

TOURISM IN BRITISH COLUMBIA



PROVINCIAL STRATEGIC FRAMEWORK



TOURISM VANCOUVER ISLAND STRATEGY STATEMENT

UNIFY
AMPLIFY
COLLABORATE

- BY 2024 WE WILL NURTURE A SUSTAINABLE AND UNIFIED VANCOUVER ISLAND TOURISM ECONOMY THROUGH INNOVATIVE LEADERSHIP, ADVOCACY BRAND STEWARDSHIP AND INDUSTRY DEVELOPMENT TO POSITIVELY IMPACT TOURISM RELATED MATTERS FOR OUR PARTNERS.

KEY ISSUES – GROWING A TOURISM ECONOMY



MANAGED GROWTH



RESPONSIBLE TRAVEL



TOURISM FOR ALL

OUR PRESENT SITUATION

- **TOURISM IS RAPIDLY GROWING IN CANADA**

- 57,000 overnight visitors arrive in Canada every day

- **TOURISM IS ONE OF CANADA'S BIGGEST ECONOMIC DRIVERS**

- \$100B per year in spending
- 1/10 jobs
- SME - driven industry
- Link between visitor origin and foreign trade

- **DESPITE OUR SUCCESS AS AN INDUSTRY WE CAN GROW DRAMATICALLY**

- 4% - 6% per-year expected nationally

- **DEMAND IS CENTRALIZED**

- 3.5x more summer visitors than winter visitors
- Seasonal crowding is impacting our reputation



THE SOHAWISH **CHIEF** MENU

Joffre Lakes visitors react angrily to shuttle bus wait

BC Parks staff experience verbal abuse after bus is delayed on Canada Day long weekend

Joel Barde / Pique Newsmagazine
JULY 7, 2019 09:27 AM



THE HIDDEN COSTS OF TOURISM



INFRASTRUCTURE BEYOND
RESIDENT NEEDS



RISING PROPERTY VALUES



MANAGE AND PROTECT SPECIAL
PLACES



CLIMATE CHANGE COSTS



TWO PATHS FORWARD

① BUSINESS AS USUAL

- Modest annual growth, strong employment numbers
- We will be left behind by other destinations and we will lose market share

② LEADERSHIP APPROACH

- Ambitious and achievable objective
- Tens of thousands more jobs
- Billions more spending
- New investment



ACTIONS

- **ECONOMIC**

- Increase spending and inclusiveness
- Sustainable business practices
- Investment

- **VISITOR**

- Exceed expectations and engage with visitors throughout the journey
- Monitor satisfaction and visitor impact

- **HOST COMMUNITY**

- Community satisfaction
- Employee satisfaction

- **ENVIRONMENT**

- Tourism businesses champion environmental projects
- Businesses measure, monitor and reduce their carbon footprint and environmental impact

EXAMPLES

OCEAN FRIENDLY MARKETING CAMPAIGN

Video and written content educates travellers on the importance of our oceans.

SUSTAINABLE BUSINESS PRACTICES IN TOURISM

Professional Development, Support to businesses to adopt practices.

SPINAL CORD BC MOU AND ACCESSIBLE CHECKLISTS

Working with tourism businesses to improve access.

DESTINATION LEADERSHIP COUNCIL

Guided by our community leaders - dmo representatives.

EXAMPLES

TRAVEL TRADE DISPERSION

Collaborative marketing approach to reach the fly-drive travel trade market in the USA and promote product on Vancouver Island where and when available.

UNIFICATION AROUND KEY ISSUES

Working to support stakeholders in tackling tough issues like fishing bans, and acting as a communication channel to government.

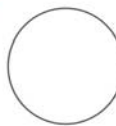
TOURISM CONFERENCE

Brought to Nanaimo speakers to look at these issues: Surfrider Foundation, Cristina Mittermeier, Tourism for All panelists.

THREE TAKEAWAYS

TOURISM NANAIMO REVIEW

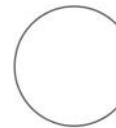
COLLABORATION



STAKEHOLDER
REFERRALS



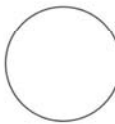
VOLUNTEER
AMBASSADORS



TRIBAL
JOURNEYS



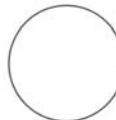
THE POWER
OF LUNCH



RESIDENT
ENGAGEMENT



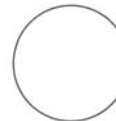
PERSONALIZED
MARKETING



BUSINESS
TOURISM




VANCOUVER
ISLAND
COLLABORATION



STAKEHOLDER
ENGAGEMENT

Nanaimo
 MW's + caption joannedziera via Instagram



3,298 People Reached 561 Engagements Boost Post

You and 129 others 12 Comments 8 Shares

Agree. Me too. Love this place and all it's beauty
 Like · Reply · Message · 1d

Me too want to move there
 Like · Reply · Message · 1d

1 Reply

Nice!!! Some positive pictures of our beautiful city. Thanks for sharing!
 Love · Reply · Message · 1d

This is what I see on my walk to work each morning. It is amazing and changing every day. I am grateful that I made the decision to make walking to work a personal priority. It makes for a richer life.
 Love · Reply · Message · 6h

Can't wait to move to this absolutely beautiful place!
 Love · Reply · Message · 20h

Most Relevant is selected, so some replies may have been filtered out.

Tourism Nanaimo This is exciting news! Welcome (soon?) to your new home. 😊
 Like · Reply · Commented on by [Profile] · 20h

STRATEGIC PILLARS

BI-DIRECTIONAL CONVERSATIONS WITH CONSUMERS

Data-driven digital and social advertising, email marketing and dynamic website content.

DEVELOP AND PROMOTE REMARKABLE EXPERIENCES

Digital Readiness, Itinerary and content development, Strategic Investment, Saysutshun marketing support

SUPERIOR CONSUMER EXPERIENCES

Front-line staff training and ambassador training and program, Product familiarization

ENCOURAGE RESIDENT ENGAGEMENT

Resident pride program

STRATEGIC PILLARS

ALIGN THE INDUSTRY

Tourism Roundtable
Engagement Sessions
Networking Events

COLLABORATION

Chamber of Commerce "Walk
Abouts"
VIU Partnership and training
opportunities

ORDER OF TRANSPARENCY

Quarterly reports, written and
presented, to council

PRINCIPLES – VALUES

- ① FIRST NATIONS LAND, HISTORY AND CULTURE INFORMATION AND ACKNOWLEDGEMENT
- ② PROVIDING SUPPORT, ADDING VALUE TO OTHER COMMUNITY ORGANIZATIONS
- ③ SUSTAINABILITY
- ④ ACCESSIBILITY
- ⑤ CUSTOMER EXPERIENCE
- ⑥ ENGAGEMENT AND EVALUATION IS ONGOING

THANK YOU – QUESTIONS

