



DESTINATION
BRITISH COLUMBIA®

Tourism Golden Annual General Meeting

Richard Porges, *President & CEO, Destination BC*

May 2, 2023



Richard Porges
President & CEO, Destination BC



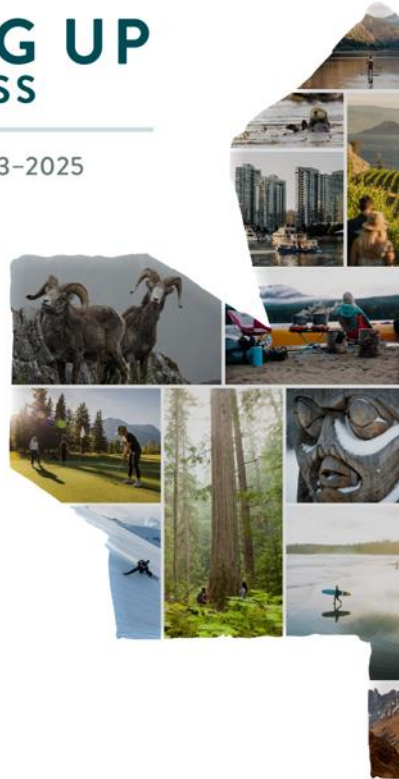
SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



DestinationBC.ca

A wide-angle photograph of a mountain range. The foreground shows a brownish, rocky slope with sparse green vegetation. In the middle ground, a valley opens up, showing a mix of brown and blue-grey rock formations. The background features several large, rugged mountain peaks, some of which are covered in patches of snow. The sky is filled with heavy, grey clouds, suggesting an overcast day.

To improve quality of life for BC residents while sharing the transformative power of BC's experiences with the world, in a socially, culturally, environmentally and economically sustainable way.

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



- 1 Tourism businesses are profitable
- 2 People love travelling in BC
- 3 People living in BC value the visitor economy
- 4 People travel year-round and to lesser-known places
- 5 The tourism industry meets or exceeds the BC's Climate Change Action Plan targets

OUR 8 GOALS



OUR 8 GOALS

- 6 BC's tourism industry partners value the work we do
- 7 People working at Destination BC are well supported for success
- 8 Indigenous voices, values and presence are strengthened in all our work

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



STRATEGIC LEVERS

1

COMPELLING
REASONS TO
EXPLORE BC

2

GLOBALLY
COMPETITIVE
TOURISM
ECOSYSTEM

3

RESPECTFUL
GROWTH OF
INDIGENOUS
TOURISM

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



DESTINATION
BRITISH COLUMBIA®



**BC TOURISM INDUSTRY PARTNERS
CAN REQUEST A COPY:
Marketing.Plan@DestinationBC.ca**

A group of people in yellow rafts are navigating a river. The scene is set against a backdrop of mountains and a forest. The text is overlaid on a semi-transparent dark blue rectangle.

Inspire responsible travellers to fall in love with British Columbia (by sharing the magnetic powers of BC's nature and culture with the world).



**Motivate responsible travellers to explore more places
in BC, across more seasons.**



Grow Brand Affinity



Increase Geographic Dispersion



Increase Seasonal Dispersion



Build an Inclusive Tourism Ecosystem



Prepare Destination BC and the Industry to be Digital-First, Privacy-Centric



GOAL 1:

Grow Brand Affinity



Brand refinement for *Super, Natural British Columbia*[®]



Develop place and route brands



Increase global awareness



Global segmentation study



Leverage interest in global events



GOAL 2:

Increase Geographic Dispersion



Launch two new routes and place brands



Develop remaining new place and route brands



Integrate Marketing with Destination Development





GOAL 3:

Increase Seasonal Dispersion



Develop seasonal dispersion strategy



Assist mature destinations to grow off-peak revenue



Launch campaigns:
US Spring 2023;
Ski 2023/24





GOAL 4:

Build an Inclusive Tourism Ecosystem



Inclusive
Content Creator
RFQ



Inclusive
Content
Calendar



Joint Marketing
Action Plan with
Indigenous
Tourism BC



DBC's DEIA
Year 2 Inclusive
Marketing Plan





GOAL 5: Digital-First, Privacy-Centric



Digital Ecosystem
Vision:
Always On Marketing
Build first-party data



Prepare Tourism
Data Hub for privacy
changes



Expand participation
in the Tourism Data
Hub



Dispersion Strategy

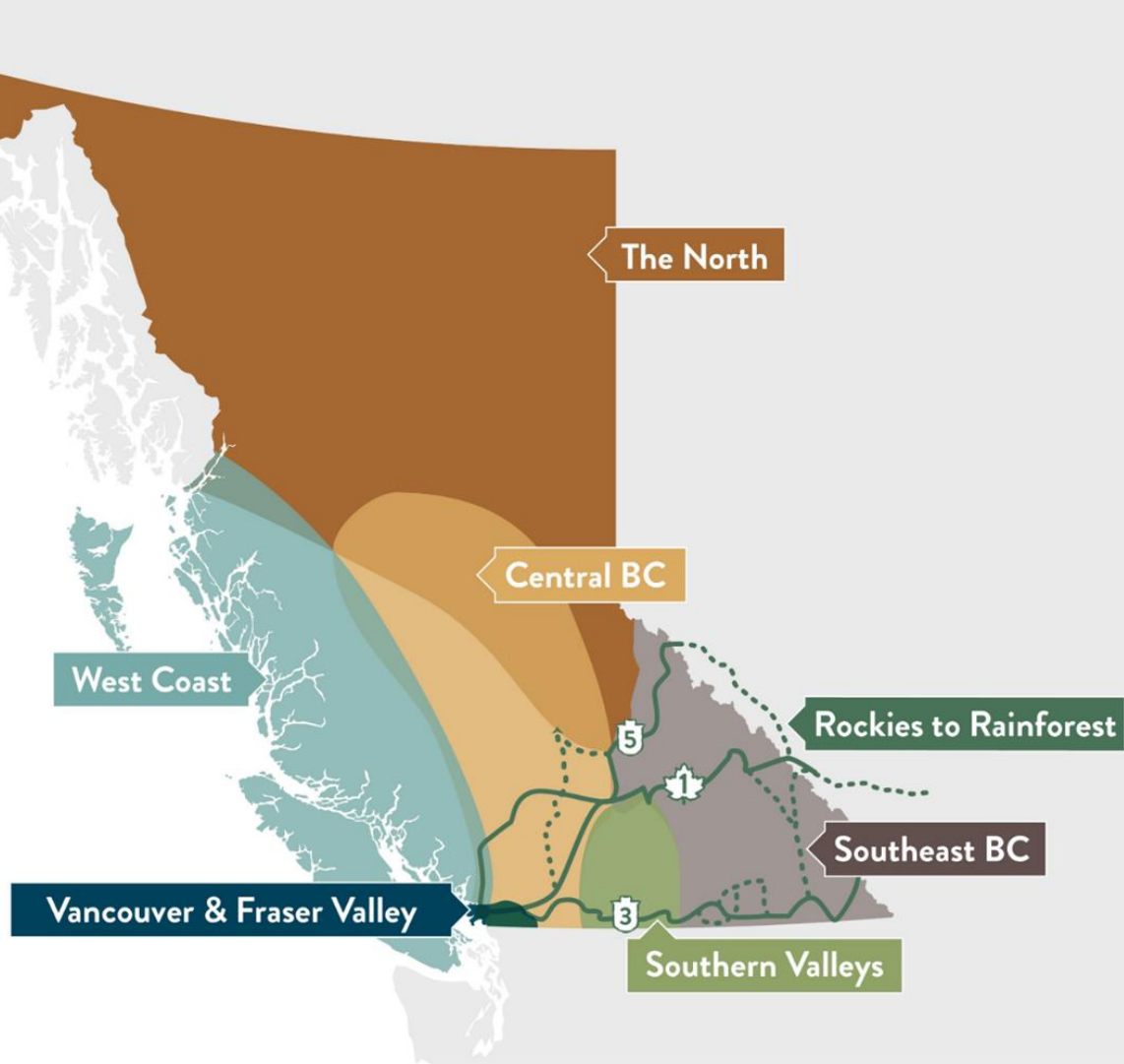


Increase the dispersion of tourism revenue throughout BC



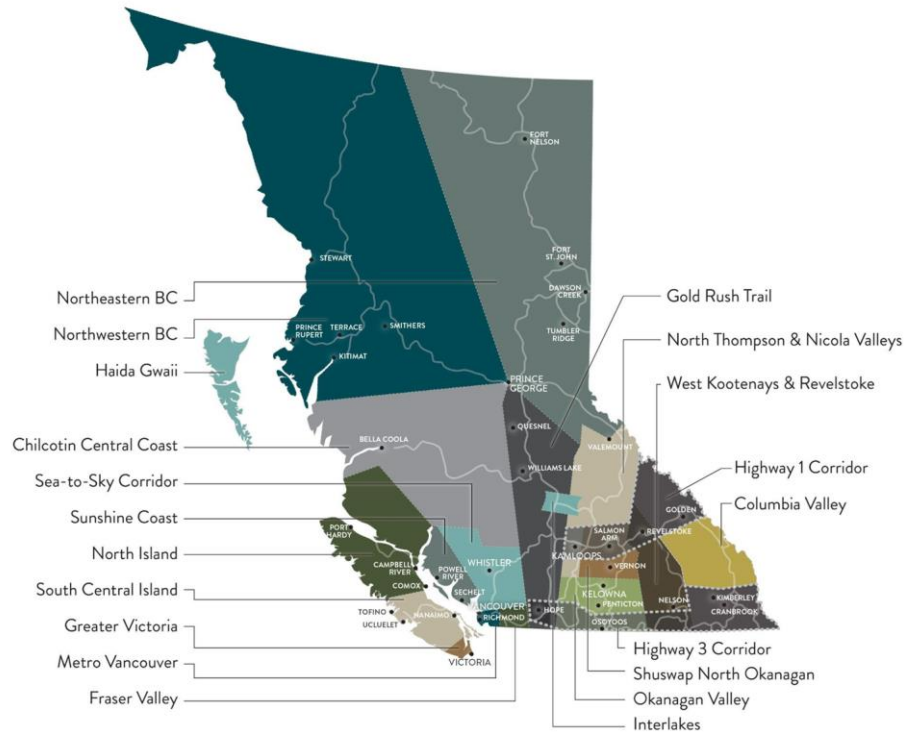
Compelling Places & Routes

(provisional boundaries)



Destination Development


(planning map)



2023 Tourism Outlook



Industry Performance & Outlook 2019 – 2023 (% change from 2019)

	2019	2022 est.	2023 est.
 Tourism Industry Revenue	\$20.2B	\$18.8B	\$20.7B
		-7%	+2%



 Overnight visitor expenditures in BC	\$7.9B	\$9.5B	\$9.8B
		+20%	+24%



Overnight visitor expenditures in BC	\$2.6B	\$1.4B	\$2.3B
		-48%	-12%

DBC Learning Centre



Digital Marketing

Scale your marketing efforts, strengthen your online presence, and deliver compelling content that speaks to your current fans and connects with prospective visitors.

[LEARN MORE](#) →



Experience Development

Create unforgettable experiences, programs, and services for your visitors.

[LEARN MORE](#) →



Social Media Marketing

Build your reputation and amplify your word-of-mouth marketing campaigns on social media.

[LEARN MORE](#) →



Travel Trade & Travel Media

Work with travel trade and travel media to increase awareness of your tourism experiences with BC's top international markets.

[LEARN MORE](#) →



Applying Insights

Use research and analytics to gain insights into your visitors, to create relevance in your marketing and experience activities, and to measure results.

[LEARN MORE](#) →



Safety & Emergency Preparedness

Plan, prepare, and respond to unexpected emergencies as they arise. Access COVID-19 recovery tools and resources.

[LEARN MORE](#) →



Accessible Tourism

Ensure your business is accessible and inclusive for all employees and travellers.

[LEARN MORE](#) →



Super, Natural British Columbia Brand

Browse brand resources and tools that align with BC's destination brand.

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THANK YOU