



## Building and Growing your Business and Community

### Programs and Activities for Communities

### Programs and Activities for Businesses

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### Destination British Columbia

Destination British Columbia 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 five 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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#### Destination BC

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### Tourism Industry Resources

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

Stay informed by following us on Twitter @DestinationBC for ongoing and up to date industry information and opportunities. Or subscribe to our industry e-newsletter at [www.DestinationBC.ca/Subscribe.aspx](http://www.DestinationBC.ca/Subscribe.aspx).

### Kootenay Rockies Tourism

Kootenay Rockies Tourism is a regional organization in the province representing Destination British Columbia. As an RDMO, its mandate is to generate incremental tourism revenues for the Kootenay Rockies region by developing, coordinating and delivering collaborative destination marketing programs in partnership with regional tourism partners and Destination BC.

Kootenay Rockies Tourism successfully promotes the region collaboratively with regional stakeholders and international partners in partnership with Destination BC, through various program areas including: Community Programs, Regional Partnership Marketing, Travel Trade, Travel Media Relations and Online\E-marketing. Kootenay Rockies Tourism also provides professional development and networking opportunities, particularly through the Kootenay Rockies Tourism Annual General Meeting & Tourism Industry Conference, the Tourism Industry Association of BC's annual Tourism Summit and Conference, and sector marketing meetings and workshops.

Registration as a Kootenay Rockies Tourism Partner is available free of charge to tourism businesses, organizations, communities and consortiums actively operating a business, facility or service which is a component of a destination vacation package and/or experience in the Kootenay Rockies region.

The Kootenay Rockies Partners database tracks business updates, new businesses, renovations and any new product development in the region. This information provides the basis for overall regional product inventory, promotional content and product details for the Destination BC Travel Media and Travel Trade teams, as well as partners such as the Canadian Tourism Commission.

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## Programs and Activities for Communities

Destination BC and Kootenay Rockies Tourism work in partnership with communities throughout the region on tourism development initiatives. Two 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 marketing 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.



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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

[www.destinationbc.ca/Resources/Monitoring-and-Evaluation/Value-of-Tourism-Model.aspx](http://www.destinationbc.ca/Resources/Monitoring-and-Evaluation/Value-of-Tourism-Model.aspx).

For more information on other research opportunities, visit: [www.destinationbc.ca/research.aspx](http://www.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

[www.destinationbc.ca/Research/about-research-planning-and-evaluation/Subscription.aspx](http://www.destinationbc.ca/Research/about-research-planning-and-evaluation/Subscription.aspx).

Kootenay Rockies Tourism, in partnership with the other RDMOs and Destination BC's Research, Planning and Evaluation area, develop multi-year, cross regional research initiatives. Regional research projects that have been conducted include conversion studies on specific marketing tactics as well as visitor perception studies targeted towards BC residents and other key short-haul markets such as Alberta and Washington (East/West).

For more information on regional research activities contact:

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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 [www.destinationbc.ca/Programs/Visitor-Centre-Network.aspx](http://www.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's free Festival and Events listings. Visit [www.HelloBC.com/festivals](http://www.HelloBC.com/festivals) to view sample listings and go to [www.destinationbc.net](http://www.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, workshops and webinars provide 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 [www.destinationbc.ca/Programs/Guides-and-Workshops.aspx](http://www.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 [www.worldhosttraining.com](http://www.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 [www.imagebank.destinationbc.net](http://www.imagebank.destinationbc.net) and click on 'Register Now' to create your account.

The Kootenay Rockies online Image Bank contains high resolution photos that are available to the tourism industry and travel media for use in promotion of travel in the Kootenay Rockies region. The Image Bank is regularly updated and you are able to download photos for free with a simple login. Go to [www.KRTourism.ca/image-bank](http://www.KRTourism.ca/image-bank). For information on the image bank or on any of the Kootenay Rockies consumer and industry websites, contact:

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## 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 [www.destinationbc.net](http://www.destinationbc.net).

## Mobile / Apps

If you participate in the HelloBC Listings Program, 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.

Kootenay Rockies has also created a travel information app available for iPhone, iPad, iPod and Android devices. To learn more about this app go to [www.krtourism.ca/kootenay-app](http://www.krtourism.ca/kootenay-app), or contact Karen Cook.

## Travel Deals Program

Do you have a 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 [www.HelloBC.com](http://www.HelloBC.com) for free. Visit [www.HelloBC.com/specialoffers](http://www.HelloBC.com/specialoffers) to see what many of your tourism industry colleagues are offering to our consumers. To promote your special offers, visit [www.destinationbc.net](http://www.destinationbc.net).



## Consumer Publication Advertising

Reach those customers who are actively planning their vacation by advertising in Destination BC's publications. For more information, visit [www.destinationbc.net](http://www.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

Tourism businesses in the Kootenay Rockies are invited to participate in a variety of customized, cost-shared marketing initiatives such as regional publications, traditional and new media projects and consumer shows. In an integrated approach to promoting the region, Kootenay Rockies Tourism has identified four major sectors—Golf, Ski, Touring and Adventure—and five sub-sectors to better reach some of the niche markets, including: hot springs and wellness, biking, fishing, cultural experiences and motorcycling. The region's tourism businesses play an active role in determining the mix of marketing initiatives offered. Participation in these programs is open to all of the stakeholders within each sector.

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## Travel Trade

The Kootenay Rockies Travel Trade Representative works as part of an integrated team with Destination BC to plan and execute tactical strategies for the North American and key international markets identifying market trends and opportunities for tourism stakeholders in the Kootenay Rockies region. Attendance at trade shows allows Kootenay Rockies Tourism 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 Travel Trade Team at Destination BC in Vancouver.

### Contact:

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### Travel Media Relations

The Kootenay Rockies Tourism Media Relations Specialist works as part of an integrated team with Destination BC to plan and execute tactical strategies for effective media coverage from North American media outlets.

Key objectives are to increase unpaid editorial copy on the Kootenay Rockies 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 Kootenay Rockies 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 Kootenay Rockies Tourism 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.

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## Online Activity

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

<b>Consumer Website:</b>	<i>HelloBC.com</i>
<b>Stakeholder Website:</b>	<i>DestinationBC.ca</i>
<b>Social:</b>	<i>Twitter.com/DestinationBC</i> <i>Twitter.com/worldhostbc</i> <i>Twitter.com/HelloBC</i> <i>Facebook.com/HelloBC</i> <i>Instagram.com/HelloBC</i> <i>Pinterest.com/HelloBC</i> <i>YouTube.com/HelloBC</i>

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

<b>Consumer Websites:</b>	<i>KootenayRockies.com</i> <i>KootenayBrochures.ca</i>
<b>Stakeholder Website:</b>	<i>KRTourism.ca</i>
<b>Consumer Social:</b>	<i>Facebook.com/KootRock</i> <i>Facebook.com/PowderHighway</i> <i>Twitter.com/KootRock</i> <i>Twitter.com/PowderHighway</i> <i>YouTube.com/KootRock</i> <i>YouTube.com/PowderHighway</i>
<b>Stakeholder Social:</b>	<i>Google+</i> <i>LinkedIn.com/company/kootenay-rockies-tourism</i>
<b>Consumer Travel App:</b>	<i>Krtourism.ca/kootenay-app</i>

