paid views, organic views, and audience retention (how much of a video people actually watched). Our success was highlighted in **Marketing Magazine** rounding off a smashing year for our marketing team.

[Learn more](#)

China media project shares BC with millions

An innovative collaboration between Destination BC's team in China and *Target Magazine*, based in Beijing, was a big success, highlighting our province to millions of potential visitors.

The goal was to display BC's wildlife, Aboriginal culture and ecotourism offerings to Chinese high-net worth consumers. Two celebrities, Chinese wildlife photographer Mr. Xi Zhinong, and Mr. Zhang Xingsheng, an opinion leader in environmental protection, explored BC in August 2014.

The guests visited several regions, including the Kootenay-Rockies Thompson/Okanagan, Vancouver, Coast and Mountains, Cariboo Chilcotin Coast and Vancouver Island. During the visit, both men posted on Weibo, (a Chinese social media platform similar to Facebook and Twitter) for a total of 600 retweets. Weibo posts from the trip have been viewed more than 10 million times — a stunning result. The BC project was featured in a 10-page spread in the November 2014 issue of *Target Magazine*.



Photographer Mr. Xi Zhinong stands with a Malaysian tourist during his BC visit.

A related campaign called "Conversation with Wild Nature" showcased the photography, video, and knowledge generated from the tour. It included three major activities: a BC Eco Tour event at the Canadian Embassy; a nature photography exhibition at the Beijing Zoo; and social media Weibo campaigns (received more than 4 million views). A 15-min [video documentary](#) of the visit was showcased during the embassy event.

Monthly press trips: Ski season lifts off



Here's a sample of the press trips Destination BC has hosted recently and where to watch for coverage:

- A group of six North American journalists visited the ski resorts of the Powder Highway in mid-January. Publications include *Skiing Magazine*, *The Toronto Star* and *SBC Skier & Snowboarder* magazines.

- A group of six journalists from the United Kingdom experienced Sun Peaks and Whistler Blackcomb ski resorts in early January, in cooperation with UK tour operator Ski Safari. Publications include *The Times*, Mail Online and *The Telegraph*.

- A group of eight Chinese Media toured Vancouver, Whistler and Big White Resort in mid-December. Despite challenging weather conditions (as winter had not yet fully arrived) the group had a great time and were impressed by the facilities at each of the resorts.

- In addition, a number of individual media from key markets in North America have visited destinations around the province, representing publications such as *The Globe and Mail*, *The Seattle Times*, *Ski Canada*, *Canada.com*, and others.

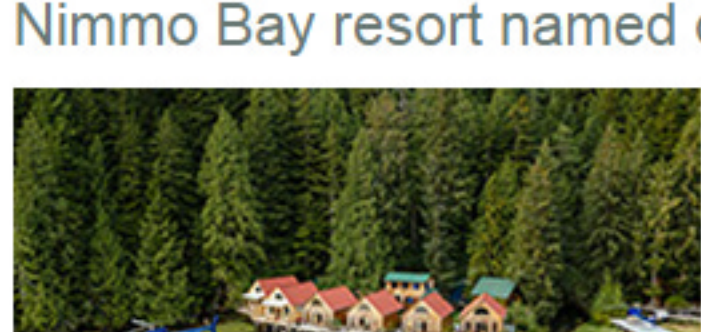
Achtung: We have a new website for Germany

Our e-marketing team is pleased to announce our new [consumer website](#) for Germany, launched this past November. The mobile-friendly responsive design is part of our expanding suite of consumer websites in the new brand look. The site's fresh content includes a fully translated set of Driving Routes, which have proven particularly popular with European travellers.

[View Website](#)



Nimmo Bay resort named one of world's unique lodges



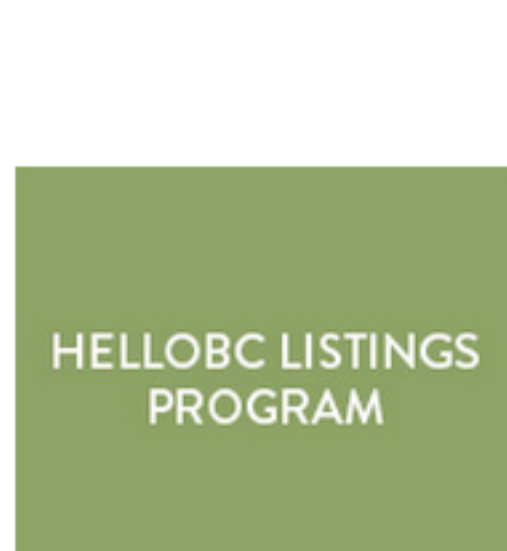
Credit: Jeremy Koreski/Nimmo Bay

Congratulations to Nimmo Bay Wilderness Resort on making National Geographic Travel's inaugural list of [Unique Lodges of the World](#).

The family-owned business in the Great Bear Rainforest was one of 24 lodges included on the prestigious list.

[Learn more](#)

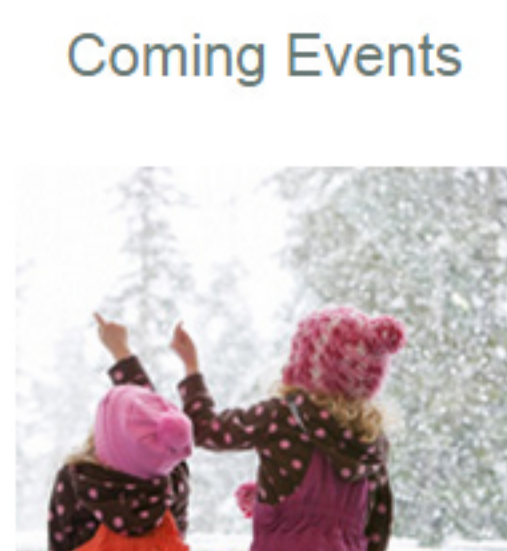
Coming Events



Enrol now for the 2015 HelloBC® Listings Program

Don't miss out on promoting your business to millions of visitors on [HelloBC.com](#) for just \$120 (plus tax). [Enrol](#), or renew, by February 20, 2015 to ensure your listing continues in 2015.

For more information, please visit destinationbc.net, email productservices@destinationbc.ca or phone 1-800-822-7899.



BC Family Day 2015

Once again, [25 ski resorts around the province](#) are offering BC residents 50% off lift tickets for use on Monday, February 9, 2015 to encourage them to #skiBC on BC Family Day. [Canada West Ski Areas Association](#) will be promoting this offer with support from Destination BC's marketing and social media teams. Destination BC's travel websites feature [family vacation ideas](#) for winter and all year long.



Travel Trade happenings

Destination BC attends a number of travel media conference and travel trade marketplaces in our overseas markets. At these key tradeshows, we meet with travel media and tour operators to discuss the promotion of British Columbia vacations.

Dates for events can be found [here](#)

[Enrol now](#)

[Learn more](#)

[Contact](#)