



DESTINATION
BRITISH COLUMBIA™

BUILDING SCALE BY WORKING TOGETHER

Kootenay Rockies Tourism
40th Annual General Meeting



**Global
Context**

**Our
Strategy**

**Key
Initiatives**

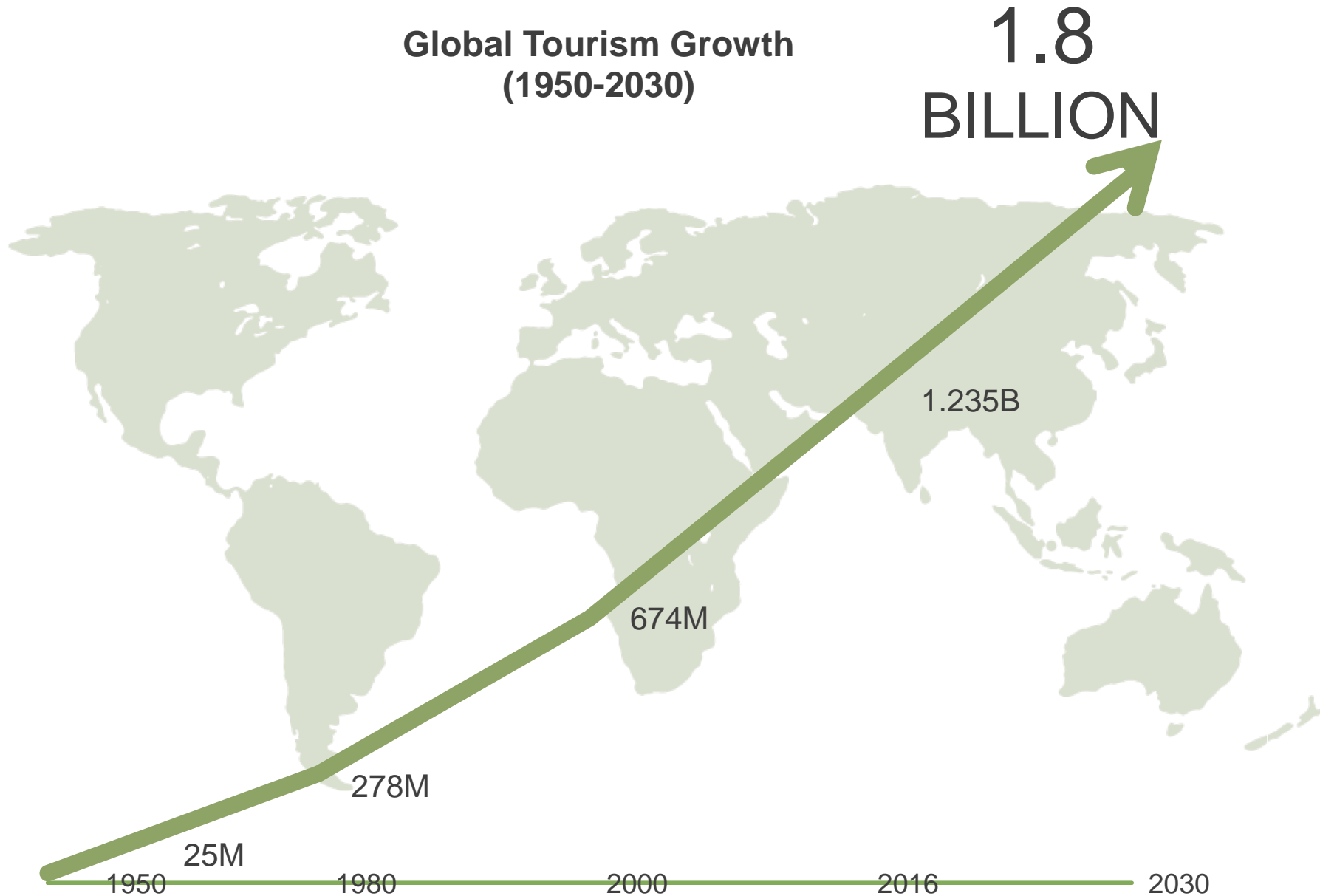
HUMAN MOBILITY



Global Tourism Growth



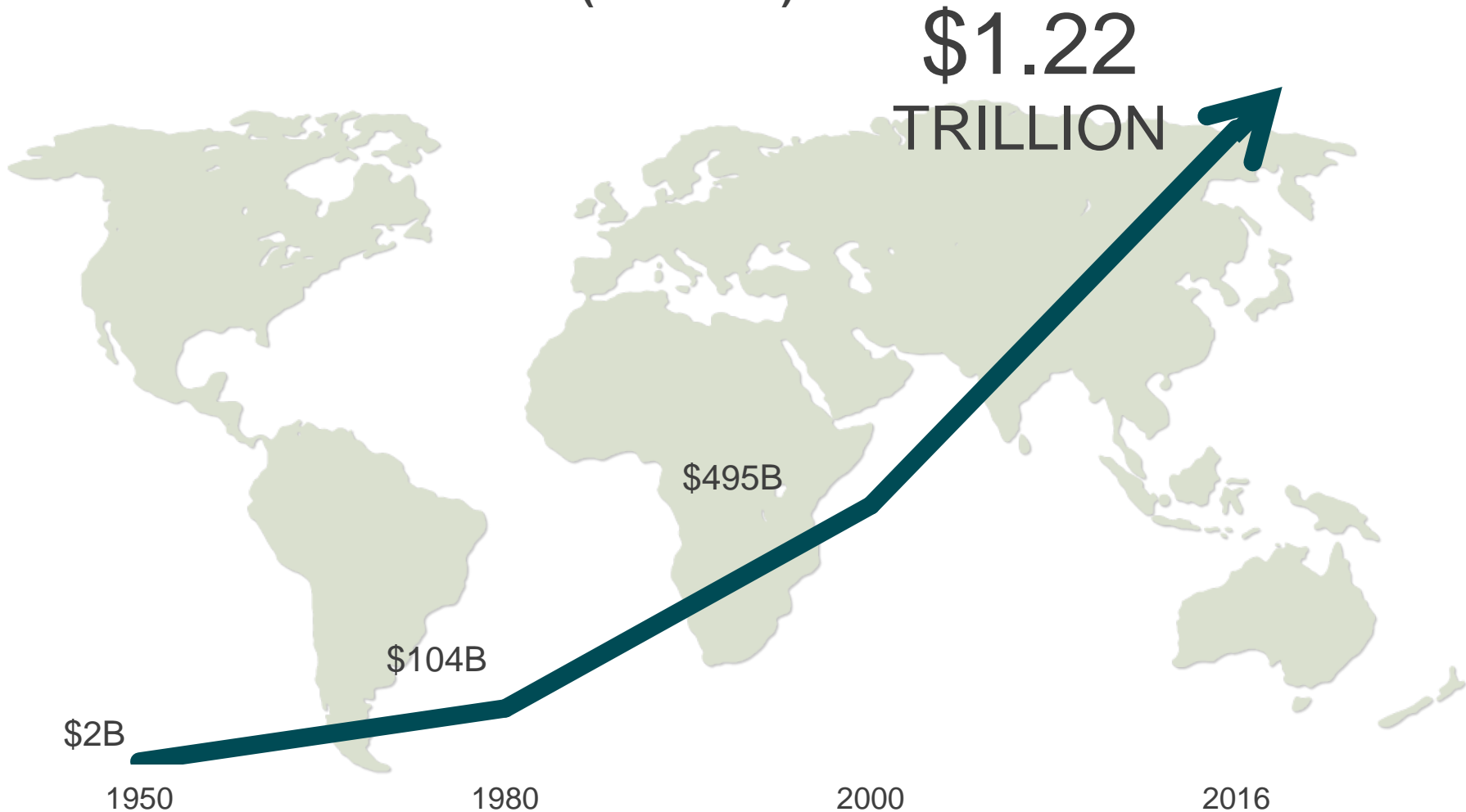
Global Tourism Growth
(1950-2030)



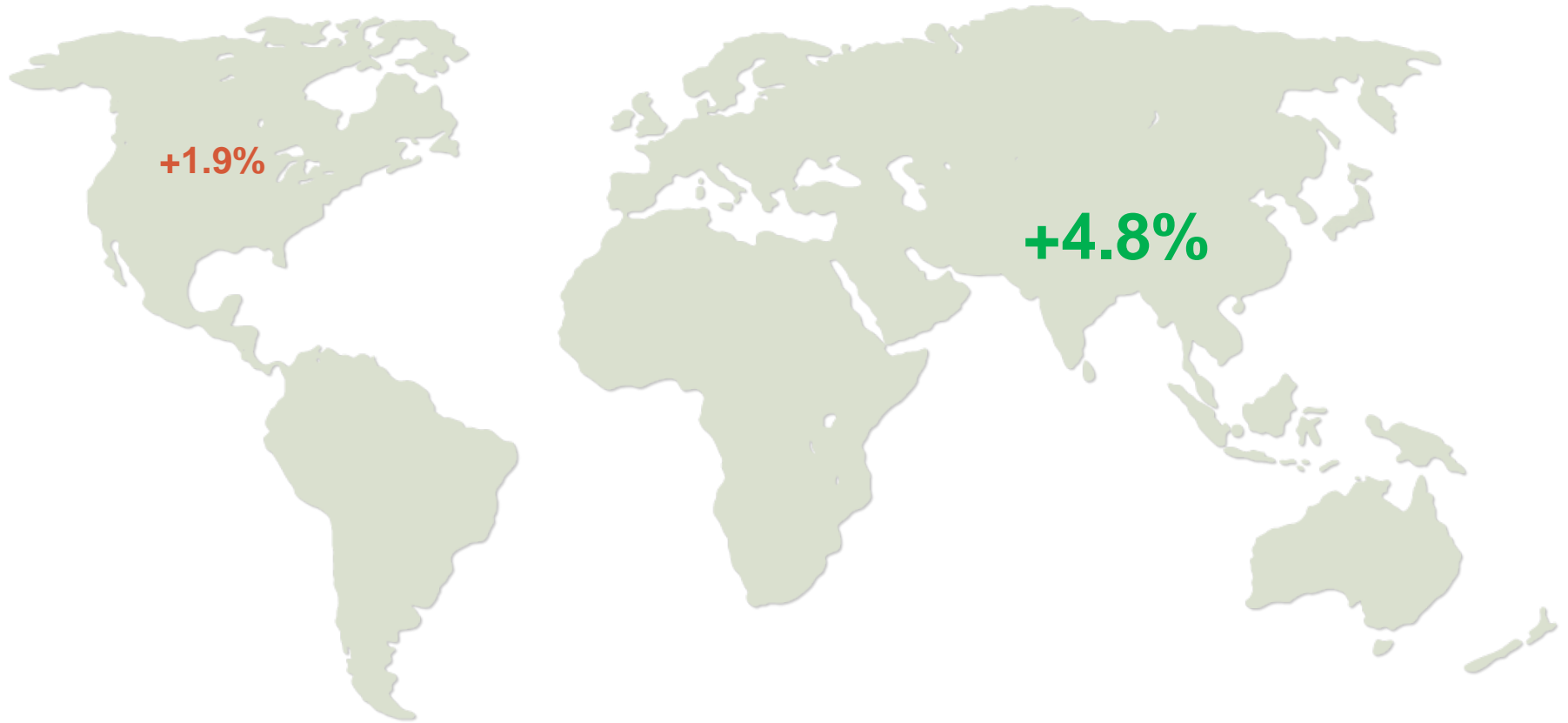
Global International Tourism Receipts



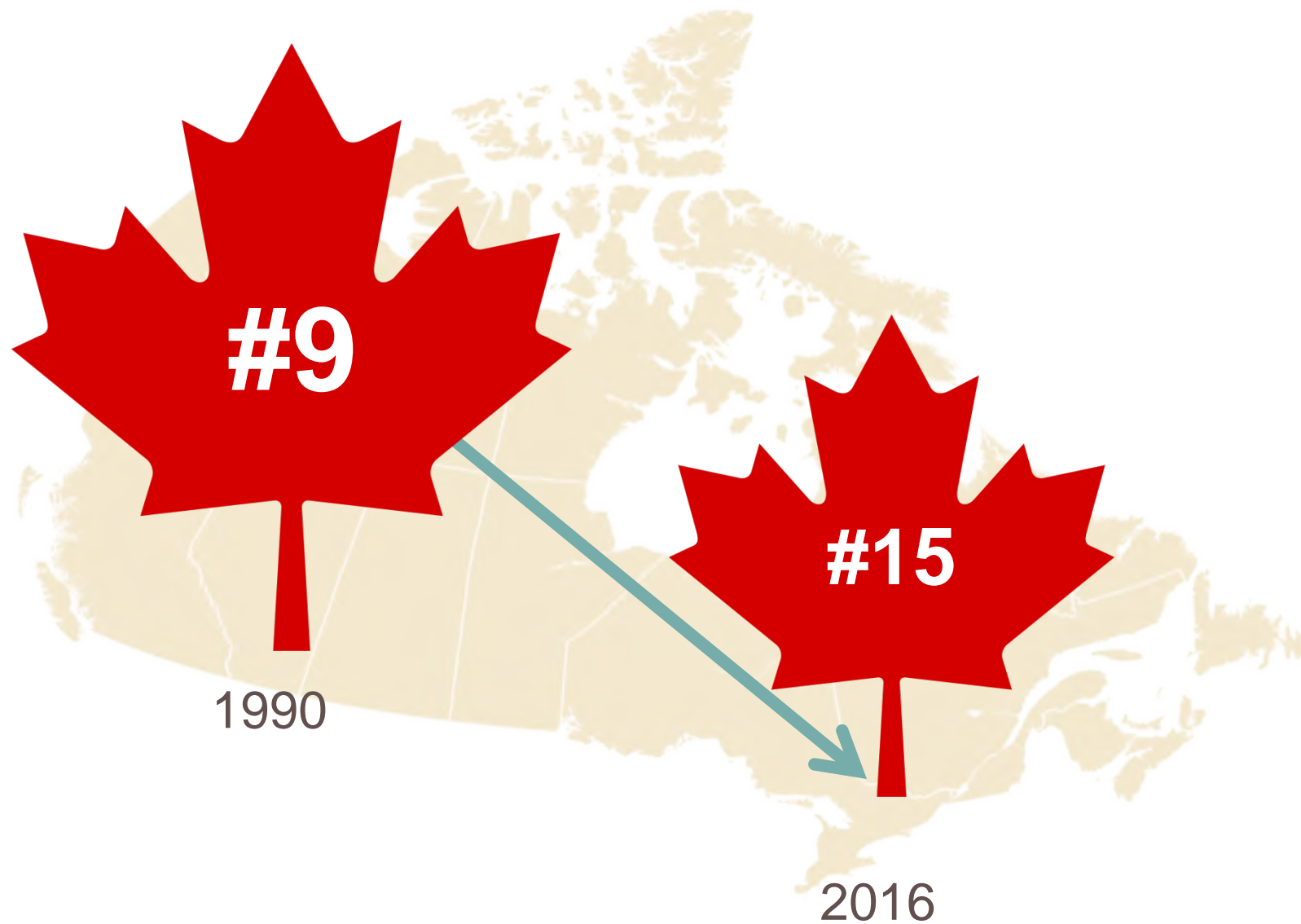
Global International Tourism Receipts (USD)
(1950-2016)



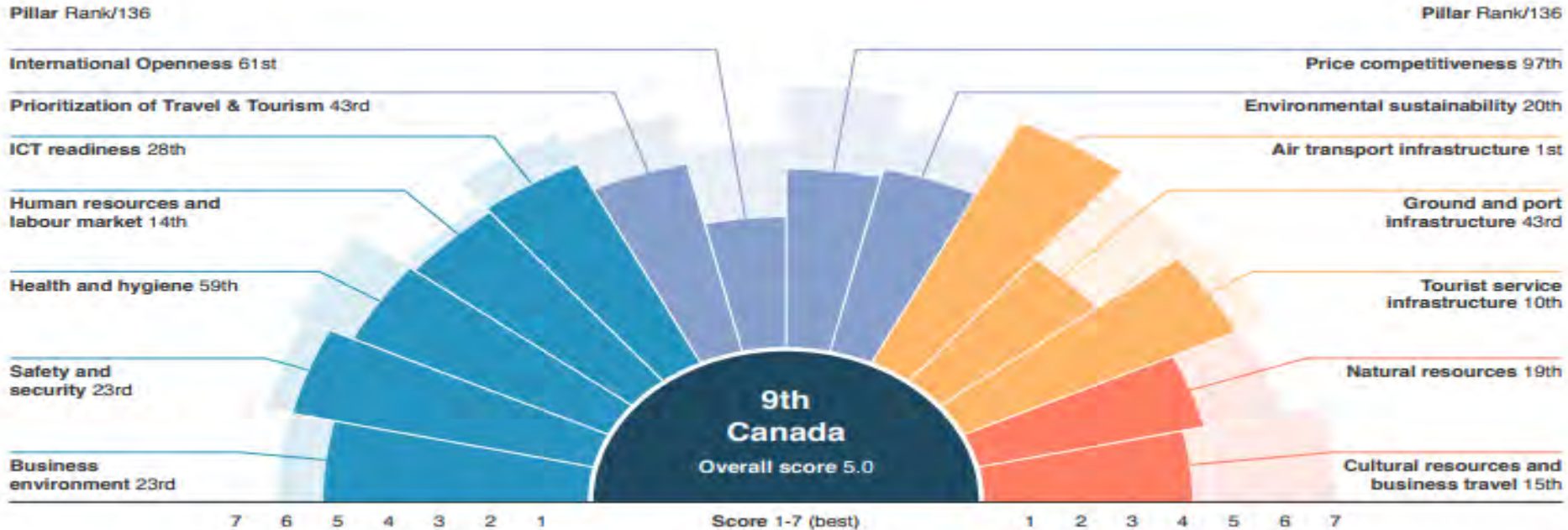
Growth Prospects



Canada's Market Share



Canada's Competitiveness



Economic Spinoffs



\$69 MILLION

1,373 NEW JOBS



Tourism

\$50 MILLION

438 NEW JOBS



Mining

\$41 MILLION

326 NEW JOBS



Oil & Gas

The
Economist

MAY 6TH-12TH 2017

Crunch time in France

Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

The world's most valuable resource

Data and the new rules
of competition



Digital Disruption



Fashion-related
Products



Travel products and
services



Books/Music/
Stationary

Global Platforms



Travellers Today



USE AN
AVERAGE
OF 38
WEBSITES



ONLINE
BOOKING
46.2%
GLOBALLY



OFFLINE
BOOKING
53.8%
GLOBALLY



51% USING
DIGITAL
RESOURCES
IN-MARKET

Digital Footprint





DESTINATION
BRITISH COLUMBIA™

OUR STRATEGY





DEMAND

+

SUPPLY

=

**SOCIAL,
CULTURAL,
ECONOMIC
BENEFITS**

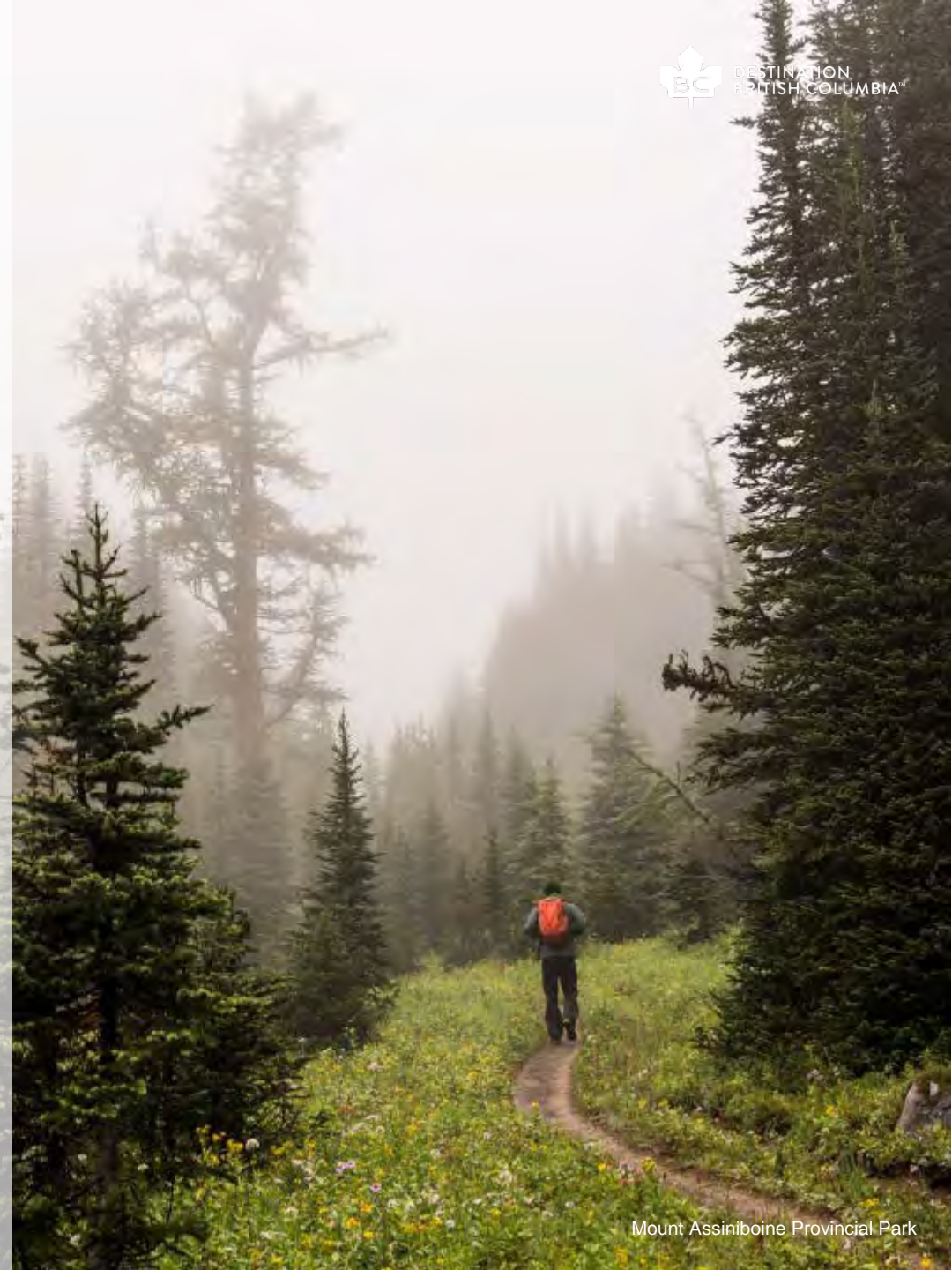
How will we achieve these?

MARKETING
NETWORK

REMARKABLE
EXPERIENCES

COLLECTIVE
PEOPLE
POWER

BUILDING A POWERFUL MARKETING NETWORK









DE
BRITISH COLUMBIA



STAR ALLIANCE





A scenic mountain landscape with a suspension bridge and a hiker. The background features rugged, rocky mountains with patches of snow under a cloudy sky. In the foreground, a suspension bridge with a wooden deck and metal cables spans across a deep canyon. A hiker in a red jacket is visible on the bridge. The overall scene is dramatic and adventurous.

**SEAMLESS
EXPERIENCE**

**SHARED
MARKETING**

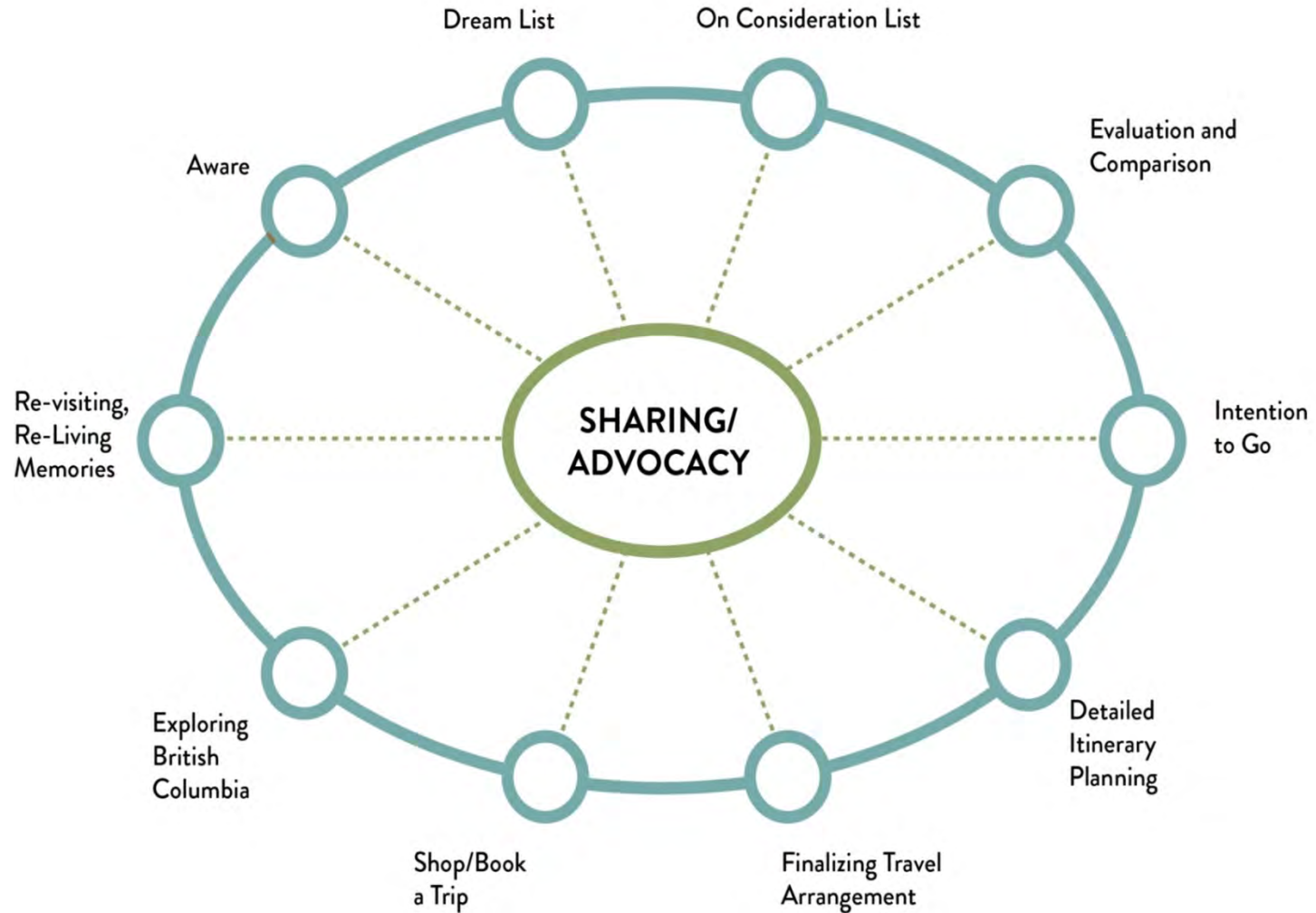
**CONTENT
COMMON
WEALTH**

**GLOBAL
DATA
ANALYTICS**

**SHARED
TECHNOLOGY**

**SHARED
EXPERTISE**

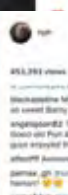
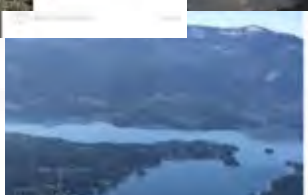
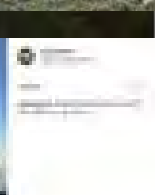
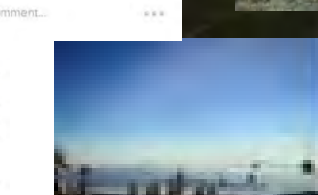
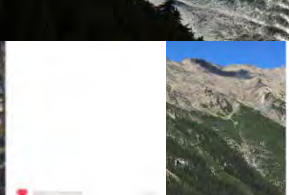
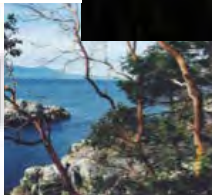
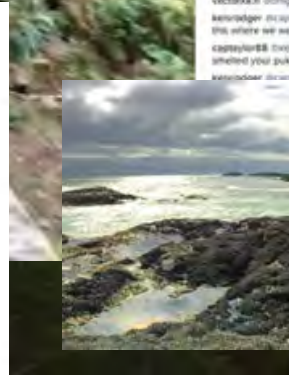
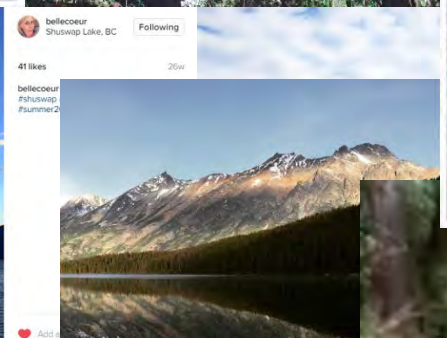
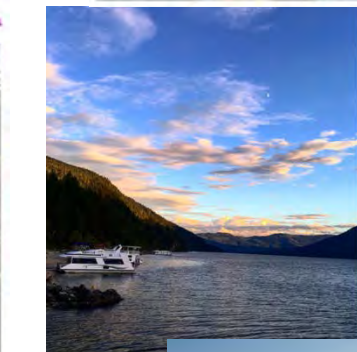
Seamless Experience



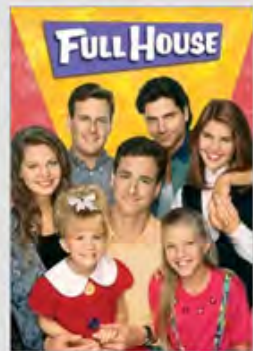
Shared Marketing



Content Commonwealth



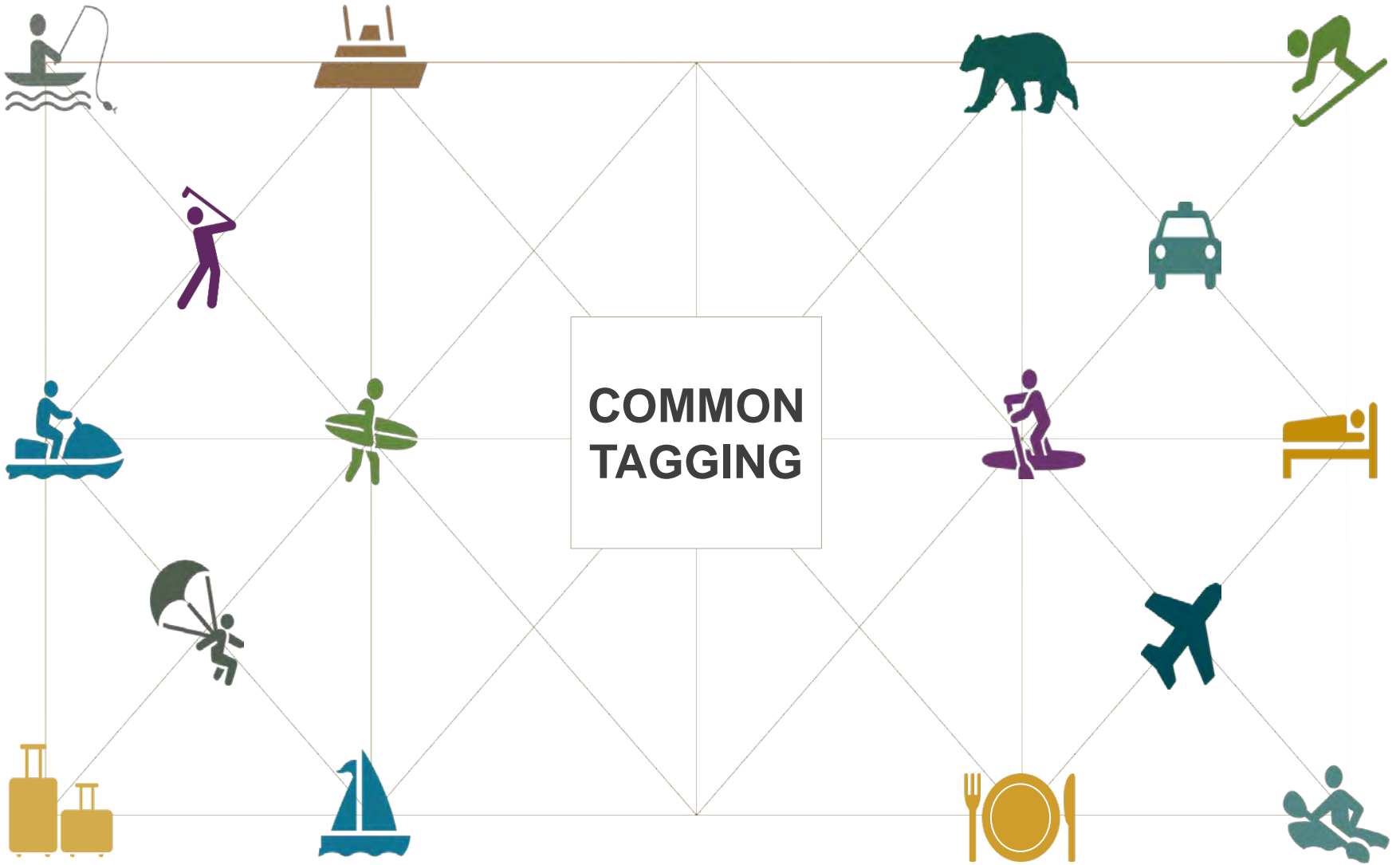
Trending Now



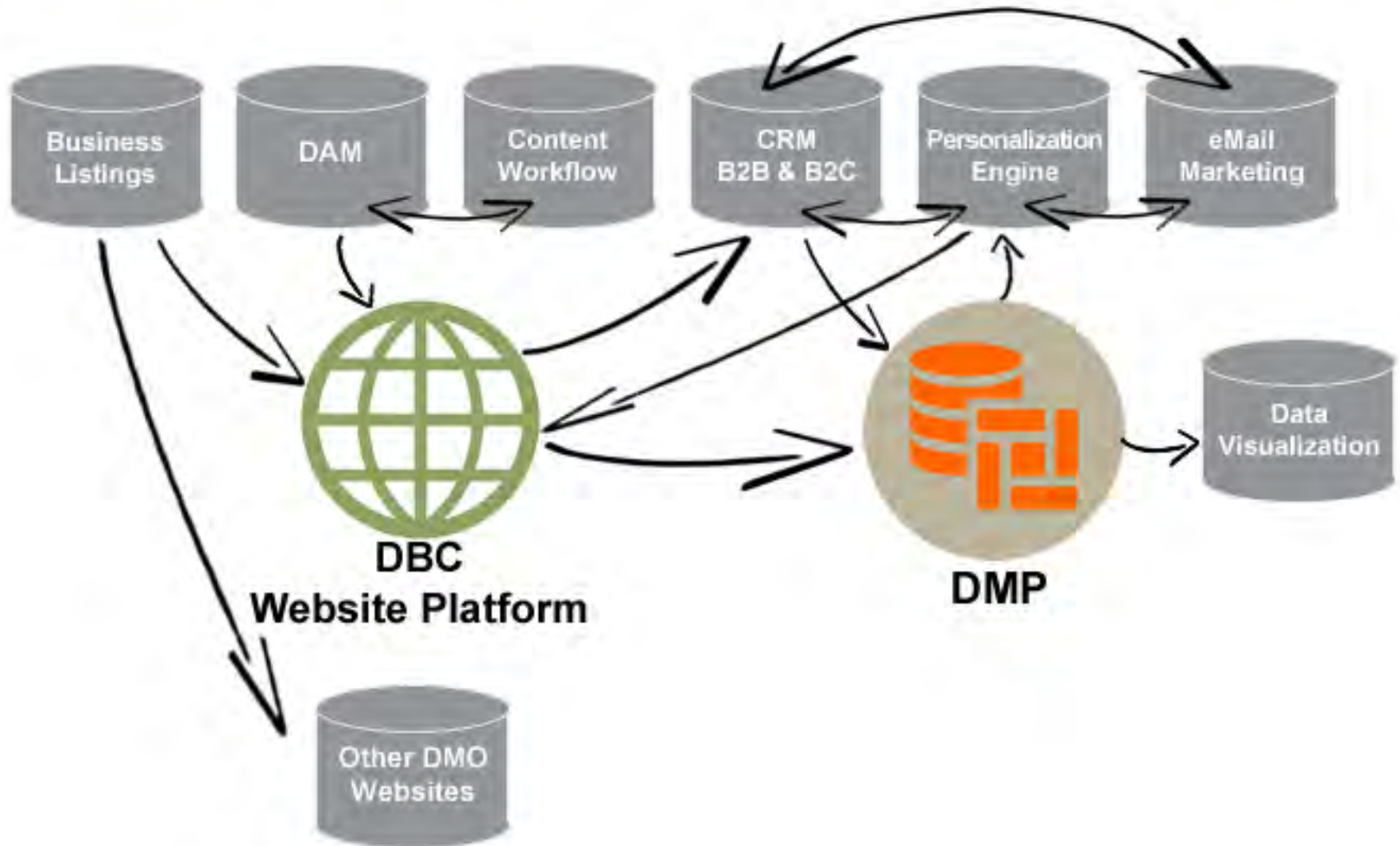
Critically-acclaimed Visually-striking Movies

Based on your interest in...





Shared Technology



Shared Expertise



WHAT ABOUT THE SUPPLY SIDE?

Our Strategic Pillars



MARKETING
NETWORK

REMARKABLE
EXPERIENCES

COLLECTIVE
PEOPLE
POWER



DESTINATION DEVELOPMENT

**Setting,
Access &
Policies**

**Investment
Enhancement**

**Product
Development**

**Capabilities,
Skills &
Training**

**Visitor
Services**





New York Highline Park







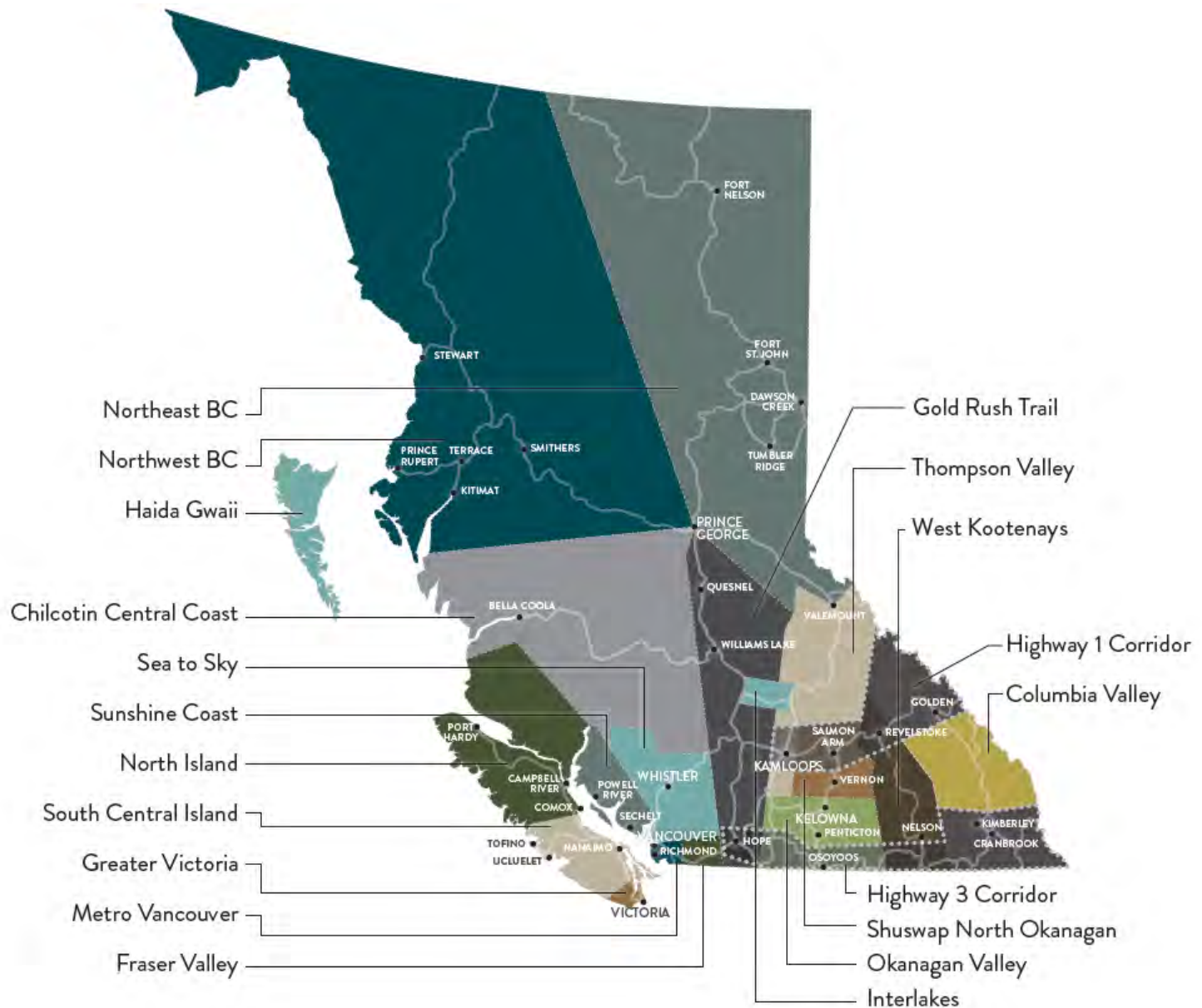


**1 PROVINCIAL DESTINATION
DEVELOPMENT STRATEGY**

6 REGIONAL STRATEGIES

**20 PLANNING AREA
STRATEGIES**

Planning Areas





600+

PARTNERS ENGAGED

40+
FIRST
NATIONS

70+
GOVERNMENT

150+
BUSINESSES

70+
TOURISM
ORGANIZATIONS

85+
LOCAL
GOVERNMENT

60+
COMMUNITY
GROUPS

11+
ECONOMIC
DEVELOPMENT

INDUSTRY DEVELOPMENT

**Digital
Readiness**

**Insights
and Data
Analytics**

**Experience
Design**

**Channel
Management**

**Content
Marketing**

KEY INITIATIVES



Domestic Marketing



Social and Content Engagement



THEME ▾ REGION ▾ MAP

#ExploreBC

Search

THEME ▾ REGION ▾ MAP

#ExploreBC



A Fall Road Trip Through BC's Kootenays

By [Destination British Columbia](#) NOVEMBER 12, 2016

Discover BC through the eyes of its locals and visitors. This week, we're featuring husband and wife team, [@desktoqlory](#) who quit their jobs in 2013, packed their bags, and traveled from [Vancouver](#) to Argentina and then across Canada in their 25-year-old pickup. They are sharing some of their favourite photos from their fall trip through BC's Kootenays.



A Canadian Rockies Ski Trip

By [Destination British Columbia](#) OCTOBER 19, 2016

Last February, photographers [@jasoncharleshill](#), [@lebackpacker](#), [@photojbartlett](#) and videographer [@kalumko](#) set out on a 10-day ski trip, starting in Alberta in the Canadian Rockies and ending in the Purcell Mountain range of British Columbia. H



REGION ▾ MAP

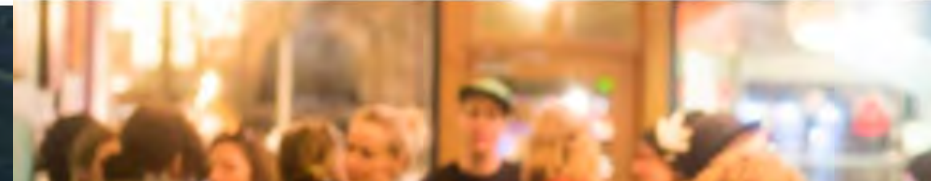
#ExploreBC

Search



THEME ▾ REGION ▾ MAP

#Ex





欢迎参加
游乐BC
线下分享会

대한항공 밴쿠버
밴쿠버 빅토리아

세계에서 가장 아름다운 도
태평양 연안에 위치한 빅토
시간이 멈춘듯한 여유로움
지금 이순간, 나만을 위해

SUPER, NATURAL
BRITISH COLUMBIA
CANADA

HNT 하나투어 1577-1233

모두투어 MODE TOU 1544-5252

TOUR 2000 02-2021-2060

참좋은여행 02-2188-407



致父亲：
感谢这些走过的路
让我成为了你

卡里布齐科廷海岸

Photo: Ke

游乐BC

Markets

INVEST FOR GROWTH



British Columbia*



Western USA
(WA*, CA, OR)



China



Mexico

MAINTAIN OUR STRENGTH



Alberta*



Ontario*
(Ski)



United Kingdom



Germany



Australia



Japan

RESPOND AND MONITOR



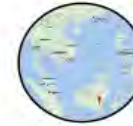
South Korea



India



France



South East Asia



BE EPIC

Transform your skills on our ski & snowboard coaching programs in snow laden British Columbia.



Join a group of like-minded people and develop your technique across the mountain. Adventure, winter holiday break from the grind. All abilities, 1 to 11 week programs.

nonstopsnow.com

FERNIE
WHISTLER
REVELSTOKE
RED MOUNTAIN



Kicking Horse

Kicking Horse resort is for the purist. 85 inbound chutes drop into the great Columbia River Valley, a vertical of 1,260m filled to the brim with wonderfully dry powder. For those who like to take it a little easier, wide runs lead into a friendly town suitable for family and friends alike.

visit www.alicevolutions.com/british-co



MOUNTAINS

CLIMB THE VIA mountain peaks th

360° Climb of the Via Ferrata Route in BC's Kootena





SATURDAY, MARCH 11, 2017 TORONTO STAR | T1

» TRAVEL

EAST KOOTENAYS

Invermere and the nearby Panorama Mountain leasing eateries. Emma Yardley lists a few examples.

SKIGER HO



EMMA YARDELY



이브 코스타
이브 코스타는 알타 코스타의 일부입니다. 이브 코스타는 캐나다의 가장 아름다운 지역 중 하나인 Kootenay Rocky 지역의 서쪽 끝에서 Revelstoke에서
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panorama Mountain such a successful vacationing spot is the proximity of its
than a five-minute walk/mini-gondola ride from the village centre. With its 20
and equipment rentals, the centre offers access to a plethora of snow sports,
g and cross-country skiing. Switch up your downhill pursuits for a day to try
More: info@panoramaresort.com
a Mountain Resort and Destination British Columbia, which didn't review or approve

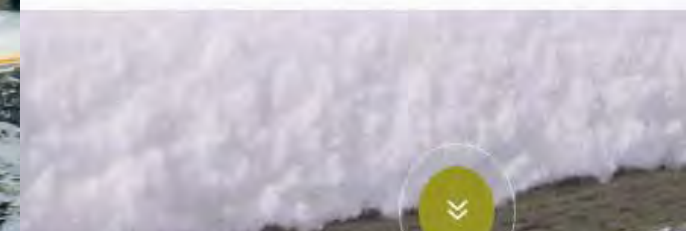
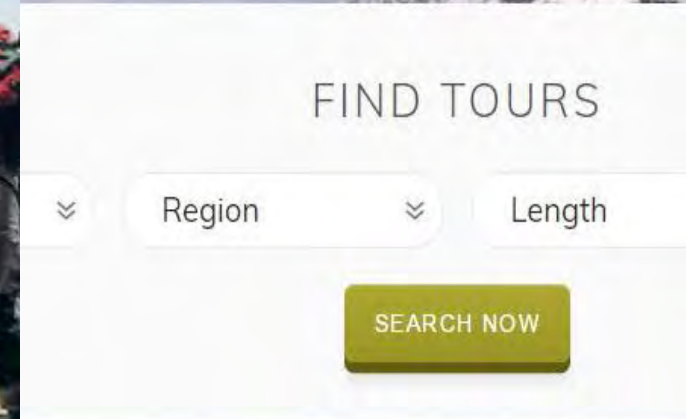
WILDFIRE RECOVERY

**KNOW
BEFORE
YOU GO**

**BC IS OPEN
TO EXPLORE**

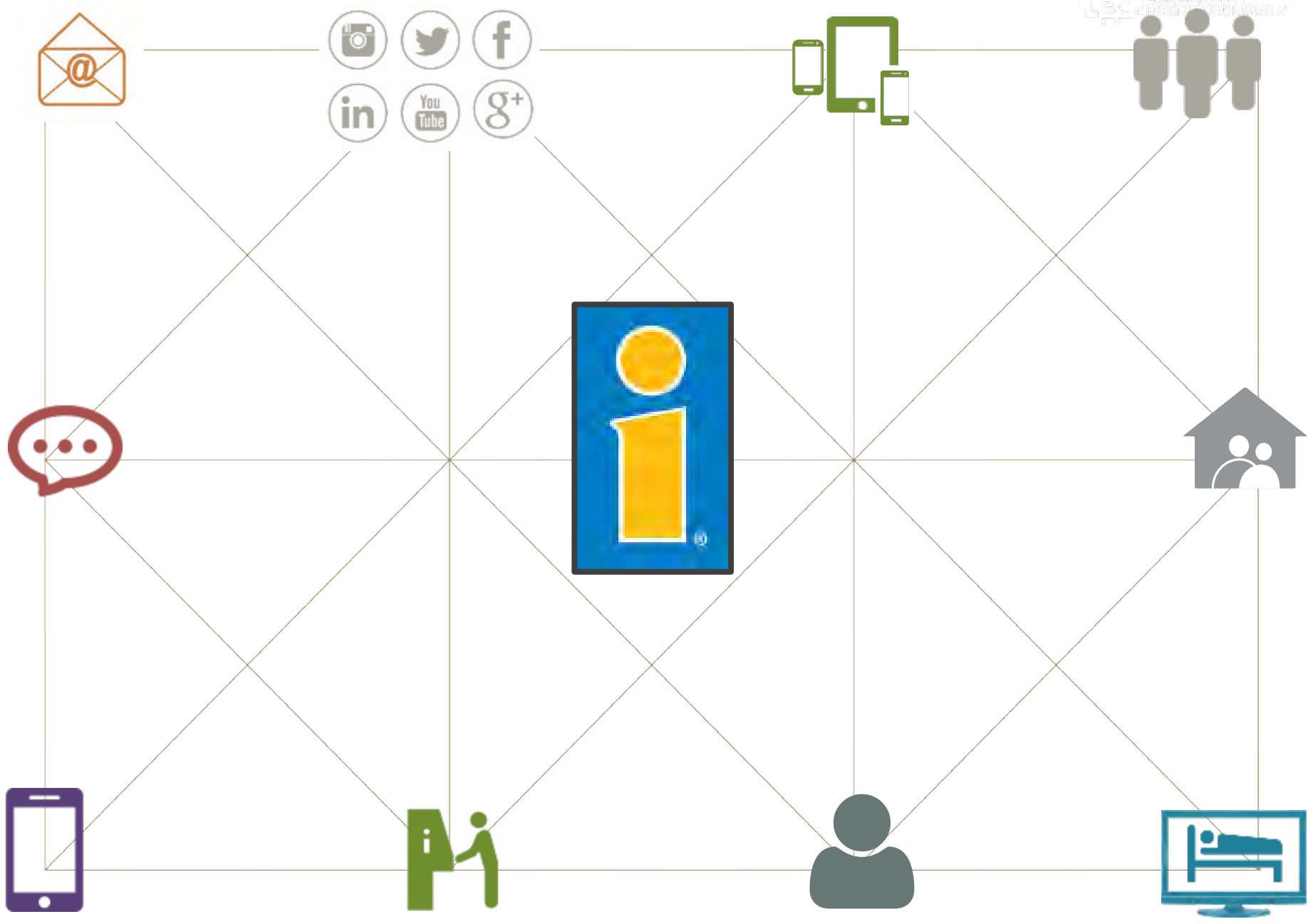
EXPLOREBC

Remarkable Experiences

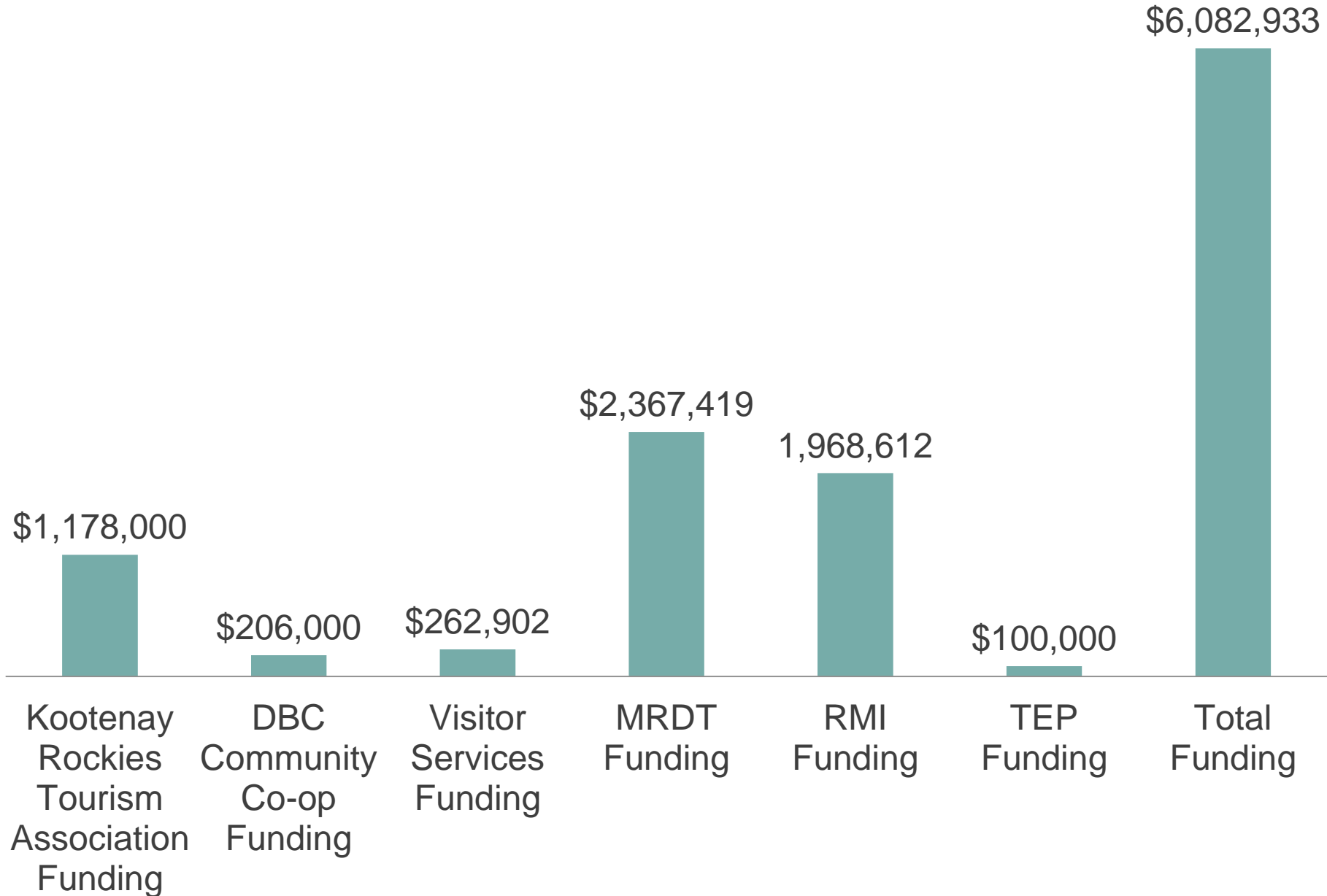


Visitor Services





Investing in the Kootenay Rockies



+5.3%

Tourism Revenue
Growth

+15.4%

Room
Revenue

#1 or #2

Net Promoter Score
vs. competition

+5.8%

Export
Revenue

INTERNATIONAL
VISITORS

5M

3

MILLION
#exploreBC

+5.6%

GDP Growth

+6.4%

Tourism
Businesses

+4%

Wages &
Salaries

500+

Media &
Trade Fairs

**BUILDING
SCALE BY
WORKING
TOGETHER**





**BUILDING
SCALE BY
WORKING
TOGETHER**

#EXPLOREBC

**BUILDING
SCALE BY
WORKING
TOGETHER**

Google
My Business



A hiker with long white hair, wearing a maroon jacket and light-colored pants, is walking away on a dirt trail. A white dog is walking alongside them. The background is a vast, layered rock wall under a hazy sky.

**BUILDING
SCALE BY
WORKING
TOGETHER**

A powerful waterfall cascades down a dark, layered rock face. The water is white and frothy as it falls. The surrounding area is filled with green evergreen trees. The sky is overcast.

**WEBSITE
TAGGING**

**BUILDING
SCALE BY
WORKING
TOGETHER**

**CO-OP
MARKETING**



**BUILDING
SCALE BY
WORKING
TOGETHER**

**TRAVEL
TRADE &
MEDIA**

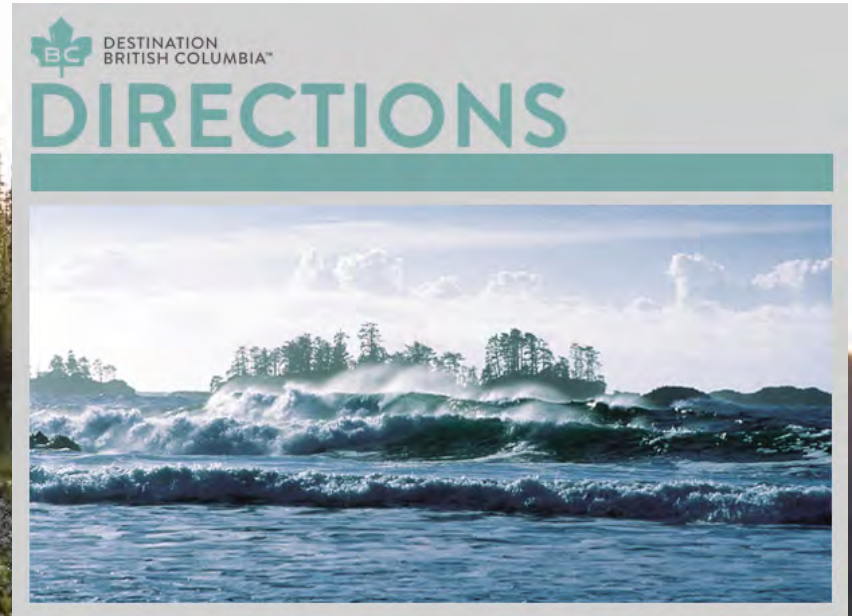


**BUILDING
SCALE BY
WORKING
TOGETHER**



**DESTINATION
DEVELOPMENT
PLANNING**

BUILDING SCALE BY WORKING TOGETHER





DESTINATION
BRITISH COLUMBIA™

Q&A