

STRENGTHENING TOURISM THROUGH COLLABORATION

Kootenay Rockies Tourism Industry Conference & 41st Annual General Meeting

October 15, 2018 Mount Fisher

Global Tourism Growth





\$1,000,000,000,000



2017 Avg. Daily Room Rate \$173 BC \$155 CAN 2017
Occupancy
70% BC
66% CAN

INTERNATIONAL OVERNIGHT ARRIVALS 2017

+3.3%

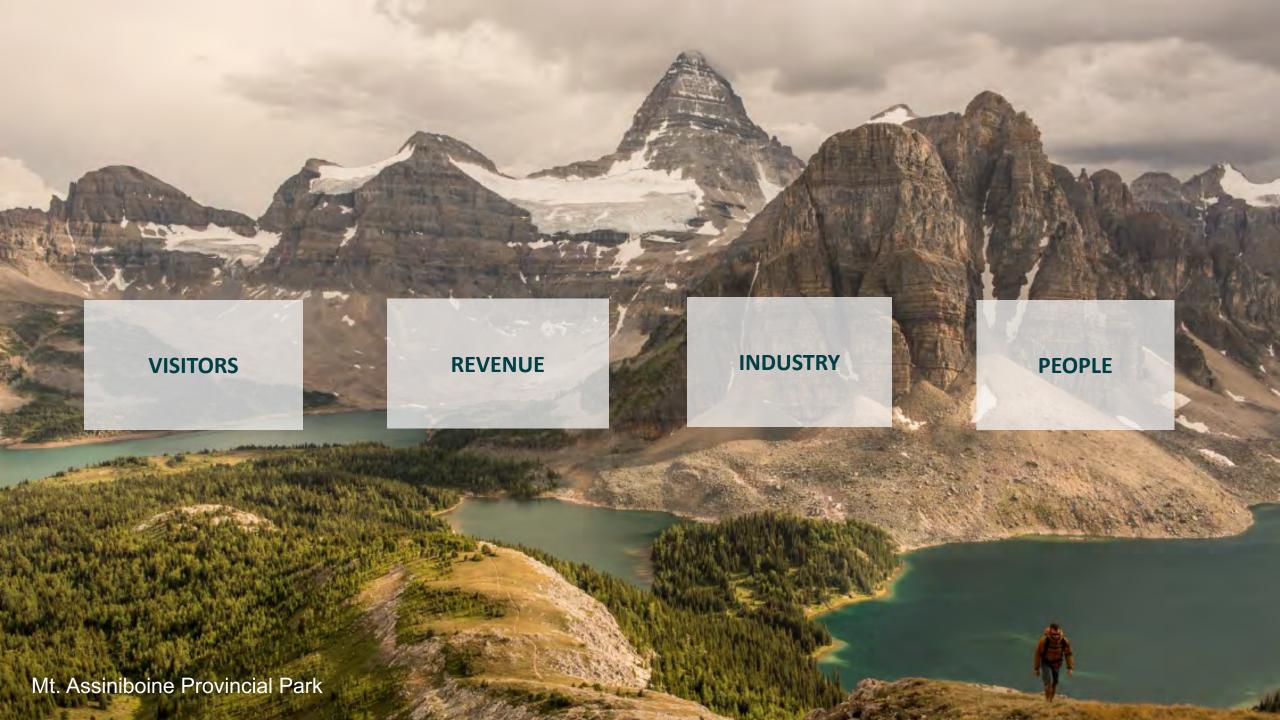
\$17B 2016 TOURISM REVENUE

+39.3% 2016 VS 2006

+5.6%
GDP
2016 GROWTH

+7.7%
Restaurant
Receipts

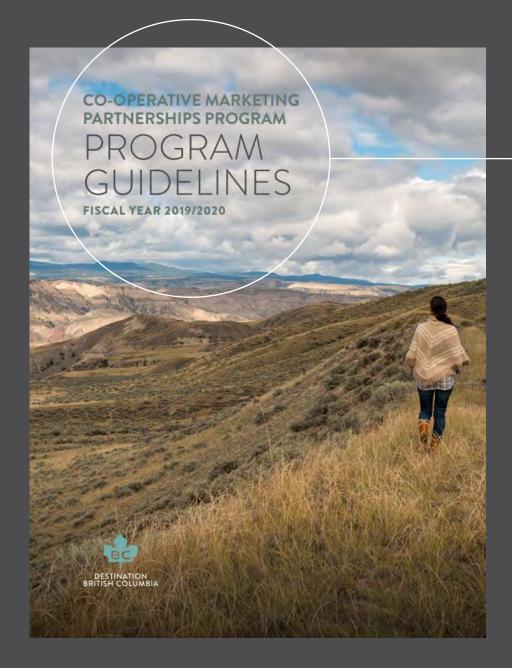
+8.1%2017 BC
Room Revenue













REQUIREMENTS The following program requirements and AND CRITERIA criteria should be adhered to. However, consideration will be made for special circumstances outside of the requirements and criteria where a strong rationale for doing so is provided.

AT ELIGIBLE APPLICANTS

COMMUNITY CONSORTIUMS



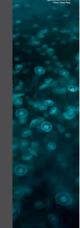
Applications must be received by 4:30 pm PST November 30. Incomplete or late applications will not be considered.

requirements of the program and democratio the greatest potential is meet program goals and rejections.

di man-



4.2 MANAGING DUPLICATION OF EFFORT



6.2 APPLICATION ASSISTANCE

6.3 APPLICATION EVALUATION

Destination BC will provide up to 50% BL BUILDING BRAND of stall project funding Comparigne EQUITY FOR THE BRITISH COLUMBIA BRAND (20%)

A. INCREASED TOURISM REVENUE IN BC (30%)

Growth in averagite visitor volume, Growth in averagite volum expenditure,



KOOTENAY ROCKIES WEST

THE GRAND BEAUTY OF WILD NATURE PAIRED WITH CRAFT BEER.

SYNOPSIS

Forests, mountains, pristine lakes and rivers, hot springs and waterfalls: this is the West Kootenays. Its towns and small cities are ready and waiting with history, culture and, of course, beer.

TRAVEL METHOD

DURATION

Driving

4 Days

TOWNS & COMMUNITIES

BREWERIES

Rossland, Trail, Nelson, Castlegar, Kaslo, Ainsworth Hot Springs, Robson, Cranbrook Trail Beer Refinery, Savoy Brewery, Torchlight Brewing Co, Nelson Brewing Company, Angry Hen Brewing, Backroads Brewing Company



KOOTENAY ROCKIES EAST

TRAVEL FAR IN SEARCH OF BEER.

SYNOPSIS

Driving

Spectacular parks, hot springs and hiking trails, as well as several alpine resorts, make this Utopia for wilderness explorers—especially if they're beer lovers, too.

TRAVEL METHOD

TOWNS & COMMUNITIES

Windermere, Cranbrook, Fernie, Kimberley, Athalmer, Invermere, Radium Hot Springs, Golden, Revelstoke

DURATION

3 Days

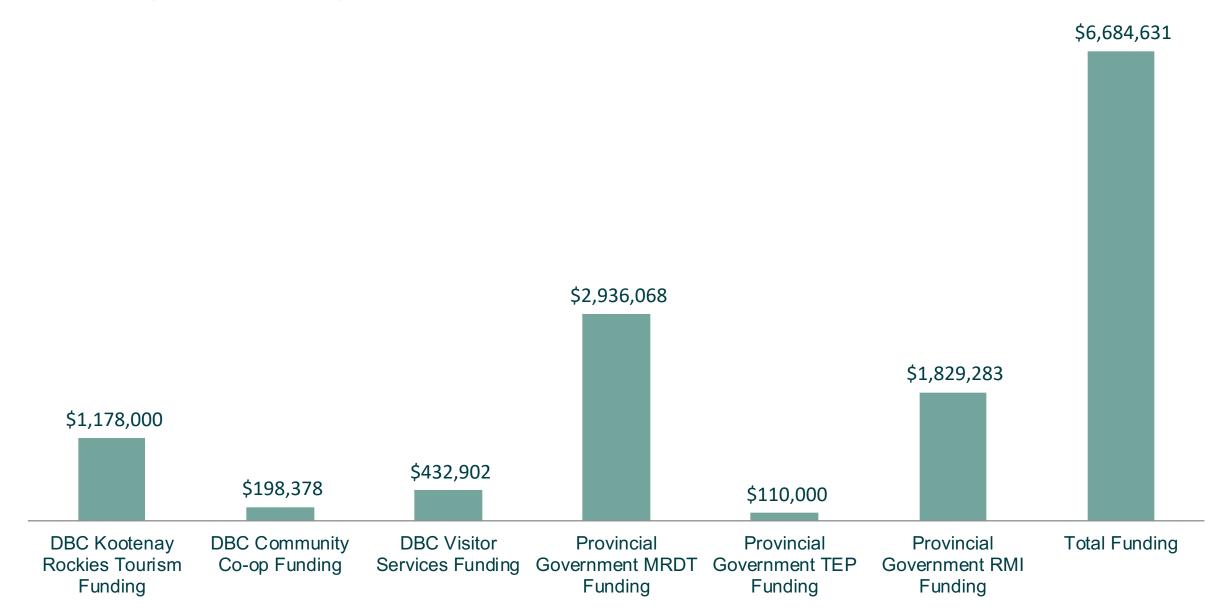
BREWERIES

Fisher Peak Brewing
Company, Fernie Brewing Co.,
Over Time Beer Works,
Arrowhead Brewing Company,
Whitetooth Brewing Company,
Mt. Begbie Brewing Company



Investing in Kootenay Rockies







Off-season adventure in the **Kootenay Rockies**

By VAWN HIMMELSBACH Special to the Star Fri., Aug. 11, 2017







KOOTENAY ROCKIES, B.C.-I'm on a gondola, heading up the ski hill at Revelstoke, but instead of a parka and toque I'm wearing a T-shirt and sandals. The slopes are no longer covered in powder; instead, they're sprinkled with pink and purple lupines. But I'm still going to be racing down this mountain - just not on a pair of skis.

Now in its second season, The Pipe is Revelstoke Mountain Resort's newest summer activity - a mountain coaster that takes you 1.4 kilometres through glades and forest at up to 42 km/h, with a 279-vertical-metre drop, all in about three minutes. The monorail is built close to the ground, meant to simulate downhill mountain biking.



The Pipe at Revelstoke Mountain Resort is built close to the ground, meant to simulate downhill mountain biking. (IAN HOUGHTON / DESTINATION BC)













hellobc • Following Fernie, British Columbia

hellobc "Everyone, meet Fernie! It's paradise! "Photo + caption taken by @thelostsolescollective right before the snow, #exploreBC #KootRocks #Ferniestoke #exploreCanada

nomadicmaples Told you!! I'm here now it's beautiful!! @brothrvance

grimweafer @hellobc June 2017 was my last trip. Perhaps I'll have time to venture west and take in the mountains during the Ski season. I just might have to move there!

daisyinsollhardwick @leroymo 😌

pickster Omg, I use to live on the third floor of this building on the right. At « The northern ». Wow so much good memories.!!

hellobc @songbaihu This is Fernie, British Columbia, Canada. @TourismFernie is the local expert if you're interested in learning more. :)

findingvmo Home, work and playground; all in one photo!







24,168 likes

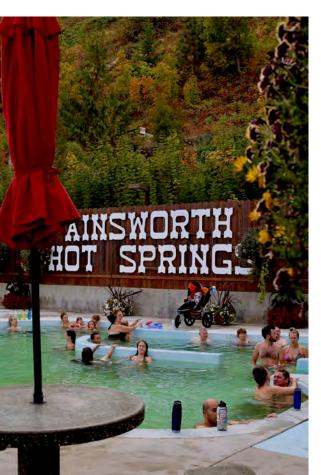




FOOD FOCUSED FALL GETAWAY TO THE WEST KOOTENAYS

OCTOBER 1, 2017 BY ERIN IRELAND

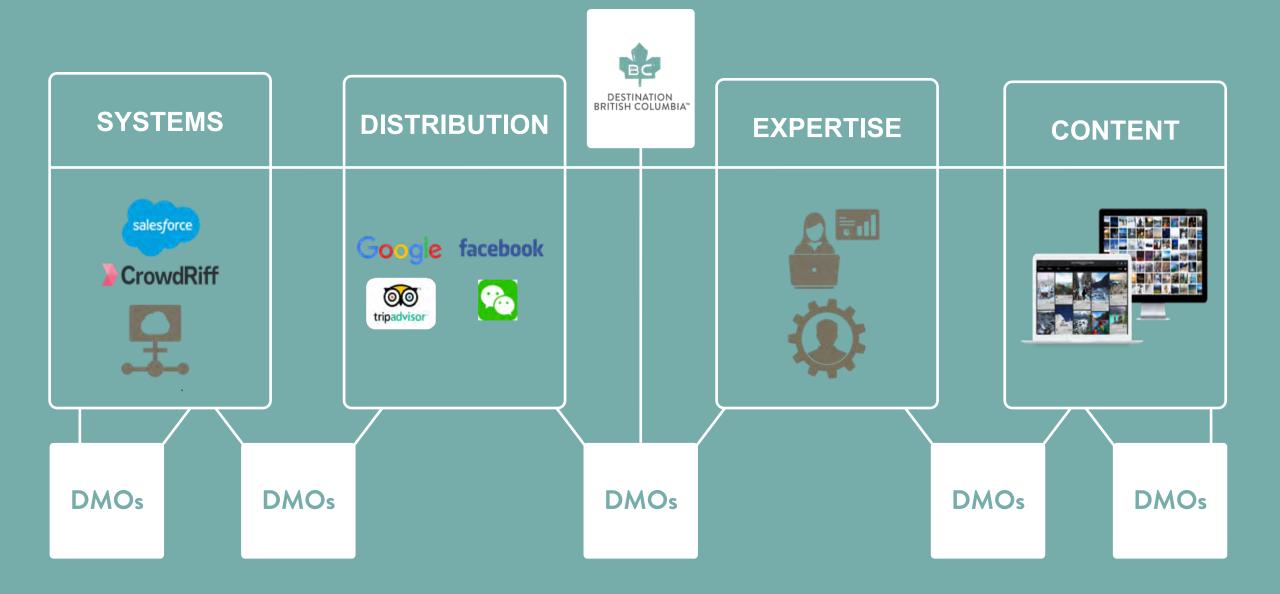














Tips from our team: the digital basics

- Think mobile-first
- Consider e-commerce
- Ensure your TripAdvisor listing is up-to-date
- Claim your Google My Business listing, then optimize it









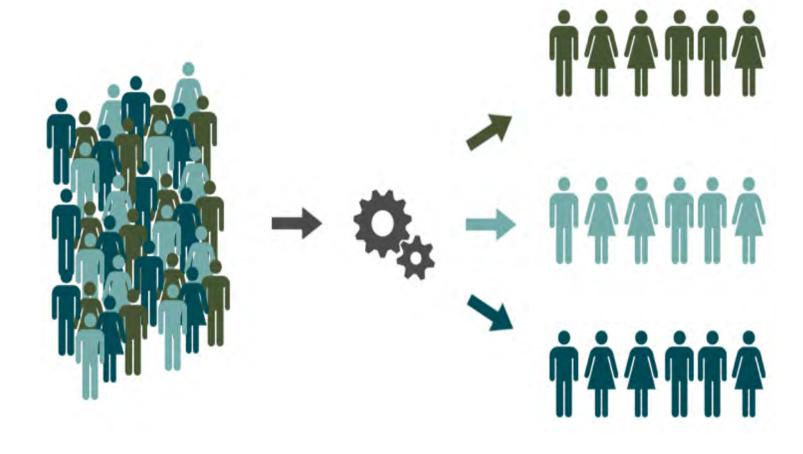




2.2 million referrals to businesses



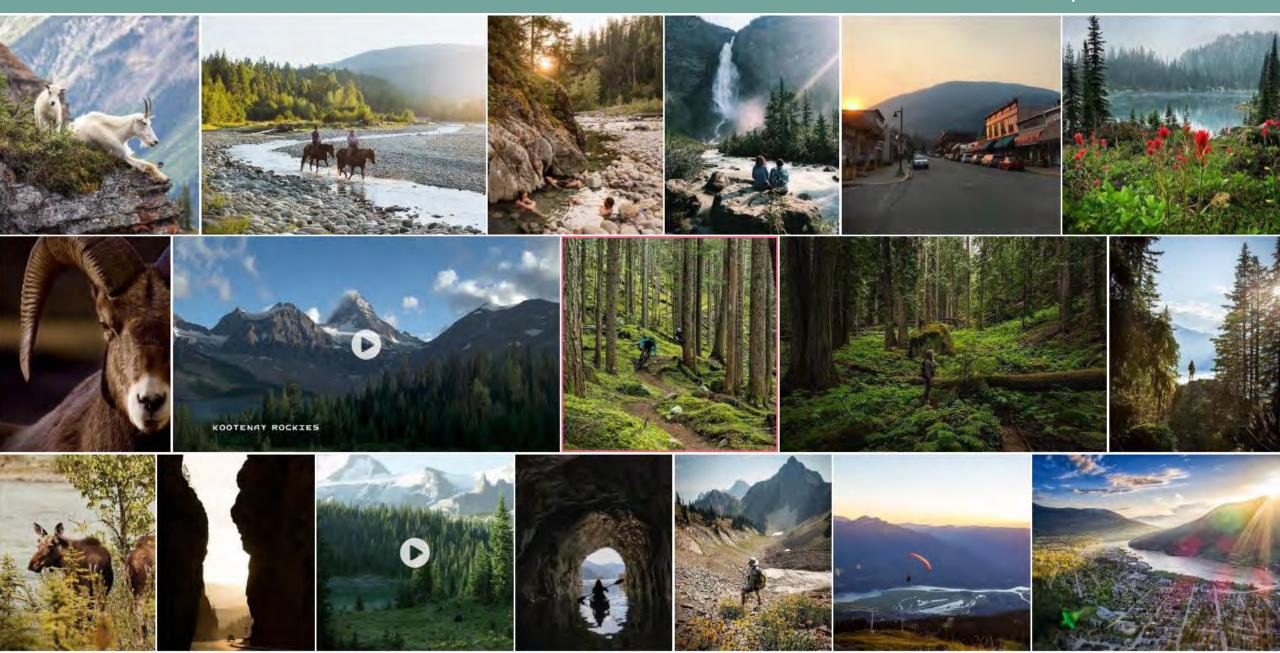




Content commonwealth:

A shared approach to content marketing, including shared tools, processes, and expertise.





1. Think mobile-first





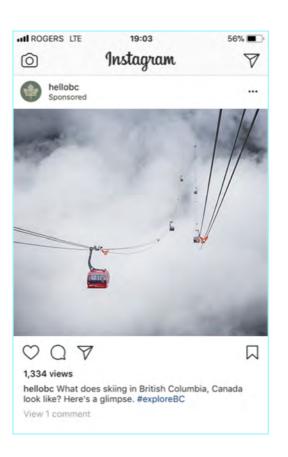






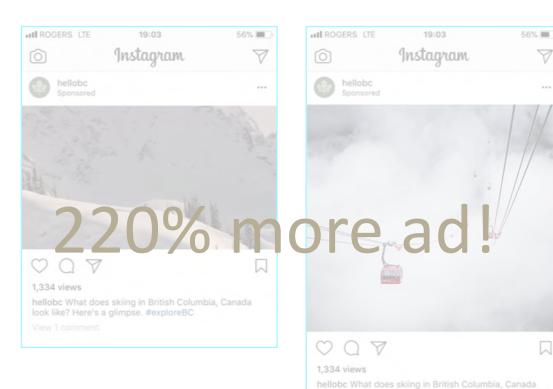












look like? Here's a glimpse. #exploreBC



Tips from our team: mobile video

- Think vertical (or at least 1x1)
- Remember: on the go (70%), lean forward (20%), lean back (10%)
- Best shots in first 6 seconds
- Design for sound off (captions or auto-captions)
- Use A/B testing

2. Make it relevant



Mobile searches for "___ for me" have grown over 60% in the past two years.

- Q what running shoes are best for me?
- Q which dog is right for me?
- Q best haircut for me
- Q which credit card is best for me?



Think with Google





of travelers are more likely to book with a travel company that provides relevant information for the destinations they're interested in.

Google/Ipsos Connect, Travel Playbook Omnibus, n=1664 U.S. travelers ages 18+, Apr. 2016.

Tips from our team: creating relevance

- Personalization by audience mindset (Google's hero, hub, help)
- Personalization by geo market
- Personalization by passion

Coming soon @ DBC: personalization by automation

3. Use the power of SNBC







OUTPUTS



PROVINCIAL DESTINATION DEVELOPMENT STRATEGY

REGIONAL STRATEGIES





PLANNING AREA STRATEGIES

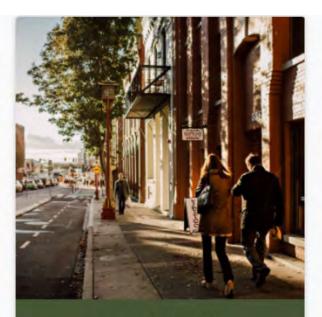




Digital Marketing



Experience Development



Social Media Marketing



Travel Trade & Travel Media



Applying Insights



Safety & Emergency Preparedness



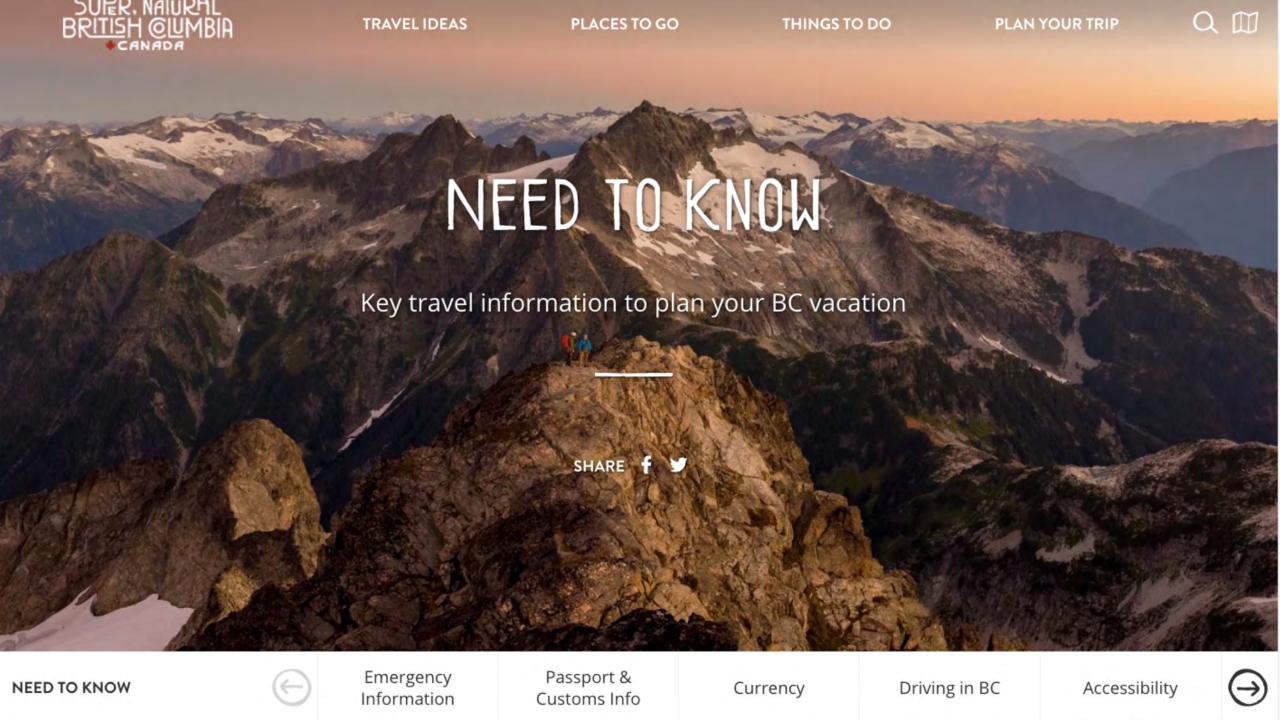
BC's Destination Brand





"I would definitely, highly recommend taking the course. The cost was minimal, compared to the amount of what we got out of the course . . . [moving] forward I will implement the same process because it's just proven to have incredible results." - Angela Mowbray, Everything Revelstoke (Revelstoke, BC)

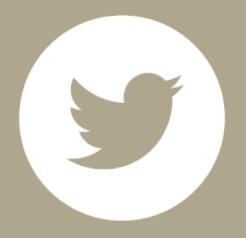




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