



DESTINATION
BRITISH COLUMBIA™

Destination BC: Marketing & Destination Development After the Wildfires

Cariboo Coast Chilcotin Tourism Association
BC Rural Tourism Summit

Ghost Lake





DESTINATION
BRITISH COLUMBIA™

OUR STRATEGY

Turner Lake



DESTINATION
BRITISH COLUMBIA™

DEMAND

+

SUPPLY

=

**SOCIAL,
CULTURAL,
ECONOMIC
BENEFITS**

Kayanara Guest Ranch and Resort

Key Underlying Themes

Speed of Change

- Consumer use of technology
- Platforms with broad consumer reach
- Rising consumer expectations
- Shift to experiential & transformative travel
- Ability to leverage data critical to compete
- First movers win.

Stronger Together Collaboration & Alignment

- Co-investments in shared tools
- Encourage networks and deep collaboration
- Align roles and investment within the tourism eco-system (DBC, DC, RDMOs, CDMOs, Sectors)
- Capitalize on the knowledge & innovation of the tourism eco-system



DESTINATION
BRITISH COLUMBIA™

**DESTINATION
MARKETING**

**DESTINATION
MANAGEMENT**

Xatsull Heritage Village

Our Marketing Strategy

CAPTIVATE

Create emotional
urgency to visit BC

GENERATE

Lead generation for BC
tourism businesses

ADVOCATE

Amplify traveller
advocacy

**Shared
Technology**

**Content
Commonwealth
for shared content**

**Powerful Marketing
Network**

**Shared
Expertise**

**Shared Data and
Analytics/Insights**

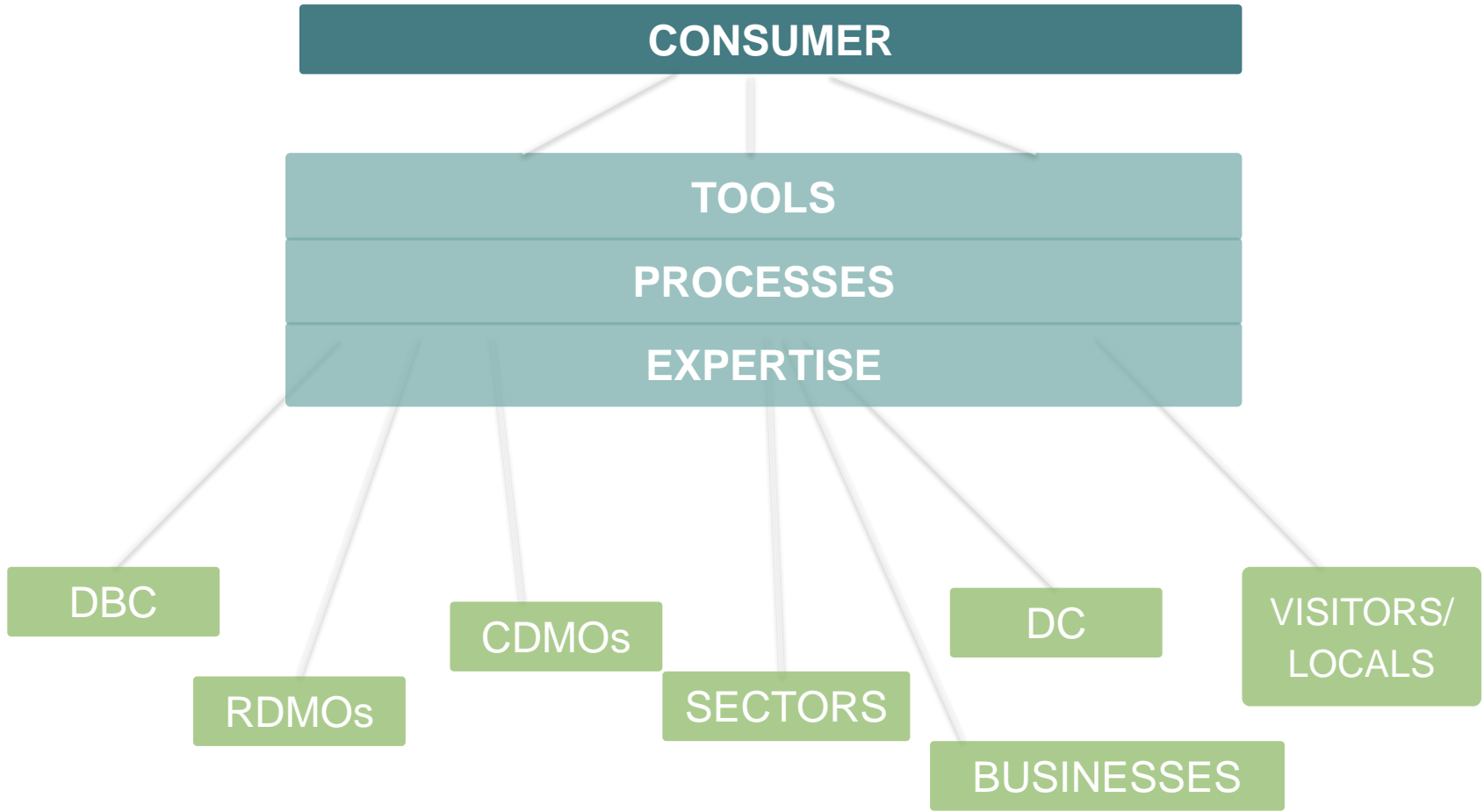
**Shared
Marketing**





Content Commonwealth:

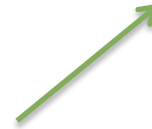
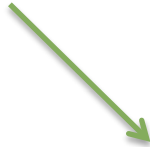
A shared approach to content marketing, built on common tools, processes, and expertise.



TOOLS

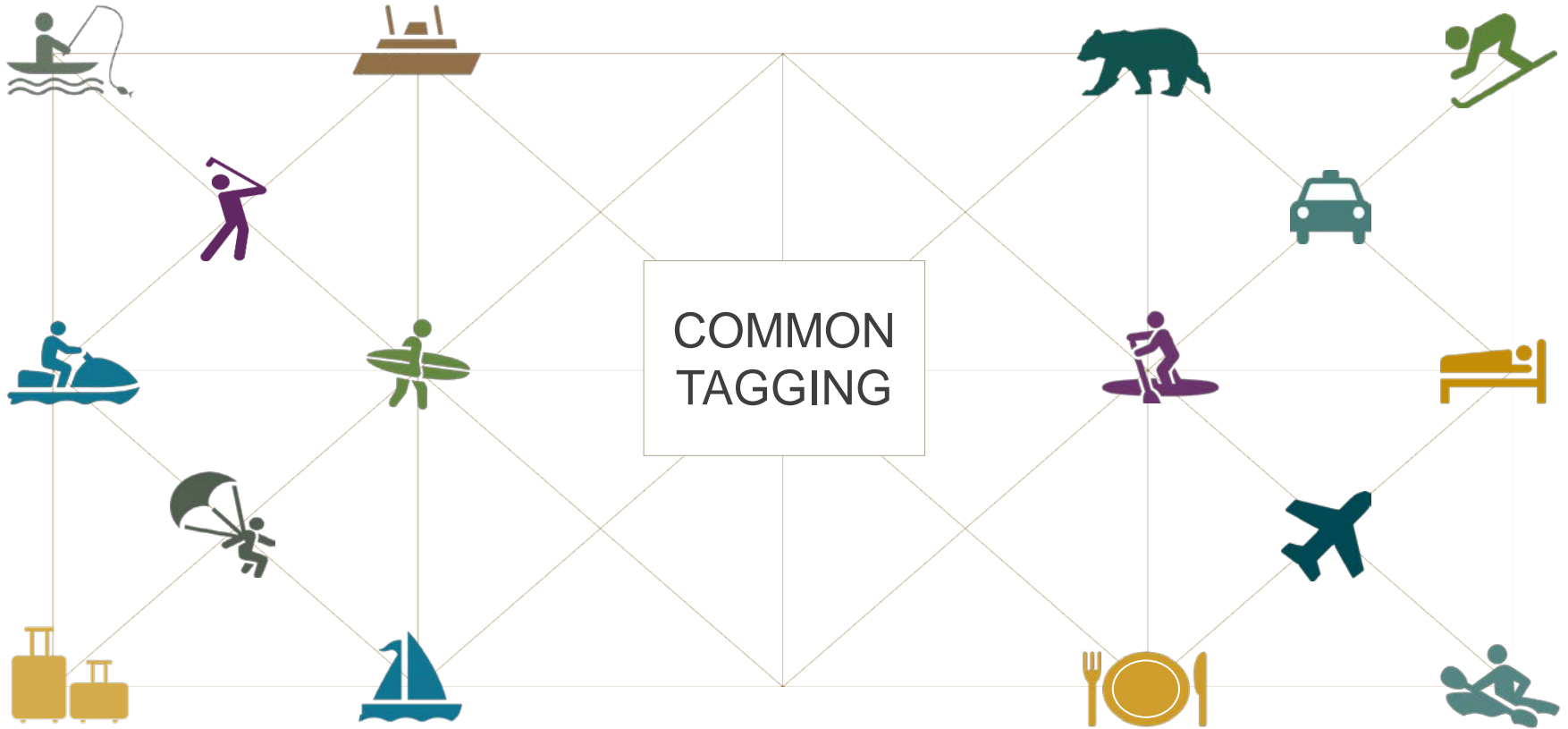
DAM & Creative
Collaboration
Tool

UGC Curation &
Management
Tool

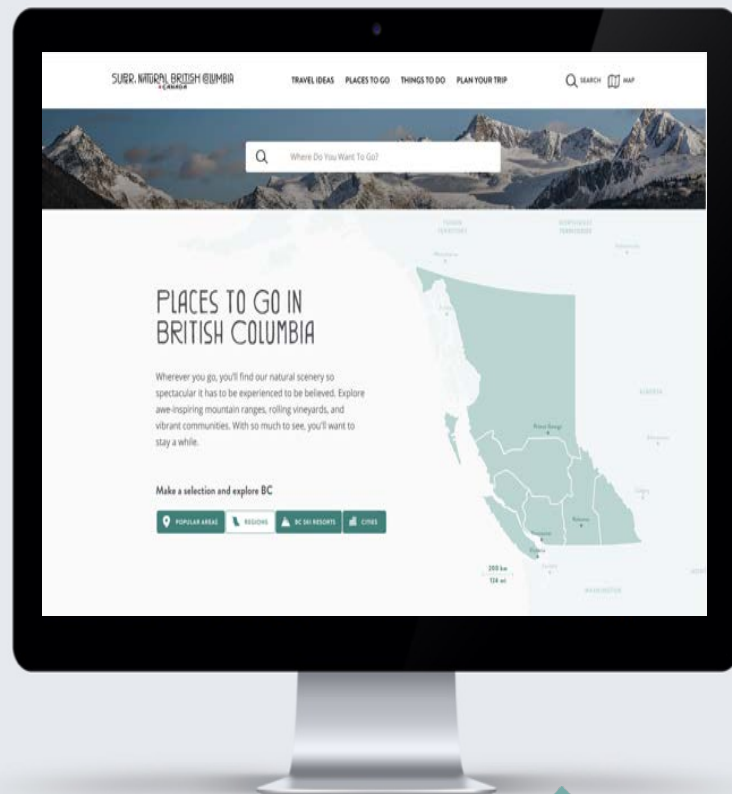
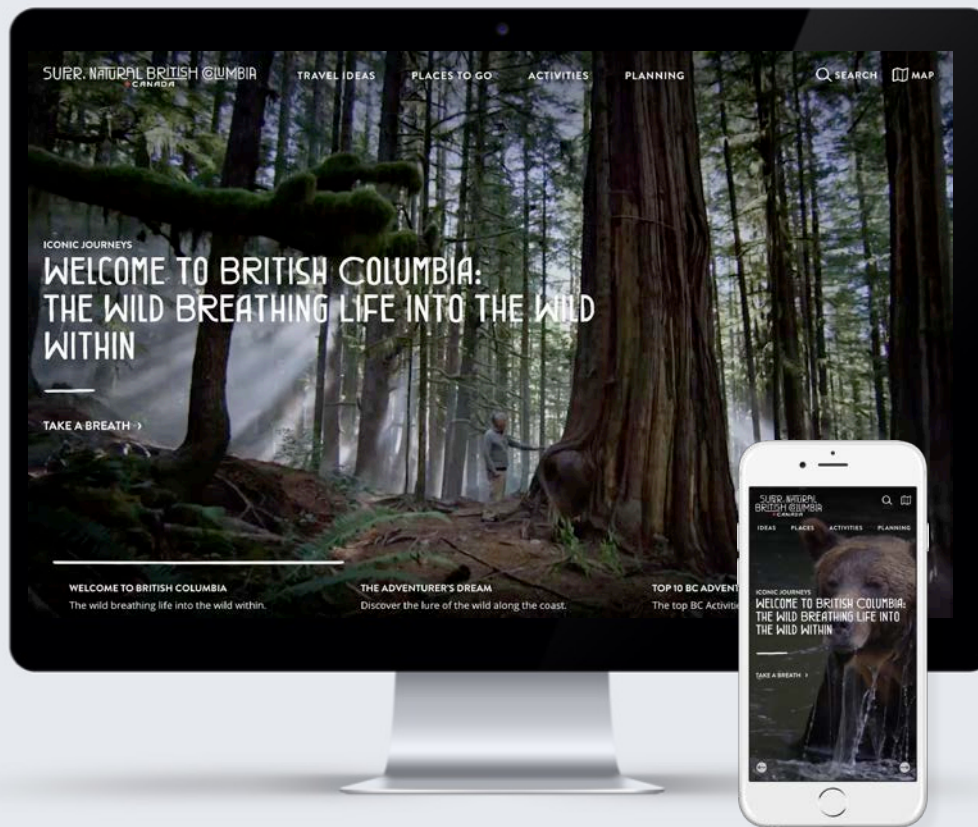


CONSUMER

Learning (and Measuring) What Works



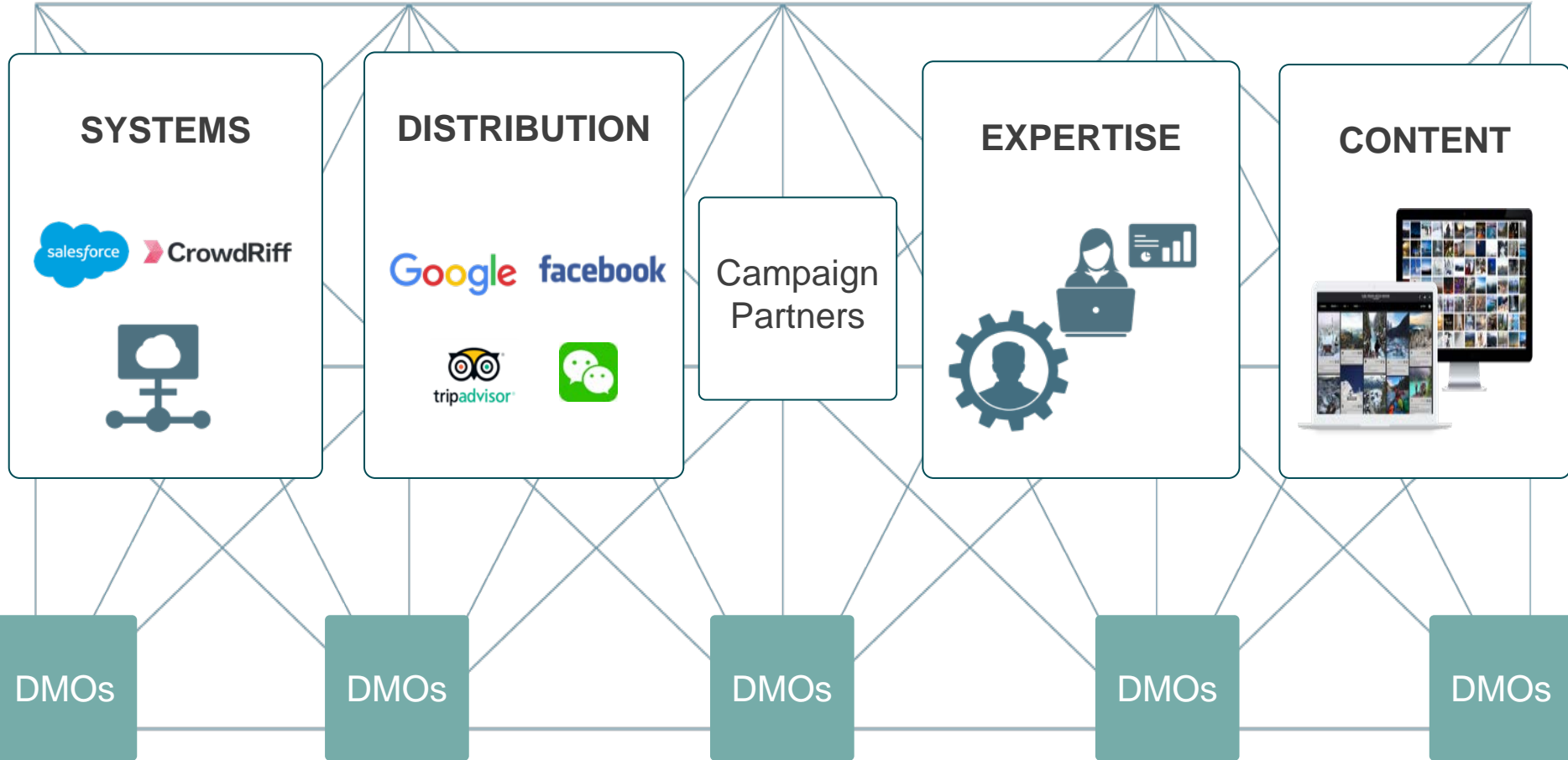
Coming Soon: New DBC Website



Listing Your Business



Collaborative Marketing Campaigns





DESTINATION
BRITISH COLUMBIA™

**DESTINATION
MARKETING**

**DESTINATION
MANAGEMENT**

Xatsull Heritage Village

Our Destination Management Strategy



MOBILIZE

Bring together and
align our collective
efforts



EMPOWER


Enable BC's tourism
network with new
capabilities



TRANSFORM

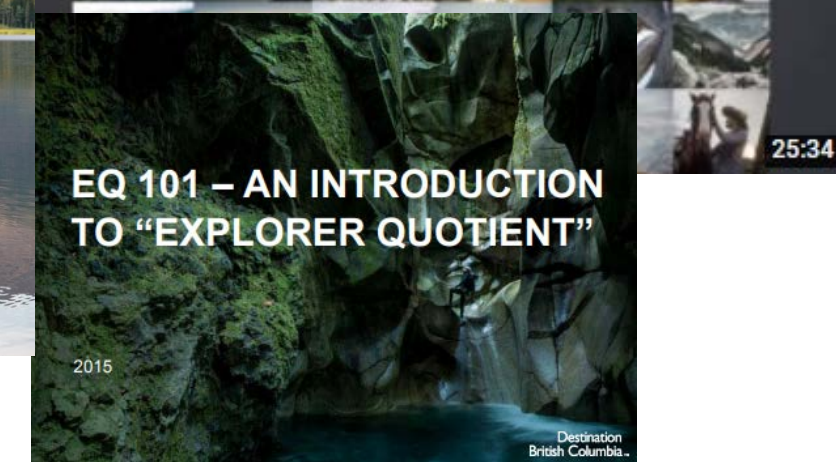
Enhance experiences
& destinations to
increase
competitiveness

Industry Learning & Development



Destination BC's Brand Webinar

25:34



EQ 101 – AN INTRODUCTION
TO “EXPLORER QUOTIENT”

2015

Destination
British Columbia

Visitor Services to Visitor Experience



amazon alexa



Your Google Assistant,
always ready to help.

Hey, Siri

Cortana

Visitor Services to Visitor Experience

MANAGING A
SEAMLESS
VISITOR
EXPERIENCE

DELIVERING
QUALITY
EXPERIENCES
AND
AMENITIES

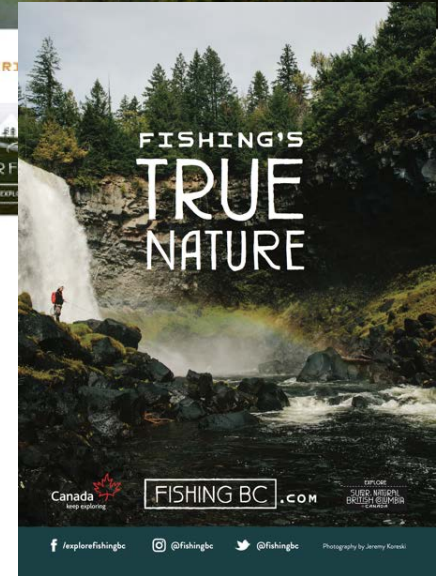
BUILDING
INNOVATIVE
APPROACHES
TO
INFORMATION
AND
INSPIRATION
DELIVERY

EVOLVING
VISITOR
SERVICE
DELIVERY

Shared Marketing

12 SECTORS

140 communities

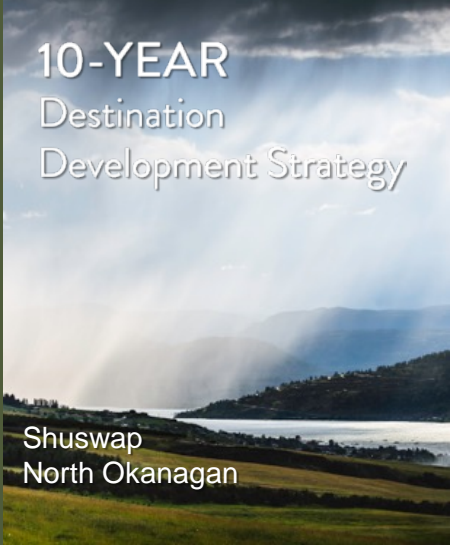


Long Term Competitiveness: Destination Development Plans

20
PLANNING AREAS

10-YEAR

Destination
Development Strategy



Shuswap
North Okanagan

Northeast BC

Northwest BC

Haida Gwaii

Chilcotin Central Coast

Sea-to-Sky Corridor

Sunshine Coast

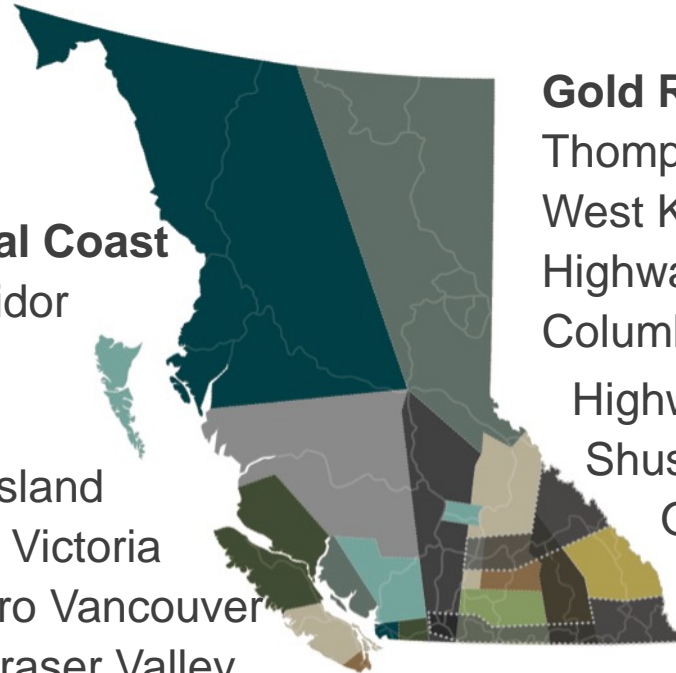
North Island

South Central Island

Greater Victoria

Metro Vancouver

Fraser Valley



Gold Rush Trail

Thompson Valley

West Kootenays

Highway 1 Corridor

Columbia Valley

Highway 3 Corridor

Shuswap North

Okanagan

Okanagan Valley

Interlakes



DESTINATION
BRITISH COLUMBIA™

Tracy Bains

Cariboo Falls



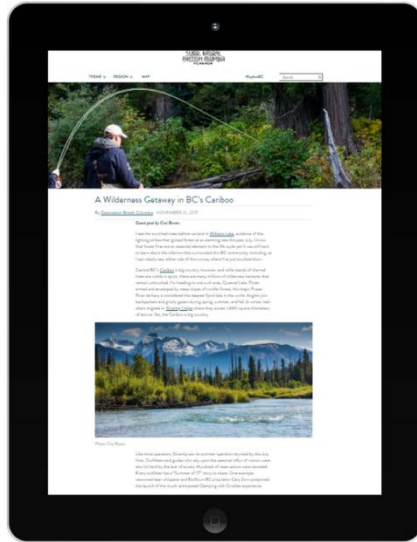
OPEN FOR BUSINESS

Exploring the Province During Wildfire Season



DESTINATION BC

Original and Sponsored Content



Hello BC blog

A Wilderness
Getaway in BC's
Cariboo

BC's Top
Small
Towns

Road Trip:
From the
bottom to the
top



Vancouver is Awesome

This is the best
way to explore
BC's Gold Rush
Trail

10 places to find
BC's most
spectacular fall
colours

Driving BC's Best Road
Trip Routes in 1, 3, 5, 7, or
10 Days

Key Marketing Activities

NOV
2017

TO

MAR
2018



BC, AB, WA



Digital advertising

Videos, banners, native ads sent traffic to the blog, sponsored articles, travel offers



Paid search

Bid on high volume keywords to drive awareness of the region



Email

Email blasts to subscriber base, generating traffic to blog articles and then travel offers



Social Influencers

Two influencers engaged to speak about the region with authenticity to those who trust them



Sponsored articles

BC Outdoors, Hooked, Vancouver Mag, Vancouver is Awesome, Daily Hive, Avenue, Seattle Mag, The National Observer

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Social Influencers

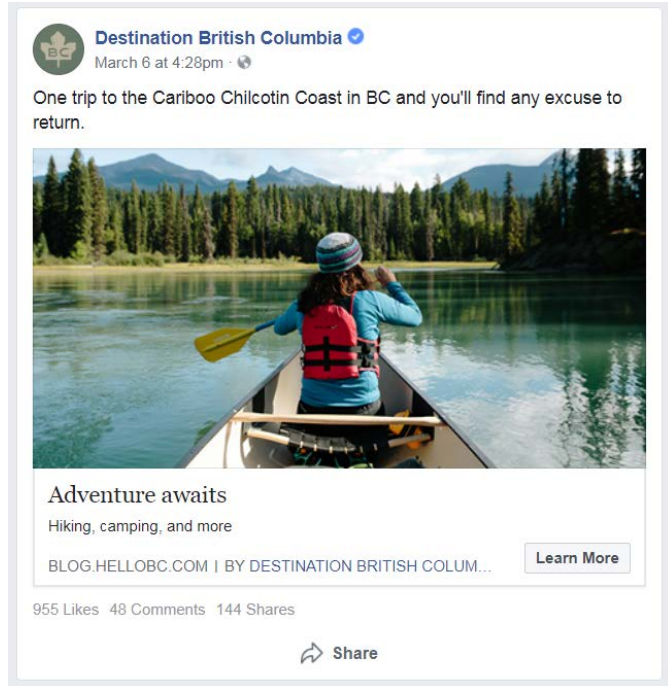
Two influencers engaged to speak about the region with authenticity to those who trust them



Sponsored articles


BC Outdoors, Hooked, Vancouver Mag, Vancouver is Awesome, Daily Hive, Avenue, Seattle Mag, The National Observer

Digital Advertising



Destination British Columbia ✓
March 6 at 4:28pm · 🌐

One trip to the Cariboo Chilcotin Coast in BC and you'll find any excuse to return.



Adventure awaits
Hiking, camping, and more

BLOG.HELLOBC.COM | BY DESTINATION BRITISH COLUM... [Learn More](#)

955 Likes 48 Comments 144 Shares

[Share](#)

Facebook ad



hellobc · Follow

hellobc Getting to know the locals @flyinguranch. 📸 by @taylormichaelburk on a recent trip to the Cariboo. "It's been awhile since I've felt so relaxed and at home while travelling." #exploreBC #ccclives

📍 🗨️

68 likes
5 DAYS AGO

[Log in](#) to like or comment. ...

Instagram ad



Destination British Columbia

Sponsored · 🌐



Cross-country skiing, sleigh rides, and more. Welcome to historic Barkerville.



Discover winter enchantment

www.barkerville.ca

Learn More

Like Comment Share



Destination British Columbia

Sponsored · 🌐



Don't like lift lines? Want a good deal? Take the family to Mt. Timothy Ski Resort.



Lift tickets for \$50

@lindsaydawnb
www.skitimothy.com

Learn More

Like Comment Share



Destination British Columbia

Sponsored · 🌐



Spend the holidays horseback riding and getting cosy at Kayanara Guest Ranch & Resort.



4 nights for the price of 3

Starting from \$360
www.kayanara.com

Learn More

Like Comment Share



Destination British Columbia

November 24 at 1:06pm · 🌐

Experience the magic of BC's South Chilcotin Mountains with Tyax Adventures.



Chilcotin Mountains
British Columbia, Canada

Plan your spring adventure
Glaciers, icefields, and more.

TYAXADVENTURES.COM

Learn More

23K Views

500 Likes 18 Comments 132 Shares



Destination British Columbia

February 8 at 7:46pm · 🌐

Find yourself in BC's wilderness with these once-in-a-lifetime adventures from Ecotours-BC.



Glamp with Grizzlies

A Guided Adventure

Book Now



Go on a Birding Adventure

Spring Special

536 Likes 16 Comments 83 Shares

Share



Destination British Columbia

January 19 · 🌐

Explore this wild and remote BC region, including one of Canada's highest waterfalls.



The Chilcotin Plateau

Explore BC's Highway 20

BLOG.HELLOBC.COM

Learn More

2.8K Likes 214 Comments 685 Shares

Share



Destination British Columbia

November 24 at 1:06pm · 🌐

Make Crooked Lake Resort your home away from home, in any season.



Recharge in 2018

In BC's Cariboo Mountains

CROOKEDLAKERESORTHORSEFLYBC.COM

Book Now

30K Views

608 Likes 38 Comments 141 Shares



Destination British Columbia

November 24 at 1:06pm · 🌐

Embrace your inner cowboy at one of BC's guest ranches. Book now for 2018.



Echo Valley Ranch & Spa

@punkodelish via IG

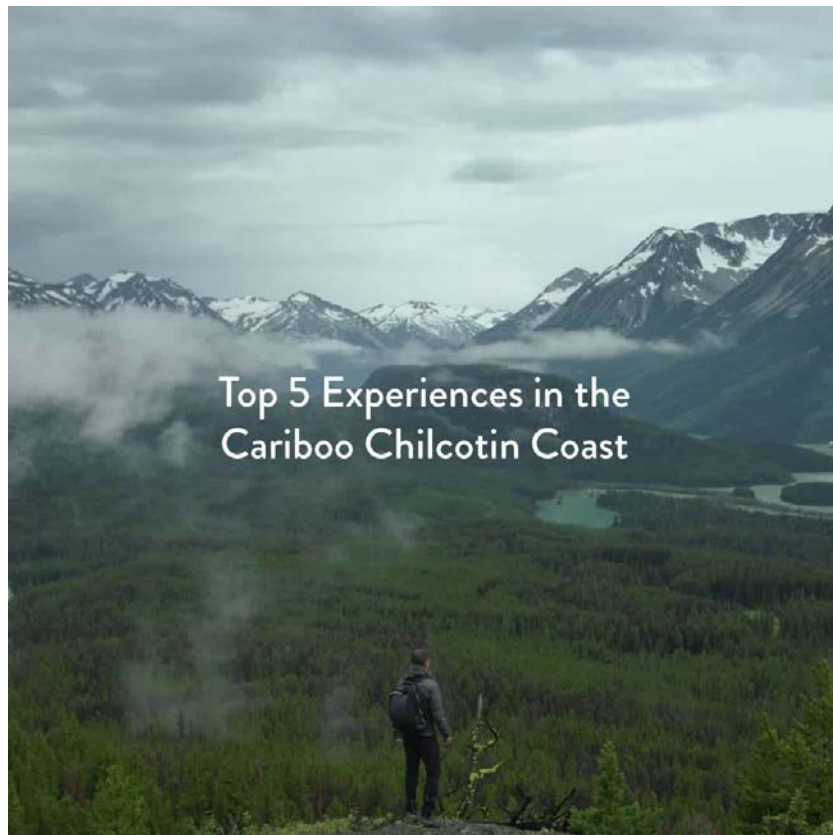
Book Now



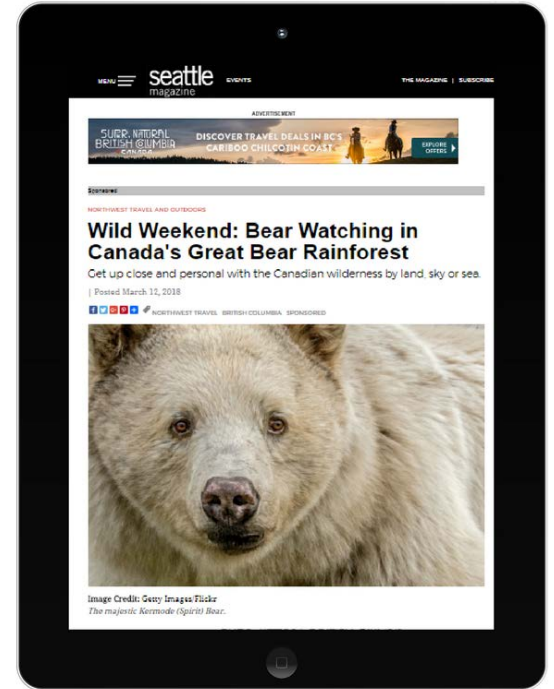
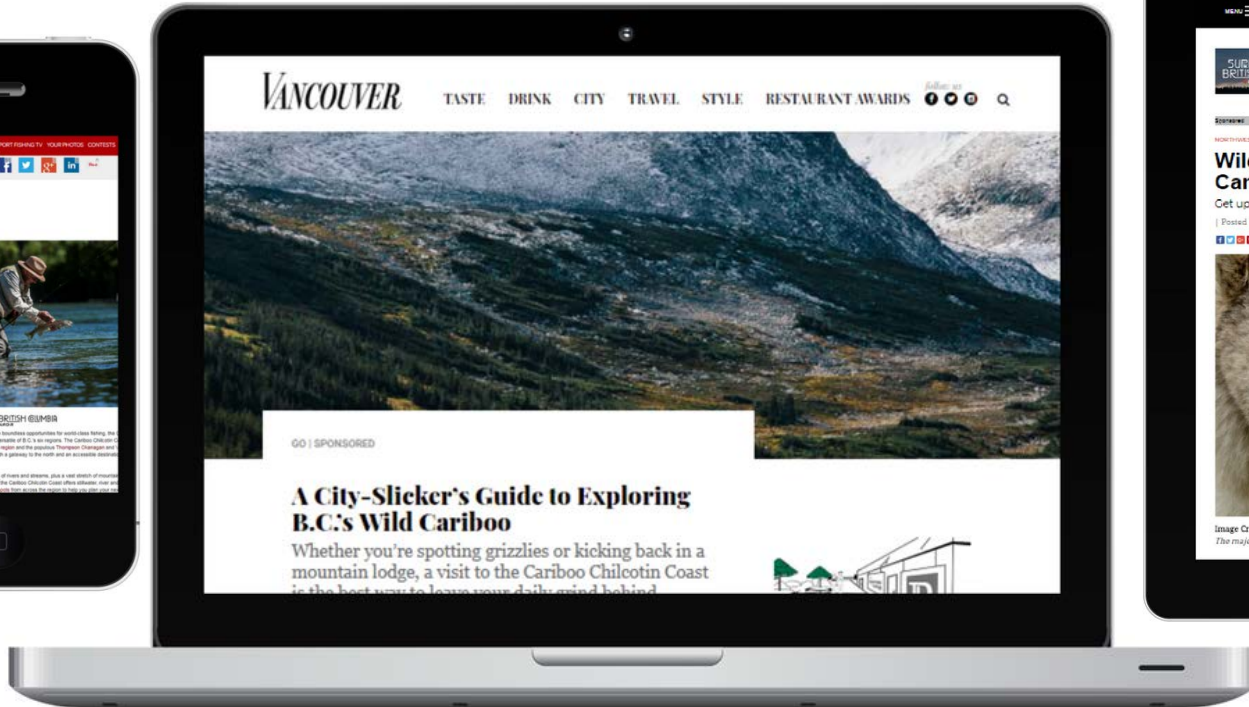
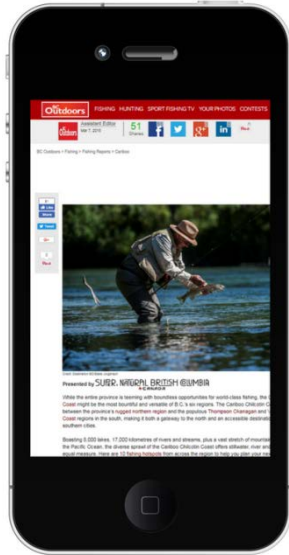
Terra Nostra Guest Ranch

305 Likes 21 Comments 87 Shares

Videos




Sponsored Content Articles



Content Ads & Banner Ads


Destination BC



Top 5 Fishing Spots in BC
The Cariboo Chilcotin Coast boasts bountiful fishing spots. Perfect for a family getaway

HOOKEDMAGAZINE.COM [Read More](#)

Destination BC



Leave the Concrete Jungle
Escape the city and experience wildlife, fishing and more in the Cariboo Chilcotin Coast

VANMAG.COM [Read More](#)



SUPER. NATURAL
BRITISH COLUMBIA
CANADA

DISCOVER TRAVEL DEALS IN BC'S
CARIBOO CHILCOTIN COAST

EXPLORE OFFERS ▶



DISCOVER TRAVEL DEALS
IN BC'S CARIBOO
CHILCOTIN COAST

SUPER
NATURAL
BRITISH
COLUMBIA
CANADA

EXPLORE OFFERS ▶



DISCOVER TRAVEL
DEALS IN BC'S
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EXPLORE OFFERS ▶



DISCOVER
TRAVEL DEALS
IN BC'S
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CHILCOTIN
COAST

SUPER. NATURAL
BRITISH COLUMBIA
CANADA

EXPLORE OFFERS ▶


Destination BC



Go Birdwatching in BC
There's no shortage of fantastic places for birdwatching in BC's Cariboo Chilcotin Coast

VANCOUVERISAWESOME.COM [Read More](#)

Destination BC



10 Little-Known BC Hikes
Go off the beaten path and explore these hidden hiking gems in the Cariboo Chilcotin Coast

DAILYHIVE.COM [Read More](#)

Destination BC



Fantastic Fishing in BC
With over 8,000 lakes, the Cariboo Chilcotin Coast boasts plenty of serene fishing spots

SCOUTDOORMAGAZINE.COM [Read More](#)



DISCOVER TRAVEL DEALS IN BC'S
CARIBOO CHILCOTIN COAST

EXPLORE OFFERS ▶



Callum Snape



Taylor Burk

Paid Search



Gold Rush Trail BC



All

Images

News

Videos

Maps

More

Settings

Tools

About 260,000 results (0.54 seconds)

gold rush trail - Find a hidden gem this Fall - hellobc.com

Ad www.hellobc.com/Cariboo/Chilcotin ▼

Explore the unexpected in BC this November. Visit Cariboo Chilcotin BC.

You've visited hellobc.com 4 times. Last visit: yesterday

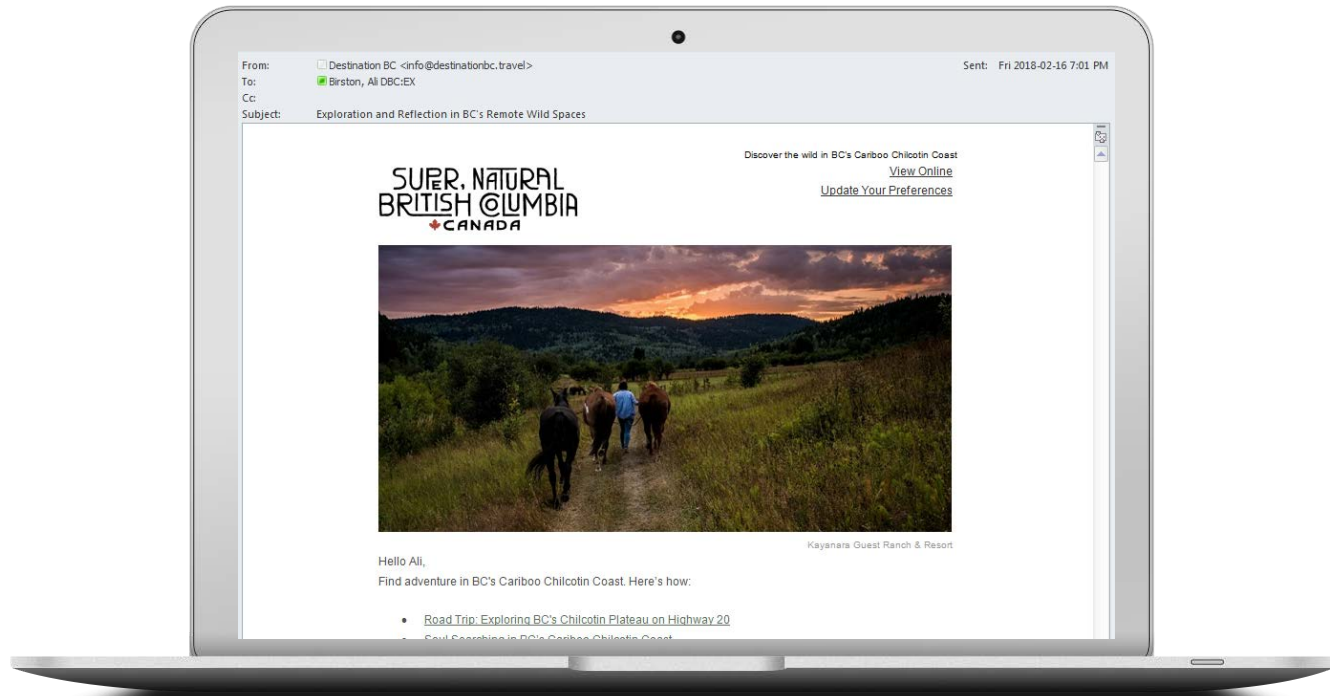
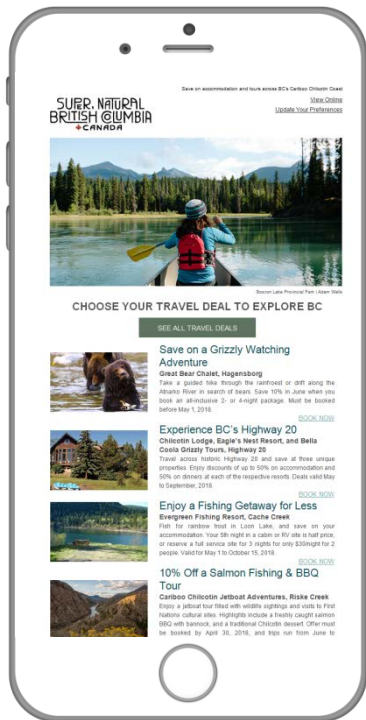
[Unique Winter Vacations](#)

[Travel Deals Cariboo](#)

[Cariboo Chilcotin Coast](#)

[Hike The Gold Rush Trail](#)

Email



Online Sentiment Analysis



Regional Impact Assessment
Cariboo Chilcotin Coast

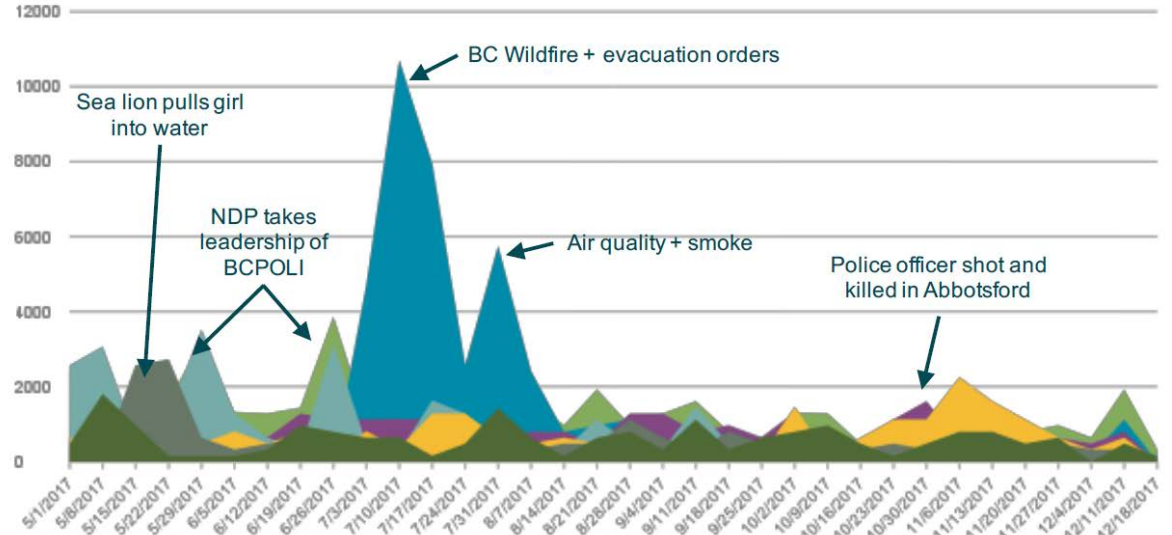
February 2018

- Engaged Destination Think! to conduct an analysis of online conversations before, during and after the wildfires for CCC

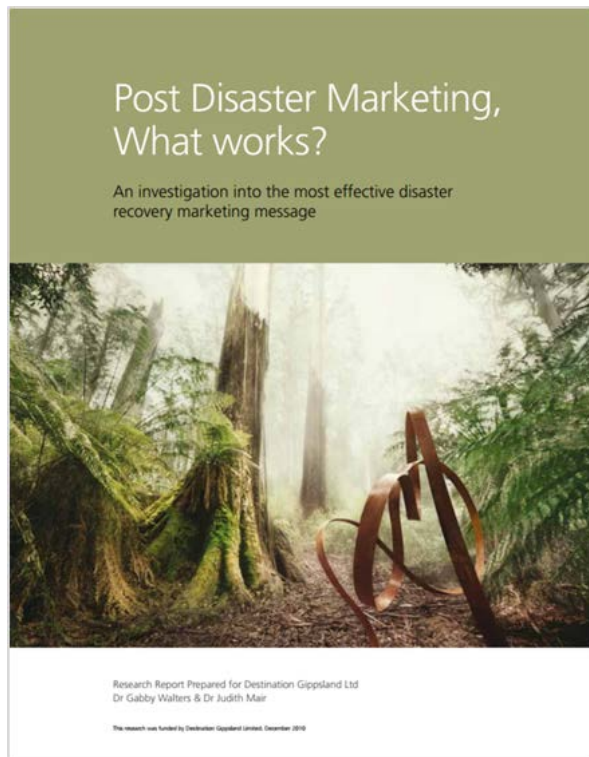


2017 Events in British Columbia

2017 Major Moments in British Columbia | Conversation Volume



Refresh Research for BC



- Updating the study for our market and target audiences
- Proactive step to being prepared for future events/crises



DESTINATION
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**Global TV
Partnership**
Explore BC
2018 Program

**Social Media
Advertising**
Explore BC
2018 Program

Email
Explore BC
2018 Program

**BC Journeys
2018 Program**

Gold Bridge

Achieved over 800,000 views



u m b r e l l a

AGENCY: Camp Pacific

PROJECT: DBC-CCC

DATE: Apr.09,2018

TRT: :30

AUDIO: STEREO

5



DESTINATION
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PETER HARRISON

Ghost Falls



DESTINATION
BRITISH COLUMBIA™

DESTINATION DEVELOPMENT

Princess Royal Island, Great Bear Rainforest

DESTINATION DEVELOPMENT GOAL

Increase the long-term competitiveness of BC's tourism industry by delivering on quality visitor experiences

Spruce Lake





SUPPORTING THE VISITOR EXPERIENCE



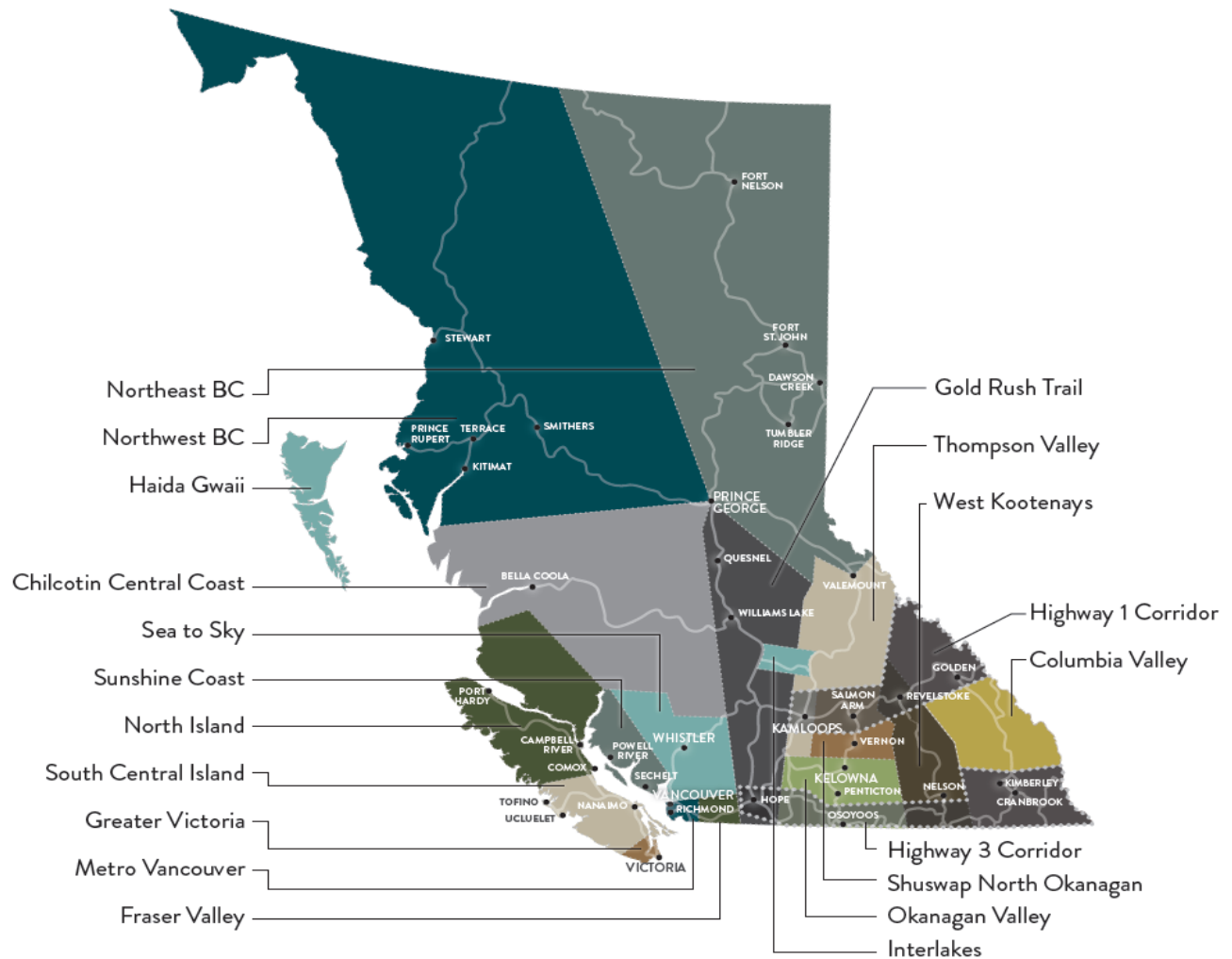
SETTING, ACCESS & POLICIES

INVESTMENT ENHANCEMENT

EXPERIENCE & PRODUCT
DEVELOPMENT

VISITOR SERVICING

CAPABILITIES, SKILLS &
TRAINING



...ment will attract and retain your ideal guests to stay longer, spend more and/or revisit the destination?

- BE SPECIFIC, e.g.:
- Public washrooms (we heard last time) – Where needed?
 - Accommodation/restaurants – Where? What type?
 - Increased number of purchasable heritage experiences – Where? Which sites?

(REMEMBER – TRANSPORTATION IS THE NEXT TOPIC)



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Gold Rush Trail Meeting

POWERFUL DEVELOPMENT NETWORK

1000+ Partners Engaged

FIRST NATIONS

**PROVINCIAL
GOVERNMENT**

**TOURISM
BUSINESSES**

**TOURISM
ORGANIZATIONS**

**LOCAL
GOVERNMENT**

**COMMUNITY
GROUPS**

**ECONOMIC
DEVELOPMENT**

INTERLAKES



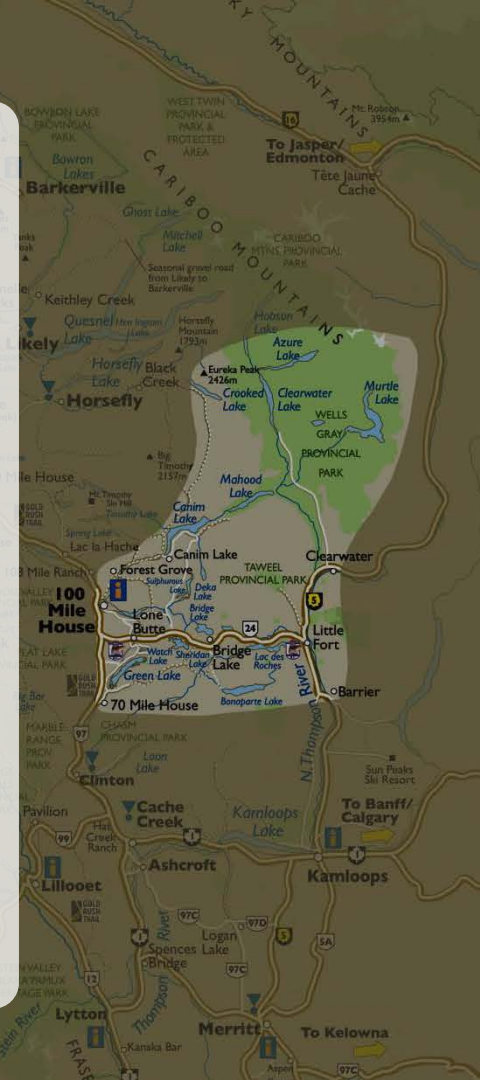
INTERLAKES

Development Themes

- Challenging business environment
- Leverage Wells Gray Park
- Decline in tourism businesses
- Infrastructure enhancements

Status Update

- Draft Situation Analysis in review
- Session 2: April 17th, Wildman's Family Restaurant
- Working Group: April 18th *working group only



CHILCOTIN CENTRAL COAST

- Main Highway
- Main Road
- Secondary Roads
- Railways
- Ferry Routes
- Airport
- Floatplane Base
- Visitor Centre
- Info Booth
- Parks
- Tsilhqot'in Title area



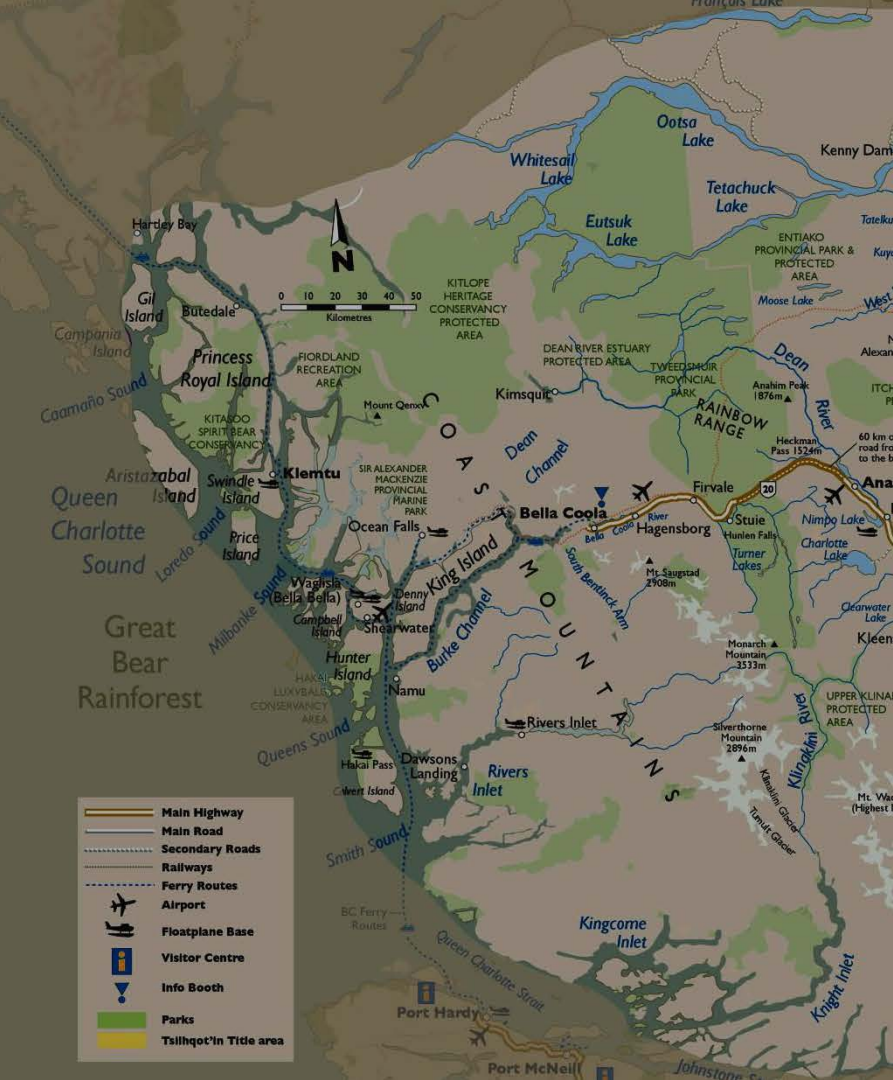
CHILCOTIN CENTRAL COAST

Development Themes

- Visitation highly seasonal
- Need for more products
- Leverage Great Bear Rainforest
- Enhance Discovery Coast Circle Route experience

Status Update

- Initial planning process complete
- Situation Analysis complete
- Final draft Strategy complete
- Revisit: May 22-25



GOLD RUSH TRAIL

-  Main Highway
-  Main Road
-  Secondary Roads
-  Railways
-  Ferry Routes
-  Airport
-  Floatplane Base
-  Visitor Centre
-  Info Booth
-  Parks
-  Tsilhqot'in Title area
-  Great Bear Rainforest



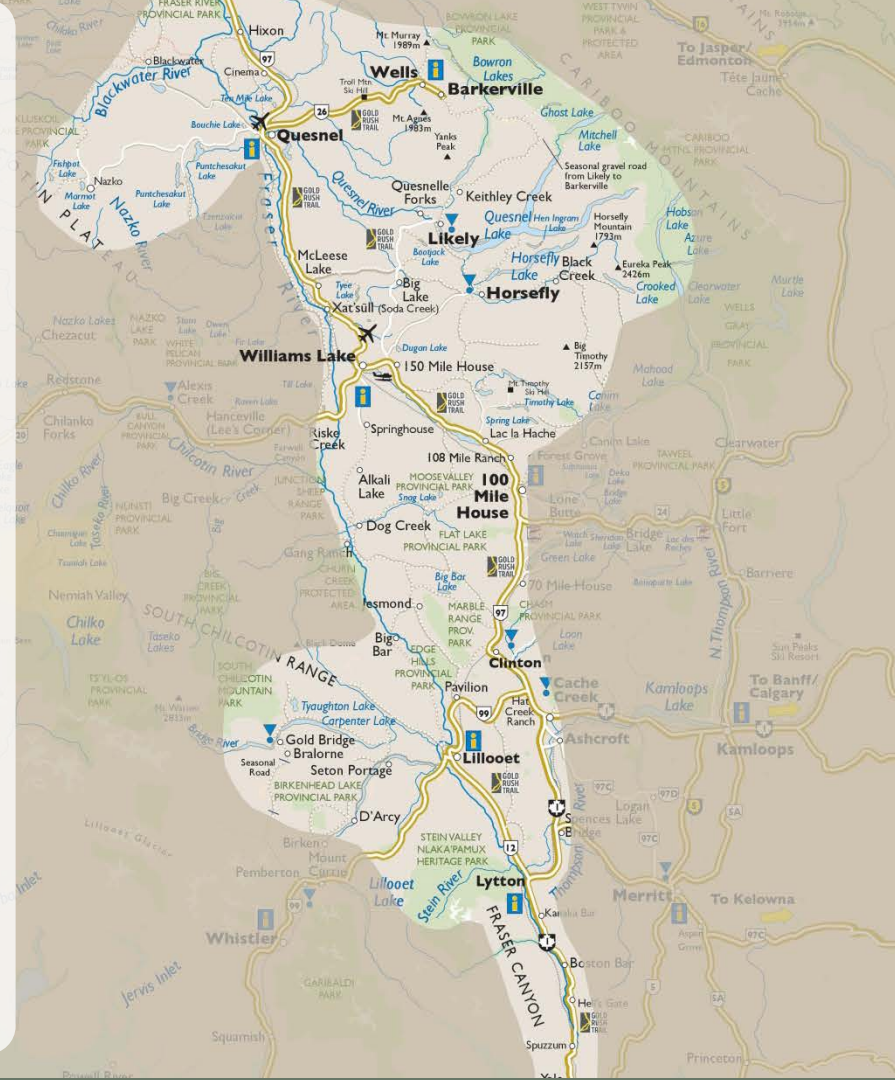
GOLD RUSH TRAIL

Development Themes

- Visitation highly seasonal
- Infrastructure upgrades to support touring
- Need for more products
- Sharing the Gold Rush Trail story

Status Update

- Initial planning process complete
- Situation Analysis complete
- Draft Strategy in review



PROGRAM OUTPUTS



A white bear, possibly a Kermadec bear, is the central focus of the image. It is standing on a large, dark rock covered in vibrant green moss. The bear's fur is thick and white, with some light brown or tan patches on its head and ears. It has a dark nose and is looking directly at the camera with a calm expression. The background is a dark, dense forest with soft, out-of-focus light filtering through the trees, creating a moody and natural atmosphere. The overall scene is set in a rainforest environment.

REGIONAL DESTINATION DEVELOPMENT STRATEGY

Great Bear Rainforest



DESTINATION
BRITISH COLUMBIA™

CO-OP MARKETING

Lady McConnell 14

SOFT YELLOW

Elk Hair Caddis (Black)

ELK HAIR CADDIS
TAN 14

White-Mud

Cripple Green Drake

Cripple Green Drake

ELK HAIR CADDIS
YELLOW

Elk Hair Caddis (Tan)

Yellow Sally

Quesnel

2018/19 Co-op Program Highlights

- 62 Applications
- Total request of \$5.26 Million
- Estimated 179 communities participating

2018/19 Funding Decisions

- Score of 75% or higher receives full funding, 70-74% receives 80%, 65- 69% receives 60% and 60-65% score receives 50% funding. Scores of 50% or lower are declined
- 2 applications were declined

DBC Funding by Region

Region	17/18 Final	18/19 Awarded	YOY%
CCC	\$143,736	\$330,500	57%
KRT	\$206,020	\$198,378	-4%
NBC	\$190,786	\$181,656	-5%
TOTA	\$284,600	\$389,387	27%
VCM	\$869,693	\$806,316	-8%
VI	\$1,170,656	\$939,850	-25%
Sectors	\$1,197,494	\$1,217,615	2%
Total	\$4,062,985	\$4,063,702	0%



Fishing BC ✓

@explorefishingbc

Home

Posts

Videos

Photos

About

Community

Create a Page



Like Following Recommend ...

Send Message

Status Photo/Video



Write something on this Page...

Posts



Fishing BC

September 28 at 4:29pm · 🌐

Nestled on the protected inside passage of Georgia Strait, on the east side of Vancouver Island, Campbell River is home to some of the largest runs of passing salmon to be found anywhere on B.C.'s coast.

Check out our new Fishing BC Original Film featuring Coastal Wilderness Adventures

Destination Campbell River | Destination British Columbia | Canada Keep Exploring



Sports & Recreation in Kamloops, British Columbia

Very responsive to messages

Community

See All

Invite your friends to like this Page

17,471 people like this

17,598 people follow this

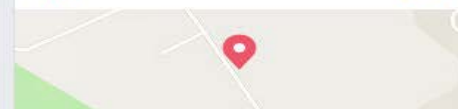
10 people have visited

Jill Fisher and 3 other friends like this or have visited



About

See All





DESTINATION
BRITISH COLUMBIA™

RICHARD PORGES

Ptarmigan Lake



ALASKA

Cariboo
Chilcotin Coast

ALBERTA

HAIDA GWAI

PACIFIC
OCEAN

VANCOUVER
ISLAND

BELLA COOLA

QUESNEL

WILLIAMS LAKE

WHISTLER

KAMLOOPS

KELOWNA

VANCOUVER

RICHMOND

VICTORIA

USA



DESTINATION
BRITISH COLUMBIA

Hiking above Fish Lake



DESTINATION
BRITISH COLUMBIA™

A photograph of two women on horseback riding across a grassy hill at sunset. The sun is low on the horizon, creating a warm, golden glow and silhouetting the riders. The sky is filled with soft, wispy clouds. The overall mood is peaceful and scenic.

#EXPLOREBC

Kayanara Guest Ranch and Resort



DESTINATION
BRITISH COLUMBIA™



NICOL HOTEL
MUSEUM

Barkerville Historic Town

CONTACT YOUR DESTINATION BC TAG TEAM:



Melissa Arnott

Melissa.Arnott@DestinationBC.ca



Richard Bergen

Richard.Bergen@DestinationBC.ca



Sean McDonald

Sean.McDonald@DestinationBC.ca



DESTINATION
BRITISH COLUMBIA™

REMARKABLE GROWTH.

CONNECTIONS
RESOURCE
SUCCESS
ADVANTAGES
EXPERTISE
OPPORTUNITY
POTENTIAL





DESTINATION
BRITISH COLUMBIA™

CO-OP MARKETING

Lady McConnell 14

SOFT FELLOW

Elk Hair Caddis (Black)

ELK HAIR CADDIS
TAN 14

White-Kill

Cripple Green Drake

Cripple Green Drake

ELK HAIR CADDIS
YELLOW

Elk Hair Caddis (Tan)

Yellow Sally

Quesnel



DESTINATION
BRITISH COLUMBIA

TRAVEL TRADE AND MEDIA

Bowron Lake



DESTINATION
BRITISH COLUMBIA™

DESTINATION DEVELOPMENT PLANNING

Bridge River Valley



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our newsletter

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DESTINATION
BRITISH COLUMBIA™

Truax Mountain



DESTINATION
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Q&A

Whitton Lake