

COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

Date: Thursday, March 14, 2019
Time: 1:00 PM
Location: Splatsin Community Centre
5775 Old Vernon Road, Enderby, BC

Pages

1. Call to Order

1.1 Guest(s) in Attendance

1.2 Appointment of Chair and Vice-Chair of the Shuswap Tourism Advisory Committee

1.3 Approval of Agenda

Motion

THAT: the agenda of the March 14, 2019 Shuswap Tourism Advisory Committee meeting be approved.

1.4 Adoption of Minutes

Motion

THAT: the minutes of the December 13, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

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2. Presentation – Margaret McCormick- “Content Development for Social Media and the Shuswap Tourism website”

3. Shuswap Trail Alliance Update

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Report from Phil McIntyre-Paul.

- Shuswap Trails Strategy and Roundtable, and current regional project update
- 4 Season Multi- Use Mountain Park Development

4. **Shuswap Tourism Activities Update**

Report from Robyn Cyr, Manager, Shuswap Tourism.

- New Committee Member – Expression of Interest – Ron Betts – Tree Top Flyers (Chase)
- New Committee Member – Expression of Interest - Shelley Witzky - Adams Lake Band Councillor
- Agreement with The City of Enderby
- Resignation of Sebastian Hofstetter – Prestige Harbourfront Resort
- Conferences Attended
 - Impact Conference – Victoria
 - BC Tourism Industry Conference – Vancouver
- Indigenous Tourism Project update
- Digital Marketing Campaign update
- Influencers Visits – re: Winter Campaign
- Shuswap Brand Refresh
- Shuswap Tourism Website Update
- Vancouver Outdoor Adventure and Travel Show

5. **Community Roundtable**

6. **Next Meeting**

May 8, 2019 at 1:00 PM, location to be determined.

7. **Adjournment**

Motion

THAT: the March 14, 2019 Shuswap Tourism Advisory Committee meeting be adjourned.



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

Note: The following minutes are subject to correction when endorsed by the Committee at its next meeting.

Date: December 13, 2018
 Time: 1:00 PM
 Location: CSRD Boardroom
 555 Harbourfront Drive NE, Salmon Arm

Committee Members Present	P. Demenok	Director, Electoral Area C
	R. Martin	Director, Electoral Area E
	J. Simpson	Director, Electoral Area F
	D. Cannon	Alternate Director, City of Salmon Arm
	K. Brown	Arts Council for the South Shuswap
	M. Lane	Dreamcycle Motorcycle Museum
	P. McIntyre-Paul	Shuswap Trail Alliance
	J. Ziercke	Quaaout Lodge Resort & Spa/Talking Rock Golf
Committee Members Absent	R. Talbot	Director, Electoral Area D
	K. Flynn	Councillor, City of Salmon Arm
	T. Rysz	Mayor, District of Sicamous
	G. Bushell	The Eagle Valley Snowmobile Club
	S. Hofstetter	Prestige Hotels
	A. Maki	Chase & District Chamber of Commerce
Staff Present	R. Cyr	Economic Development Officer
	E. Johnson	Electronic Records Management Facilitator

1. Call to Order

R. Cyr called the meeting to order at 1:10 PM and chaired the meeting.

1.2 Approval of Agenda

Moved By Director Martin

Seconded By Director Demenok

THAT: the agenda of the December 13, 2018 Shuswap Tourism Advisory Committee meeting be approved with the following addition:

- Appointment to Shuswap Tourism Advisory Committee

CARRIED

1.3 Adoption of Minutes

Moved By P. McIntyre-Paul

Seconded By J. Ziercke

THAT: the minutes of the October 3, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

CARRIED

2. Discussion Items

2.1 Networking evening – November 13

Shuswap Tourism hosted a workshop/networking evening that showcased the winter marketing campaign being developed by Destination Think! The campaign will showcase winter activities and events. R. Cyr reported that there was representation from the businesses and organizations throughout the Shuswap region at the networking event. 80 people attended the event.

2.2 Winter Marketing Campaign – presentation and workshop

William Bakker from Destination Think! gave a presentation about the vision of the Shuswap and the marketing campaign for winter. He also explained how it fits into the five year marketing strategy for Shuswap Tourism. He also explained how businesses and organizations can participate in this campaign.

R. Cyr also presented, at the networking event, the projects completed in 2018 and the projected projects for 2019. R. Cyr commented also on the success of the “Salute to the Sockeye” Festival” and the hard work of the Adams River Salmon Society that made this festival a success.

Recommendation – That the Shuswap Tourism Advisory Committee committee send a letter complimenting the Adams River Salmon Society complimenting them on the job they did on the Salute to the Sockeye.

2.3 Budget – 2019

R. Cyr discussed the 2019 Shuswap Tourism Budget that will be presented to the Board during the budget discussions. R. Cyr met with the elected officials from the Shuswap EcDev and Shuswap Tourism Advisory Committees to discuss the changes with Sicamous withdrawing from the Shuswap Economic Development Services. The subsidized amount from the Shuswap Economic Development budget will be gradually reduced and completely withdrawn by 2022 from the Shuswap Tourism budget. There will be increases to the budget in order to maintain the current Shuswap Tourism budget. A discussion was held with the committee and the recommendation was made to support the budget as presented.

Recommendation:

Moved By P. McIntyre-Paul

Seconded By Director Demenok

THAT: the Shuswap Tourism Advisory Committee recommends to the Board that they support the Shuswap Tourism 2019 budget as reviewed at the December 13, 2018 Shuswap Tourism Advisory Committee meeting.

CARRIED

2.4 Annual Stats – Website, Facebook, Instagram

R. Cyr discussed the statistics as attached to the minutes. The statistics for the website and social media are still good but still show a strong increase in the summer months. It is the plan that with the new winter marketing campaigns that the statistics will grow throughout the shoulder and winter months.

2.5 Discussion on Enderby withdrawal from Shuswap Tourism

R. Cyr advised the committee that Enderby has decided not to participate in Shuswap Tourism for the 2019 season. R. Cyr had a few discussions with them and explained the benefits of the partnership but they have still decided to withdraw.

2.6 Discussion on Armstrong participation with Shuswap Tourism

Armstrong will be a new community to participate in the Shuswap Tourism marketing activities. They will be at the same level as Chase. They will be paying the \$5,000.00 fee for service for 2019.

Discussion was held with the committee about increasing this amount for our neighboring communities. This discussion will have to be addressed before the 2020 budget process.

R. Cyr stated that it is great to have Armstrong participating with Shuswap Tourism as we move forward with the Rail Trail and they bring a number of new unique businesses to showcase.

2.7 Strategic Planning with Margaret McCormick – Dec. 31

R. Cyr has retained the services of Authentic Experience Consulting to do some strategic planning with Shuswap Tourism. It is time to look at where the organization will progress to and succession planning into the future.

Margaret McCormick used to work with DBC and is now living in the Shuswap. Her experience in the provincial Tourism world will assist us to make better connections both with DBC and TOTA into the future..

2.8 Survey on Summer 2018

R. Cyr sent out a survey at the end of August to assess how business was for the Tourism industry this summer. The survey addressed issues with the smoke, accidents on the highways, and if there were any other issues for these businesses. There was a 50% response to the survey. 60% said that the smoke affected their businesses. The accidents on the highway did not affect business in the Shuswap.

2.9 Funding Applications

- Destination BC Co-op Marketing Program Application
 - The application was required to be submitted by November 30, 2018 and is in the amount of \$62,500.00. The approval will be submitted some time in January 2019.
- Municipal and Regional District Tax Application
 - The application for MRDT was submitted in November and has been increased to \$62,500.00 from \$40,000.00 (2018) due to the increase in hotel revenues.
 - The MRDT application has been approved by the MRDT committee and the SA City Council.

2.10 Events:

- Salute to the Sockeye Festival Report
- Lewiston Ultra Marathon

Shuswap Tourism on site at Salute to Sockeye from September 28 – October 21, 2019. Great exposure for our region and good international attendance at this event.

Lewiston Ultra Marathon – another great event and good exposure for our region. ST is happy to support this event. They will be returning in 2019. P. McIntyre-Paul spoke about the Lewiston Ultra Marathon. Great event to bring visitors to the region in the shoulder season. This event was held on September 29, 2018.

2.11 Media Tours Update

DBC Fam Tours – mainly focused on the “Salute to the Sockeye” festivals. We will see the results from these tours over the next few months and R. Cyr will report these to the next committee meeting.

Field and Forests - Blog of witnessing the “Salute to the Sockeye” Festival. <https://fieldandforest.co/adventures/shuswap>

Jennifer Schell - Winemakers Magazine – story of the Shuswap wine.

Nuvo Magazine - High end magazine distributed in Vancouver – showcased “Salute to the Sockeye” festival.

DBC Tour - Salmon Run and Cycling Fun in the Shuswap - Media from China, UK, USA, Mexico, Calgary, and Vancouver.

Travelling Mom (Blog) - Houseboat Vacation – showcases family vacations on houseboats.

2.12 New Website Update

The website project for Shuswap Tourism is underway. The RFP has gone out and there are four companies that have submitted proposals to the RFP. The decision has been made to separate the Shuswap Economic Development website and the Shuswap Tourism website. The Shuswap Economic Development website will include Shuswap Economic Development, Agriculture, and the Columbia Shuswap Film Commission. The Shuswap Tourism website will just be the website for Tourism. There will be a main landing page created that will bring together all of the services that are being delivered by Shuswap Economic Development.

The plan is to have the new Shuswap Tourism website to go live by May 1, 2019 and the Shuswap Economic Development website by July 1, 2019. The creation of the landing page will be created after this and be completed by September 2019.

The business database will be incorporated to all websites.

2.13 Social Media Update

K. Dearing Consulting is working with Destination Think! on a content calendar for social media. This will include events and other things that happen seasonally in the Shuswap. It will keep our social media fresh and engaging. We will continue to work with local influencers that can provide content for our social media channels

2.14 Crowd Riff - Update

ST is in the process of uploading photography to Crowdriff to use in marketing campaigns. ST is also in the process of using user generated content and building these assets in Crowdriff. ST will have a substantial photography database to use when this is completed for our marketing campaigns.

2.15 Shuswap Culture

Carried forward from October 3, 2018 Shuswap Tourism Advisory Committee meeting (K. Brown was absent from the meeting).

Shuswap Culture statistics - 49% are South Shuswap events, 28% are from Salmon Arm and the rest are from the other regions in the Shuswap.

2019 events submitted are currently being populated onto the site.

Shuswap Culture has hired someone to take care of digital and social media marketing. Currently it is free for NPOs to upload up to 24 events, any business but they are looking at pay structure to support the site.

Shuswap Culture has seen growth from new user groups but does not have analytics at this time to provide exact statistics on the usage of the site.

2.16 Appointment to Shuswap Tourism Committee

Shuswap Tourism has received an expression of interest from D. Gonella – Roots and Blues Festival - to sit as a committee member on the Shuswap Tourism Advisory Committee. The Committee received the expression of interest form from D. Gonella. R. Cyr notified the committee that the applicant has received endorsement from councillors of the City of Salmon Arm.

3. Community Roundtable

Phil McIntyre-Paul – D. Cannon is on planning committee for STA fundraiser dance. The STA Fundraiser dance is on Feb 1, 2019 - These tickets sell out fast so get your tickets soon.

Reminder: February 13, 2019 - Shuswap Trails Regional Roundtable – Sicamous.

The committee acknowledged the death of Rene St. Onge and that they will miss his leadership with the motorized community in the Shuswap.

5. Adjournment

Moved By Alternate Director Cannon

Seconded By Director Demenok

THAT: the December 13, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.

CARRIED

Chair

Shuswap Trails Brief to Shuswap Tourism Advisory: March 14th, 2019

Submitted by: Phil McIntyre-Paul

Updated: March 10, 2019

The following drop-box and web links access update reports and plans related to some of the current priorities under the Shuswap Regional Trails Strategy and Roundtable, and the Shuswap Trail Alliance. Broad summary reviews can be found in the Shuswap Regional Trails Roundtable and Working Group meeting summaries, and the Shuswap Trail Alliance Progress Report Slide Set. (Note: Dropbox links require sign-in to the free Dropbox online application)

[Shuswap Regional Trails Roundtable – 2019 Gathering Summary](#) – from the Feb 13, 2019 annual gathering in Sicamous. (Note: this is the draft version to be reviewed by the working group.)

[Shuswap Regional Trails Roundtable – 2019 Gathering Presentation Slides](#) – include presentation materials from the Feb 13, 2019 gathering.

[Shuswap Regional Trails Roundtable – 2018 Annual Report Brief](#) – includes summary on 2018 activities, projections for 2019, and status update on partnership funding support for the Roundtable.

[Shuswap Regional Trails Roundtable – Annual Funding Proposal](#) – developed by working group in 2018.

[Shuswap Regional Trails Roundtable – Working Group – Jan. 18/2019 Meeting Summary](#) – provides most recent update of the quarterly working group, including project updates from regional partners.

[Shuswap Trail Alliance 2019 Progress Report Slides](#) (as of Feb 05, 2019) – a snapshot of the Shuswap Trail Alliance's 2018 project season working with regional partners, including project funding snapshot, 2019 season project priorities, and lots of in-field photographs from 2018 projects.

[Shuswap Trails Infrastructure Projects 2019](#) (BCRDP) – regional trail projects targeted for 2019 submitted to the BC Rural Development Program for funding through the Shuswap Trail Alliance

[MRDT Trail Priorities 2019](#) – destination trail planning, marketing, and signage priorities targeted for 2019 through the Salmon Arm MRDT (Hotel Tax) funding for 2019

[South Shuswap Destination Trail Plan Progress Report](#) – update on the CSRD Area C destination trails master planning process currently underway

[East Shuswap Alpine Recreational Access Planning Report](#) – update on Recreational Access Management planning discussions in the East Shuswap Alpine sub-region, including the Joss-Tsuius-Mabel Mountain Alpine, Owlhead/Cummings/Blue Lake, Eagle Pass Mountain, and McPherson Mountain North Access.

[Sicamous to Armstrong Rail Trail Design Concept Report](#) (update as of Jan 17, 2019) – design concept report developed to support Splatsin/CSRD/RDNO Inter-Jurisdictional Government leadership meetings with Provincial and Federal Ministries and applications for major grant funding for planning (BC Rural Dividend Program) and development (Canada-BC Investing in Canada Infrastructure Funding)

[West Bay Trail Corridor Update Report](#) – background brief and design scoping report developed to support Neskonlith, Adams Lake, Little Shuswap, and Salmon Arm government collaboration to address active transportation connectivity between the communities around the Switzmalph/Salmon Arm Bay

[Glenemma Recreation Site and Trail Plan](#) – draft concept plan (as of Jan 28, 2019) developed through a collaborative leadership advisory led by CSRD Area D Parks and facilitated by the Shuswap Trail Alliance, including participation by motorized, equestrian, non-motorized recreation leadership, range licensees, local residents, and Provincial Recreation Sites and Trails BC. It has also included consultation/direction with Secwepemc and Okanagan First Nations leadership and Forest Industry.

Silver Creek Parallel Pathway – active transportation parallel pathway project underway by CSRD Area D Parks along the Salmon River Road between the Silver Creek Community and Park with Provincial funding support through BikeBC. (See Roundtable Working Group Meeting Summary and Roundtable Presentation slides for background notes.)

Chase Active Transportation Master Plan – active transportation plan just completed by the Village of Chase. (See Roundtable Working Group Meeting Summary and Roundtable Presentation slides for background notes.)

Sicamous 4-Season Mountain Park – new 4-season recreational trails concept being assessed through a collaborative planning process led by the District of Sicamous for purpose built and managed motorized and potential mountain bike recreation. (See Roundtable Working Group Meeting Summary.)

BC Parks – of note: Margaret Falls trail restoration will continue in 2019 but is not anticipated to be open before 2020.

And for further background, visit the following website pages:

[Shuswap Regional Trails Strategy & Roundtable](#)

[Shuswap Trail Standards & Resources](#) – includes the regionally developed Shuswap Trail Design, Signage, Environmental Trail Screening, Volunteer Trail Stewardship, and Guided Trail Program standards, guidelines, resources, and forms. (Note: all design and sign standards are based on Provincial standards and best-practices guidelines.)

[Shuswap Trail Alliance](#)

SHUSWAP TOURISM ADVISORY COMMITTEE EXPRESSION OF INTEREST FORM

Name:	Ron Betts
Address:	992 Nicola St. Kamloops V2C 2R9
Phone Numbers:	<i>Home:</i> <i>Work:</i> <i>Cell: 778 538 1120</i> <i>Fax:</i>
Email Address:	ronbetts@treetopflyers.ca
Current Occupation:	Business owner (Treetop Flyers Zipline), Training co-ordinator, Sun Peaks Sport School.
Experience in the Tourism industry (including work background, community activities, volunteering, etc.):	I've worked in the ski industry since 1989. Spent 17 years as a guide with Mike Wiegele Heliskiing. Owner-operator, Treetop Flyers Zipline. Former Owner-operator, Zoom Ziplines New Zealand
Education (including formal education or training, certificates, completed courses, etc.):	Canadian Ski Instructors Alliance – level 4 Canadian Ski Guide Association – Level 3 International Rope Access Trade Association – Level 1

Thank you for your submission

<i>What skills, abilities and specialized knowledge do you have that will assist this advisory committee?</i>	Knowledge of customer service, risk management, business development. Frequent contributor to Ski Canada Magazine and Sun Peaks Independent News.
<i>Why are you interested in serving on this advisory committee?</i>	A chance to give back to an industry that has been good to me.
<i>What contribution do you believe you can make?</i>	Good at relationship building.
<i>Have you worked with a similar group in the past? If so, please list.</i>	I was a board member for VARDAs – Valemount Area Rec. Dev. Association.
<i>What experience do you have in exchanging your views with others and in appreciating and respecting the skills, abilities and knowledge of others?</i>	Business owner and employer with medium to large staff. Very comfortable in collaborative situations.

Expressions Of Interest Will Be Accepted Until 4 PM Friday January 30, 2015

Please forward completed forms to the Columbia Shuswap Regional District:

Attention to: Robyn Cyr, Economic Development Officer
 Mail to: PO Box 978, Salmon Arm BC V1E 4P1
 Deliver to: 781 Marine Park Drive NE Salmon Arm BC
 Fax to: (250) 832-3375
 Email to: rcyr@csrd.bc.ca



SHUSWAP TOURISM ADVISORY COMMITTEE EXPRESSION OF INTEREST FORM

Name:	Shelley Witzky
Address:	Box 1685, Chase, BC V0E 1M0
Phone Numbers:	<i>Home:</i> <i>Work: 250-819-0872</i> <i>Cell:</i> <i>Fax:</i>
Email Address:	Switzky@alib.ca
Current Occupation:	Adams Lake Band Councillor
Experience in the Tourism industry (including work background, community activities, volunteering, etc.):	<p>Over 10 years experience working in the tourism industry; from janitor, cashier at a campground, to Cultural Interpreter, program development for cultural centre, program delivery at cultural centre (Snakes Alive, Aboriginal Village Tour, replica artifacts, etc.).</p> <p>Developed a 4 Band regional tourism strategy (5 Open Houses in 5 Indigenous Communities with wildcrafters, small business owners, and economic development officers in attendance).</p> <p>Instrumental in moving forward the work deliverables for the Secwepemc Lakes Indigenous Tourism Strategy with 4 local Indigenous Communities.</p> <p>Volunteer work with the Vancouver Aquarium Burrowing Owl Protection Society, digging and constructing man-made burrows and releasing mating pairs of Burrowing Owls, to counteract the extirpated status of the species in BC.</p> <p>Volunteered at SORCO (South Okanagan Rehabilitation Centre for Owls) where we fed and nursed back to health owls and birds of prey and released them with the public.</p> <p>Decades of community volunteerism at all types of events (funerals, dinners, Memorials, Christmas, gatherings, fishing stations, harvesting and gathering traditional food and plants, cultural events, spiritual ceremonies.</p>
Education (including formal education or training, certificates, completed courses, etc.):	<p>Bachelor of Arts (UVic), Political Science and Anthropology</p> <p>Associate of Arts (IIG), Economic Development and Indigenous Governance</p> <p>RISC (Resource Information Standards Committee) archaeology training, (SFU 2-week outdoor course)</p> <p>Archive Training Certification</p> <p>Program Management – TRU</p> <p>Career Counselling Certification</p>

Thank you for your submission

<p><i>What skills, abilities and specialized knowledge do you have that will assist this advisory committee?</i></p>	<p>Secwepemc ancestry steeped in my culture and Secwepemc protocols. Excellent organizational skills for effective time management. Great communication skills to various levels of government and groups. Ability to work in a team; motivated self-starter. Premium research skills, able to pull together vast amounts of information into a one-page briefing note. Knowledge of current tourism industry and burgeoning Indigenous tourism within Canada. Finger on the pulse of the Secwepemc Lakes region, Secwepemc people, wildcrafters, artisans, potential small business tourism operators, and Band economic development within tourism.</p>
<p><i>Why are you interested in serving on this advisory committee?</i></p>	<p>Providing Secwepemc representation and worldview to a diverse advisory committee. Work with and learn from the diverse committee members. Provide input into the strategic direction of tourism within the Shuswap Region.</p>
<p><i>What contribution do you believe you can make?</i></p>	<p>Secwepemc perspectives on tourism within Secwepemc Traditional Territory. Secwepemc Knucwentwecw (cultural sharing guidelines) to inform decisions at the advisory committee. Extensive experience working on the front lines with the general public, visitors and tourists.</p>
<p><i>Have you worked with a similar group in the past? If so, please list.</i></p>	<p>Sexqeltkemc te Secwepemc Lakes (Elders Council, Business Council, Technical Working Group, Spiritual Leaders Group). Shuswap Tribal Alliance Roundtable Working Group. Secwepemc Lake Indigenous Tourism Steering Group.</p>
<p><i>What experience do you have in exchanging your views with others and in appreciating and respecting the skills, abilities and knowledge of others?</i></p>	<p>Five years direct experience working with various working groups that extensively discussed numerous issues facing our Secwepemc people (socio-economic issues, uncovering of our ancient burials, deteriorating fish stocks and habitat, threats to hunting areas such as wildfires, title and rights and accommodation to effects on Secwepemc title and rights) and came to a group decision based on the best benefit to Secwepemc.</p> <p>Over 6 years direct experience working with Chiefs and Council of three Indigenous Bands, deliberating on title and rights concerns, based on recommendations of various working groups, navigating dozens of</p>

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	viewpoints, facilitating decision making and culminating in implementing the action plans with the various working groups.
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Email to: rcyr@csrd.bc.ca

COLUMBIA SHUSWAP REGIONAL DISTRICT
TOURISM MARKETING SERVICES AGREEMENT - 2019

THIS AGREEMENT dated for reference this 1st day of January, 2019.

BETWEEN:

COLUMBIA SHUSWAP REGIONAL DISTRICT

Box 978, 555 Harbourfront Dr.
Salmon Arm, BC, V1E 4P1

(hereinafter called the "CSRD")

AND

CITY OF ENDERBY

Box 400, 619 Cliff Avenue,
Enderby, BC V0E 1V0
(Hereinafter called the "City of Enderby")

GIVEN THAT:

The City of Enderby and the CSRD each have the corporate authority to enter into this Agreement and the City of Enderby and the CSRD have duly authorized entering into this Agreement by a resolution from the City of Enderby Council and the CSRD Board of Directors.

This Agreement is evidence that in consideration of the mutual covenants and agreements made of each of the parties to the other as set out in this Agreement, and for other good and valuable consideration (the receipt and sufficiency of which are hereby acknowledged by the parties) the City of Enderby Council and the CSRD Board of Directors agree as follows:

THE SERVICE

1. Shuswap Tourism/CSRD will provide the following services for the term in accordance with the terms and conditions set out in this Agreement:
 - a) To promote the community Enderby as part of the Shuswap Tourism Marketing Initiatives including presence on the Shuswap Tourism Website, print marketing collateral, a minimum of one page in the Official Shuswap Vacation Guide, and promotion of the community of Enderby at various annual travel trade shows, and other Shuswap Tourism marketing promotions.
 - b) To provide two available seats on the Shuswap Tourism Committee, one designated Enderby council member and one community representative that represents the tourism industry in Enderby. Four meetings a year are scheduled, with additional meetings arranged as required. The Shuswap Tourism Advisory Committee meetings for 2019 are all on Thursdays and the dates are: January 31, May 9, September 12, and December 5.

- c) To provide information, once a year, to the City of Enderby Council , an update on the marketing initiatives that have been completed in the previous year and new marketing initiatives that will be introduced in the current year.

GENERAL SPECIFICATIONS

- 2. This Agreement will be to the benefit of and be binding upon the parties hereto and upon their respective successors and assignees.
- 3. This Agreement constitutes the entire Agreement between the parties hereto and no representations, understanding or contracts, oral or otherwise, exist between the parties hereto except as expressly set out in this Contract.
- 4. This Agreement will be governed by and construed in accordance with the laws of the Province of British Columbia.

TERMINATION

- 5. The City of Enderby and the CSRD may terminate this Agreement by providing a minimum of 60 days' notice to the other party to terminate this Agreement.

TERM

- 6. The Term of this Agreement will be from the 1st day of January 2019 to and including the 31st day of December 2019.

REMUNERATION

- 7. The City of Enderby agrees to pay the CSRD a fee which will be paid as follows:
 - a) A fee will be charged to the City of Enderby in the amount of \$ 5,000.00, to cover the cost of the above services as defined in item 1.
 - b) The CSRD will forward an invoice to the City of Enderby for \$5,000.00 no later than April 15, 2019.
 - c) The payment made to the CSRD will constitute full compensation to the CSRD for all services delivered under this Agreement in the calendar year for which the payment was made.

IN WITNESS WHEREOF this Agreement has been executed by the parties hereto:

The Corporate Seal of the
COLUMBIA SHUSWAP REGIONAL DISTRICT
Was hereunto affixed in the
presence of:

CORPORATE OFFICER

The Corporate Seal of the
CITY OF ENDERBY
was hereunto affixed in the
presence of:



MAYOR



CORPORATE OFFICER

SUNDAY JANUARY 20	TIME	LOCATION	MONDAY JANUARY 21	TUESDAY JANUARY 22	WEDNESDAY JANUARY 23	
<div>OPTIONAL PRE- CONFERENCE TOUR</div> <div>DAY OF IMPACT (10 A.M. - 4 P.M.)</div>	7:00 a.m. – 1:00 p.m.	Pre-Function Area	Registration Open	No Registration	No Registration	
	7:30 – 8:30 a.m.	Pre-Function Area	NETWORKING BREAKFAST			
	8:30 – 8:45 a.m.	Lecture Theatre	IMPACT Kick-Off	Hon. Lisa Beare, BC Minister of Tourism, Arts and Culture	Hon. Jeanie Dendys, Yukon Minister of Tourism and Culture	
	8:45 – 9:00 a.m.	Lecture Theatre	Reality Check	Reality Check - SDG’s	Presentation	
	9:00 – 10:15 a.m.	Lecture Theatre	CANADA: STATE OF THE INDUSTRY	ACCELERATING GROWTH: INDIGENOUS TOURISM	OVERBOOKED 2.0: THE SOLUTIONS	
	10:15 – 10:45 a.m.	Pre-Function Area	MORNING COFFEE BREAK			
	10:45 a.m. – 12:00 p.m.	Oak Bay Room	Place 2 Place 2.0	Climate Action: Reaching the Targets of the Paris Accord	UNITE, COMMIT, ACT	
		Saanich Room	Protecting Culture and Language through Tourism	Workshop on Indigenous Partnerships		
		Lecture Theatre	Operations: The \$ and Sense of Sustainability	Welcoming Visitors and Benefitting Locals	CLOSING REMARKS	
	12:00 – 1:30 p.m.	Carson Hall	LUNCH WITH TODD HIRSCH: CANADIAN ECONOMY & ENVIRONMENT	LUNCH SESSION WITH TAMMY BLOUNT-CANAVAN		
	1:30 – 3:00 p.m.	Oak Bay Room	Cruise: From Coast to Coast to Coast	Bring it Forward		
		Saanich Room	The Circular Economy	Workshop: Setting your Sustainable Development Goals		
		Lecture Theatre	Active and Accessible Tourism	Next Generation of Canadian Tourism		
	3:00 – 3:30 p.m.	Pre-Function Area	AFTERNOON COFFEE BREAK			
	3:30 – 3:45 p.m.	Lecture Theatre	Dose of Innovation: 1) How to Fund Change 2) Lessons from Biosphere	Dose of Innovation: 1) Transformational Tourism 2) Growing Food in Cities		
	3:45 – 5:00 p.m.	Lecture Theatre	BIODIVERSITY	TOURISM IN PROTECTED PLACES		
	OPENING RECEPTION 6:00-8:30 P.M. SONGHEES WELLNESS CENTRE			FREE NIGHT		THE GATHERING - CLOSING RECEPTION 7:00-10:00 P.M. VICTORIA INTERNATIONAL MARINA

Conference Agenda



**BC TOURISM
INDUSTRY
CONFERENCE**

Maximum Impact. Endless Potential.

Time	Activity
Wednesday, February 27	
1:00 - 2:30 pm	Welcome to the Conference
1:00 - 2:30 pm	Welcome & Opening Keynote - Mark Okerstrom, Expedia
2:30 - 3:00 pm	Break
3:00 - 4:00 pm	The Winning Pitch
6:00 - 8:30 pm	Welcome Reception
Thursday, February 28	
7:30 - 9:30 am	Beakfast & Keynote Presentation - Stewart Moore, EarthCheck
9:30 - 9:45 am	Break
9:45 - 11:00 am	BC' Business Experts Review the Year Ahead
11:00 - 11:30 AM	Break
11:30 - 12:30 AM Concurrent Sessions	A-1 A Barrier to a Person with a Disability is a Barrier to Making a Profit
	A- 2 A Rising Tide Lifts All Boats: What are the opportunities of working with Indigenous Communities?
	A-3 A Collaborative Approach to User-generated Content
	A-4 Outcomes of Impact Sustainability Conference
12:45 - 2:00 pm	Lunch & Presentations
2:00 - 2:15 pm	Break
2:15 - 3:30 pm Concurrent Sessions	B-1 The Paradigm Shift – Why Creating a positive Employee Experience is so Important in a Job Seekers' Market
	B-2 Managing Visitor Growth in our Wild, Natural Places
	B-3 Social Strategy: Where do influencers fit into the marketing mix?

Conference Agenda



**BC TOURISM
INDUSTRY
CONFERENCE**
Maximum Impact. Endless Potential.

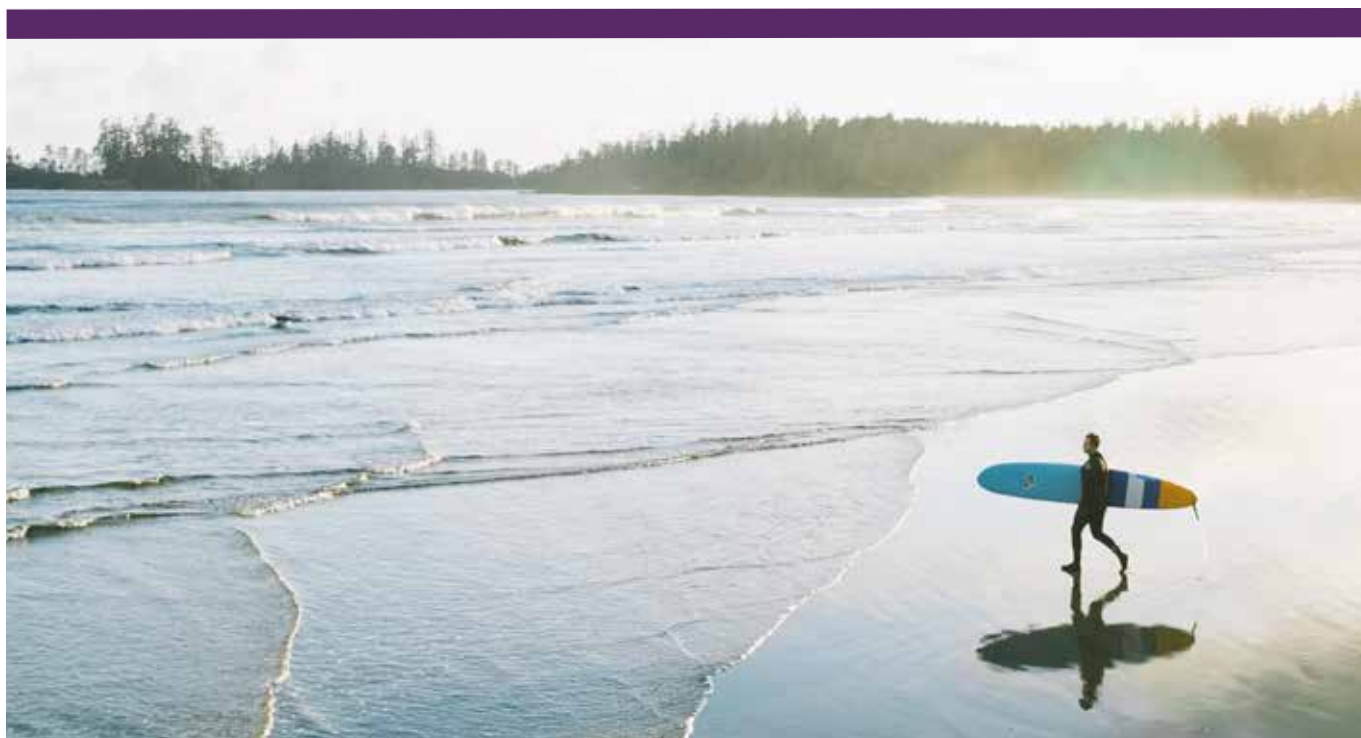
Time	Activity
3:30-4:00pm	Break
4:00 - 5:15 pm Concurrent Sessions	C-1 Local Government and Tourism: working together on advancing destination development.
	C-2 Trust: It Takes Years to Gain, But Can Be Lost Overnight
	C-3 End the Suffering of Bad UX - Simpleview
6:30 - 10:30 pm	BC Tourism Industry Awards Gala
Friday, March 1	
7:30 - 8:30 am	Breakfast & Presentation - Hon. Lisa Beare, Minister of Tourism, Arts and Culture
8:30 - 10:00 am	Destination BC Presentation
10:00 - 10:30	Break
10:30 - 11:30 am	Destination Canada - Powering the Visitor Economy
11:30 - 11:45 am	Break
11:45 am - 12:45 pm Concurrent Sessions	D-1 Digital Readiness: Using Data to Drive Growth
	D-2 Connecting BC and Canada to the World Through Partnerships
	D-3 Opportunities in BC's Emerging Cannabis Tourism Industry
12:45 - 2:15 pm	Lunch & Closing Keynote - Brian Keating



WELCOMING VISITORS – BENEFITING LOCALS – WORKING TOGETHER

A STRATEGIC FRAMEWORK FOR TOURISM IN BRITISH COLUMBIA

2019 – 2021



Surfing in Tofino, B.C.

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Salmon Glacier, near Stewart, B.C.

MINISTER'S MESSAGE

FROM THE HONOURABLE LISA BEARE – MINISTER OF TOURISM, ARTS & CULTURE



British Columbia has a well-deserved reputation as a world-class tourism destination. People throughout B.C. work in the tourism sector and are proud champions of all our beautiful province has to

offer. That's why we are outlining a clear path forward, to ensure that the benefits of the industry are shared with all British Columbians through the entire year.

This strategic framework has three critical paths to success, each important on its own, but all aligned to be a powerful driver of the tourism economy. It sets out a clear vision for a prosperous and sustainable tourism sector that is shared throughout the province. It supports the sustainable growth and development of tourism in each of B.C.'s diverse communities and captures tourism's social, cultural, environmental and economic benefits for all British Columbians.

Tourism plays an important role in improving the quality of life of the people and communities in B.C. and increasing the support and celebration of our Indigenous cultures. Working with our partners, we will build and support relationships with Indigenous communities in our efforts towards reconciliation and the principles of the United Nations Declaration on the Rights of Indigenous People. British Columbia's Indigenous tourism continues to lead internationally and within Canada. It provides visitors with authentic experiences from people who take enormous pride in being able to share their culture with the world.

As part of our government's commitment to accessibility and inclusivity, we are working to ensure tourism in B.C. is better able to meet the needs of those with varying abilities and aging visitors upholding our values of diversity, equality and inclusion.

We'll make sure communities affected by wildfires and floods are prepared for a quick response and recovery in the future. And we are renewing efforts to support local events and festivals unique to many of our smaller communities. We'll also leverage the tools available to address challenges posed by the lack of affordable housing and skilled workers so that people can afford to live and work here. These are some of the ways we are making sure the tourism industry is poised to grow.

Sustainable tourism is a commitment our government makes to British Columbians, local businesses and communities, as well as to visitors in our province. We will guide and manage tourism growth while respecting B.C.'s beautiful, natural environment. Our diversity of ecosystems and abundance of wildlife draw visitors from far and wide, making protection of the environment essential to the long-term growth and success of our tourism industry.

In collaboration with tourism industry partners, I will work to inspire travellers from across Canada and around the world to visit all corners of *Super, Natural British Columbia*® during all four seasons.

Lisa Beare
Minister of Tourism, Arts & Culture



Sky Pilot Suspension Bridge, near Squamish, B.C.

STRATEGIC FRAMEWORK AT A GLANCE

SUPPORTING PEOPLE & COMMUNITIES



Supporting people and communities to improve the quality of life and increase support and celebration of Indigenous cultures through tourism.

A STRONG AND DIVERSE TOURISM WORKFORCE

- Champion tourism as an industry with diverse, good paying jobs.
- Help people get the skills they need.
- Address the challenges associated with a seasonal tourism workforce, including affordable housing.

RECONCILIATION THROUGH TOURISM

- Preserve and promote the living culture and rich heritage of Indigenous peoples through tourism.
- Help Indigenous communities and tourism businesses get the skills they need to continue to develop tourism experiences.

SUPPORT FOR COMMUNITIES

- Help communities grow and manage tourism through destination development.
- Ensure the tourism sector is prepared to respond to, and recover from disasters.
- Continue to invest in arts, culture, heritage, sport, and multicultural events and festivals.

MAKE TOURISM MORE INCLUSIVE AND ACCESSIBLE

- Promote B.C. as an inclusive and welcoming destination for everyone.
- Build capacity to support more inclusive and accessible tourism products, services and experiences.

SUSTAINABLY GROWING THE VISITOR ECONOMY



Sustainably growing the visitor economy through innovative marketing and destination, and community development.

BUILD A BETTER AND SUSTAINABLE TOURISM DESTINATION

- Support sustainable tourism growth through destination development including new product development and enhanced tourism infrastructure and amenities.
- Expand province-wide connectivity and Wi-Fi access.
- Improve transportation access to support sustainable tourism growth.
- Champion tourism as an investment opportunity.

DRIVE DEMAND TO ENSURE B.C. REMAINS A TOP TRAVEL DESTINATION

- Pursue innovative marketing to compete in key markets.
- Encourage more year-round tourism and regional travel.
- Create a seamless visitor experience for travellers.

RESPECTING NATURE & THE ENVIRONMENT



Respecting nature and the environment by strategically guiding and managing tourism growth while preserving B.C.'s natural spaces.

SUSTAINING *SUPER, NATURAL* BRITISH COLUMBIA®

- Enable the tourism sector to develop and adopt common sustainability policies and practices.
- Reduce tourism emissions and waste.
- Foster responsible visitor travel that creates better places for people to live in, and better places to visit.

SUPPORT TOURISM VIABILITY IN B.C.'S NATURAL SPACES

- Support the growth of the adventure tourism and agri-tourism sectors.
- Ensure the long-term sustainability of B.C.'s outdoor recreation experiences including BC Parks and provincial recreation sites and trails.

VISION:

Our vision is to build a strong, sustainable tourism sector that benefits all British Columbians. Our new strategic framework is built on a foundation of sustainability which calls for consideration of the benefits of the sector along with its economic, sociocultural and environmental impact.

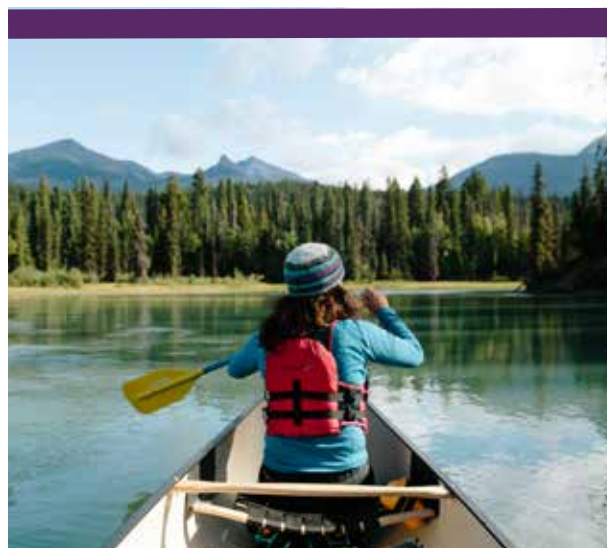


Gitmaxmak'ay Nisga'a Dancers and the Wii Gisigwilgwelk Dancers in Port Edward, B.C.

INTRODUCTION

Super, Natural British Columbia® is world-renowned – attracting millions of visitors each year from other parts of our province, across Canada and around the globe. A strong, vibrant tourism sector supports what we value most. Things such as a more affordable life, services we can count on, good jobs, a sustainable economy, and new relationships with Indigenous peoples based on reconciliation and respect. When we welcome visitors to our beautiful province, people and communities throughout British Columbia (B.C.) reap the benefits.

Tourism is a key contributor to B.C.'s economy, our culture and our quality of life. As the third largest employer in the province, tourism provides extensive direct and indirect benefits to British Columbians. Many of the services and activities that families and residents enjoy in their local communities are a direct result of a vibrant tourism industry. This includes transportation, restaurants, wineries, ski resorts, hiking and cycling trails, golf courses, historical sites, cultural and sporting events and so much more. The list is extensive, and it all plays a role in why British Columbia is so popular with locals and visitors alike.

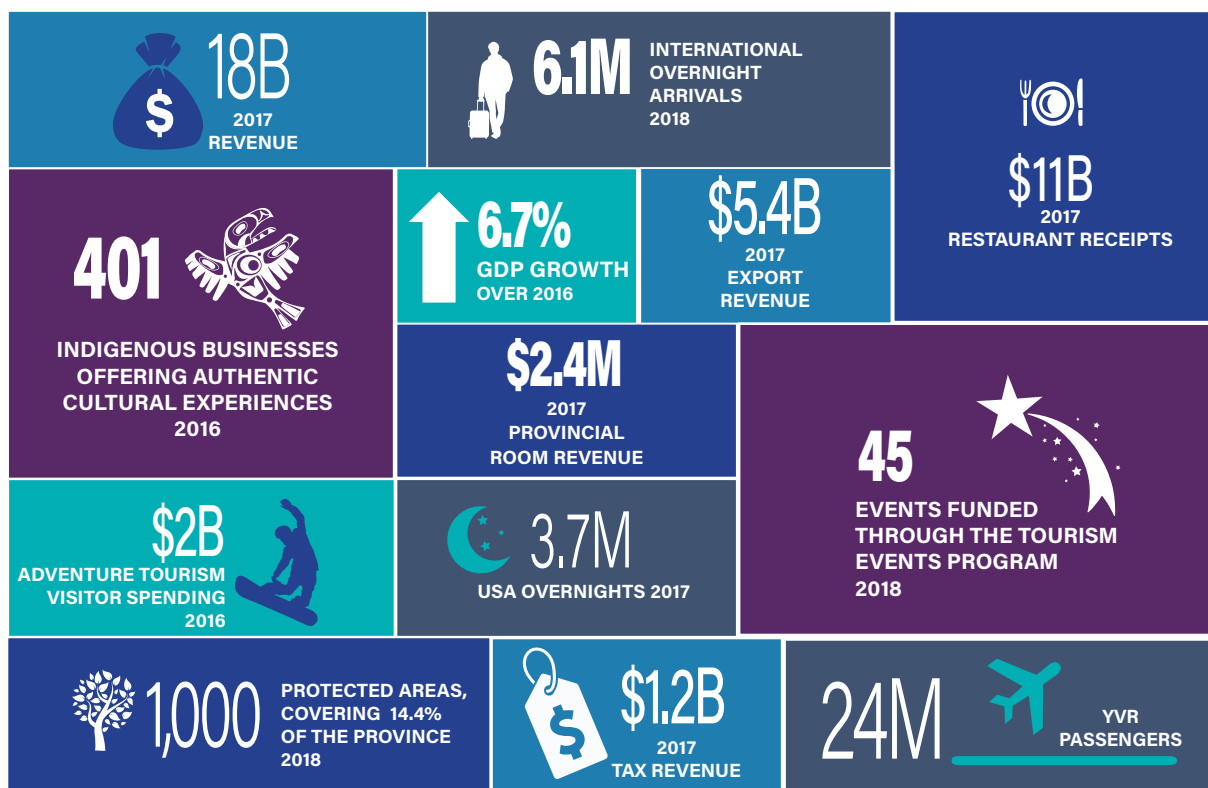


Canoeing in Bowron Lake Provincial Park, B.C.

In 2017, the tourism industry generated more than \$18 billion in revenue for local restaurants and retail stores, accommodations and transportation, attractions and events. In turn, these businesses invest in local suppliers of goods and services, including technology, agricultural productions, hospitality and household items, vehicles and consulting services, to name just a few.

A VITAL PART OF B.C.'S ECONOMY

Source: Destination British Columbia, BC STATS



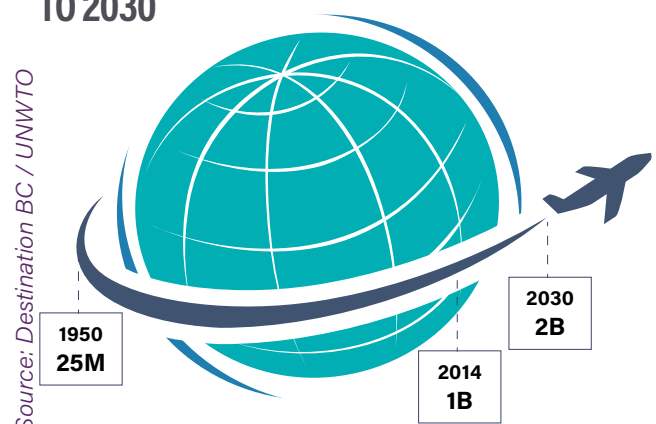


Killer Whale off Northern Vancouver Island, B.C.

Further, tourism tax dollars help support schools, hospitals, recreational facilities, and preservation and enhancement of our culture and heritage. For every \$100 million in tourism revenue, it is estimated that there is a further \$69 million in economic spin-off which supports local communities.¹

Tourism has grown significantly over the past several years both within B.C. and globally, and further growth is expected over the next decade. Internationally, the sector is forecast to grow by 3.3 percent each year through 2030, and the number of international travellers is expected to double between 2010 and 2030.² This means that in just over a decade there will be nearly two billion people travelling across international borders.

GLOBAL TRAVEL VOLUME PROJECTIONS TO 2030



TOURISM'S GLOBAL CONTRIBUTION



Adapted from a graphic published by the World Tourism Organization, 2017

¹ Source: Statistic Canada as referenced by Deloitte - Passport to Growth: How International Arrivals Stimulate Canadian Exports, 2014
² Source: United Nations World Tourism Organization (UNWTO) - Tourism Towards 2030/Global Overview, 2011

As a tourism destination of choice, B.C. has benefited from the increase in the number of international travellers. Overnight visitors in B.C., including British Columbians travelling within their home province, increased from just over 14 million in 2008 to 22 million in 2018.

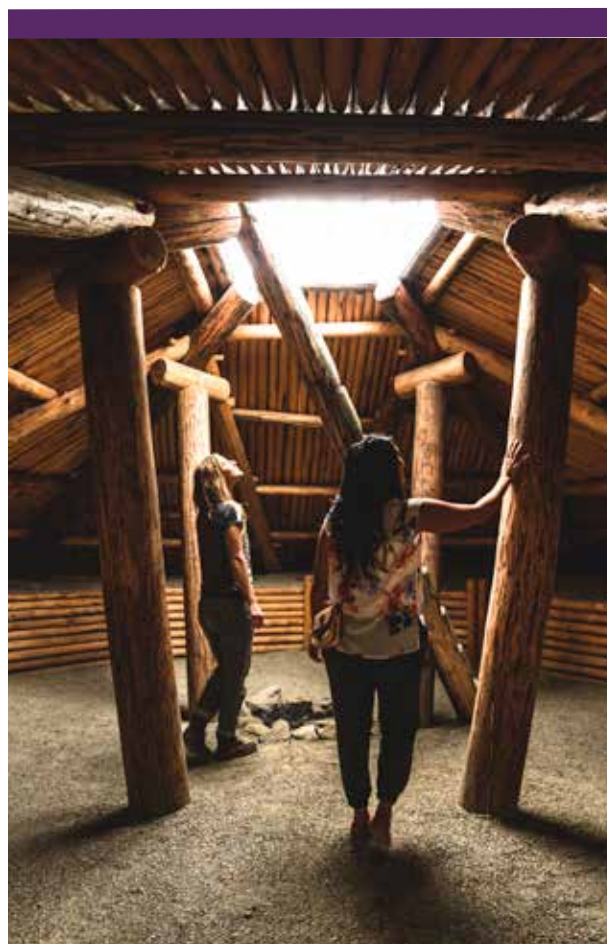
However, we cannot be complacent. Our key competitors – California, Australia and New Zealand – have increased their investments to attract a larger share of the global tourism market. They are strong rivals competing for the world's tourism dollars, attracting visitors from some of B.C.'s top international markets including the United States, China, Australia, Mexico, the United Kingdom and Germany. Without action, B.C.'s tourism sector is at risk to lose market share and we will start to see tourism revenues decline.

We are moving forward with a new strategic approach that capitalizes on our competitive advantages and addresses challenges to sustainable growth – challenges related to labour and capacity, seasonality and regional dispersion, access and infrastructure, competitiveness, and long-term sustainability. It will focus on:

Supporting a vibrant tourism sector that provides a great variety of jobs with family supporting wages to ensure a healthy standard of living for workers in the sector and to attract new workers with diverse skill sets.

Working towards reconciliation by working in partnership with Indigenous peoples, communities and businesses so that they can realize the opportunities that tourism presents for economic, cultural and community development. This partnership will be based on reconciliation, respect and the shared goal of a better life for everyone in B.C. Initiatives under the tourism strategic framework will recognize and reflect Government's commitment and obligation to support the implementation of the United Nations Declaration on the Rights of Indigenous peoples and the Calls to Action of the Truth and Reconciliation Commission.

Enhancing access, infrastructure and amenities for tourism so that our transportation systems are modern, we have the connectivity and technology in place to meet



Nk'Mip Desert Cultural Centre in Osoyoos, B.C.

visitor demands, and our facilities, businesses and tourist activities are accessible and inclusive for everyone.

Encouraging year-round and regional/rural tourism to extend visitation beyond our short peak seasons and to address regional disparities in tourist activity ensuring that communities are ready to welcome visitors.

Developing remarkable tourism products that provide compelling experiences to exceed expectations and encourage repeat visitation.

Improving our marketing competitiveness against other popular travel destinations, maintaining sustainable growth in the number of international visitors while continuing to build the domestic traveller market.



Surf and sandy beaches beckon visitors to B.C.'s coastline.

Balancing growth with sustainability to

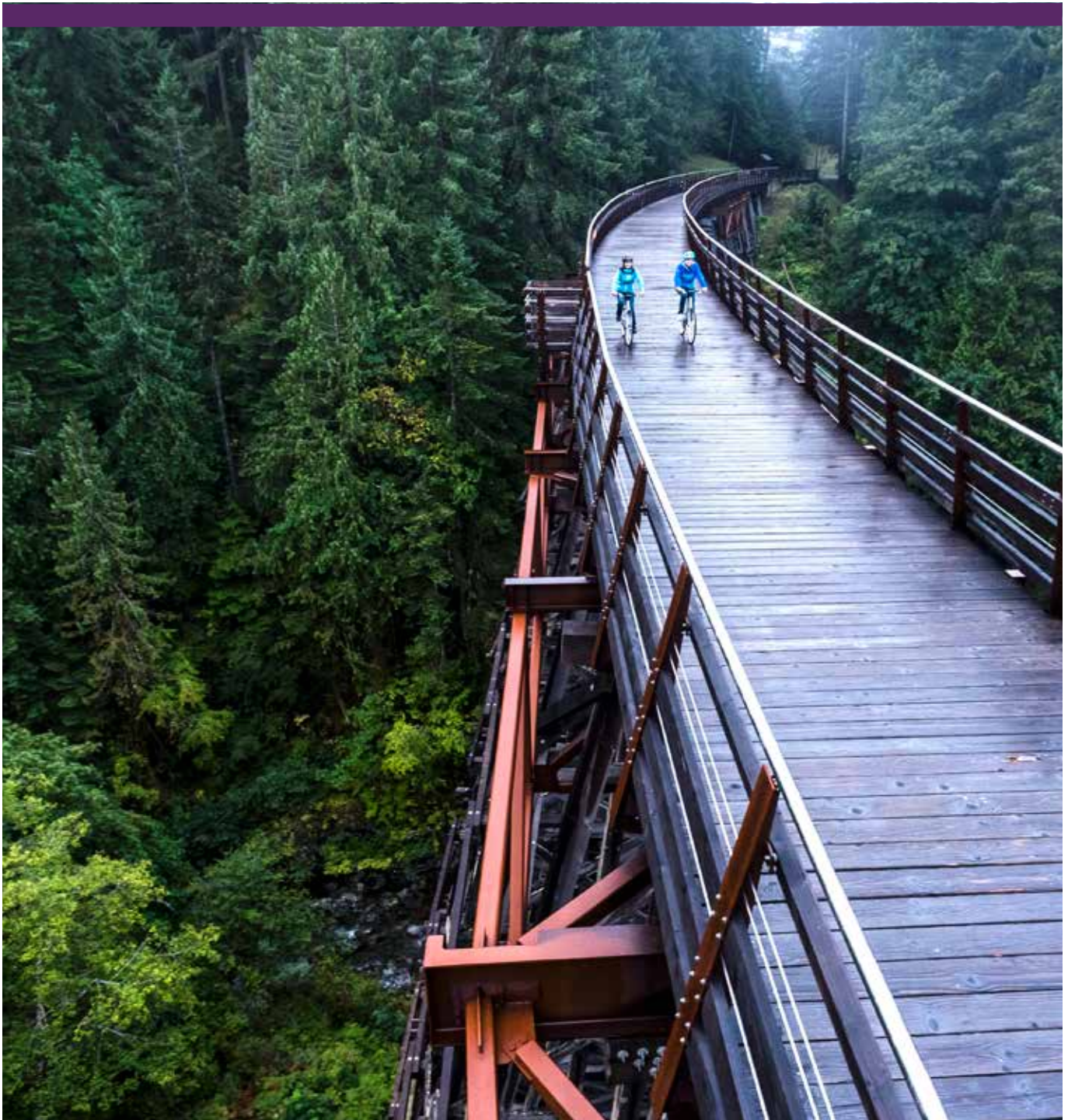
respect and protect our natural environment, as well as the social and cultural authenticity of our communities and natural spaces.

In order to realize these opportunities, we will take action in three key areas: **Supporting People and Communities, Sustainably Growing the Visitor Economy, and Respecting Nature and the Environment.**

By working together across government, with other governments, with the tourism industry, and in full partnership with Indigenous peoples and communities throughout the province, we will position ourselves to reap the benefits from the expected global growth over the next decade.



Shopping in Chinatown, Vancouver B.C.



Historic Kinsol Trestle in Shawnigan Lake, B.C.

WELCOMING VISITORS - BENEFITING LOCALS - WORKING TOGETHER A STRATEGIC FRAMEWORK FOR TOURISM IN B.C.

The new strategic framework for tourism, Welcoming Visitors - Benefiting Locals - Working Together, envisions a strong, sustainable tourism sector that benefits all British Columbians in every part of the province.

It sets out a clear direction to foster year-round tourism growth and provide world-class tourism experiences while preserving and protecting our natural environment. It will ensure that we have the right amenities, infrastructure and services in place to meet the changing needs and expectations of visitors and local businesses. It will support action to make tourism in the province accessible to, and welcoming and inclusive of, all visitors. It will recognize and respect Indigenous peoples, communities and cultures, and support the growth and development of Indigenous tourism.

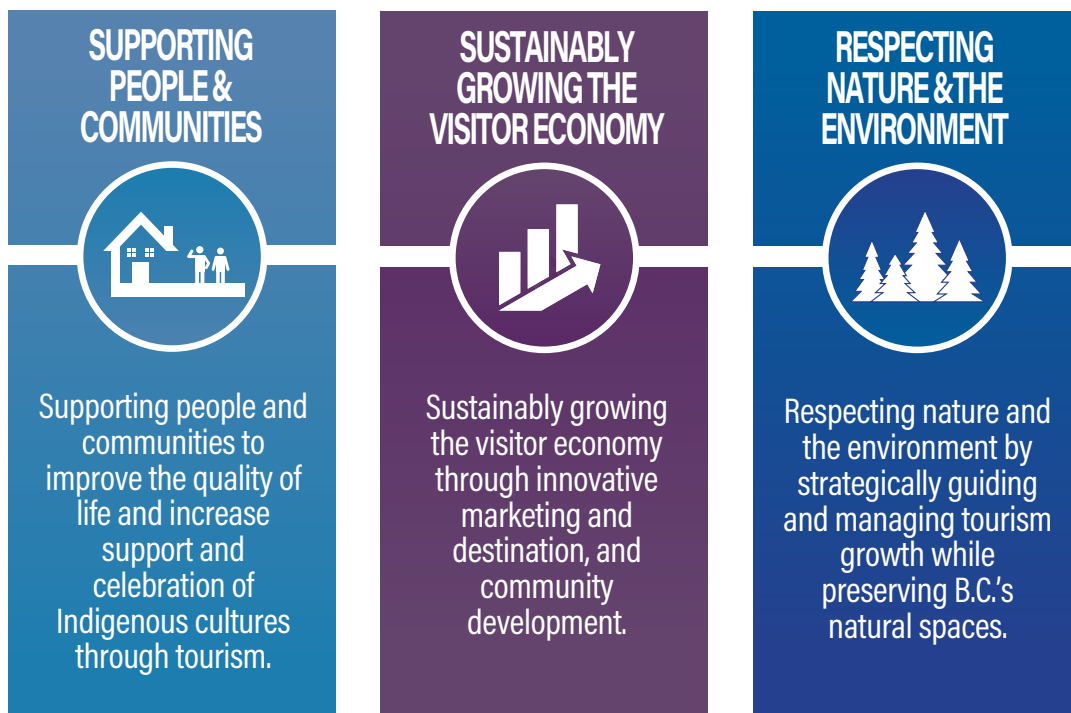
The new strategic framework for tourism will take an intentional approach to destination development, working collaboratively to plan and build capacity at a regional and community level. We can continue to grow B.C.'s reputation as a world-class tourism destination, offering remarkable products and experiences that are authentic, driven by visitor demand, and that exceed expectations.



Cherry Blossoms in Vancouver, B.C.

It will support the development of a strong sector that offers jobs with family sustaining wages and a healthy standard of living. It will also ensure that the benefits of tourism are shared throughout the province, supporting what we value most – a more affordable life, services we can count on, good jobs and a sustainable economy.

Welcoming Visitors - Benefiting Locals - Working Together will be guided by the following three areas and supporting objectives:





Swimming at Ainsworth Hot Springs
near Kootenay Lake, B.C.

By working together across government and with other governments, industry and Indigenous peoples and communities, these objectives and targeted actions, will enable us to achieve significant revenue growth of up to 6 percent annually for the next 10 years. This will be bolstered by ensuring we maintain a dynamic and diversified international market portfolio and by focusing efforts on destination development.

Sustainable tourism
can be defined as:

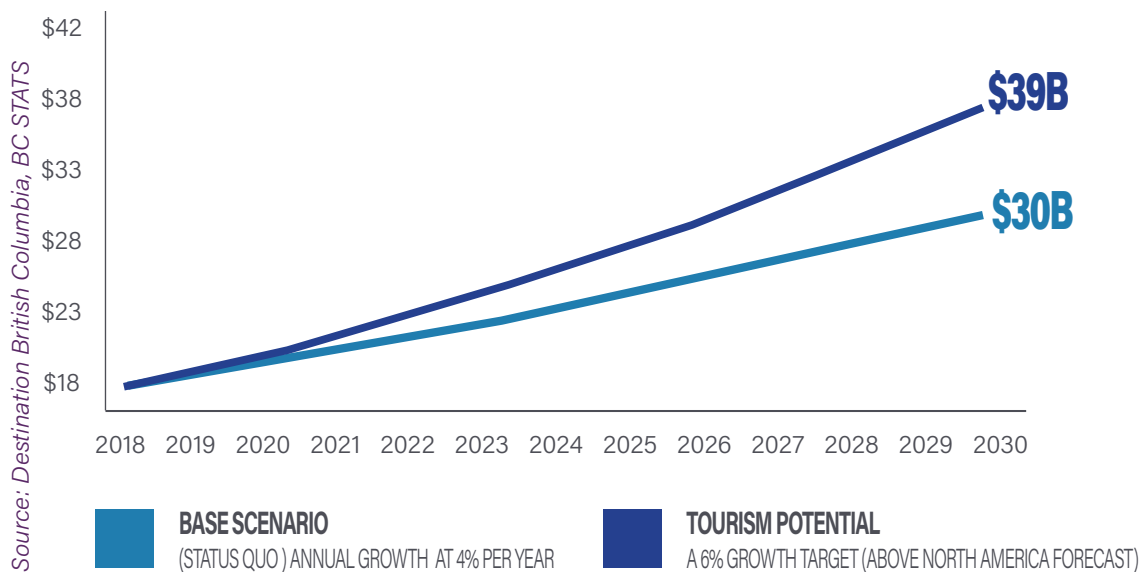
“Tourism that takes full account of the current and future **economic, social and environmental** impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Source: United Nations World Tourism Organization

TOTAL TOURISM REVENUE

SPENDING BY VISITORS, INCLUDING BRITISH COLUMBIANS WHO TRAVEL THROUGHOUT THE PROVINCE.

UNDER THE BASE SCENARIO, ANNUAL GROWTH FALLS TO 4% A NEW TOURISM STRATEGY HAS POTENTIAL TO GROW 6% PER YEAR.



SUPPORTING PEOPLE AND COMMUNITIES

Over 90 percent of B.C.'s more than 19,000 tourism enterprises are small businesses, providing good jobs to support B.C. families. Tourism supports more than 137,000 direct jobs with a total payroll of nearly \$5 billion annually. It is B.C.'s third largest employer, offering a range of occupations from entry level through to highly skilled professional occupations requiring a university degree or trade certification.

There are many enticing job opportunities in the tourism sector– anything from a helicopter pilot working for a heli-ski operator, a chef or cook for a top-rated restaurant, an angling guide or marine mechanic in a fishing resort, a biologist for a bear viewing operation, a lifestyle entrepreneur running a winery, or a senior marketing director for a high-tech digital marketing firm – tourism has something for everyone. It also acts as an important career gateway for students and youth who account for one-third of the tourism workforce.

Many tourism businesses are experiencing challenges in attracting and retaining workers, impacting their ability to run at full capacity or expand their businesses. According to a study conducted by go2HR, it is estimated that the inability of these businesses to operate at full capacity due to labour shortages is resulting in approximately \$1 billion in lost tourism spending (or gross revenue) across the province.³

Tourism enables a broad range of community activities, infrastructure investments, and arts and culture, sport and multicultural events and festivals, all of which improve the quality of life and well-being of a community. It is also an important tool in building community resilience, and helping B.C. communities recover from disasters such as wildfires and flooding. Through a more coordinated approach to destination development, we will better leverage public and private sector investments, increase tourism revenues, and grow remarkable experiences to entice repeat visits to communities around the province.



SPOTLIGHT: FIRST NATIONS BOUTIQUE ART HOTEL IN VANCOUVER

Skwachàys Lodge Aboriginal Hotel & Gallery is a downtown Vancouver boutique hotel that is making a difference. All profits from the lodge and street-level Urban Aboriginal Fair Trade Gallery flow directly to the Vancouver Native Housing Society, providing safe, secure and affordable housing to Vancouver's urban Aboriginal population. The boutique hotel offers unique rooms with art themes in a convenient downtown location. Indigenous artists are in residence and enrich the visiting experience.



³ Source: go2HR – BC Tourism Labour Shortage Economic Impact Study May 2016



Tourism creates cross-cultural interaction and celebrates diversity, inclusivity and multiculturalism which enhance the social fabric of B.C. We must promote inclusive tourism which embraces the entire community of travellers, regardless of age, gender, language or ability, and provides tourism operators with the opportunity to appeal to a wider range of tourists. Inclusive tourism creates an environment where all people feel welcome and included, giving them a much broader choice in experiences.

The global demand for Indigenous tourism has given Indigenous peoples in B.C. an unprecedented opportunity to grow and showcase their living cultures and heritage. The opportunity to be able to learn about and authentically experience Indigenous cultures is a strong draw for both domestic and international travellers.

Welcoming Visitors - Benefiting Locals - Working Together recognizes the need to balance increased visitation with community benefits, supporting the development of social and cultural amenities and infrastructure that will draw visitors to communities throughout the province and provide benefits to residents. It sets out actions to ensure:

- Communities are resilient and able to capitalize on the benefits that tourism brings, including those that are hit by wildfire, flooding or other disasters.
- Businesses have the skilled workforce they need to grow and deliver exceptional tourism experiences.
- Workers have increased access to training, skills development and apprenticeship opportunities.
- Affordable housing and other community-based supports and services are available to workers, particularly seasonal workers, in the sector.
- B.C., as a travel destination is recognized as accessible and inclusive for everyone.
- Communities are able to grow and manage tourism through effective and strategic destination development planning.
- Tourism growth and development is respectful of Indigenous peoples and cultures.

SUPPORTING PEOPLE AND COMMUNITIES

OBJECTIVE Supporting people and communities to improve the quality of life and increase support and celebration of Indigenous cultures through tourism

PRIORITY

A strong and diverse tourism workforce

Champion tourism as an industry with diverse, good paying jobs.

Help people get the skills they need.

ACTIONS

Address the challenges associated with a seasonal tourism workforce, including affordable housing.

PRIORITY

Support for communities

Help communities grow and manage tourism through destination development.

Ensure the tourism sector is prepared to respond to and recover from disasters.

ACTIONS

Continue to invest in arts, culture, heritage, sport, and multicultural events and festivals.

PRIORITY

Reconciliation through tourism

Preserve and promote the living cultures and rich heritage of Indigenous peoples through tourism.

ACTIONS

Help Indigenous communities and tourism businesses get the skills they need to continue to develop tourism experiences.

PRIORITY

Make tourism more inclusive and accessible

Promote B.C. as an inclusive and welcoming destination for everyone.

ACTIONS

Build capacity to support more inclusive and accessible tourism products, services and experiences.

SPOTLIGHT: BUILDING AN ACCESSIBLE BRITISH COLUMBIA

Spinal Cord Injury BC is working to make *Super, Natural British Columbia*® super accessible for everyone. The new Access BC website (accessiblebc.ca) has more than 450 accessible outdoor spaces listed in Central and Northern B.C., including parks, recreation sites and visitor centres. It makes it easy to find accessibility information needed to travel throughout B.C., including accessibility specifications, virtual tours, videos, driving routes and maps. Future plans are underway to expand the scope to the entire province.





Ferry off Bowen Island, B.C.

SUSTAINABLY GROWING THE VISITOR ECONOMY

Tourism is a key economic generator for B.C. and a significant driver of the provincial economy, representing 3.8 percent of provincial GDP. In 2017, the industry contributed \$1.2 billion in provincial taxes, produced \$5.4 billion in tourism export revenue, and generated over \$18 billion in revenue, making it B.C.'s third largest industry.⁴

While it is strong, there have been some shifts in recent years that are challenging B.C. and Canada's competitiveness in the global tourism market. For example, traditional travel destinations such as Italy and Japan are outpacing us in visitor growth. B.C. has begun to rely much more on domestic travellers coming from within B.C. and across Canada rather than international travellers who tend to stay longer and spend more. To develop a stronger, sustainable tourism economy that benefits British Columbians throughout the province, we must work together with our partners to take on the global competition and expand our reach in key markets. We must also make every effort to provide fresh new experiences for visitors that will increase year-round tourism growth and draw more tourists to all regions of the province.

Travellers today expect modern and accessible transportation infrastructure including air, roads, highways, ferries, cruise ship ports, and more. Further, they want to have access to a variety of modes of transportation, such as electric vehicles and cycling.

In a 2017 BC Chamber of Commerce survey, nearly **90% of the respondents** forecast that B.C.'s visitor economy will become even more important over the next decade.

Approximately 1,200 businesses, of all sizes and in a range of sectors, were asked to rank the importance of B.C.'s primary industries over the next 5-10 years.

Over half (52%) of respondents pegged tourism at the top, followed by clean technology, health services and international trade.

⁴Source: BC Stats

Connectivity is vitally important for sharing information and supporting traveller safety, and it is a key driver in improving local economies through tourism. Poor internet and cellular connectivity can limit business development. Today, over 70 percent of visitors to the province use smartphones to search for directions and for real-time navigation, 51 percent use a smartphone to learn about recommended things to do, and 42 percent use it for messaging for travel-related needs.⁵ Many visitors also like to post their experiences as they go, promoting B.C. to their friends and family around the world through social media. We must ensure we have the technology and infrastructure in place to meet the needs and expectations of visitors and local businesses.

Under our new strategic framework for tourism, we will leverage digital platforms and capture robust data to effectively guide policy, program, business and investment decisions. We will also explore new opportunities and partnerships to attract more major events, festivals and sport events to B.C., and work to strengthen the business environment to support additional investments in tourism, arts and culture. We will work closely with our Regional and City Destination Marketing Organizations (DMOs) to identify destination growth and development opportunities to expand tourism's reach throughout the province. This will provide economic and social benefits to rural British Columbians as visitors spend time and money exploring their communities.

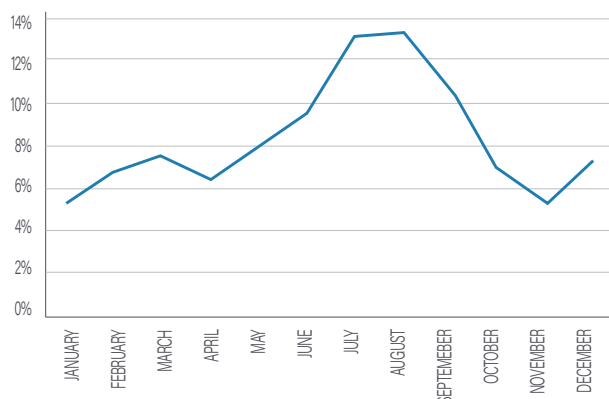
⁵ Source: DestinationBC

Specifically, Welcoming Visitors - Benefiting Locals - Working Together sets out actions to:

- Create an attractive business environment that supports new tourism business development, retention and investment.
- Reach key markets where significant international tourism opportunities exist.
- Leverage digital technology to "virtually" invite the world to our province.
- Identify opportunities and promote off-peak, year-round tourism growth throughout all regions of the province.
- Develop and implement an integrated and innovative visitor experience framework.
- Improve connectivity to enhance business competitiveness and visitor information services.
- Identify and work to reduce or remove transportation barriers to improve the flow of travellers to and within B.C.

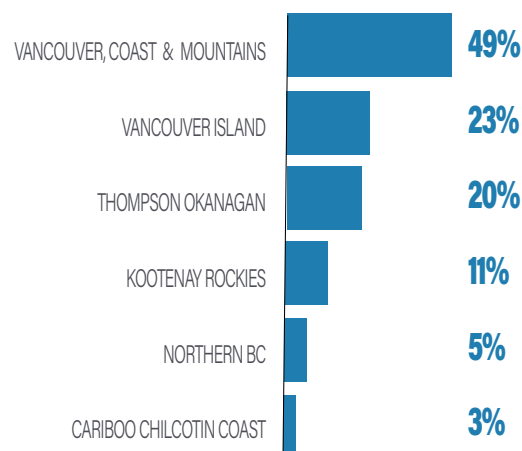
SEASONALITY OF VISITATION TO BRITISH COLUMBIA

Source: Statistics Canada and Destination BC



DISPERSION OF VISITORS AROUND BRITISH COLUMBIA

Source: Statistics Canada and Destination BC
Data Reflects Percentage of Overall Volume



SUSTAINABLY GROWING THE VISITOR ECONOMY

OBJECTIVE Sustainably growing the visitor economy through innovative marketing and destination and community development

PRIORITY

Build a better and sustainable tourism destination

Support sustainable tourism growth through destination development including new product development and enhanced tourism infrastructure and amenities.

Expand province-wide connectivity and Wi-Fi access.

Improve transportation access to support sustainable tourism growth.

Champion tourism as an investment opportunity.

ACTIONS

PRIORITY

Drive demand to ensure B.C. remains a top travel destination

Innovative marketing to compete in key markets.

Encourage more year-round tourism and regional travel.

Create a seamless visitor experience for travellers.

ACTIONS

SPOTLIGHT: ACCELERATE KOOTENAYS

The Highway 3 Mayors' and Chairs' Coalition is a group of municipal leaders who championed the installation of electric vehicle charging stations on Highways 1, 3 and 95 so that travel to and within the Kootenays will be clean, convenient and reliable. In total, 10 partners came together to invest \$1.5 million to add 13 charging stations strategically located near shops, attractions, cafés and restaurants to showcase Kootenay communities and offer visitors more sustainable ways to enjoy the area.



Vineyard on Salt Spring Island, B.C.

RESPECTING NATURE AND THE ENVIRONMENT

The beauty of our cities, our vibrant towns, and our abundant natural spaces are fundamental to why we want to explore our province and why other Canadians and international travellers want to come to B.C. Outdoor recreation and nature-based activities are high on the “must see” list for many visitors and locals alike. At the same time, there is a growing desire to minimize the impacts on the natural environment and look for more sustainable approaches to tourism.

Some of B.C.’s top tourist destinations, including some provincial parks and outdoor experiences are reaching capacity. New approaches are needed to ensure we don’t diminish the essence of what makes these destinations desirable.

While tourism has a global footprint, the actions we take locally will ensure the long-term sustainability of both the sector and our environment. We need to find new ways to reduce the visitor footprint in our natural places and educate communities and travellers about responsible tourism practices. Respecting and preserving our natural environment is critical to maintaining business viability in tourism and livability for residents over the long term.

Welcoming Visitors - Benefiting Locals - Working Together seeks to balance tourism growth with environmental protection and preservation so that we can continue to deliver on the promise of *Super, Natural British Columbia*®, and create long-term sustainability. It sets out a series of actions to:

- Position B.C. as a leader in sustainable tourism and environmental stewardship.
- Align tourism with the direction and objectives of CleanBC (cleanbc.gov.bc.ca), the provincial government’s new plan to protect nature, power our future with clean energy, and create new opportunities for people in a sustainable, low carbon economy.
- Support sustainable growth and environmental stewardship in the adventure and agri-tourism sectors.
- Respect our parks, trails, campgrounds and other outdoor recreation experiences.



Spirit (Kermode) Bear in the Great Bear Rainforest, B.C.

SPOTLIGHT: MOUNTAIN BIKE TOURISM

Businesses catering to mountain bikers are on the upswing, helping many B.C. communities to diversify their economies. In Williams Lake, business is booming for First Journey Trails. Their 2017 sales quadrupled over 2016 and they now employ trail crew leaders year-round and hire up to 25 builders from March to October. They also trained hundreds of First Nations trail builders of all ages, from youth to retired forestry workers.



RESPECTING NATURE AND THE ENVIRONMENT

OBJECTIVE Respecting nature and the environment by strategically guiding and managing tourism growth while preserving B.C.'s natural spaces

PRIORITY

Sustaining *Super, Natural British Columbia®*

Enable the tourism sector to develop and adopt common sustainability policies and practices.

Reduce tourism emissions and waste.

Foster responsible visitor travel that creates better places for people to live in, and better places to visit.

ACTIONS

PRIORITY

Support tourism viability in B.C.'s natural spaces

Support the growth of the adventure tourism and agri-tourism sectors.

Ensure the long-term sustainability of B.C.'s outdoor recreation experiences including BC Parks and provincial recreation sites and trails.

ACTIONS

SPOTLIGHT: LEADERS IN SUSTAINABILITY



Global recognition for sustainability demonstrates leadership and brings the right kinds of travellers to the region. In 2017, the Thompson Okanagan Tourism Association became the first destination in the Americas - and one of only 21 worldwide - to receive the Biosphere Destination certification from the International Responsible Tourism Institute. Since then, they also received the prestigious *Tourism for Tomorrow Destination Award* from the World Travel & Tourism Council and *World Responsible Tourism Award* at the 2018 Annual World Travel Awards.



Yoho National Park, B.C.



Nature is within easy reach of Vancouver, B.C.'s city limits.

MEASURING PROGRESS

Ambitious targets and effective performance measurement will ensure we achieve healthy and sustained growth that benefits all British Columbians and, at the same time, addresses challenges currently facing the industry.

We have set a target of 6 percent annual growth in tourism revenue across the province, growth that is smart, well-managed and ensures we are meeting the needs and expectations of both visitors and British Columbians. This target reflects the fact that global tourism is forecasted to grow dramatically in the next decade, that B.C. is a destination of choice and has the capacity to increase its share of the global market, and that B.C. has a solid foundation of growth from which to build.

Additionally, we will monitor, track and report publicly on the following key indicators which will demonstrate progress against our strategic tourism framework:

SUPPORTING PEOPLE AND COMMUNITIES

- Tourism employment growth
- Number of tourism related job vacancies
- Average tourism related wage growth
- Investments in arts, culture, and sport events and festivals
- Municipal Regional District Tax revenue

SUSTAINABLY GROWING THE VISITOR ECONOMY

- Total tourism revenue
- Tourism tax and export revenue
- International visitor arrivals by month
- Number and type of tourism businesses, including Indigenous businesses
- Net promoter score of B.C.⁶

RESPECTING NATURE AND THE ENVIRONMENT

- Investments in recreation and parks
- Visitor perception of B.C. as a travel destination



New Denver, B.C.

The Ministry of Tourism, Arts and Culture and DestinationBC currently collect and report on many of these indicators and will continue to do so on an annual basis to inform policy, program and investment decisions. However, there are also some areas that we have not previously tracked, specifically related to tourism sustainability, and where specific measures, indicators and baselines will be needed in order to measure progress.

The Ministry of Tourism, Arts and Culture will continue to work closely with the Minister's Tourism Engagement Council (MTEC) and industry partners to establish a clear set of sustainability performance indicators to measure success and provide insights into where there may be capacity challenges and opportunities for growth in communities across the province.

Taken together, this will provide us with a comprehensive assessment of the health and sustainability of tourism in B.C.

⁶ Definition: The Net Promoter Score® (NPS®)2, developed by Frederick Reichheld and Bain & Company in 2002, is a simple metric that can be used to measure the intention to recommend/refer a travel destination, organization or sector and is also an indicator of overall satisfaction with the travel or customer experience.



Stone Mountain Provincial Park, B.C.



Horseback Riding at Echo Valley Ranch & Spa in B.C.

WORKING TOGETHER

Governments (local, provincial, federal), Indigenous peoples and communities, industry, and community partners across the province must work together to advance our shared objectives for sustainable tourism growth. Joint planning, coordination, and partnerships at all levels are needed to foster an environment that increases our global competitiveness. Visible leadership – one that builds alignment, connection and collaboration across the provincial government, with provincial crown corporations (DestinationBC, Royal British Columbia Museum, and the British Columbia Pavilion Corporation which manages B.C. Place Stadium and the Vancouver Convention Centre) and with industry – will drive tourism programs and initiatives forward throughout the province.

As part of *Welcoming Visitors - Benefiting Locals - Working Together*, we will build new and strengthen existing relationships with our partners to ensure we continue to be seen as an exceptional tourism destination for travellers across Canada and around the world. Specifically, we will act to:

- Ensure that British Columbia is a visible leader of responsible, sustainable tourism growth and development, working in a coordinated way to support and strengthen the B.C. tourism sector.



Rafting on the Nahatlatch River in Boston Bar, B.C.



Swimming Grizzly Bear in B.C.

The development of this strategic framework has benefited from the input and advice of many key partners in the tourism sector including industry and sector associations, businesses and destination marketing organizations. Continuing to work in collaboration and partnership with all our partners will be fundamental to how we will deliver on the tourism strategic framework and further support government's priorities.

We will continue to work together with Indigenous peoples and communities to support Indigenous tourism growth and development. This is an important opportunity to advance lasting reconciliation with, and self-determination for, Indigenous peoples. Collaboration with Indigenous peoples will include initiatives to preserve and promote the living cultures and rich heritage of Indigenous peoples and partner with Indigenous communities and tourism businesses get the skills they need to continue to develop exceptional tourism experiences.

We will also work with our cross-ministry partners, post-secondary institutions and industry, to identify and provide skills development and training opportunities for industry, that are consistent with Government's priorities for skills training and apprenticeships.

The Minister's Tourism Engagement Council will continue to advise government on this strategic framework and help to evaluate progress. The Council is comprised of representatives from industry, government and Indigenous communities across the province, and reflects a diverse range of geographic, demographic, and business perspectives.

By working in partnership, we will support the priorities of Welcoming Visitors - Benefiting Locals - Working Together and ensure we successfully showcase the beauty, diversity and cultural richness of *Super, Natural British Columbia*® on the world stage.



Fly-fishing in Likely, B.C.



Mountain Biking in Cronin Pass, B.C.



Visitors dining al fresco in Penticton, B.C.

ACKNOWLEDGMENTS

We would like to acknowledge and thank the representatives of the many organizations that provided input into the development of the Welcoming Visitors - Benefiting Locals - Working Together | A Strategic Framework for Tourism in British Columbia 2019-2021, as well as the over 1,300 people who provided input through the destination development planning process, on behalf of communities, tourism businesses and organizations throughout B.C.

BRITISH COLUMBIA PAVILION CORPORATION
CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION
DESTINATION BRITISH COLUMBIA
DESTINATION GREATER VICTORIA
GO2HR
INDIGENOUS TOURISM BC
KOOTENAY ROCKIES TOURISM

MINISTER'S TOURISM ENGAGEMENT COUNCIL
NORTHERN BC TOURISM
THOMPSON OKANAGAN TOURISM ASSOCIATION
TOURISM INDUSTRY ASSOCIATION OF BC
TOURISM INDUSTRY ASSOCIATION OF CANADA
TOURISM VANCOUVER
TOURISM VANCOUVER ISLAND

We would also like to thank the participants who took part in the November 2018 roundtables, for their invaluable contributions to the development of this Strategic Framework.

**VISIT OUR WEBSITE
AT WWW.GOV.BC.CA**



2017 Value of Tourism

A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the economic value of tourism in British Columbia for 2017. It is also a complementary piece to the full *Value of Tourism in British Columbia: Trends from 2007 to 2017* report, available in spring of 2019.

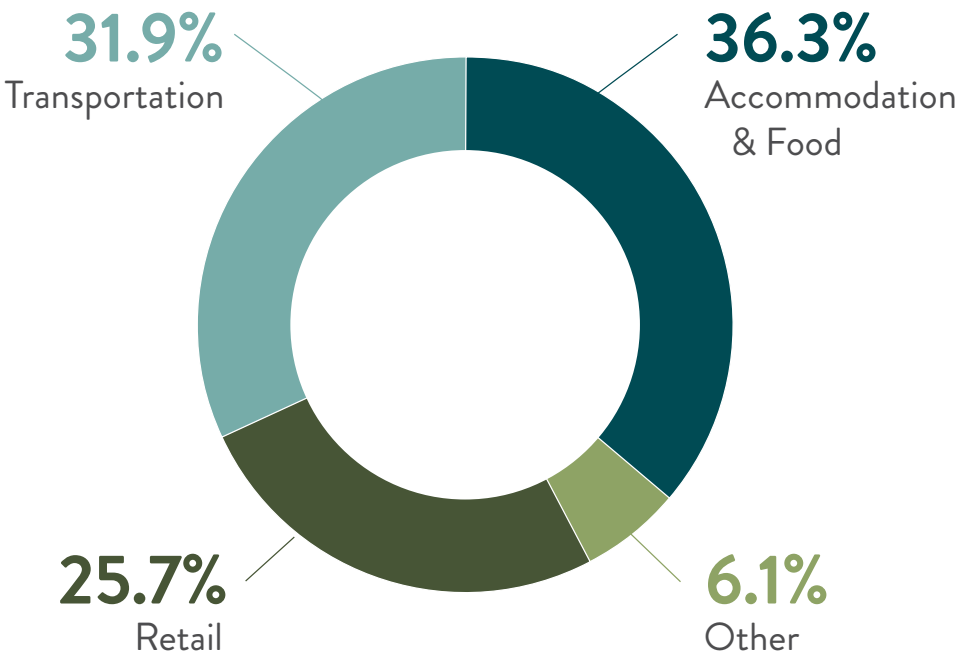
Information provided is produced by BC Stats for Destination BC, and derived by Destination BC based on the International Travel Survey from Statistics Canada.

TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.



2017 TOURISM REVENUE BY SERVICE AREA

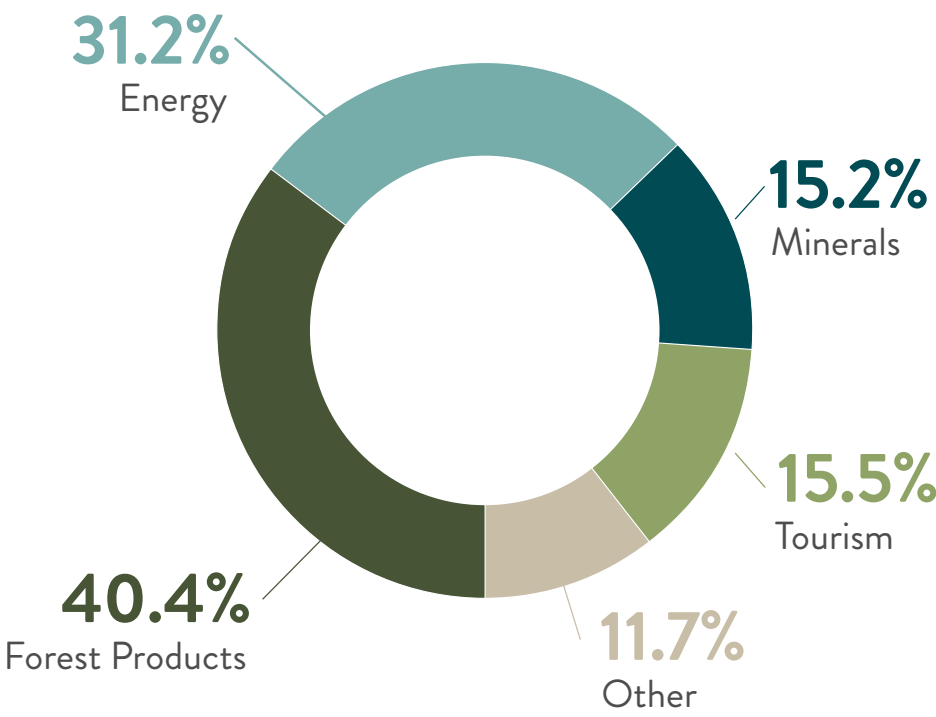


2017 TOURISM EXPORT REVENUE



In 2017, tourism exports generated revenue of \$5.4 billion, an increase of 7.1% over 2016. Tourism export revenue was higher than that of the mineral (\$5.3 billion), and agriculture and fish (\$4.1 billion) primary resource industries, but lower than that of energy (\$10.9 billion) and forest products (\$14.1 billion).

2017 TOURISM EXPORT REVENUE BY PRIMARY RESOURCE INDUSTRY



PROVINCIAL TAX TOURISM REVENUE



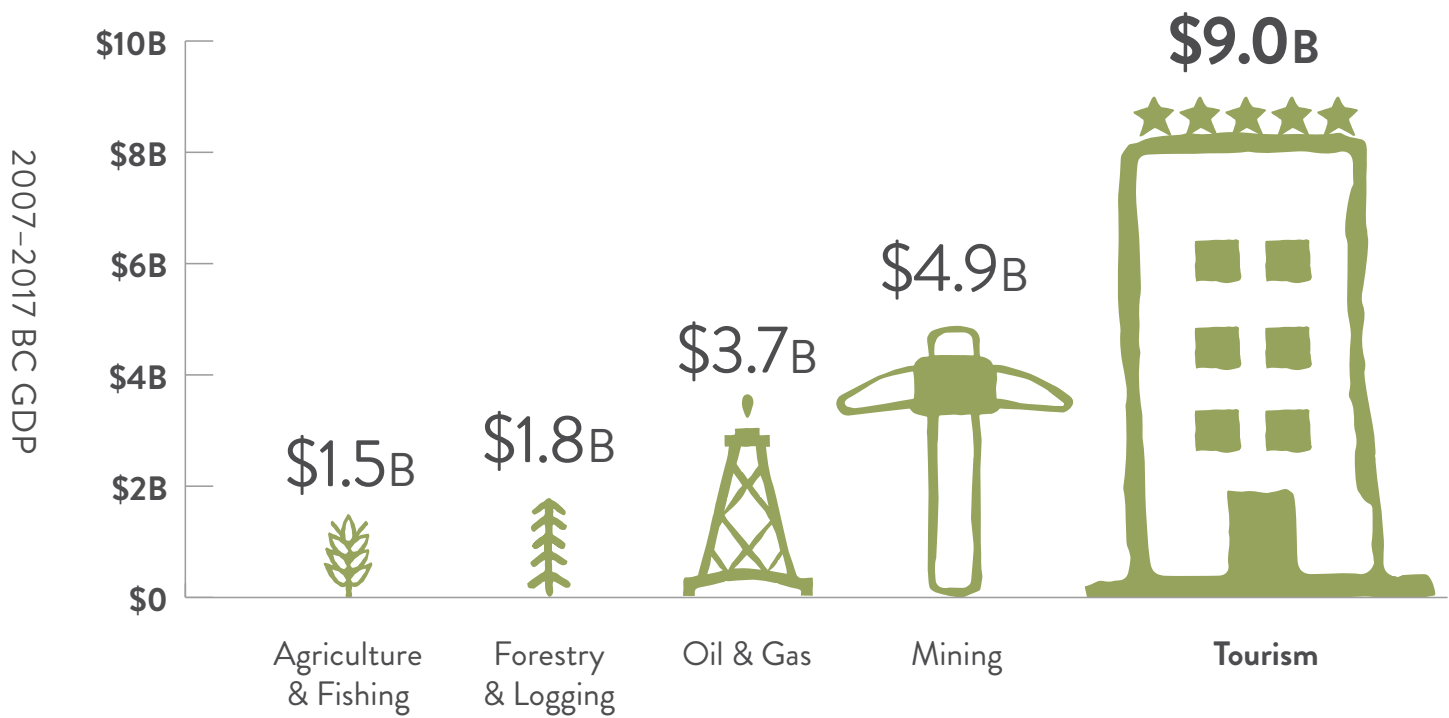
2017 Value of Tourism

A Snapshot of Tourism in BC

TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole grew 4.0% over 2016. The tourism industry contributed \$9.0 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). This represents 6.7% growth over 2016, and 32.5% growth since 2007. In 2017, tourism contributed more to GDP than any other primary resource industry.

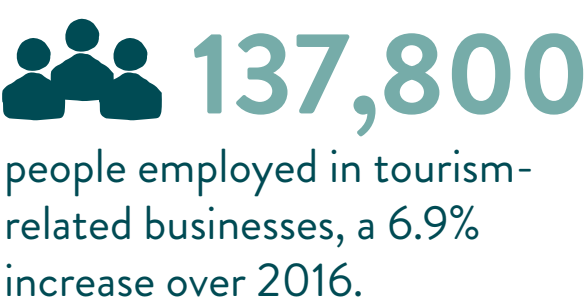
GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES



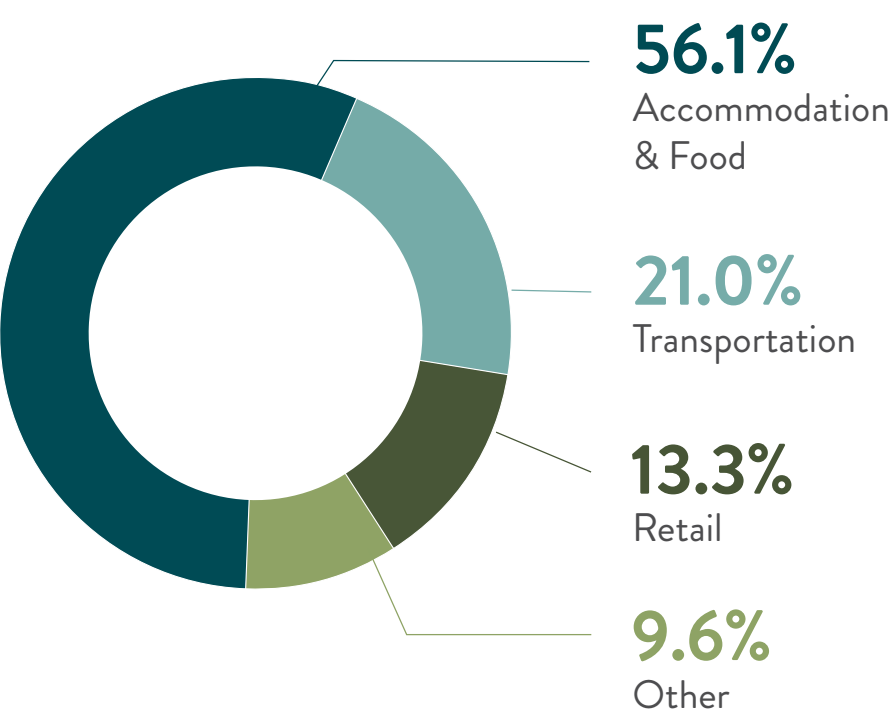
TOURISM EMPLOYMENT



TOURISM WAGES AND SALARIES

The tourism industry paid \$4.9 billion in wages and salaries in 2017, up 6.9% from 2016, and up 31.3% since 2007. Average compensation in the tourism industry in 2017 was \$35,878, up 3.2% from 2016, and up 12.8% since 2007.

2017 TOURISM EMPLOYMENT BY SERVICE AREA



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Indigenous Tourism Project Update,

March 14, 2019

The two-year project started in September 2018 and was funded by the BC Rural Dividend Program in the amount of \$94,670. Shuswap Tourism, Community Futures Shuswap and STS Lakes Division each contributed \$5000 to the total budget of \$119,670, which also includes in-kind contributions from each of the four communities.

The mandate of the Indigenous Tourism Project is to complete six Deliverables, which include the following:

1. Cultural Sharing Guidelines
2. Indigenous Artisan Support
3. Increase Cultural Presence on the Traditional Territory
4. Assist Entrepreneurs in the Development of their Tourism Based Business
5. Tourism Industry Training for Interested Community Members
6. Develop and Deliver Indigenous Tourism Events

To date, Deliverable #1, Cultural Sharing Guidelines, is nearing completion. Frank Antoine (Indigenous Tourism Coordinator) and Shelley Witzky (Adams Lake) have been working closely with Community Elders to create a list of cultural elements, stories, places, legends, place names, and other cultural elements that can be shared within and outside of the community as a means of furthering Indigenous Tourism opportunities and a greater cultural presence on the Traditional Territory. As well, work is in progress to identify Artisans and Crafters and inventory their crafts and services.

The Steering Committee met on March 8th to identify individuals who have the necessary skills and community connections to fulfill other project Deliverables. The committee has now hired Bonnie Thomas (Neskonlith Indian Band) to complete Deliverable #2; Julie John (Little Shuswap Lake) has been hired to complete Deliverable #4 and; Donna Felix (Splatsin) has been hired to complete Deliverable #6. The remaining two Deliverables will be initiated at the appropriate time in the future, when the others are completed.

The project has been well supported within each of the four Secwepemc communities and momentum and enthusiasm has been building as we proceed. There is growing interest in the prospect of entrepreneurial training and starting businesses.

We are confident that our newly assembled Project Team will bring significant value to the project and the Deliverables will be achieved as anticipated.

Sincerely,

Rob Marshall
Steering committee Chair



SUMMARY PERFORMANCE

Impressions

416,430

Link Clicks

4,483

Spend

\$3,462.10

CTR

1.08%

Page Engagement

5,490

CPE

\$0.63

Site Interaction

4,318

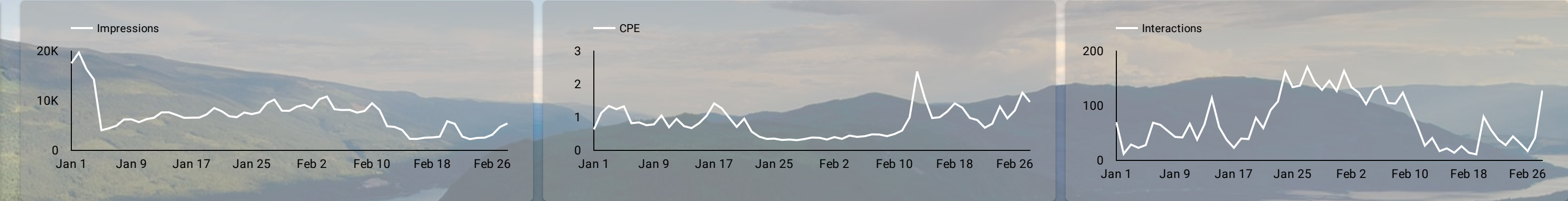
Cost Per Interaction

\$0.80

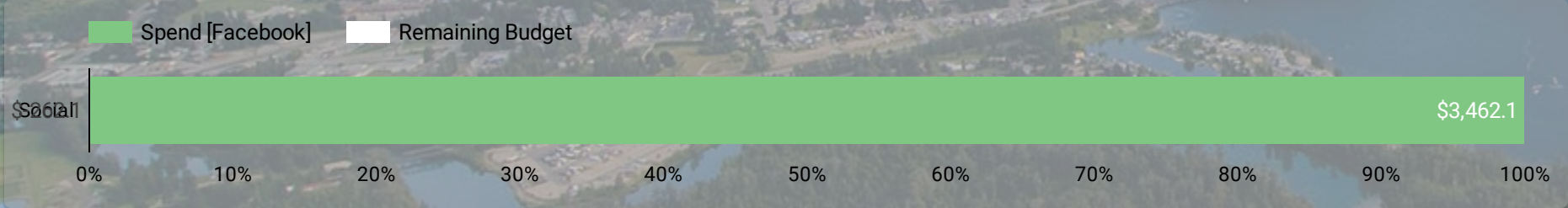
CPC

\$0.77

DAILY PERFORMANCE



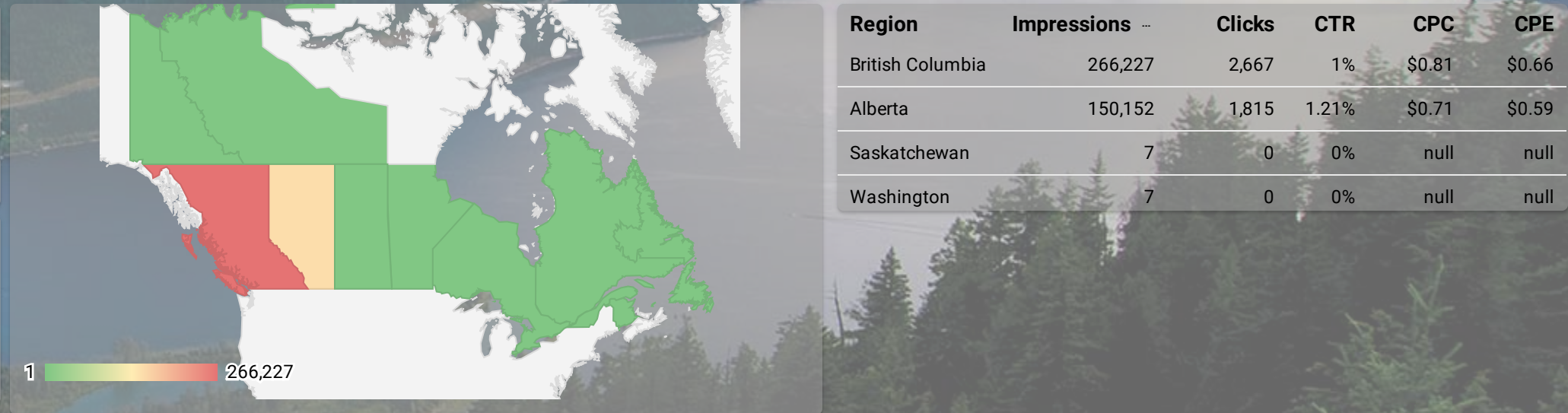
BUDGET PACING



CREATIVE PERFORMANCE

Creative	Impressions ▾	Clicks	CTR	CPC	CPE
Carousel U...	278,856	1,700	0.61%	\$1.17	\$0.79
Blog Post	137,574	2,783	2.02%	\$0.53	\$0.49

GEOGRAPHICAL PERFORMANCE





SUMMARY PERFORMANCE

Impressions

2,389,900

Clicks

4,082

Spend

\$5,716.01

CTR

0.17%

Page Time 15s

1,025

CPE

\$3.90

Site Interactions

2,646

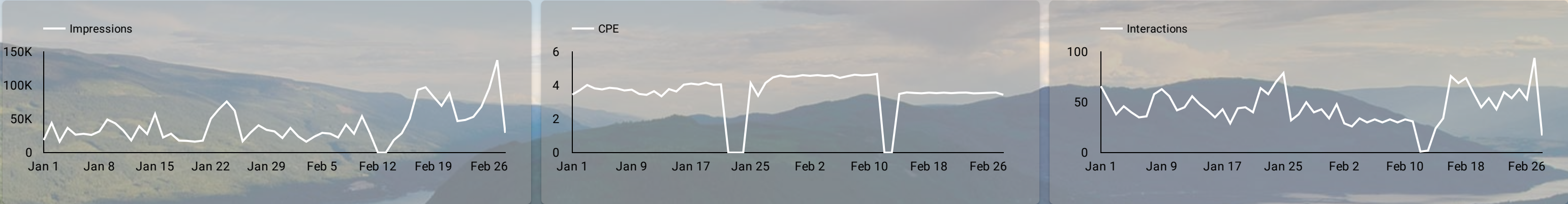
Cost Per Interaction

\$2.16

CPC

\$0.98

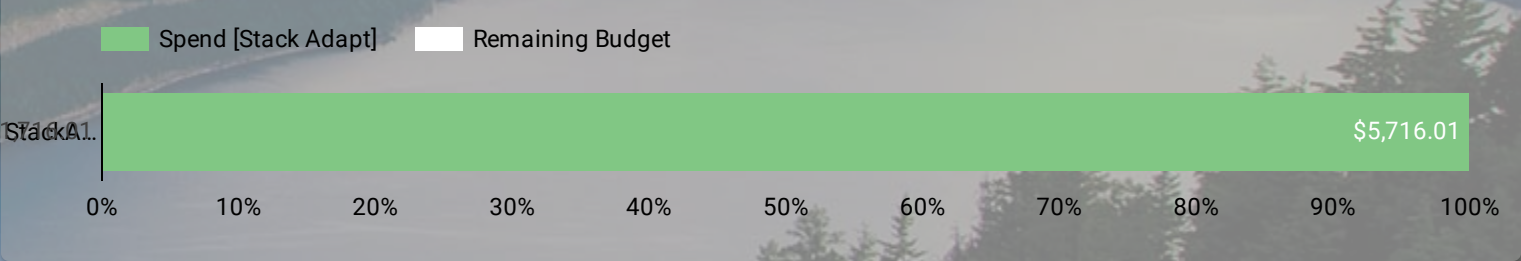
DAILY PERFORMANCE



STRATEGY PERFORMANCE

Strategy	Impressions	Clicks	CTR	CPE ▾
Behavioral	2,352,816	3,950	0.17%	\$3.93
Retargeting	37,084	132	0.36%	\$3.2

BUDGET PACING





SUMMARY PERFORMANCE

Impressions

642,597

Clicks

416

Spend

\$12,001.67

Video Starts

642,597

CPV

\$0.02

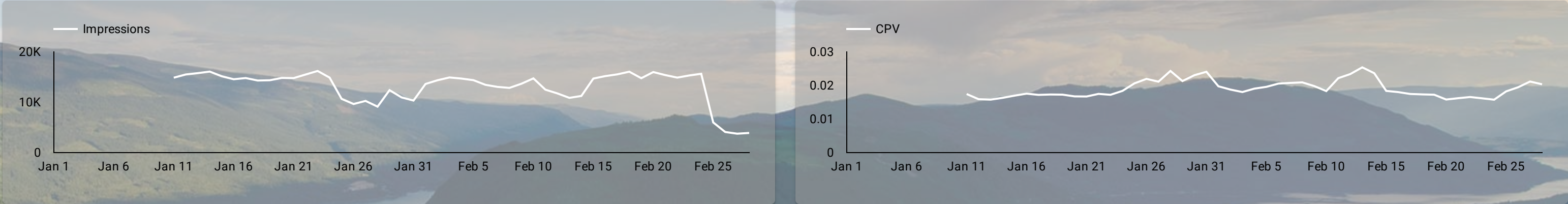
Completion Rate

47.82%

CPC

\$28.85

DAILY PERFORMANCE



STRATEGY PERFORMANCE

Strategy	Impressions ▾	Clicks	CTR	Completion Rate	CPV
Behavioral Targeting	434,656	268	0.06%	47.82%	\$0.02
Demographic	132,679	119	0.09%	49.88%	\$0.02
Contextual	75,262	29	0.04%	44.13%	\$0.02

BUDGET PACING

