



DESTINATION
BRITISH COLUMBIA®

Kootenay Rockies AGM & Tourism Industry Conference 2023

November 2, 2023
Invermere

Invermere | Kootenay Rockies Tourism/Mitch Winton



New Denver | Arrow Slocan Tourism/Lauren Powers



AGENDA

- Recovery marketing support
- Rainforest to Rockies launch
- Co-op Marketing Partnerships Program
- B.C. Tourism Climate Resiliency Initiative
- Forecast
- Q&A



Recovery & Strategy



01

Help BC by Exploring BC



 Destination British Columbia
Sponsored (demo)

Nelson & Revelstoke are open and ready to welcome you. The best way to support local communities is to travel now.



HELLOBC.COM
Plan Your Trip
Visit now

[Learn more](#)

Instagram

 hellobc
Sponsored



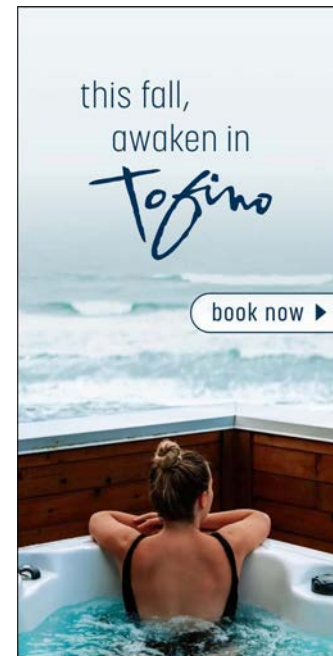
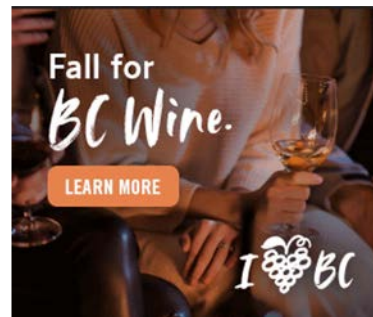
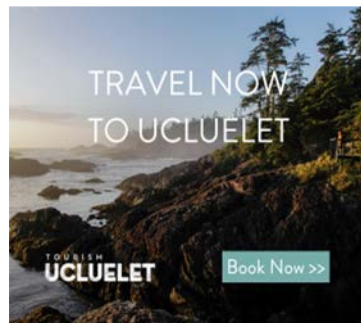
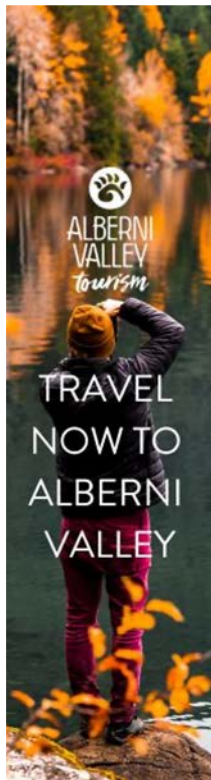
[Learn more](#)

hellobc BC is open for travel this fall. Visit now to support local communities.

A woman with blonde hair is leaning out of the open rear window of a silver car. She is looking out towards a scenic landscape that includes a body of water, a forested mountain, and a paved road stretching into the distance. The sky is overcast with soft clouds. The text "OPEN FOR EXPLORING" is overlaid on the left side of the image.

OPEN FOR EXPLORING

DMO & Partner Ads: Travel now to....



Businesses: offers & promotions



Explore the unlimited tastes of B.C.

HAPPY HOUR	BRUNCH	DINNER	PATIOS
SEP 15 - SEP 30	NOV 2 - NOV 12	JAN 17 - FEB 11	MAY 26 - JUN 9



Save 15%

Help BC by Exploring BC

Pacific Coastal
AIRLINES



WESTJET

SAVE ON WESTJET FLIGHTS TO BC

Enjoy the beauty of the Okanagan and Vancouver Island for less! Take 15% off select base fares when you travel with Westjet by December 14 - visit westjet.com for offer details.

[VISIT SITE >](#)



STORM WATCHING GETAWAYS

Enjoy a 3rd night FREE in Tofino or Ucluelet when you book a hotel and ferry package with BC Ferries Vacations for travel before Dec 31, 2023.



BC Ale Trail
Sponsored · 🌐

New experiences are brewing. Our popular Sip & Stays are back. Plan the road trip getaway you've been dreaming of.



bcaletrail.ca/sip-stay/



Kicking Horse Mountain Resort | Kootenay Rockies Tourism/Mitch Winton



Radium Hot Springs | Kootenay Rockies Tourism/Mitch Winton



RAINFOREST TO ROCKIES



Short-term
competitiveness
through
compelling
branding
and destination
marketing

**PLACE
BRANDING**
(Identity)

**DESTINATION
DEVELOPMENT**
(Experience)

Long-term
competitiveness
through in-
destination
experience
design and
development

Vancouver & Fraser Valley



Iconic
Place

West Coast



Iconic
Place

Southern Valleys



Iconic
Place

Rainforest to Rockies

WAVE 1



Iconic
Route

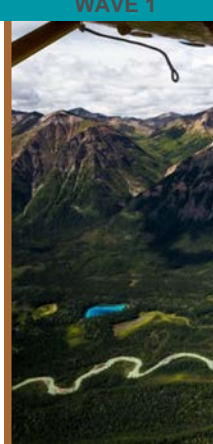
Southeast BC



Iconic
Place

The North

WAVE 1



Iconic
Place

Central BC



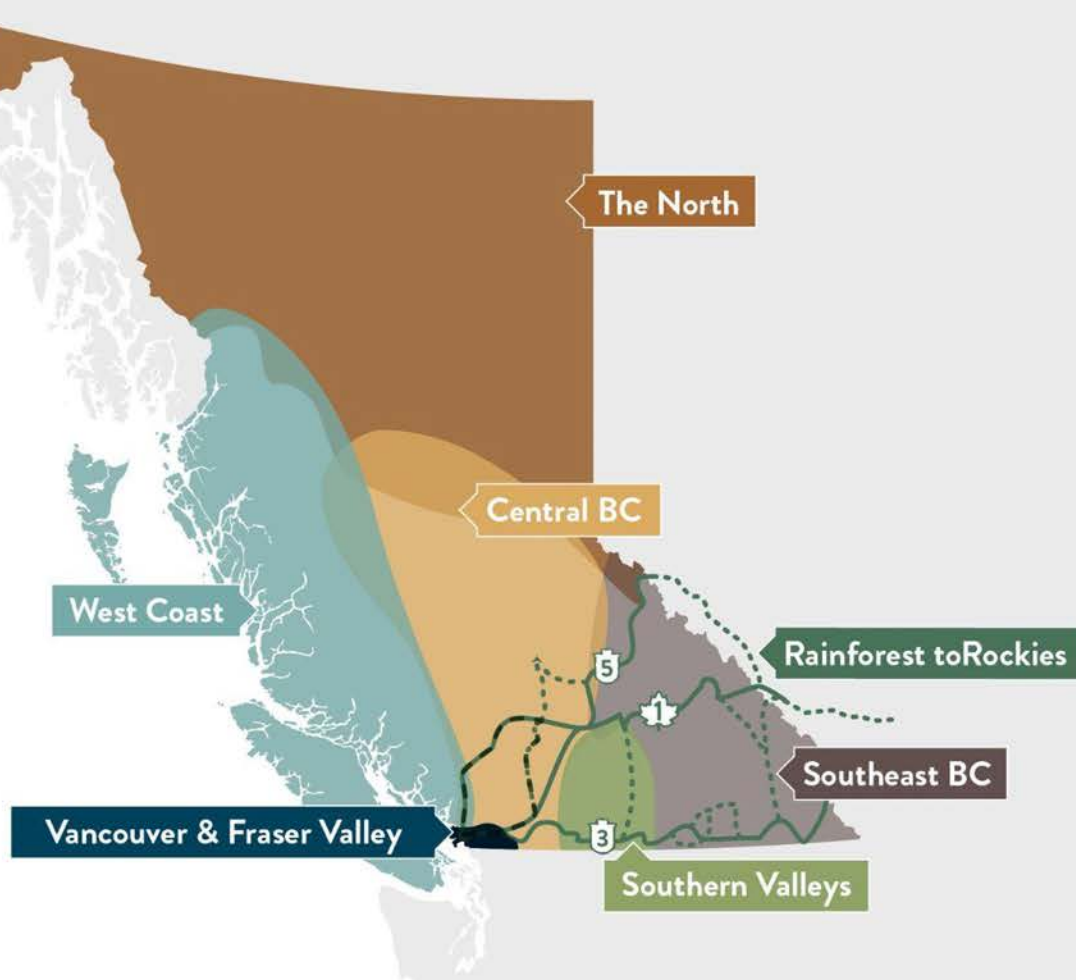
Iconic
Place

◀ SEASONAL GROWTH ▶

◀ GEOGRAPHIC GROWTH ▶

ICONIC PLACES AND ROUTES

(Brand boundaries)



RAINFOREST TO ROCKIES

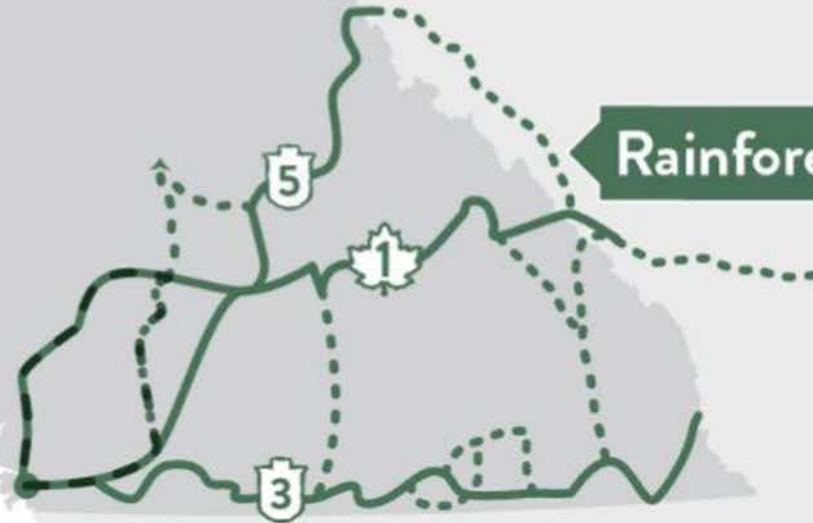
Super, Natural British Columbia,
Canada

Rainforest to Rockies is the
quintessential Canadian journey
along ever-changing landscapes
from Vancouver on the Pacific
Coast to the Canadian Rockies.



THE JOURNEY

Rainforest to Rockies is the journey from Vancouver on the Pacific Ocean to the Canadian Rockies that can be taken along several routes.



Rainforest to Rockies

**RAINFOREST
TO ROCKIES**



**RAINFOREST
TO ROCKIES**



Rainforest to Rockies - Brand Tools

To provide the opportunity for partners to leverage the Rainforest to Rockies brand:

- Brand guidelines
- Brand messaging
- Travel Trade/Media toolkits
- Visual assets (imagery, b-roll)

Our Focus of Action



EXPERIENCES



ENCOUNTERS



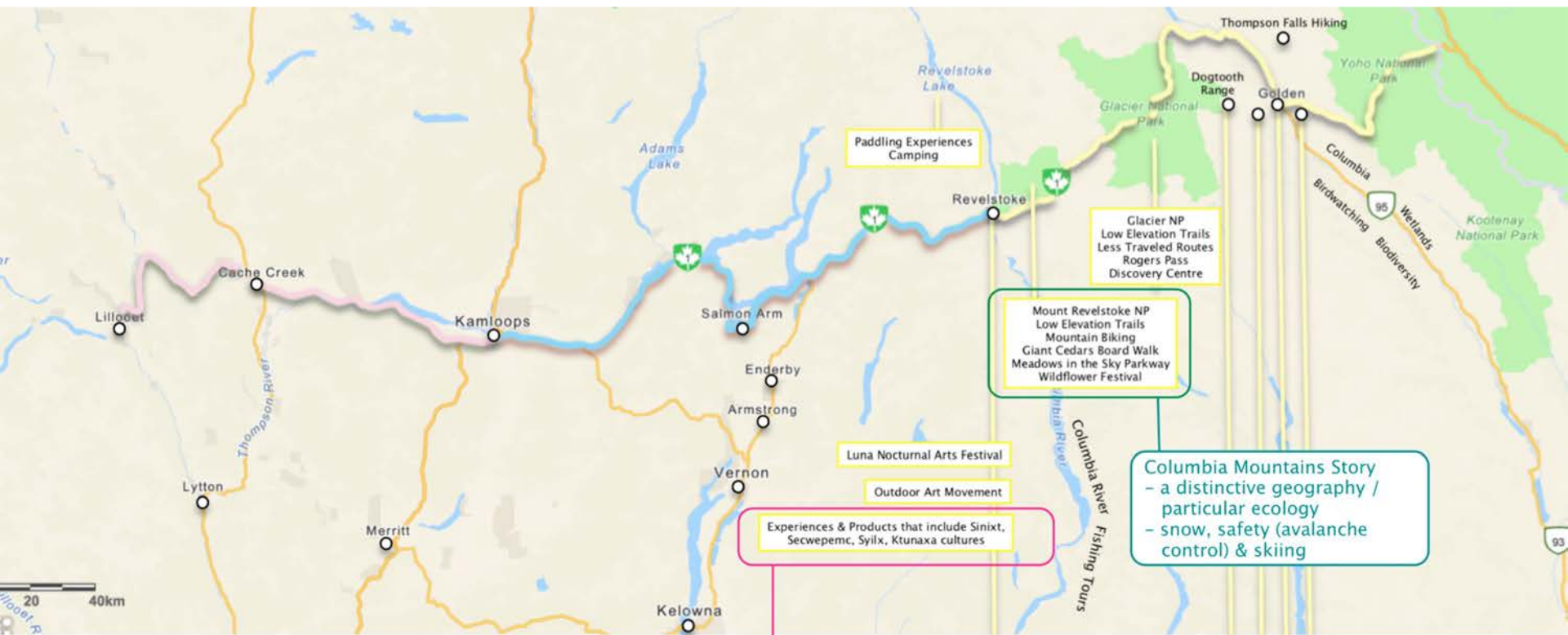
TOUCHPOINTS



Fort Steele Heritage Town | Kari Medig

Destination Development Planning and Engagement

- 4 virtual workshops
- Interviews and input forms
- 80 people engaged



Paddling Experiences
Camping

Glacier NP
Low Elevation Trails
Less Traveled Routes
Rogers Pass
Discovery Centre

Mount Revelstoke NP
Low Elevation Trails
Mountain Biking
Giant Cedars Board Walk
Meadows in the Sky Parkway
Wildflower Festival

Luna Nocturnal Arts Festival

Outdoor Art Movement

Experiences & Products that include Sinixt,
Secwepemc, Syilx, Ktunaxa cultures

Columbia Mountains Story
- a distinctive geography /
particular ecology
- snow, safety (avalanche
control) & skiing

Indigenous Story

Railway Story – CPR

Revelstoke Railway Museum
Starting a Journey on Decolonization

BC Interior Forestry Museum & Archives

Dam Visitor Centre

Dogtooth Range
Backcountry Skiing
Access

Mount 7 Golden Tandem Paragliding

Golden Skybridge

Golden Museum

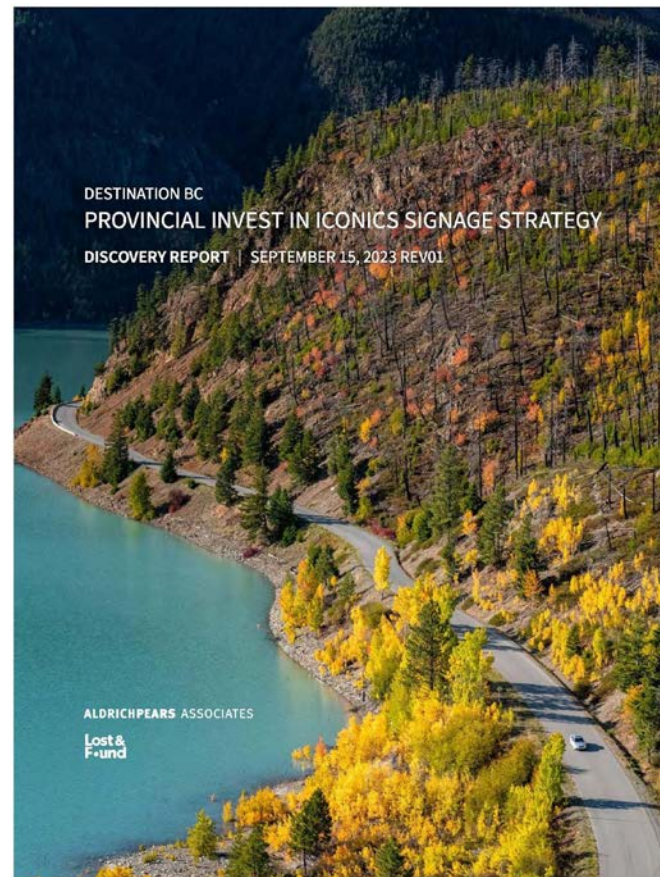
Edelweiss Swiss Village

Kicking Horse River Mountain Resort

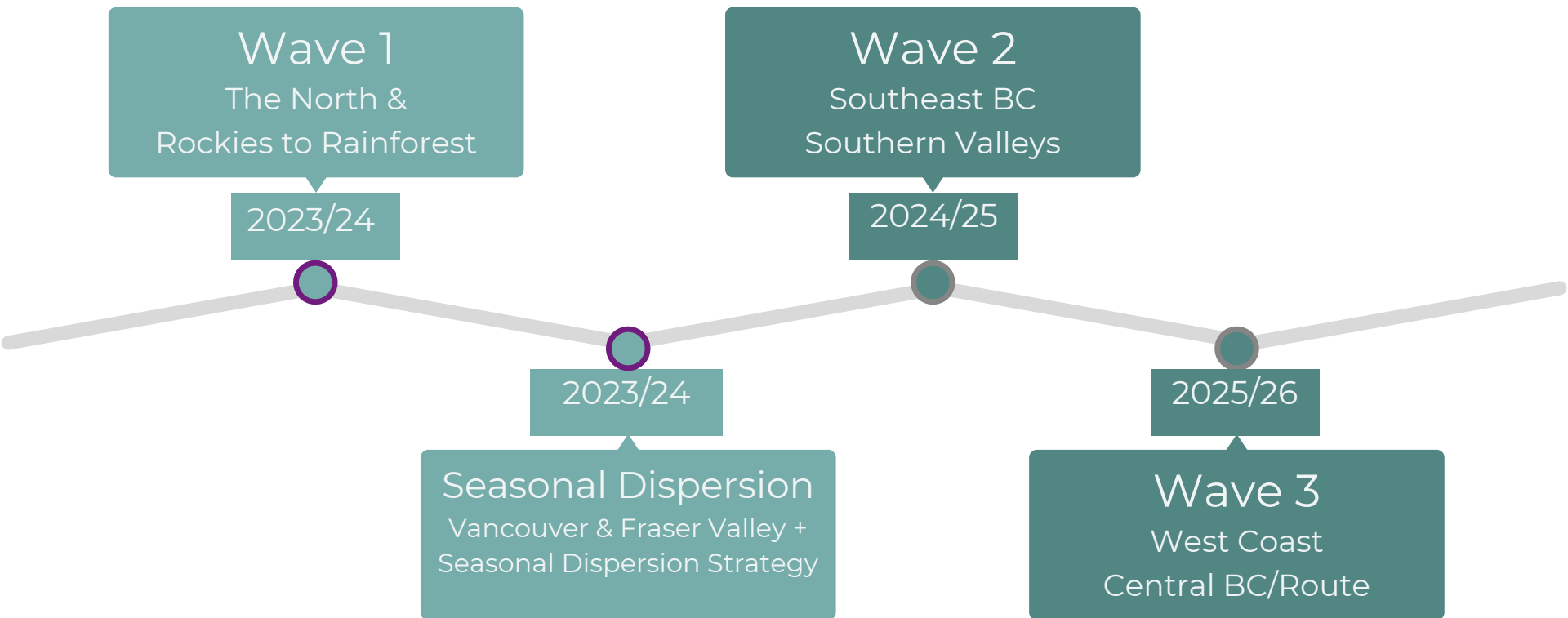
Kicking Horse River Whitewater & Heli Rafting

Destination Development Activities

- Visitor Services Experience Enhancement grant
- Experience development assessment and programming
- Iconics Conceptual Signage System



What is next?



Co-op Marketing Partnerships Program







Co-op Program Achievements: 2016/17 to 2022/23

Advanced Digital
Readiness & Digital
Marketing
Capabilities

TOTAL 6 YR
FUNDING

\$62.2M

\$28.3M DBC leveraged
\$33.9M from Industry

INCREASED
PARTICIPATION
33% increase
81 in FY 22/23

DOUBLED
SECTOR
CONSORTIUMS

Flexibility
&
Priorities

BRAND ALIGNMENT

300% increase

23% to 74% highly
aligned

INCREASED COLLABORATION
38% Increase
Community Consortiums

Increased staff understanding & awareness

LEVERAGED DOLLARS
Grew from 1.08 ratio to 1.4

Co-op Program 2024/25 Objectives

1. Visitation in more seasons, and/or more of the province
2. Sustainably grow the visitor economy
3. Maximize marketing impact
4. Encourage and educate visitors on responsible tourism
5. Create deep collaboration
6. Align industry marketing efforts and connect industry to the provincial brand



Co-op Program 2024/25 Phase 1



**Administrative
Changes**



**Strengthen
Partnership
Model**



**Visitor
Education is
Eligible**



Taking Action in Tourism



Taking Action in Tourism



Climate Preparedness and Adaptation Strategy

Actions for 2022-2025



For More Information



krtourism.ca

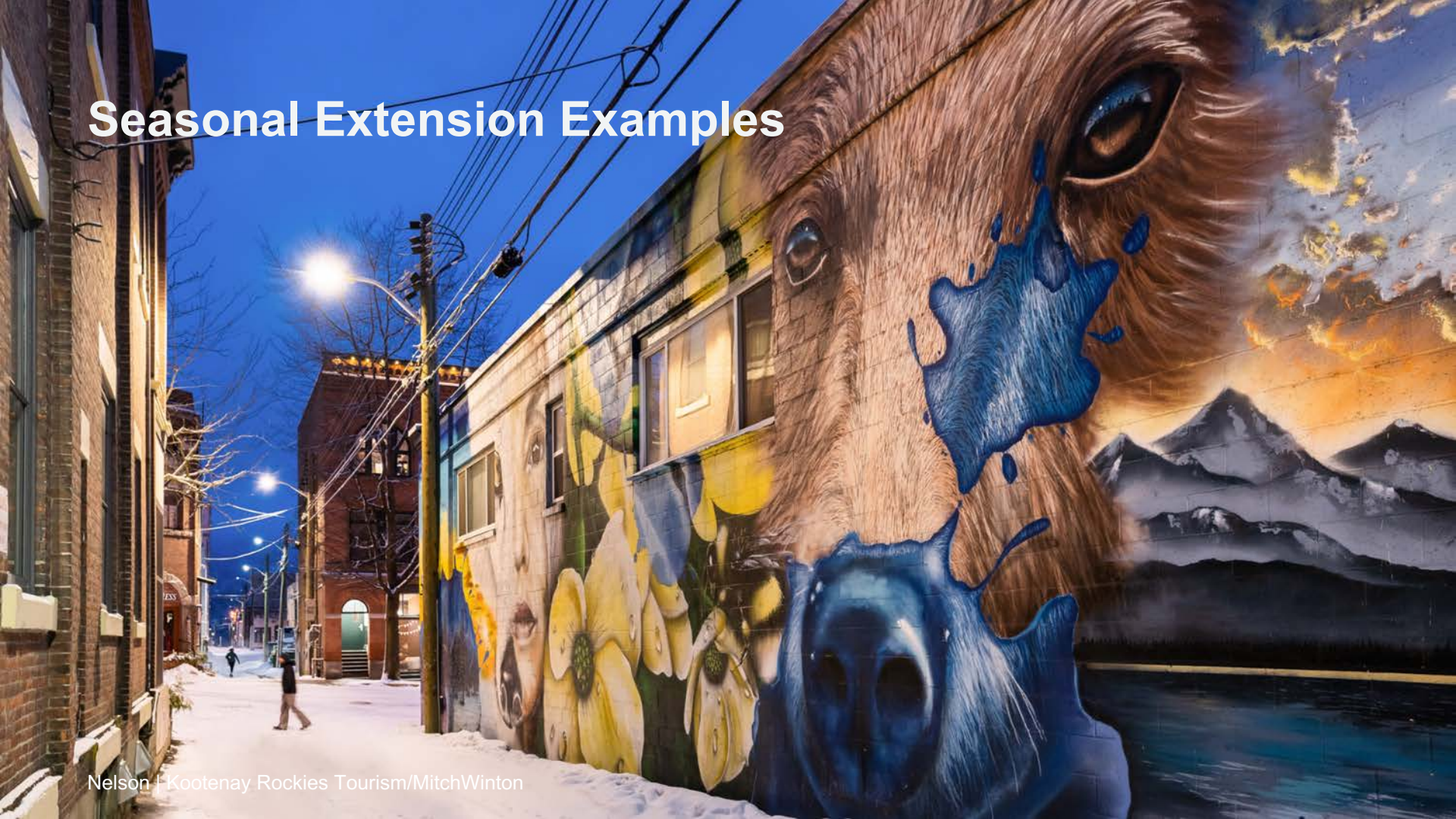


tourismsustainability.ca



DestinationBC.ca

Seasonal Extension Examples





Ainsworth Hot Springs | Kootenay Rockies Tourism/Mitch Winton



NIAGARA
ICEWINE
FESTIVAL

COOL AS ICE RETURNS

JAN 12-14 | 19-21 | 26-28

The Inn

The Pointe Restaurant

Ancient Cedars Spa

Store

RESERVATIONS: 1.250.725.3100

RELAIS & CHATEAUX

The
WICKANINNISH INN
Tofino, Canada

THE INN ▾

ACCOMMODATION ▾

EAT & DRINK

EXPERIENCES

WEDDINGS & RETREATS

Winter Storm Watching



[HOME](#) [DONATE](#) [LIVE STREAM](#) [SCHEDULE](#) [ARTISTS](#) [TICKETS](#) [SHOP](#)



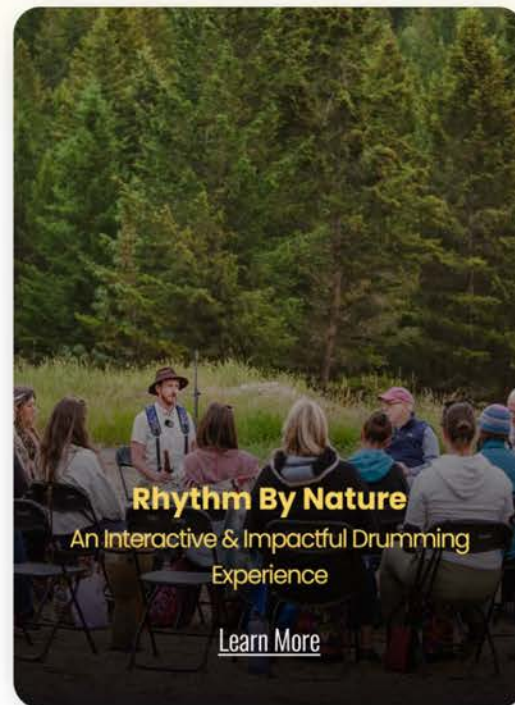
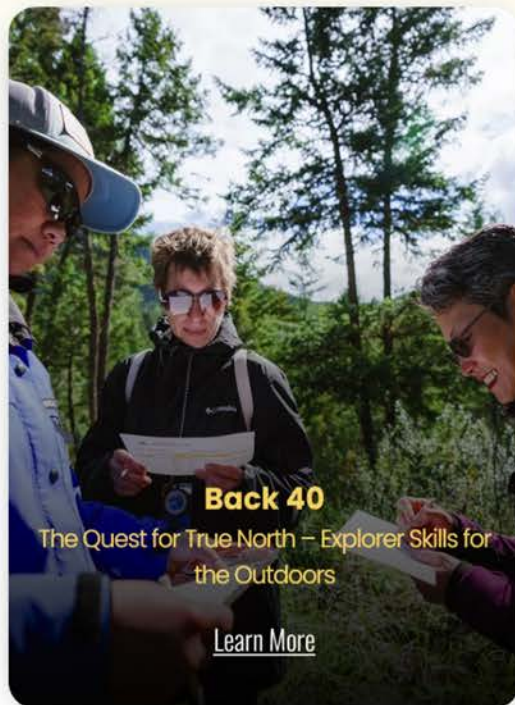
2023 Celtic COLOURS INTERNATIONAL FESTIVAL

Presented By



You can now book the **ADVENTURE** experience listed below **PLAN** more about the Columbia Valley Experiences by clicking on each experience offering. **STORIES**

START YOUR JOURNEY



2023/24 Look Forward & Forecast



Forecasted Visitation and Spending

\$16 Billion
(2023 estimate)



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