

SUNSHINE COAST

TOURISM ACTIVITY SUMMARY

Destination British Columbia is pleased to provide this overview of the impressive work that has been accomplished by communities and their commitment toward ensuring our province exceed expectations as a visitor destination. Destination BC works with regional, community and industry partners on multiple programs that provide tools to further develop business opportunities and complement the provincial *Gaining the Edge Tourism Strategy*.



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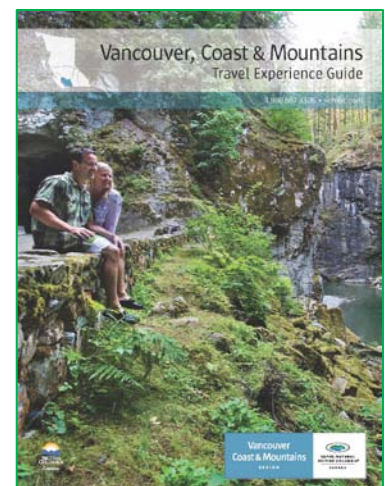
*The **Sunshine Coast** is a marketing consortium representing communities from Gibsons to Powell River and both Sunshine Coast Tourism and Tourism Powell River.

Total Annual Investment involving Destination BC with Sunshine Coast:	April 2012 – March 2013	April 2011 – March 2012
Tourism Partners (DBC \$):	\$15,054	\$13,557
Community Tourism Opportunities (DBC \$):	\$22,337	\$23,000
Community Tourism Foundations:	\$2,500	\$8,000
Visitor Services:	\$49,350	\$62,500
Tourism Business Essentials:	\$2,000	\$ -

TOURISM PARTNERS

Destination BC investments in regionally-managed co-op marketing programs are generally matched by participating tourism stakeholders. These cooperative funds provide the opportunity for communities and tourism businesses to participate in sophisticated marketing campaigns coordinated by Vancouver, Coast & Mountains Tourism Region.

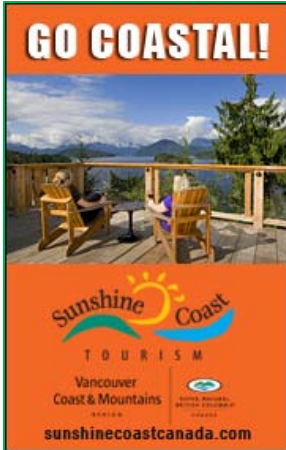
In fiscal 2012/13, Destination BC contributed **\$15,054** towards Sunshine Coast’s participation in the Tourism Partners program. Activities included the Vancouver, Coast & Mountains Travel Experience Guide, Vancouver, Coast & Mountains Tear Off Map, RVwest March/April, Vancouver, Coast & Mountains Brochure Distribution Program, The Province & Vancouver Sun Campaign, BC Chinese Residents Campaign, 604Pulse, Motorcycle Touring Campaign, The Province May Long Weekend Guide, British Columbia Outdoor Adventure Guide, Digital Asset Management Program and Motorcycle Touring Campaign.



COMMUNITY TOURISM OPPORTUNITIES

Cooperative funding is provided by the **Partnership Marketing** unit of Destination BC, and accessed through Vancouver, Coast & Mountains Tourism Region, to assist communities that are able to implement eligible tourism initiatives. Destination BC contributed **\$22,337** to Sunshine Coast in support of the following Community Tourism Opportunities projects in the most recent fiscal year completed:

Project:	DBC \$:	Details:
Image/Video Collection, Fall/winter/Arts Campaign; Meetings and Retreats Campaign.	\$22,337	<ol style="list-style-type: none">1. Photo and video shoot including images of Spring, restaurants and outdoor activities.2. The Fall/Winter/Arts Campaign included attendance at the Westcoast Women's Show; advertisements in Impact Magazine, Van Dop Art Guide, City Food Magazine ad, Eat Magazine, Georgia Straight; Facebook ads and radio ads on CKAY-FM. The Arts Crawl had an increase of artists by 10% with a total of 275 artists, and an increase in visitors by 30% over the previous year totaling 18,000 over 3 days. It was indicated that there were more off coast visitors with \$103,000 in art being sold - an increase of 85% over last year. On the website there was 10,90 visits from September to November, 9 times over last year and B & B's reported an increase of 10% over night stays.3. Meetings and Retreats Campaign included an ad in Travel Media Association of Canada brochure, attendance at Vancouver Outdoor Show and West Coast Women's Show, Brochure racking, development of banners and project coordination.



COMMUNITY TOURISM FOUNDATIONS

Tourism Planning

An intensive community tourism planning program provided by Destination BC that utilizes the services of a professional facilitator who works with the community tourism stakeholders and the RDMO to create a short or long term Tourism Strategy aimed at enhancing and growing the local tourism industry.

The Sunshine Coast completed the Community Tourism Foundations program in 2007 and held a Revisit meetings in November 2008 and September 2011 to review implementation and update the plan tactics. The comparable market value of these services would exceed **\$34,000**.

Governance

A full-day, professionally facilitated workshop, entitled Governing for Success – Enhancing Board Performance, is available to community destination management organizations, community tourism committees, and tourism product sector organizations throughout BC. The aim of the workshop is to assist in the design and implementation of sound governance practices that will enhance a tourism organization's success.

In May 2012, Sunshine Coast Tourism participated in the Board Governance Workshop and was delighted with the results. The comparable market value of these services would exceed **\$2,500**.

HELLOBC.COM

HelloBC.com, BC's official tourism consumer website, received 7.4 million visits in 2012. There are over **45** pages, dedicated to communities along the Sunshine Coast, highlighting destination and activity information.

There were **82,334** organically-searched page-views of Sunshine Coast's content on HelloBC.com during fiscal 2012/13, an increase of **4%** over the previous year. During the same period the **Vancouver, Coast and Mountains** regional-level pages on HelloBC.com received **147,631** views.

VISITOR SERVICES

Community Visitor Centres enhance the overall visitor experience by professionally promoting tourism activities in the area. In the past year Destination BC through the Visitor Centre Network program provided the Powell River, Gibsons and Sechelt Visitor Centres with **\$49,350** in Fee for Service funding in recognition of regional and provincial servicing. Visitor Centre Network membership benefits also include access to trademarks, highway signage, training and materials, staff uniforms, online statistics database and educational SharePoint site, as well as participation in an annual Network conference.

TOURISM BUSINESS ESSENTIALS

Two free 3-hour workshops are available to communities, entitled "Introduction to Online Reputation Management" and "Advanced Online Reputation Management". The aim of the workshops is to advise tourism operators on the process of monitoring, reacting and generating online reviews and content.

In May 2012, in partnership with Destination BC, Sunshine Coast Tourism hosted an Online Reputation Management Workshop for over 16 area tourism stakeholders. The comparable market value of these services would exceed **\$2,000**.

TRAVEL TRADE

On behalf of all communities in the Vancouver, Coast & Mountains tourism region and with support from Destination British Columbia, VCM representatives attended the following trade events: Rendezvous Canada in Edmonton, Canada's West Marketplace in Banff, National Travel Exchange in Orlando, Canada Inbound Tourism Asia Pacific in Richmond and Clipper Vacations - 2 Nation Vacations in Portland and Seattle. VCM presented to receptive tour operators in Ontario, Alberta and BC, AAA offices along the I-5 corridor in Everett, Lynwood and Olympia. Several tour operators were hosted on familiarization tours with the assistance of Destination BC including North American Travel Service from the UK, VIP Golf and New Product from Germany, UK Canada Specialist fly-drive and Major Travel from the UK.

TRAVEL MEDIA RELATIONS

On behalf of all communities throughout the region and with support from Destination British Columbia, Vancouver, Coast & Mountains representative attended the following travel media events: Canada Media Marketplace, GOMedia and in-market media events in Seattle, Calgary and two in Vancouver. Media fans included journalists from Calgary Herald, Westworld Saskatchewan, Globe & Mail, Seattle Metropolitan, BC Living, Vagabondish, Matador, Viator, The Flying Salmon, Flavours of the West Coast, Sport Fishing Magazine and Journal Magazine.

Media activity efforts by VCM have resulted in the Sunshine Coast being mentioned in various media, including 11 newspaper, 32 online and 2 magazine outlets that include Bikemag.com, British Columbia Magazine, The Orange County Register, Miami Herald and Shape Magazine. The estimated ad equivalency for this media coverage is **\$669,468**.

BRITISH COLUMBIA MAGAZINE

For more than 50 years, British Columbia Magazine continues to inform, entertain, surprise and inspire its readers with all that B.C. has to offer.

In the Fall 2012 issue, the Sunshine Coast was profiled with 8 pages of editorial content, plus was on the cover of the issue. In total, this presence provided the Sunshine Coast with advertising equivalency estimated at over **\$100,680**.

SPORT TOURISM

Gibsons and Powell River are members of the BC Sport Tourism Network, and are listed on HostingBC.ca. Powell River and Sechelt have hosted an Introductory Sport Tourism Workshop.