



### Building and Growing your Business and Community

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## Building and Growing Your Business and Community

### Destination British Columbia

Destination British Columbia (Destination BC) works closely with our industry partners to promote the growth and development of the tourism industry. We offer programs that provide useful tools for tourism businesses and communities to further develop business opportunities.

Along with the province's six Regional Destination Marketing Organizations (RDMOs), the Destination BC Community Partnerships team supports the industry by working directly with communities and tourism operators to improve access to information and services. These partnerships ensure the industry is forward-looking and responsive to tourism market demands.

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### Tourism Industry Resources

The Resources and Programs sections of our website can assist businesses, communities and sectors to learn more about BC's Tourism industry and the marketing and development programs available. [DestinationBC.ca](http://DestinationBC.ca)

Stay informed by following us on Twitter [@DestinationBC](https://twitter.com/DestinationBC) for ongoing and up to date industry information and opportunities.

### Tourism Vancouver Island

Tourism Vancouver Island is one of six regional destination management organizations in the province representing Destination BC. Its mission is to increase the economic benefits that flow from tourism to the region and carries the vision that the Vancouver Island region will be internationally recognized as a preferred travel or getaway destination.

Tourism Vancouver Island successfully promotes the region collaboratively with regional stakeholders in partnership with Destination BC, through various program areas including Community Programs, Regional Partnership Marketing, Travel Trade, Travel Media Relations and Online/E-Marketing. Tourism Vancouver Island also provides professional development and networking opportunities throughout the year, particularly through the Annual Conference & AGM, Professional Development Days (Pro-D Days), and through sector marketing meetings, workshops and stakeholder involvement.

Tourism Vancouver Island follows the Stakeholder Model and therefore considers any tourism-related business on Vancouver Island to be a stakeholder of their organization without the need to charge an annual membership fee. Registration as a Voting or Non Voting Stakeholder is available free of charge and comes with many benefits. To find out more or to register, please visit: [Tourismvi.ca/register](http://Tourismvi.ca/register).

### Programs and Activities for Communities

Destination BC and Tourism Vancouver Island work in partnership with communities throughout the region on tourism development initiatives. Three community-based programs work closely with groups looking to develop tourism in their area for both the long and short-term.

The **Community Tourism Foundations** program assists communities in developing a comprehensive tourism plan. By providing a range of tools, proven resources and customized destination and market development assistance, the program can accommodate the needs of communities in various stages of tourism development.

**Community Tourism Opportunities** is a province-wide program that provides cooperative funding for eligible tourism activities in communities throughout BC. The program is designed to assist communities that are in a position to implement their own tourism marketing initiatives.

The **Board Governance Workshop** is a full-day, professionally facilitated workshop, entitled Governing for Success – Enhancing Board Performance, and is available to community destination management organizations, community tourism committees and tourism product sector organizations throughout BC. The aim of the workshop is to assist in the design and implementation of sound governance practices that will enhance your organization's success.

Destination BC also works with industry partners on a number of sport tourism initiatives.

For more information on these programs, visit [DestinationBC.ca/Programs/Regions,-Communities-and-Sectors/Community-Tourism-Programs.aspx](http://DestinationBC.ca/Programs/Regions,-Communities-and-Sectors/Community-Tourism-Programs.aspx) or contact your regional representative:

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### Tourism Research

The Research, Planning and Evaluation team of Destination BC compiles and reports tourism industry statistics and conducts in depth market and industry research studies.

The **Value of Tourism** model provides a structured, consistent approach to estimate the volume and value of tourism within a community. The core data collection component of the model is an accommodation survey to gather the most recent annual performance data from commercial accommodation operators (including campgrounds). This information is then applied to local, regional, provincial and national tourism indicators to provide an estimate of the total number of visitors (overnight, day and visiting friends and relatives) and their expenditures in the community.

For more information on the Value of Tourism model, visit [DestinationBC.ca/Resources/Monitoring-and-Evaluation/Value-of-Tourism-Model.aspx](http://DestinationBC.ca/Resources/Monitoring-and-Evaluation/Value-of-Tourism-Model.aspx).

For more information on other research opportunities, visit [DestinationBC.ca/research.aspx](http://DestinationBC.ca/research.aspx). or email [TourismResearch@gov.bc.ca](mailto:TourismResearch@gov.bc.ca).

Subscribe to Research, Planning and Evaluation's mailing list to receive monthly notifications about the latest research publications at [DestinationBC.ca/Research/about-research-planning-and-evaluation/Subscription.aspx](http://DestinationBC.ca/Research/about-research-planning-and-evaluation/Subscription.aspx).

Tourism Vancouver Island, in partnership with the other five RDMOs and Destination BC, develop multi-year, cross-regional research initiatives. Regional research projects include stakeholder satisfaction, municipal leader and Vancouver Island resident perception of tourism as well as destination awareness and intent to travel for short haul markets.

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### Community Visitor Centres™

More than 100 community based Visitor Centres throughout British Columbia comprise the Visitor Centre Network. Visitor Information Counsellors have a direct impact on visitors' impressions of British Columbia, encouraging longer stays and travel in all regions of the province. In 2012, the Community Visitor Centres served more than 2.2 million visitors.

For more information on the Visitor Centre Network visit [DestinationBC.ca/Programs/Visitor-Centre-Network.aspx](http://DestinationBC.ca/Programs/Visitor-Centre-Network.aspx).

### HelloBC® Listings Program – Festivals and Events

Ensure your community's festivals and events are listed on [HelloBC.com](http://HelloBC.com)'s free Festival and Events listings. Visit [HelloBC.com/festivals](http://HelloBC.com/festivals) to view sample listings and go to [DestinationBC.net](http://DestinationBC.net) to list your community's events.



### Programs and Activities for Businesses

Assist the tourism businesses in your community in becoming aware of all the provincial marketing and development programs available to them.

#### Tourism Business Essentials

The Tourism Business Essentials series of guides and workshops provides tourism operators with valuable information on key aspects of running a successful tourism business. Developed in partnership with the tourism industry, these informative how-to guides are easy to read and understand, and are must-haves for any business competing in today's dynamic tourism market. Guides and workshops are made available free of cost to tourism businesses in BC.



For more information on existing guides and/or hosting an Online Reputation Management workshop, visit [DestinationBC.ca/Programs/Guides-and-Workshops.aspx](http://DestinationBC.ca/Programs/Guides-and-Workshops.aspx).

#### WorldHost®

With over 24 years of expertise in training individuals to deliver "WOW" customer service, **WorldHost** Training Services continues the SuperHost legacy by offering internationally recognized training solutions to effectively meet the needs of our clients in the tourism industry. For more information, visit [WorldHostTraining.com](http://WorldHostTraining.com).



#### Image Banks

The Destination BC Image Bank is available to the tourism industry and travel media for the purposes of developing materials that promote travel to and within British Columbia. High resolution images and HD videos are available for free use in promotional materials such as print advertising, websites, presentations and brochures that promote tourism in BC. To explore our assets, simply go to [Imagebank.destinationbc.net](http://Imagebank.destinationbc.net) and click on 'Register Now' to create your account.

#### HelloBC Listings Program

Enroll your company with the Destination BC **HelloBC** Listings Program and reach over 7 million travellers a year through Destination BC websites and Visitor Centre Network. Your listing is also accessible via the Near Me BC App so visitors can easily access your company's information during their trip directly on their iPhone or iPod touch. To purchase a listing, visit [DestinationBC.net](http://DestinationBC.net).





### Travel Deals Program

Do you have a travel deal or special promotional offer that you want to share with over 7 million consumers in the planning stages of their trip to British Columbia? If so, you can now list your offer on [HelloBC.com](http://HelloBC.com) for free. Visit [HelloBC.com/british-columbia/travel-deals.aspx](http://HelloBC.com/british-columbia/travel-deals.aspx) to see what many of your tourism industry colleagues are offering to our consumers. To promote your special offers, visit [DestinationBC.net](http://DestinationBC.net).

### Reservations Program

Make your booking information available to consumers through our Visitor Centres and [HelloBC.com](http://HelloBC.com). Let your potential consumers purchase your product or service while they plan their trip to BC. For more information, visit [DestinationBC.net](http://DestinationBC.net).

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### Consumer Publication Advertising

Reach those customers who are actively planning their vacation by advertising in the Vacation Planner, Outdoor Adventure Guide and Approved Accommodation Guide. For more information, visit [DestinationBC.net](http://DestinationBC.net).

#### Contact:

Canada Wide Media Limited  
Phone: 604-299-7311  
Email: [tbcadsales@canadawide.com](mailto:tbcadsales@canadawide.com)

### Regional Tourism Partners Co-operative Marketing Program

The Tourism Partners Co-operative Marketing Program provides tourism businesses and community organizations the opportunity to participate in regional marketing activities that are developed and managed by Tourism Vancouver Island with cooperative marketing funding provided by Destination BC.



Tourism business are invited to gain greater leverage of their marketing dollar investments, attain increased consumer awareness through access to extensive distribution channels and receive enhanced credibility and brand recognition that comes with using regional branding and the use of **Super, Natural British Columbia®**.

In an integrated approach to promoting the region, Tourism Vancouver Island allocates all marketing efforts within seven key sectors that have been identified by Destination BC: Touring, Golf, Ski, Fishing, Outdoor, Festivals & Events and Meeting & Incentive.



The region's tourism businesses play an active role in determining the mix of marketing initiatives offered and participation in these programs is open to all stakeholders.

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### EQ (Explorer Quotient™) Program

Tourism Vancouver Island, in partnership with a number of our community destination marketing organizations, has invested in the Canadian Tourism Commission's EQ program. This program provides far more comprehensive information than traditional market research and looks into the psychographic detail of travel, including why do people travel, what are the different types of travellers and why are they looking for different travel experiences than others.

The EQ program has changed the way we think about marketing and there is a wealth of free tools and resources available to all stakeholders that will enable you to reach your guests on a deeper level and communicate with them more effectively. Tourism Vancouver Island is available as a resource to help stakeholders take advantage of this powerful new tool.

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### Travel Trade

The Vancouver Island Travel Trade Representative works as part of an integrated team with Destination BC to plan and execute tactical strategies for North America and key international markets identifying market trends and opportunities for Vancouver Island tourism stakeholders.

Key markets identified by Destination BC are Canada, the United States, the United Kingdom, Germany and Australia.

Attendance at trade shows allows Tourism Vancouver Island to develop relationships with tour operators, wholesalers and receptive tour operators to encourage visitation to the region and inclusion of a variety of tourism product into their tour packages.

We encourage operators to include circle tour routes and new products in their itineraries, contributing to increased overnight stays in the region. Familiarization tours and trade education are coordinated in conjunction with the overall provincial and international trade team tactics and led by Destination BC.



Each overseas office delivers a media relations program aiming to maximize editorial coverage and public relations activities. Budgets and activities are approved by the Trade Team at Destination BC in Vancouver.

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### Travel Media Relations

The Vancouver Island Media Relations Representative works as part of an integrated team with Destination BC to plan and execute tactical strategies for effective media coverage from media outlets.

Key objectives are to increase unpaid editorial copy on the Vancouver Island region in credible, high profile, qualified outlets. To meet this objective, the regional representative attends a number of media events in North America to meet with writers, journalists, photographers and bloggers to pitch story ideas, raise awareness of our unique and diverse products and to deliver consistent and unified messages to the media about the opportunities for visitors in the Vancouver Island region. The regional Travel Media Representative also supports Destination BC's overseas offices with in-market media relations and press trip visits.

Press trips are initiated in two ways, either through the provincial or international media teams of Destination BC or from Tourism Vancouver Island's internal media department. In both cases the regional representative supports and coordinates the logistics and works with the stakeholders on the press trip itineraries. Budget and tactics are approved and determined by Destination BC.

Tourism Vancouver Island is always looking for fresh story ideas and products to share with journalists, tour operators and at trade shows.

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### Online Activity

Destination BC stays connected with industry and consumers through the following online activities:

#### Corporate:

Website	<i>DestinationBC.ca</i>	Twitter	<i>Twitter.com/DestinationBC</i>
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#### Consumer:

Website	<i>HelloBC.com</i>	Instagram	<i>Instagram.com/TourismBC</i>
Twitter	<i>Twitter.com/TourismBC</i>	Pinterest	<i>Pinterest.com/TourismBC</i>
Facebook	<i>Facebook.com/HelloBC</i>	Explore BC Blog	<i>Blog.HelloBC.com</i>
YouTube	<i>YouTube.com/user/TourismBC</i>		

Tourism Vancouver Island engages in a variety of online activity that reaches both industry and consumers, including:

Consumer Websites	<i>VancouverIsland.Travel</i>	Industry & Community	
	<i>SeeVancouverIsland.com</i>	Services Websites	<i>TVIconference.ca</i>
	<i>VancouverIslandOutdoor.com</i>		<i>TVItour.ca</i>
	<i>GolfVancouverIsland.Travel</i>		<i>Twitter.com/TVIindustrynews</i>
	<i>VancouverIslandGardenTrail.com</i>	Social Media	<i>Facebook.com/VancouverIsland.travel</i>
	<i>SpecialPlacesVI.com</i>		<i>Twitter.com/tourismvi</i>
	<i>IslandMoments.ca</i>		<i>Flickr.com/photos/tourismVI</i>
Stakeholder Website	<i>TourismVI.ca</i>		<i>Youtube.com/user/tourismVI</i>

