

# DESTINATION DEVELOPMENT PROGRAM OVERVIEW

Destination British Columbia is offering destination development planning assistance to support the ongoing viability of BC's tourism sector. The Destination Development Program will facilitate the collaboration of local, regional and provincial agencies, First Nations, destination marketing organisations (DMOs), tourism operators and other community interests to guide the long-term growth of tourism experiences and revenues.

The Program will provide strategic direction to the tourism industry to enhance the quality of the visitor experience by ensuring tourism services, amenities and practices are exceptional.

## PROGRAM OVERVIEW

Destination development is the strategic planning and development of defined areas to support the evolution of desirable destinations for travelers. Destination development strategies will pull together planning, policy and capacity building efforts to ensure areas around the province are well positioned to make future strategic decisions, address impediments to tourism growth and capitalize on future tourism opportunities.

Through destination development, we envision a province that is a world-class tourism destination, offering remarkable products and experiences that are authentic, driven by visitor demand, and exceed expectations.

## PROGRAM GOALS

- Make British Columbia the most highly recommended destination in North America.
- Create strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism assets.
- Elevate British Columbia's ability to compete as a premium destination while making the province more attractive for investment.

## PROGRAM OUTCOMES

By taking a coordinated approach to destination development planning, there will be better alignment of long term planning and development efforts that would support:

- Strategically targeted, well-informed and leveraged investments of public and private sector funds; and,
- Increased tourism revenue and higher levels of repeat visits and recommendations to communities around the province.

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As a result of the destination development planning process, the following outputs will be created in each planning area:

1. **Situation Analysis** that will provide an in depth overview of the current market trends and existing destination development activities or issues that are directly affecting tourism in your area
2. **Asset Inventory** that will provide an updated list of tourism assets to assist in strategy development, implementation and further tourism planning.
3. **10-Year Destination Development Strategy** to guide long term planning and development that will include:
  - a. Identification of the area's unique products, amenities and experiences;
  - b. Identification of strategic priorities;
  - c. Identification of policy areas that may impede future development activities;
  - d. Identification of partners and resources needed to support goals, and
  - e. Guidance on action and implementation planning

## PLANNING APPROACH

Destination development focuses solely on the supply side of tourism by providing compelling experiences, quality infrastructure and remarkable service to entice repeat visitation. Components include: planning and management; product development; festivals and events; tourism investment and funding; policy; and access, transportation, signage and way-finding.

It is anticipated that the creation of a destination development strategy will take six to 12 months. Destination BC will provide expertise and assistance to facilitate planning sessions and stakeholder interviews, while additional sub-groups may be created to work on specific destination development topics.

## PLANNING PARTICIPANTS

Your Tourism Region will work with you to ensure the destination planning process in your planning area is adequately represented by a variety of stakeholders to enable well-rounded discussions, perspectives and guidance. Participants in your planning process might include individuals from the following organizations:

- Tourism Industry (CDMOs, tourism businesses and associations)
- Local and Regional government, including First Nations
- Provincial Government Ministries
- Local and Regional Economic Development & Economic Development Trusts
- Not-for-Profit Organizations (heritage/arts/cultural organizations, community groups)

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## PARTICIPANT COMMITMENT

A planning area process will typically involve multiple face-to-face facilitated meetings to gather stakeholder input. The locations of these meetings will be based on participant feedback. On average, a program participant can expect to be part of three to four planning sessions over a six to 12 month period.

## COST

The cost of creating a planning area's destination development strategy will be covered by Destination British Columbia.

## CONTACTS

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