

Tourism British Columbia



Mountain Bike Tourism Symposium
October 29, 2008

Richard Lewis



Role of Tourism BC & MTCA

- **Tourism BC**

- To act as a catalyst and provide a productive environment to tourism product sectors in order to achieve increased integration while collectively working towards the development of more export-ready tourism products and experiences throughout the province.

- **MTCA**

- To identify sector relevant tourism-related regulatory concerns (i.e. land\tenure access) and liaise with the appropriate government agencies to engage in discussion and possible resolution



Tourism British Columbia

- Promote BC to domestic and international markets
- Office locations:
 - Vancouver & Victoria
 - UK & Germany
 - Australia
 - Taiwan, Korea, Japan



What We Do

- Travel Trade – Travel Agents, Tour Operators, Airlines
- Media – Travel Writers, TV, Radio
- Consumer Direct – Print and Electronic advertising, hellobc.com, 1 800 Hellobc
- Partnership Programs
 - Regional Marketing
 - Sector Marketing



BRITISH COLUMBIA



Host Province

What We Do

- Community Tourism Foundations
- Business Essentials – (Chris Loft)
- Research
- Gateway Infocentres (6) and Infocentre Network (109)
- Superhost
- Approved Accommodation
- BC Magazine



Provincial Goals

- Double provincial tourism revenues by 2015
- Maximize the long term benefits of the 2010 Olympic Games



Experiences BC

- ***Experiences BC*** is designed to help identify and assist Sector Associations or Sector Consortia in their efforts to develop and promote a market-ready tourism product



Objectives

- Generate new or extended tourism-related visits, activities or higher yields
- Add incremental tourism revenue at the provincial, regional or community level
- Assist tourism product sectors to develop market-ready products and experiences



Objectives

- Improve the utilization of existing sector capacity
- Maximize interest in BC as a tourism destination leading up to and resulting from the 2010 Winter Games



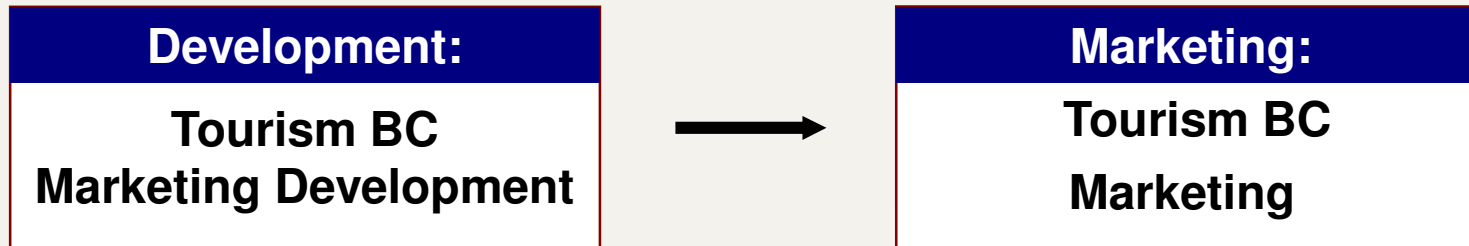
Sector Criteria

- Sector must represent Province-wide product
- Must commit to future marketing investment
- Develops a more competitive market-ready sector offering



Program Components

Experiences BC



Experiences BC - Development

- Successful applicants can expect to move through a series of phases:
 - Facilitated situation analysis (SWOT, business review, competitive analysis)
 - Organizational and governance assistance
 - Market Research w/ TBC Research & Planning dept.
 - Creation of a sector business plan



Experiences BC - Marketing

- Assist market-ready product sectors with marketing and promotion
- Sector application based co-operative program (Bike Parks of BC)
- Sector initiatives represent province-wide (export ready) experiences
- Up to \$50K matching co-operative funding



Experiences BC – Sector Activity

Sector	Development	Marketing
History & Heritage	✓	✓
Nordic Activities	✓	✓
Backcountry Lodges	✓	✓
Camping & RV	✓	✓
River Rafters	✓	✓
Dive	✓	
Cuisine	✓	
Snowmobile	✓	
Golf	✓	
Rails to Trails	✓	
Cruise		✓
Sport Fishing		✓
Guest Ranches		✓
Mountain Bike (Bike Parks)		✓



Successes

- Bringing key sector stakeholders together to develop a business plan and common approach for the sector
- Partnership with MTCA to address government/ regulatory concerns (Michelle Carr)
- Initiation of various sector based market research activities
- Implementation of sector co-operative marketing activities



Challenges

- Determining who are the right people to be at the table and how to keep them engaged
- Ensuring that the sector takes ownership in developing its plan
- Difficulties in securing funding to partner with Tourism BC in co-operative marketing
- Long-term sustainability of the Sector Assoc. or Consortium



Questions?



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Richard Lewis, 27/10/2008

For more information

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