



DESTINATION
BRITISH COLUMBIA®

Response, Recovery, Resilience

Kelowna Chamber of Commerce Roundtable

June 16, 2020

Kelowna



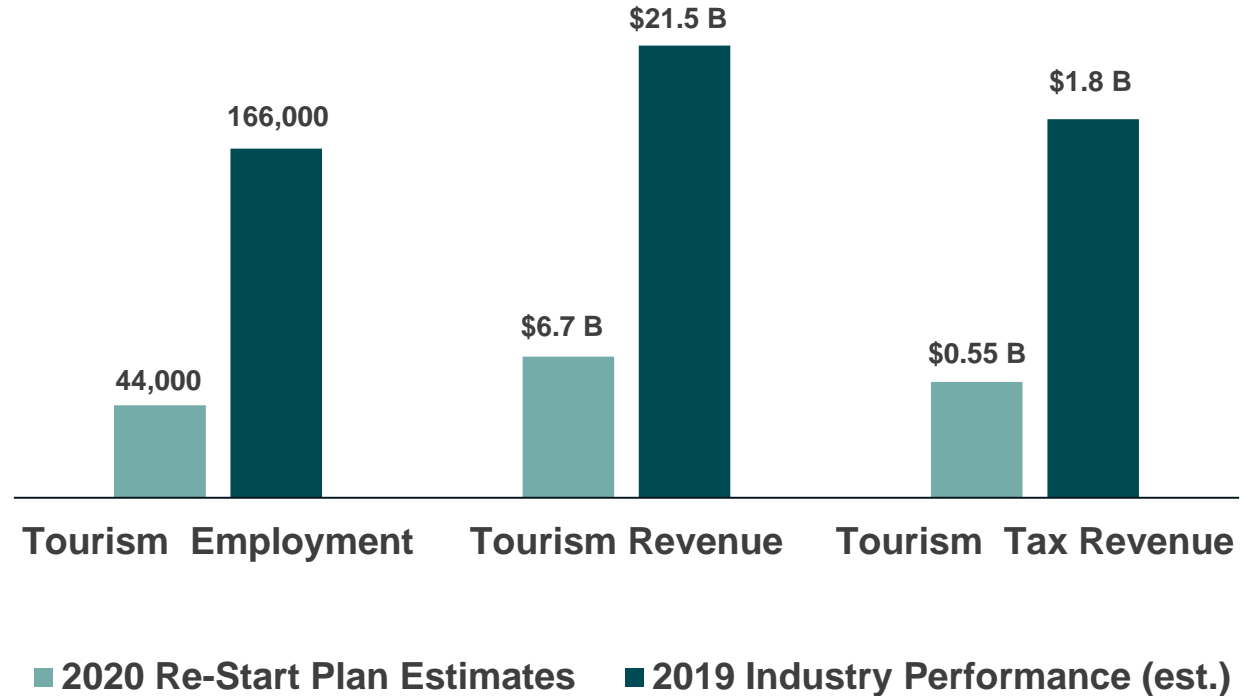
Paynter's Fruit Market, Kelowna



TOURISM INDUSTRY PERFORMANCE

BC Restart Scenario 2020 vs 2019

Tourism industry employment, revenue and taxes projected to decline 70% in 2020.



ROAD TO RENEWAL

I. RESPONSE

II. RECOVERY

III. RESILIENCE



Essential
Travel Only

Phase 1



Hyper Local
Travel Only

Within Community:
services, retail, restaurants,
museums, art galleries

Phase 2
(May 19 - May 31)

LOCAL

Local
Travel

MAY BE SKIPPED
BD

Phase 3
(June-Sept)



BC
Wide
(evolves to
include Alberta)



Canada
Wide



Restricted
International

Phase 4

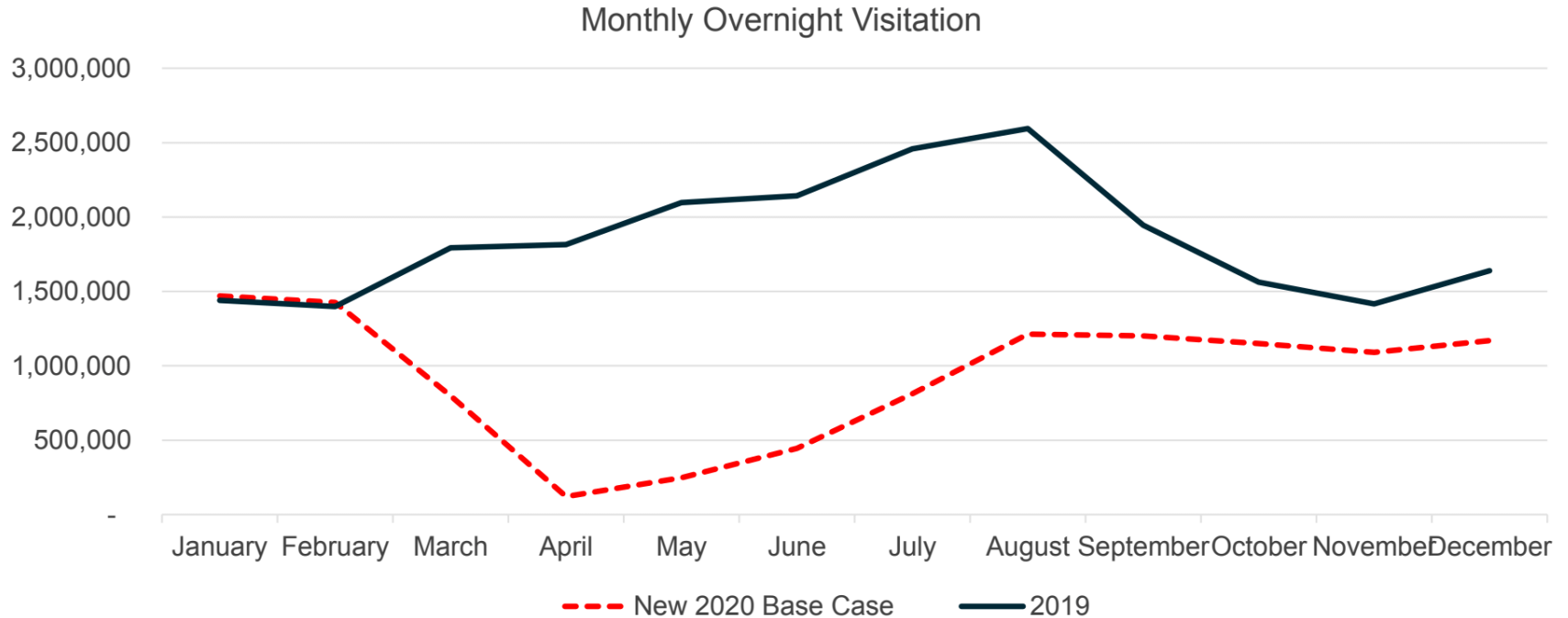


Unrestricted
International

**This is a hypothetical model and is subject to direction from the Provincial Health officer and Government.*



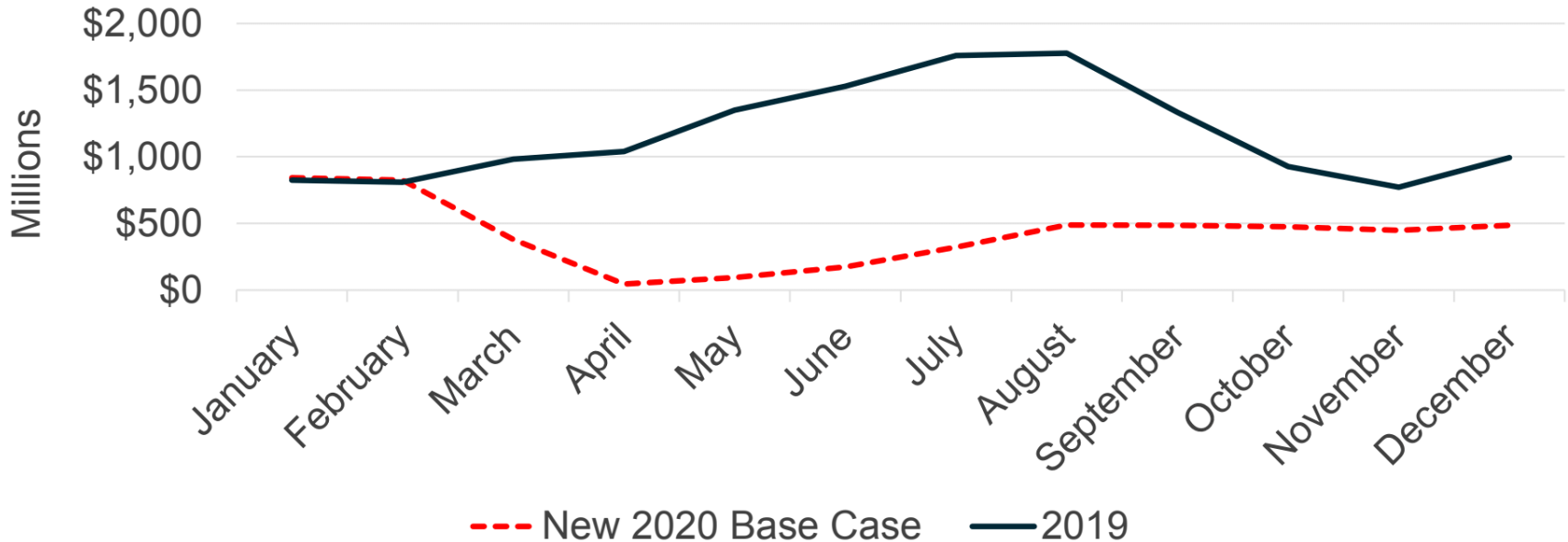
BC Restart Base Case Scenario vs 2019 Actual Overnight Visitation





BC Restart Base Case Scenario vs 2019 Overnight Visitor Spending (Est)

Monthly Overnight Visitor Spending

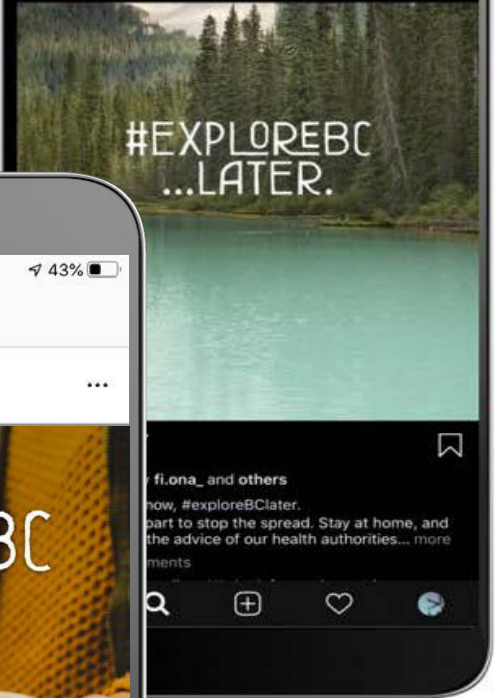
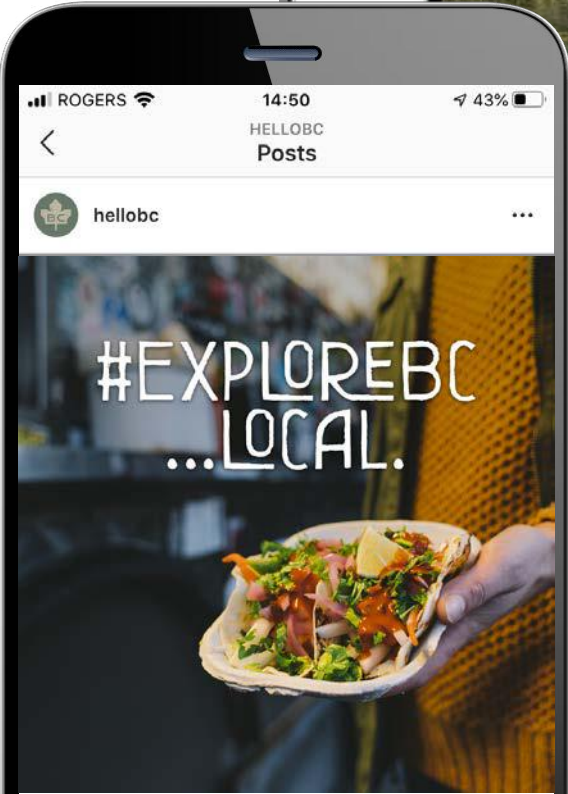
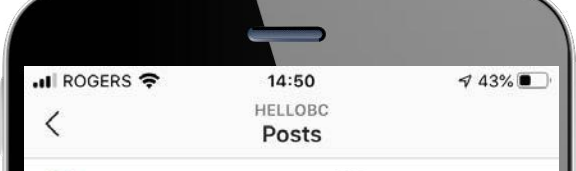


Our Approach to COVID-19 Crisis:

RESPONSE

RECOVERY

RESILIENCE



30+ Million

Impressions across social, digital and TV/PSA

BC's RESTART MARKETING CAMPAIGN:

Three layers

01



#EXPLOREBC

Inspiration

02



Discovery & Dispersion

03

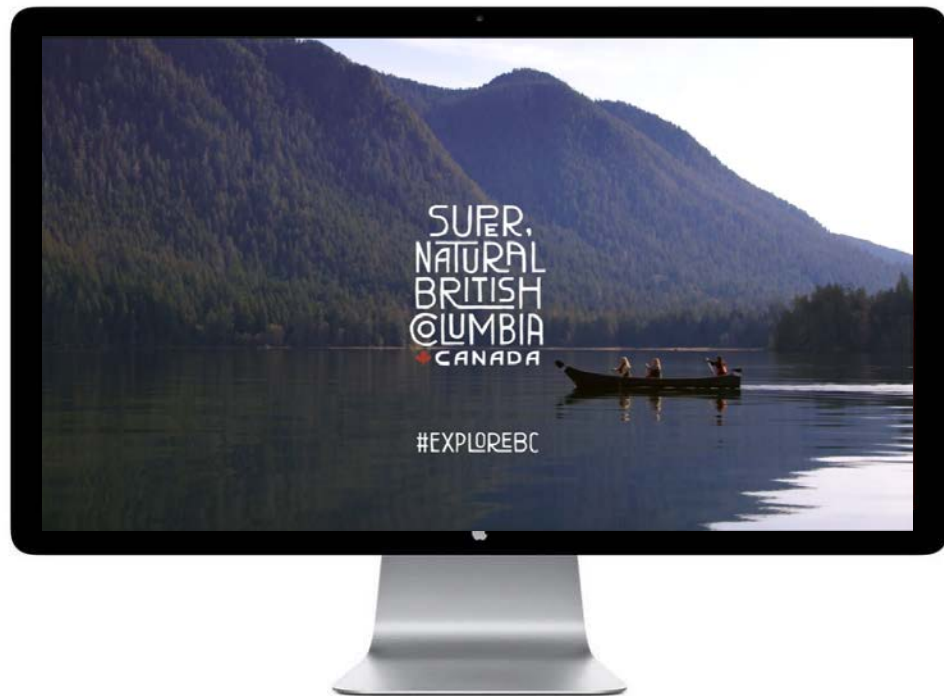


Bookable Experiences



01

INSPIRATION



**VIDEO:
TELEVISION,
SEARCH, SOCIAL**



DISCOVERY & DISPERSION

Know Before You Go Ad

Destination British Columbia Sponsored · 🌱 ...

Where will you go, what will you see, when it's time to explore BC? Read more on the local travel guidelines.



HELLOBC.COM
Explore BC this summer
Read before you go


LEARN MORE

👍 Like 💬 Comment ➦ Share

Awareness Ads

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Our wild backyard is waiting just outside your door. Start planning for summer with these 6 ultimate BC experiences.



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Start planning your trip

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Start planning your trip

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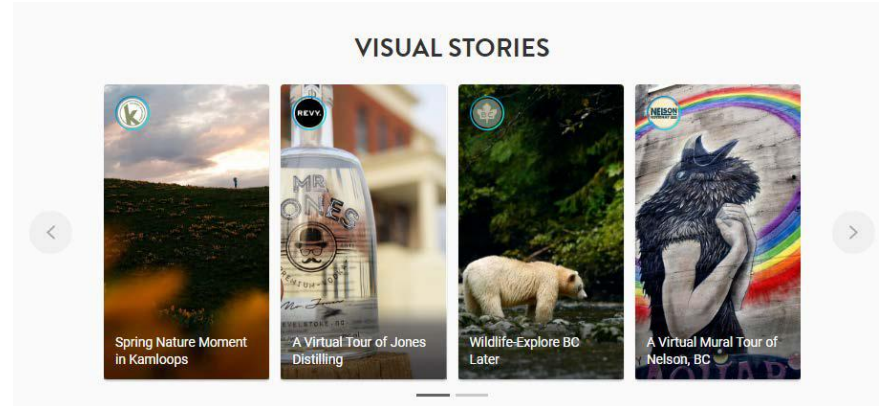


**Note: mock-ups only.*

BOOKABLE EXPERIENCES



Working with over 140 City and Community Destination Marketing Organizations and 15 Sectors.



MEDIA ACTIVITY



‘Turning Up the Dial’ when the time is right



VANCOUVER SUN





\$10M
Province of BC



Co-op Marketing

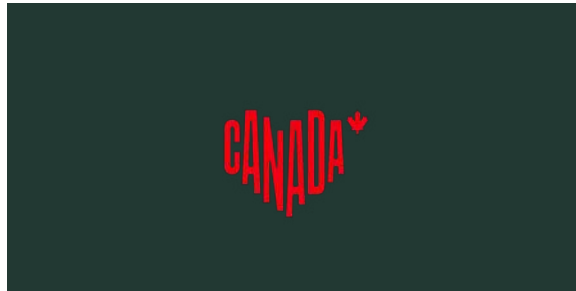


\$4.7M

DBC Co-operative Marketing Program for 47 community consortia (140 communities) and 15 experience sectors

\$1.5M

DBC funds added to match Destination Canada investment



\$1.5M

To 47 community consortia & 15 experience sectors in DBC's Co-op Program

\$4.5M

To 9 cities/resorts representing 74% of BC industry revenues





\$400K Sector Organizations

\$130K Visitor Centre upgrades



Prince George



LEARNING CENTRE

Ksan in the Skeena Country of Northwestern BC

[Home](#) | [Learning Centre](#)

DestinationBC.ca

Get inspired.

Explore Destination BC's Learning Centre.

Open 24/7, access free resources and tools, featured articles, guides, templates, and videos. Learn something new today!

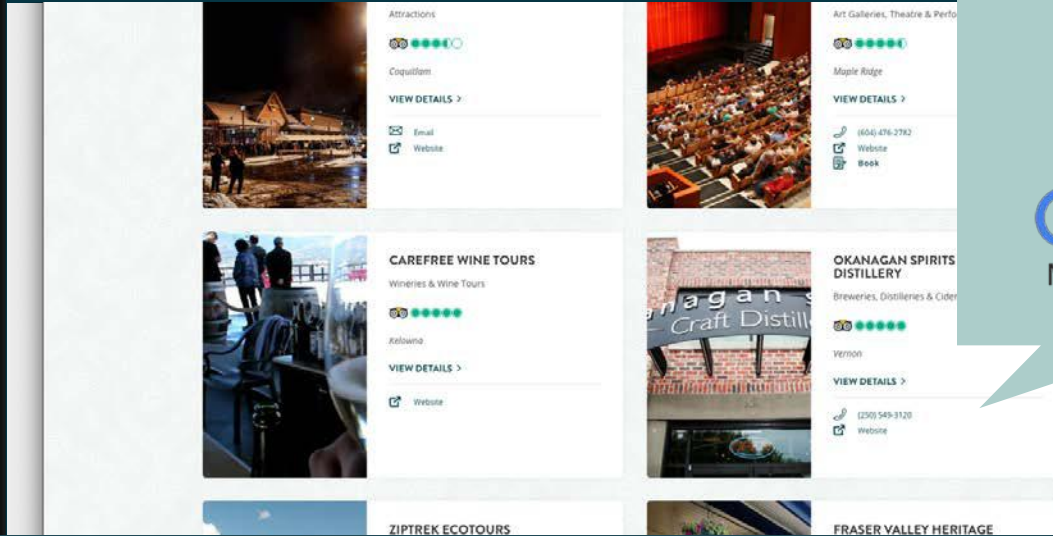
For even more resources, tools, and information for small business owners and entrepreneurs see the provincial government [resources page](#) and visit [Small Business BC](#).



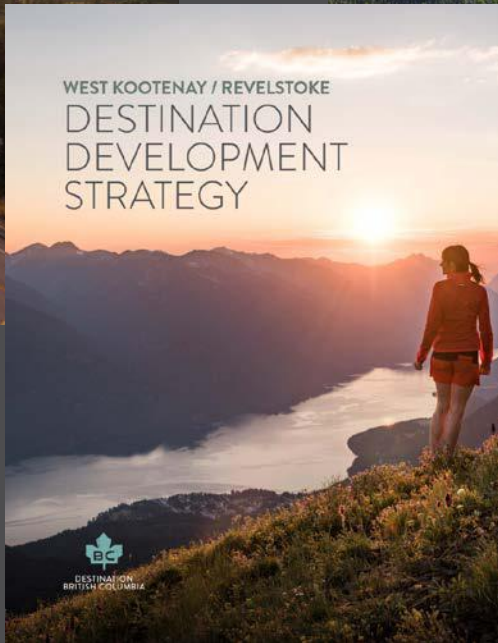
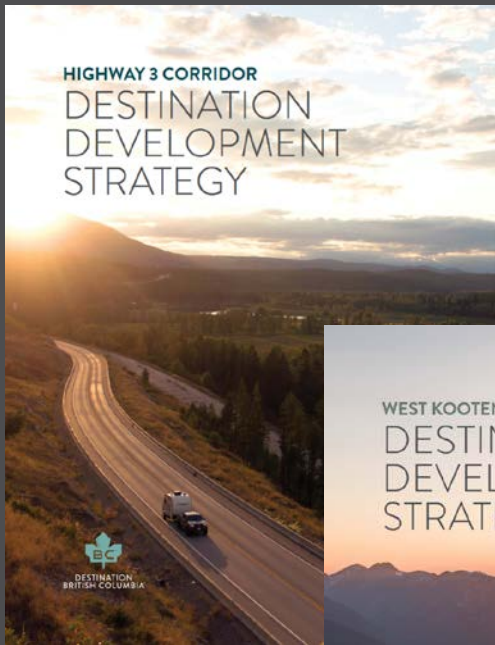


Restart Safely: Health & Safety Essentials to Support Re-opening

destinationbc.ca/recovery-webinars



Request Assistance at:
IndustryDevelopment@DestinationBC.ca



\$1 Million Catalyst Fund



A. CATALYST PROJECTS

The following 19 actions were identified as catalyst projects to initiate early implementation of Northwestern BC Destination Development Strategy. Note that some of these actions are also noted as “provincial” or “regional” in scope later in this section.

DEVELOPMENT THEME A – ENVIRONMENTAL INTEGRITY

Action A-4-1

Develop and communicate a Northern BC tourism code of conduct to support environmental sustainability practices within the tourism industry. This can be led by NBCTA, with input from a cross-section of tourism operators, relevant associations and community representatives. The United Nations World Tourism Organization’s (UNWTO)

Tourism and the Sustainable Development Goals – Journey to 2030, Highlights (December 2017) and the BC government’s Strategic Framework for Tourism in British Columbia 2019–2021⁷, in addition to other tools and resources, can assist with developing this code of conduct.





Western Economic
Diversification Canada
Diversification de l'économie
de l'Ouest Canada



INDIGENOUS
TOURISM BC

\$1M

Support for BC's Tourism
Resiliency Network

\$500,000

To help tourism businesses
who need immediate support



Policy & Regulation



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