



DESTINATION
BRITISH COLUMBIA™

WORKING WITH THE TRAVEL TRADE

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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

Global Marketing Partnerships

DBC Vancouver:

- Monica Leeck, Asia
- Stephanie Fielden, Europe & South Pacific
- Sandy Reid, North America Trade & Mexico
- Leona Zheng, Receptive Tour Operators

Overseas Representation:

- UK
- Germany
- Australia
- China
- Japan
- Mexico – **NEW!**

Strategy

CAPTIVATE:

CREATE
EMOTIONAL
URGENCY
TO VISIT BC

ADVOCATE:

AMPLIFY
TRAVELLER
ADVOCACY
ABOUT BC

GENERATE:

GENERATE LEADS
FOR BC TOURISM
BUSINESSES, OTAs
AND TRAVEL
TRADE

Global Marketing Partnerships

- **Captivate – Tell our Story**
 - Travel media relations (print, online, influencers and broadcast) to increase awareness
 - Content marketing
 - Destination Canada content marketing in key markets
 - NA, UK, Germany, Australia, Japan, China, Mexico
 - Digital, social media influencers, travel trade integration
 - Content integration on OTA/Rating sites
 - Social media (owned and partner channels)
- **Generate**
 - Generate business to BC through traditional travel trade and OTAs
 - Increase BC product/itineraries – seasonality, length of stay, product info/experiences
 - Education/training/fams
 - Marketing promotions to drive sales
- **Advocate**
 - Amplify BC's message globally (owned and partner channels), grow engagement and foster ongoing sharing of BC stories



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TRAVEL TRADE READY

Are you Export Ready?

CRITERIA

- Proven Track Record and Safety
- Inquiries and Reservations
- Marketing
- Contracting and Payment

Market Ready Standards

Destination BC in partnership with the tourism industry developed a set of market ready criteria to assist BC's tourism industry to remain competitive with other national and international tourism destinations. The Market Ready Standards have been broken down into 3-categories of "readiness" to assist tourism-related businesses in progressively increasing the quality and professionalism of their operation.

Visitor Ready

These criteria are used to determine if a tourism supplier is ready to offer "visitor ready" product to consumers.

Visitor Ready: Refers to a business which has all of their licenses, permits and insurance in place in order to operate legally.

Criteria

The following criteria must be met if a business is to be classified as "visitor ready". The business must:

- Maintain good standing of all applicable business licenses, insurance, and legislative requirements.
- Maintain a staffed business location with a set schedule of operating hours.
- Provide a contact telephone number or email contact year-round. If closed for season, provide automated response through voicemail and or email.
- Have branded on-site signage.

Comments:

This is the basic level required to legally conduct business in a British Columbia community. Meeting this standard means the operator/facility qualifies for a business listing, but not necessarily cost-shared promotions.

Market Ready

These criteria are used to determine if a tourism supplier is ready to offer "market ready" product to consumers.

Market Ready: Refers to a business that markets to potential visitors; communicates with potential visitors year-round, and is ready to accept advanced reservations.

Criteria

The following criteria must be met if a business is to be classified as "market ready".

The business must meet visitor ready criteria plus:

- Provide a published pricing policy.
- Have a published consumer billing, payment, and cancellation policy.
- Have marketing materials such as brochure, rack card or website.
- Have site based parking in close proximity.
- During operating season, maintain a 24-48 hour response time; or less, to inquiries and a 24 hour response time to reservation/booking requests.
- Be prepared to communicate and accept reservations by telephone, fax and/or e-mail and provide same day confirmation of booking arrangements.
- Have high resolution images and video footage for promotional and training purposes.
- Have frontline staff who are trained in customer service (such as **WorldHost**® or equivalent customer training program)
- Be an active stakeholder or eligible to become a stakeholder of your local tourism association.

Comments:

This is the basic level of readiness to conduct tourism operations. Meeting this standard means the operator/facility qualifies for a business listing, is entitled to participate in cost-shared promotions for local and regional markets, and is entitled to participate in out-of-province marketing programs, but not overseas markets and/or the travel trade.

Are You Travel Trade Ready?

Best Practices

- Group vs FIT business priorities
- Support trade and media fam tours
- Attending trade shows
- Work with RTOs
- Hire front line staff with language expertise
- Commit to operation dates
- Work with your local DMO, RDMO and PMO
- Check list:

http://www.destinationbc.ca/getattachment/Resources/Tourism-Planning-Resources/Market-Ready-Standards/Market_Ready_Standards.pdf.aspx



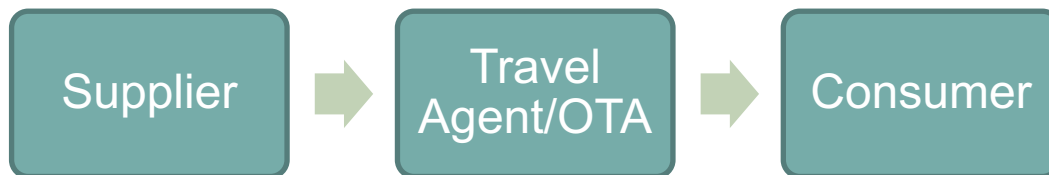
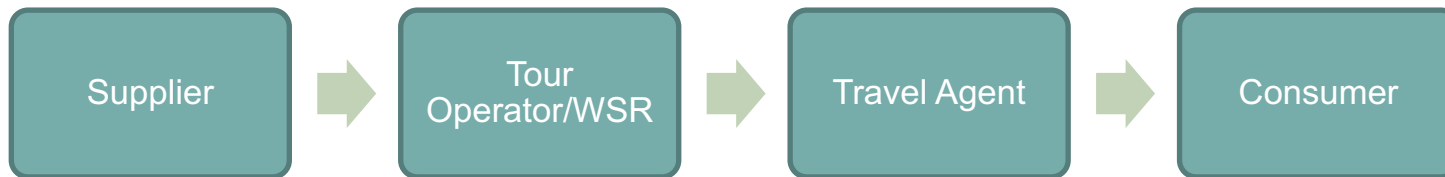
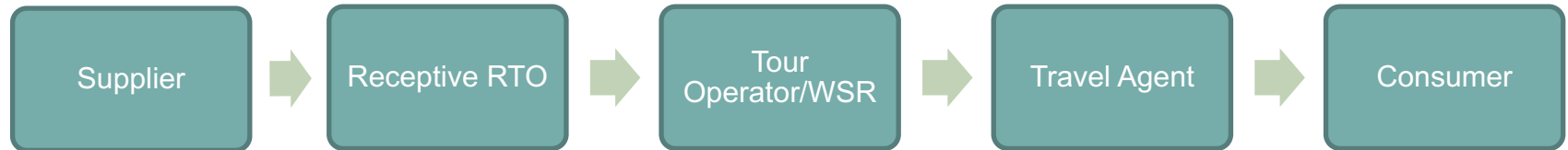
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TRAVEL TRADE DEFINED

Who are the Travel Trade?

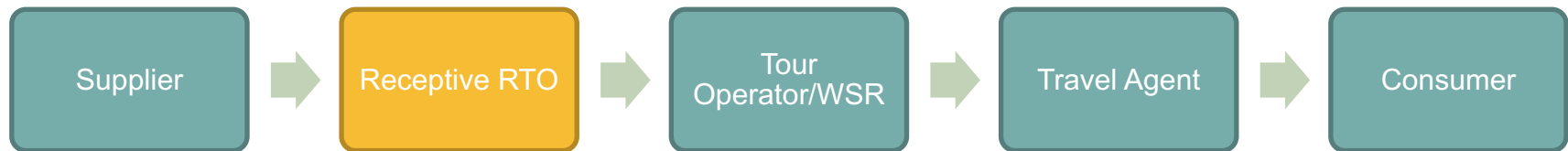
Intermediaries in travel and tourism industry:

- Receptive Tour Operator
- Tour Operator
- Wholesaler
- Travel Agent
- OTA (Online Travel Agency)



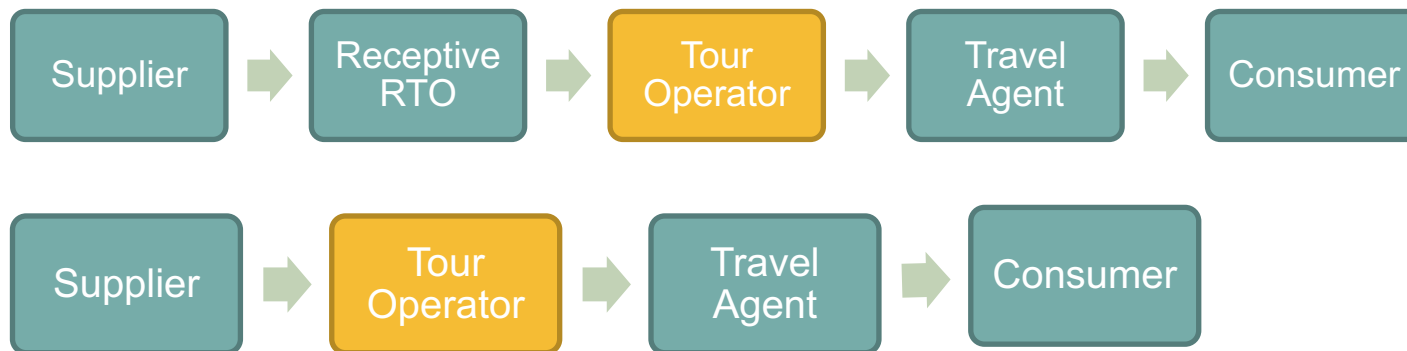
Receptive Tour Operator (RTO)

- Inbound travel
- Sells to Tour Operators and Wholesalers internationally
- May specialize in a market or sell globally



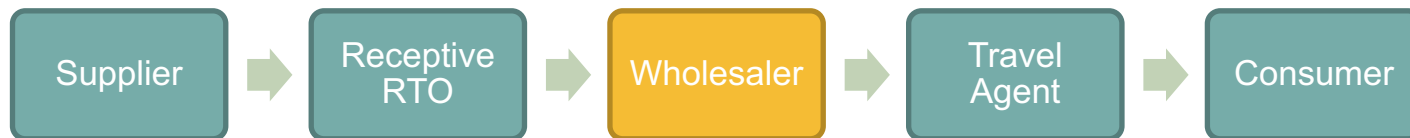
Tour Operator

- Located in the market they sell to, either to travel agent or direct to consumer
- Promote outbound travel
- May contract with inbound RTO or tour supplier
- Put together components (e.g. hotel, transportation, sightseeing)
- Have an extensive database for marketing



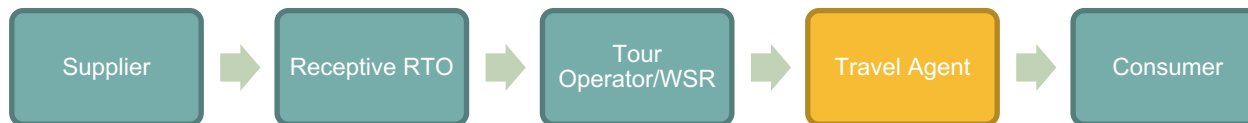
Wholesaler

- Intermediary between tourism supplier and retail travel agent
- May sell direct to a consumer as well



Travel Agent

- Direct link to the consumer
- Independent or part of a chain
- Buy through tour operator, wholesaler, or direct
- Important channel for long-haul consumer bookings



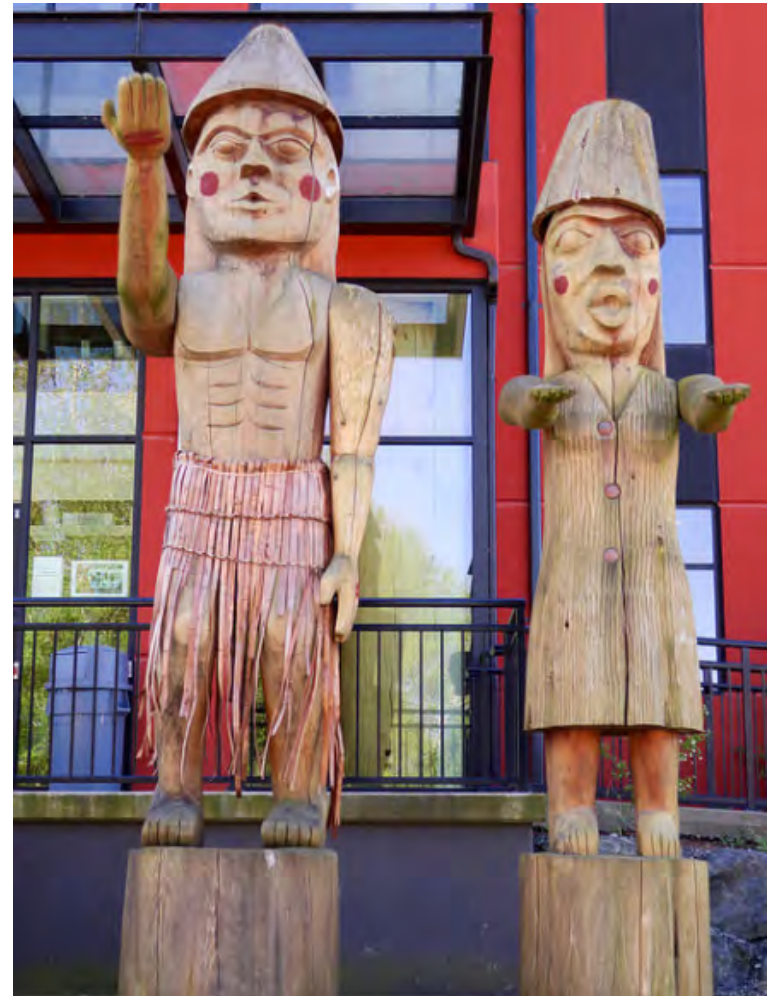
Online Travel Agent (OTA)

- “Online Travel Agent”
- Example: Expedia, Booking.com, CTrip
- Focus on hotels, air, car rental, some packaging
- Require a high commission from supplier
- Sells direct to consumers (changing)



Supplier

- A tourism business such as:
 - Accommodation
 - Attraction
 - Museum
 - Activity provider
 - Transportation



Cost of Supply Chain





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WHY WORK WITH THE TRAVEL TRADE?

Mt. Nimbus via Ferrata

Diversification of markets

- Variety of Overseas markets
- “Balanced Portfolio”



Greater Reach

- More options to reach consumers
- Multiple distribution channels
- Cost of doing business: net rate or commission



Ease of Payment

- RTO acts as your banker
 - Collect payment from Overseas tour operator
 - Pay the supplier
 - Minimizes financial risk



Predictability of Bookings

- Advance bookings through Travel Trade for Overseas Consumers (anywhere from up to 8-12 months)



Support

- 24/7 support for operators' customers while they are travelling
- Foreign travel laws and consumer protection
- “Extension” of your sales team



Itinerary Development

- RTOs and Tour Operators create itineraries and packages making it easy for the Tour Operator to sell.

カナダのブリティッシュコロンビア州北部の隔られた土地でのみ主産を確立されている幻の白い黒クマ『スピリットベアー』に出会うツアーです。

世界で唯一スピリットベアー観察のために建てられた、ボートでしかアクセスできない、秘境に快進はロッジ、『スピリットベアーロッジ』に泊まるながら野生動物の観察に出かけます。

9月前半ならば、シャチなどの海洋動物を目撃するチャンスもあります。

9月1日から10月初旬までがスピリットベアーウォッチングのベストシーズんです。

ツアー提供元：生涯探検の森 株式会社 | sm 生涯探検

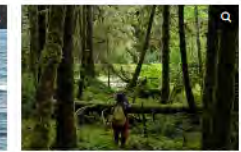
ツアーハイライト 画像クリックで大きく表示します。



グレートベアーレインフォレストでは、スピリットベアーに出会うチャンスがあります。



海は夏、ザトウクジラの通り道になっており、その群体に遭遇、息吹を感じるチャンスがあります。



訪れた、グレートベアーレインフォレストの森で息が新されます。

ツアー日程

日曜	エリア	スケジュール	食事
1日目	クレムツ	バンクーバー国際空港・サウスターミナル集合、バンクーバー空港・サウスターミナル発。空港、ベラベラへ。ベラベラ空港到着後、船乗船とボートでスピリットベアーロッジのあるクレムツトッパ、ロッジ到着後、オリエンテーションを行います。ロッジにて夕食。	朝：× 昼：× 夜：○
2日目	クレムツ	ロッジにて朝食。ガイドと共に昼食を持ってカーター入り江ヘグリスリーを探しに行きます。ロッジに戻り、夕食（ビュッフェ）をお楽しみください。夕食後、グレートベアー熱帯雨林やクマの生態、先住民の文化についてのプレゼンテーションをお楽しみください。 ※スピリットベアーロッジ滞在中の日程は天候や観望状況により変更になる場合がございますので予めご了承くださいませ。	朝：○ 昼：○ 夜：○
3日目	クレムツ	ロッジにて朝食。終日スピリットベアーリバーに現れるスピリットベアーを探しに行きます。途中、歩いて森の中を散策いたします。ロッジに到着。ビュッフェのご夕食。夕食後のプレゼンテーションをお楽しみください。	朝：○ 昼：○ 夜：○
4日目	クレムツ	ロッジにて朝食。終日スピリットベアー自然保護区の原始の森に現れるスピリットベアーを探しに行きます。途中、歩いて森の中を散策いたします。ロッジに到着。ビュッフェのご夕食。夕食後のプレゼンテーションをお楽しみください。	朝：○ 昼：○ 夜：○
5日目		ロッジにて朝食。帯の海岸線でシーカヤック体験。カヤックのあとは熱帯雨林の森のウォークをお楽しみください。ボートにてベラベラへ（約90分）午後のフライトにて空港/バンクーバーへ。バンクーバー空港、サウスターミナル発。	朝：○ 昼：× 夜：×

Summary

- Travel Trade are the key booking channel for Overseas markets.
- For Suppliers, working with an RTO is One Stop “shopping”
- Can reach FIT and group business from a variety of different markets



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CONTACTING THE TRAVEL TRADE

Suggestions

- Contact your DMO, Region or Destination BC
- Start with the RTOs
- Sales calls, trade shows
- Know timing/cycle
- Be Export & Travel Trade Ready
- Follow up, follow up, follow up

Working with DBC

- Tell RDMOs (Kootenay Rockies Tourism) and DBC about your product
- Support Travel Trade & Media trips and Fam Tours
- DestinationBC.ca for research information (i.e market summaries)



Travel Trade



中国联通 4G 13:14

< 返回 关闭 加拿大BC省早鸟特惠季

YVR AIR CANADA SUPER. NATURAL BRITISH COLUMBIA CANADA

热雪BC

2017/18加拿大BC省

早鸟特惠季

冬季“惠”玩，你趁早！

最划算玩转北美最佳滑雪胜地

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Ts&Cs apply.

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The best holidays are created together. HOT.CO.NZ

30 Excluding their fees through travel for 30 years (1987-2017)

HOUSE OF TRAVEL



BC 森林低吟 孩子们的欢声笑语

我的温哥华暑假—UBC 15日融入式夏令营 7月30日出发 43999元

加拿大温哥华家庭14天游 7月24日 35999

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caissa.ca



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QUESTIONS AND ANSWERS



DESTINATION BRITISH COLUMBIA™

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