



A Message From Tourism Vancouver Island's Chair

On behalf of the Board of Directors, the President & CEO and the staff of Tourism Vancouver Island, I hope that each and every one of our colleagues in the tourism industry had a wonderful festive season. We welcome you to 2012 and sincerely offer best wishes for the New Year!

In 2012, we know that we will continue to face numerous challenges in our industry and we are committed to working hard, acting proactively and keeping the best interest of our Stakeholders in mind in seeking successful resolution to the challenges before us and those that emerge.

I am appreciative of the work that is accomplished by Dave Petryk, our brilliant President & CEO, and his tremendous staff and of course, our dedicated Board of Directors. Our Board is comprised of operators from all regions on Vancouver Island and I am proud of the work they accomplish in their communities and am thankful for the perspectives that they bring to the Board table as we focus on positioning the Vancouver Island Region as a premier all season destination. I can assure you that we strive to be the best organization we can be in everything we do whether it is strategic marketing, managing finances or creating solid governance structure. We continually challenge ourselves to think outside of the box and track performance to maximize and achieve superior successes.

Our vision is to be the recognized leader for innovative regional destination management and stakeholder involvement and we deliver! We continue to work in partnership with Tourism BC and are proud of our working relationship with the Ministry. Every marketing dollar that the Ministry provides our organization is supercharged 3:1, by far, the largest return on investment in British Columbia. We are also particularly proud of the leadership role and/or mentoring that we provide small and rural communities in developing and achieving their tourism potential.

We lead the way on Vancouver Island in tourism marketing and are award winning in doing so. We are proud to be your asset, a dynamic resource in the industry and a strong partner in building the foundation for the future of tourism industry in British Columbia. We hope that you call upon us to utilize our expertise in the industry and are open to dialogue on how Tourism Vancouver Island can best assist you.

All of the work that we do is based on partnerships and collaboration and we look forward to the continued support from the stakeholders in our Region. We are optimistically looking forward to a very successful and prosperous year. Together we can and will make 2012 a great year for tourism in the Vancouver Island Region!

Kind Regards,
Carol Ann Terreberry
Chair

Industry News

Tourism Vancouver Island Achieves Destination Marketing Accreditation



Tourism Vancouver Island has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

“Tourism Vancouver Island is honoured to receive the Destination Marketing Accreditation from DMAP,” said Dave Petryk, President and CEO of Tourism Vancouver Island. “We are very pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

“By applying for and receiving DMAP accreditation, Tourism Vancouver Island has demonstrated a commitment to quality programs and services,” said James T. Wood, FCDME, DMAP Board Chair. “Earning DMAP accreditation tells the Vancouver Island community and potential visitors that your DMO has attained a measure of excellence assuring that their trust is well placed and their business in good hands.”

DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.

DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For additional information on DMAP visit www.destinationmarketing.org.

CONDÉ NAST TRAVELER'S ANNUAL READERS' CHOICE AWARDS ARE IN ...

Vancouver Island is the #1 Island in Canada!

Condé Nast Traveler 2011 Readers' Choice Awards have been announced and Canada now has its own category rather than being included in a North America category as in previous years. With this new category, Vancouver Island leads the list of Top 5 Islands in Canada followed by Prince Edward Island, Cape Breton Island, The Gulf Islands, and Newfoundland.

Several properties in the Vancouver Island region also join the prestigious awards list including **Sooke Harbour House** (5), **Fairmont Empress Hotel** (16), and the **Victoria Regent Hotel** (16) among the Top 40 Hotels in Canada, while **Long Beach Lodge Resort** and the **Wickaninnish Inn** hold third and fourth spots respectively in the Top 20 Resorts in Canada. The **City of Victoria** joins the award listings with the #3 spot among the Top 5 Cities in Canada.





Virgin Atlantic flies to Vancouver, BC!

Tourism British Columbia (Tourism BC) has confirmed that Virgin Atlantic will operate a service to Vancouver for Summer 2012. The flight will depart from Heathrow four times a week (Tuesday, Thursday, Saturday and Sunday) from May 24th to October 27th, 2012, increasing capacity from the UK to Vancouver, gateway to British Columbia, by 10%. Tourism BC is working closely with Virgin Atlantic and Virgin Holidays, preparing marketing initiatives, training and incentives which were made available from December 2011 onwards. The new flight is expected to boost arrivals to BC, with more than 174,000 Brits predicted to explore the province between May and October 2012. Currently 70% of UK visitors to BC travel during these months, and with the additional Virgin service, there will be 32 flights to Vancouver each week.

Delta Victoria Ocean Pointe First Tourism Business in Victoria to Receive Recognition for Creating a Safe Workplace



Delta Victoria Ocean Pointe Resort & Spa is the first tourism organization in Victoria to become certified under go2's Certificate of Recognition (COR) program. Go2 presented the COR certificates to Delta Victoria Ocean Pointe at Tourism Victoria's Christmas Luncheon. In partnership with WorkSafeBC, go2 launched the COR program for tourism and hospitality businesses in October 2010. go2 is the BC tourism industry human resource association and the industry Certifying Partner for the COR program. The COR program is currently open to all tourism employers with 20 or more employees. Certified companies can earn a rebate of up to 15 per cent on their WorkSafeBC premiums by demonstrating that their health and safety

programs go beyond the legal requirements with a best practice approach. In addition to the financial incentives, businesses that embrace a culture of workplace health and safety are seeing significant human resource upsides, including fewer employee injuries, injured employees returning to work sooner, and greater success in retaining and attracting the best talent. There are 13 COR-certified tourism businesses in BC, including Delta Victoria Ocean Pointe and two other Delta properties. Another 28 tourism businesses have registered to pursue the certification, with many other organizations expressing interest in participating in the program.

go2 also provides a variety of industry health and safety resources that can help tourism businesses of any size implement an effective health and safety program. Visit www.go2hr.ca/ihs for articles, templates, tools, sample policies, as well as resources customized to the various sectors in tourism and hospitality.

Heritage Tourism in BC is going mobile!



BC Museums Association (BCMA) & Heritage Tourism Alliance (HTA) is excited to announce that the new iPhone App has now been approved by Apple! If you have already registered your institution as "Market Ready" through the TimeTravelBC.com website, anyone with an iPhone can now download this FREE App from iTunes to find out much, much more about your institutions exhibits, programs & events, plan a visit and even tell others about you using social media!

If your institution has not registered as "Market Ready" by taking the online survey, please visit the TimeTravelBC.com website and join more than 200 BC institutions who already have!

Visit the BCMA homepage for more details & links to the Apple App Store; the highlights video from the December 9th launch; and registration details about the Project's upcoming FREE "Online Marketing for Heritage Tourism Operators" workshops in Nanaimo, BC on February 1, 2012.

Industry Training & Events



save the date!

The **3rd Annual BC Tourism Industry Leaders' Summit** and **TIABC AGM** will be held in **Vancouver** starting the evening of **Wednesday, April 25th** and continuing through the day on **Thursday, April 26th**.

"A Forum for Tourism Leaders & Students to Exchange Information"

The **Student/Industry Rendezvous** will be held **Wednesday, January 25th, 2012** at the Fairmont Hotel Vancouver. The Student/Industry Rendezvous format will provide a great opportunity for businesses to engage with up-and-coming tourism and hospitality students (your potential employees) from regional colleges and universities. For more information on how to get involved, visit the [Rendezvous](#) webpage or contact Terry Bubb, Coordinator, Provincial Projects & Events, 604-928-0930, or terryb@linkbc.ca

Vancouver Island **OUTDOOR ADVENTURE** EXPO

The **Vancouver Island Outdoor Adventure Expo** is the only BC trade show of its kind on Vancouver Island dedicated to people who live life to the fullest, are passionate and love the thrill of an adventure! Come and join us at the **3rd Annual Vancouver Island Outdoor Adventure Expo** on **April 21st—22nd, 2012** at Pearkes Recreation Centre in Victoria, BC! Whether you enjoy adventures and activities on the land, sea or fresh water you are bound to find what you are looking for. At the Expo you will experience the widest array of booths and exhibits spanning across all areas of outdoor pursuits and adventures. The Vancouver Island Outdoor Adventure Expo is the **ONLY** show on Vancouver Island that brings together buyers and sellers of outdoor adventure products & services under one roof! This Victoria, BC trade show is a definite **MUST** for your 2012 marketing campaign! Experience the adventure at this BC trade show by speaking with a variety of industry experts throughout the three days.

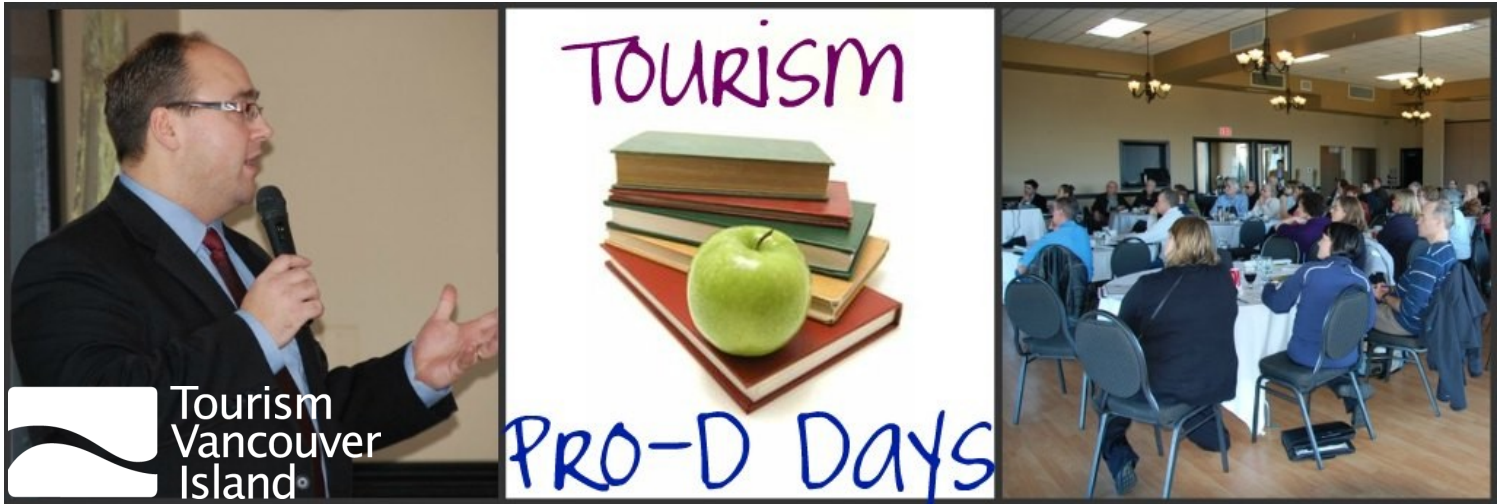
For more information please visit: <http://www.ifmevents.com/>



British Columbia's foodservice
event of the year, presented by CRFA.

JANUARY 29-30, 2012

Vancouver Convention Centre
Vancouver, British Columbia



Tourism Vancouver Island Presents Pro-D Days 2012

Thursday, March 8th in Campbell River, BC at the Maritime Heritage Centre (Thulin Rm.)

Friday, March 9th in Sidney, BC at the Mary Winspear Center (Activity Rm. #2)

Workshops will focus on utilizing tourism industry resources and promoting your business or region by using an appropriate media mix including internet marketing.

Cost to attend this daylong event is **\$65/participant** and will include all of the workshops, lunch, networking opportunities, and a chance to win some great door prizes!

Tourism Pro-D Days Sponsored by:



When people make travel plans, most start researching on the internet. But when travel seekers search online, will they find YOU? - Garland Coulson



If your people are indeed your greatest asset, they need to be free to serve your customers to the best of their ability!

- Juma Wood

For a complete agenda or to register please visit:

www.tvitour.ca

The Faces of Tourism Vancouver Island

Tamara has been a part of the TVI team for over 5 years. She has completed the Tourism Management Diploma program and the Event Management Certificate from Malaspina University College (now Vancouver Island University). She is also currently completing her Bachelor of Tourism Management at VIU. Her second job is full time mom to her 4 year old son and she enjoys spending time with friends and family and being creative. She couldn't imagine spending her life anywhere else than on Vancouver Island!

- Assists in identifying new marketing initiatives
- Assists in the preparation of marketing plans and budgets
- Provides marketing information and support to participating stakeholders
- Assists with the facilitation of the Marketing committee
- Prepares and distributes marketing opportunity announcements, promotional pieces, and Marketing Updates to our stakeholders and Marketing Committee
- Provides editing and proofing support when required
- Books and coordinates consumer show booths and attendance
- Maintains Tourism Vancouver Island's social media presence (i.e.: Facebook: [facebook.com/vancouverisland.travel](https://www.facebook.com/vancouverisland.travel), Consumer Twitter: @tourismvi)



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2012 Vancouver Island Guides

Our brand-new 2012 Vancouver Island Vacation Guide, Outdoor Guide and Golf Guide have arrived! They will be distributed at consumer shows and will be available online shortly. Copies will be sent to all advertising Stakeholders so look for your copy. If you would like to have these guides available to your guests, please contact Megan Fisher, Distribution Coordinator at (250) 740-1220 or megan@tourismvi.ca



LinkedIn

Click here to check out our latest
[Marketing Opportunities](#)

Did you know that Tourism Vancouver Island's Industry Services Department has a twitter account specifically for our Stakeholders and Industry Contacts? Do you want to be kept up to date on New Marketing Campaigns, Upcoming Events, Workshops, Job Opportunities, Industry Updates, News Releases or ways to become involved with Tourism Vancouver Island? If you said yes to any of these ... please follow us at [www.twitter.com/tviindustrynews!](http://www.twitter.com/tviindustrynews)

