

Sunshine Coast Credit Union *presents*

THE BUSINESS OF *Tourism*

IAN ROBERTSON

CEO, Tourism Industry Association of BC

MARSHA WALDEN

CEO, Destination BC

CANDACE CAMPO

Director for the Sechelt Nation's Culture
shíshálh Nation

Welcome
Presentations
Q&A
Refreshments

PRESENTED BY:



MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF:



THE BUSINESS OF TOURISM



Ian Robertson

March 26, 2015

TOPICS



- Who Are We?
- Value of Tourism
- A Shift in Thinking
- Tourism Pays

VISION



Uniting people passionate about
making British Columbia a great place
for tourism

MISSION



Be the advocate for the tourism industry to government, business and the people of British Columbia

CORE VALUES



UNITY

Strive for unity of a diverse industry through inclusive, collaborative and transparent processes

LEADERSHIP

Listen, engage, define and then advocate on major issues impacting our members

CREDIBILITY

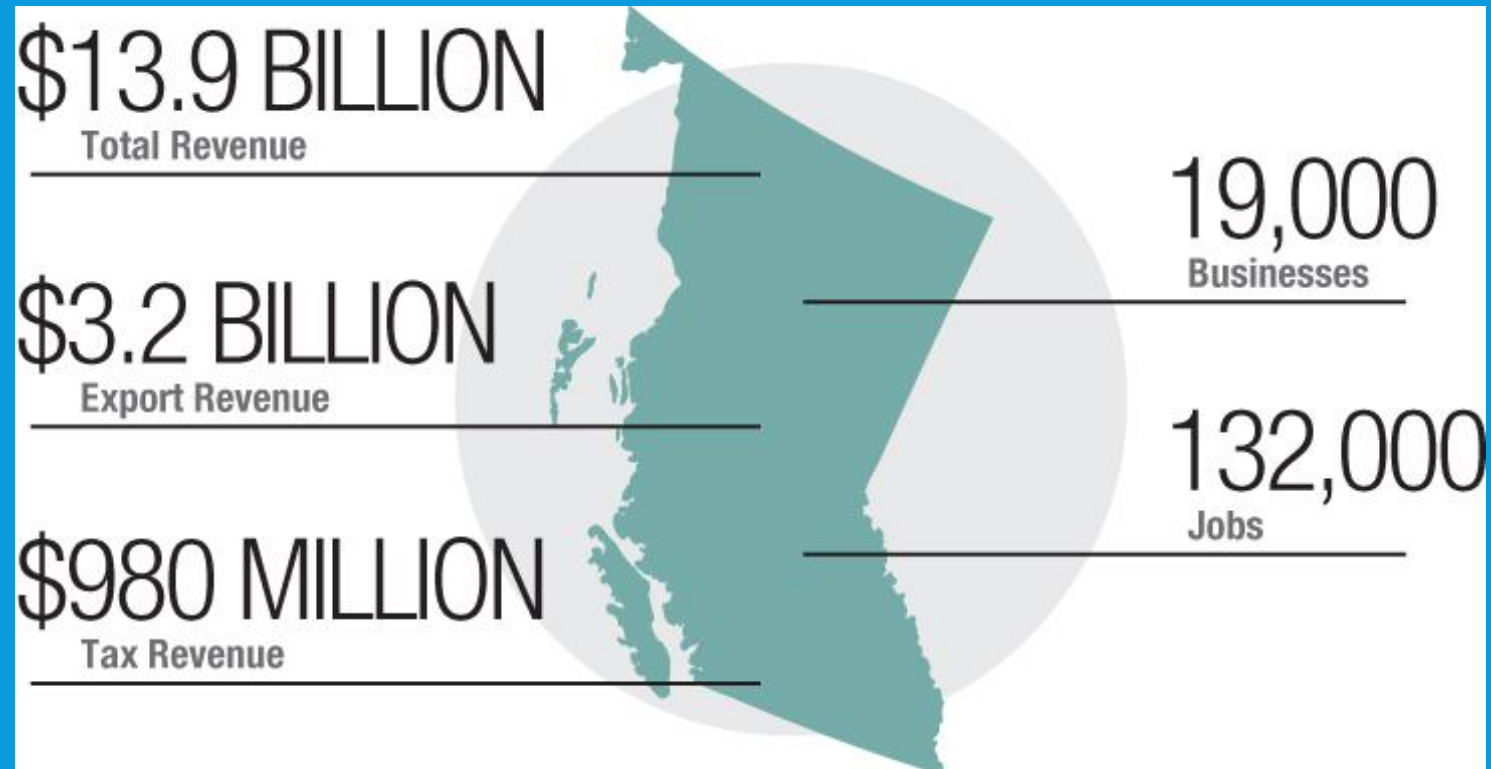
Research-based, non-partisan and professional

OBSERVATIONS



- Ongoing Communication, Collaboration, Transparency and Trust is key
- BC Ferries issue was a 'wake-up call' for the industry
 - Industry should have seen it coming
- Characteristics of good government relations ...
 - Influence
 - Engage
 - Trusted advisor
 - Depth and breadth of knowledge
 - Relationship style – tone and approach
 - Good data
- Partnerships are key ... DBC, BC Chamber, AtBC, BCDMOA, BCHA, etc.

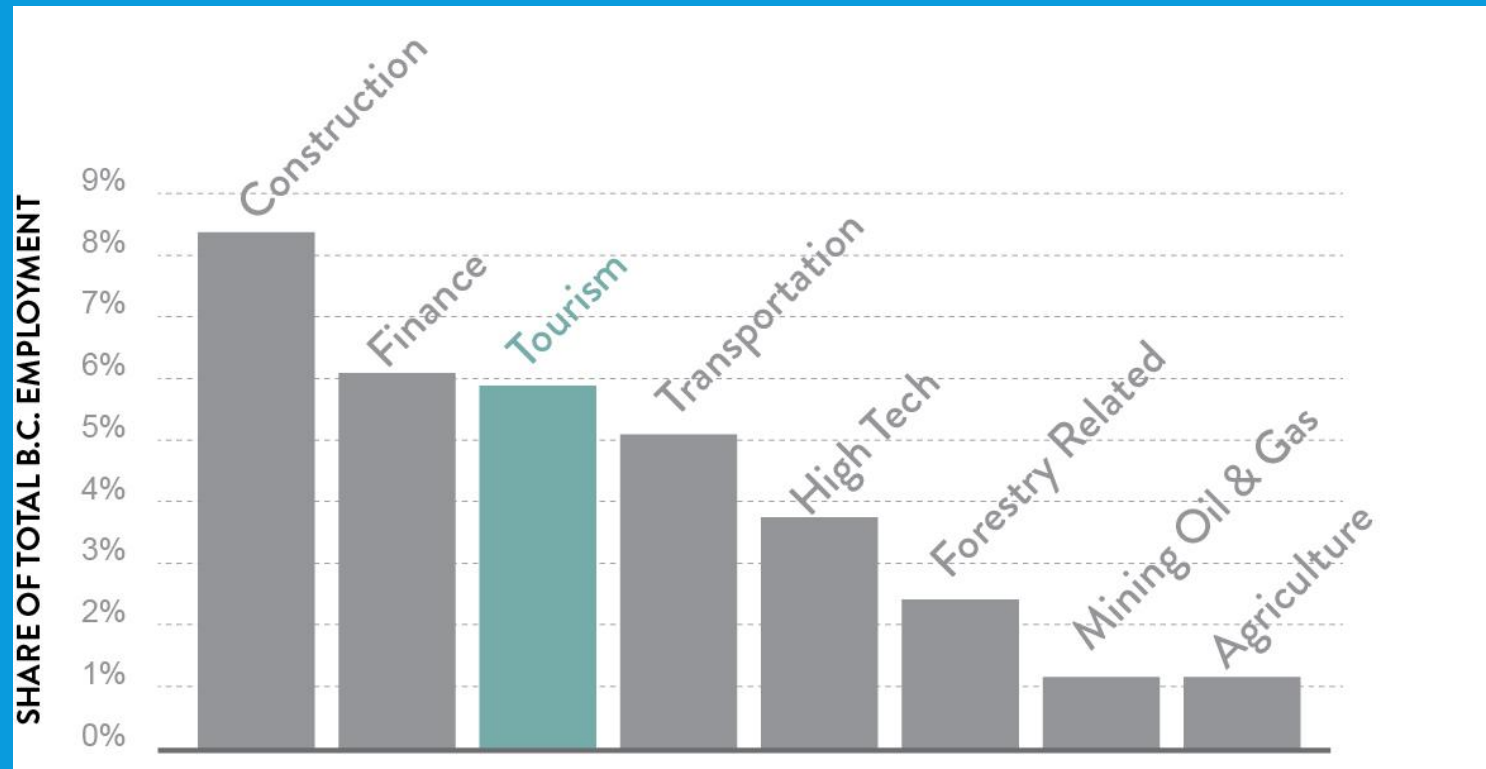
VALUE OF TOURISM



VALUE OF TOURISM



MAJOR SOURCE OF GOOD JOBS



Source: Destination BC

VALUE OF TOURISM



“A healthy tourism economy leads to investment in communities”

VALUE OF TOURISM



“Tourism/Hospitality is the first and largest employer of youth in BC”

VALUE OF TOURISM

TOURISM
INDUSTRY
ASSOCIATION OF

BC



KEY FINDINGS



“The fundamental motivation driving a visit is not usually the offerings of a single business – instead it is the destination”

KEY FINDINGS



*“Every tourist that comes through here
is a potential business lead”* Jeff Malehorn – CEO
World Business Chicago

KEY FINDINGS



"Analysis of 150 cities shows that those destinations that attract more leisure visitors grew an average of 2% faster over a ten year period in terms of population and employment"

KEY FINDINGS



“Visitor spending helps support a broader and higher quality set of local amenities than an area could otherwise sustain”

TOURISM PAYS

To view the “Tourism Pays” video click here:
<https://vimeo.com/31624689>

“Tourism Pays” video courtesy of Tourism Richmond

WANT MORE INFORMATION?



- Like us on  The Tourism Industry Association of BC
- Follow us on  @TIABC_CA
- Go to our website tiabc.ca

THANK YOU!



Ian Robertson

E: irobertson@tiabc.ca

T: 604.685.5956

Sunshine Coast Credit Union *presents*

THE BUSINESS OF *Tourism*

IAN ROBERTSON

CEO, Tourism Industry Association of BC

MARSHA WALDEN

CEO, Destination BC

CANDACE CAMPO

Director for the Sechelt Nation's Culture
shísháhl Nation

Welcome
Presentations
Q&A
Refreshments

PRESENTED BY:



MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF:



THE BUSINESS OF TOURISM

Crown Mountain, North Vancouver

Destination
British Columbia™

GLOBAL LANDSCAPE

Yoho National Park

Destination
British Columbia™

GLOBAL LANDSCAPE

WORLDWIDE TOURISM
GROWTH OVER 20 YEARS

100%



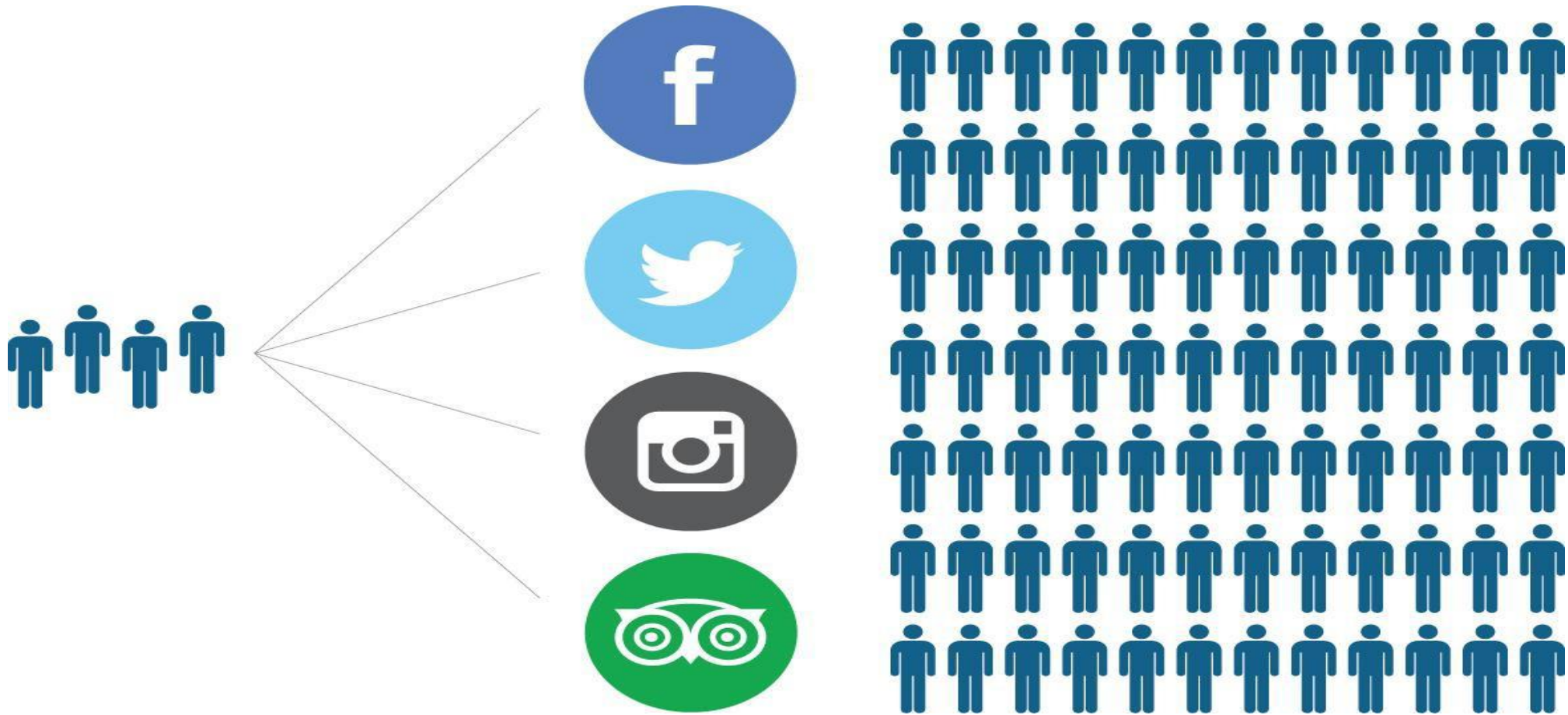
GLOBAL LANDSCAPE

TOP 10 2013 MARKET SHARE

1.  France
2.  United States
3.  Spain
4.  China
5.  Italy

6.  Turkey
7.  Germany
8.  United Kingdom
9.  Russia
10.  Thailand
- ▼ 17.  Canada
Down from 8th in 2002

GLOBAL LANDSCAPE



WHO WE ARE

Box Canyon Creek near Squamish

Destination
British Columbia™

FRESH MANDATE

Marketing

Destination Development
Strategic Leadership
Public Awareness

STRONG PARTNERSHIPS



BC'S VISITOR ECONOMY

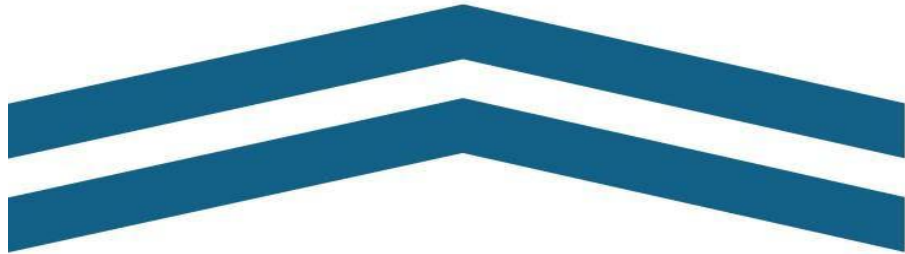


OUR STRATEGY

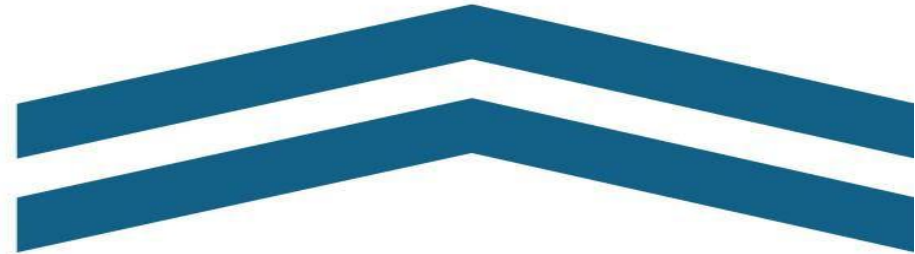


OUR STRATEGY

REVENUE



MARKETING



EXPERIENCES

HOW WE WILL WIN

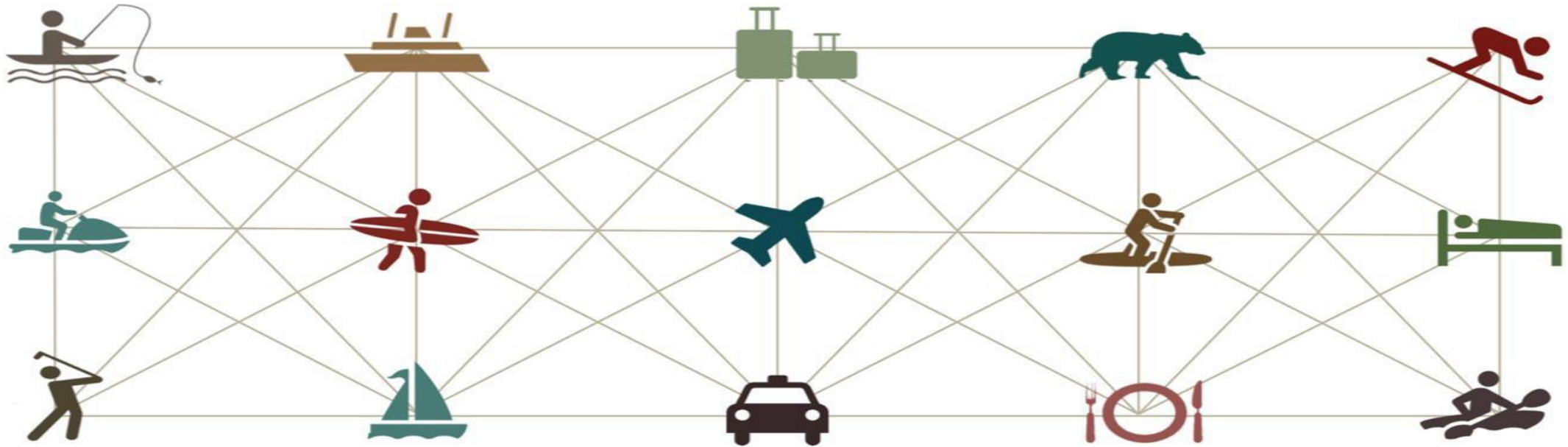
MARKETING
NETWORK

REMARKABLE
EXPERIENCES

MAGNETIC
BRAND

POWERFUL MARKETING NETWORK

19,000 STRONG



REMARKABLE EXPERIENCES



FRESH &
INNOVATIVE



OFFER
GREAT VALUE



EXCEED
EXPECTATIONS



OUR STRATEGY



A lush forest scene with a moss-covered log in the foreground and a reflection in a stream. The log is covered in vibrant green moss and has several small, rounded, moss-covered mounds on top. The stream in the foreground is calm, reflecting the surrounding trees and the mossy log. The background is filled with tall, thin trees and dense green foliage, creating a sense of a deep, ancient forest.

ACHIEVING SUCCESS

Naikoon Provincial Park

Destination
British Columbia™

HOTEL ZED

Click here to watch a video on Hotel Zed: <http://ow.ly/KU0kg>

CREATING A BUZZ



SQUAMISH



HOME | LINEUP | FESTIVAL INFO | GENERAL INFO | GET INVOLVED | Listen Here | [Twitter] | [Facebook] | [Instagram]

Virginia mobile presents **SQUAMISH VALLEY MUSIC FESTIVAL** August 7.8.9, 2015

PASSES ON SALE NOW

Countdown to the Festival
139 DAYS 08 HOURS 55 MINUTES 10 SECONDS

SVMF Email List
Email Address: SEND

Get the App
Available on iPhone & Android

August 7.8.9 2015
MUMFORD & SONS | DRAKE | SAM SMITH

OF MONSTERS AND MEN | ALABAMA SHAKES | ... | KASKADE | SCHOOLBOY Q | MOTHER MOTHER
CHANCE THE RAPPER | ADVENTURE CLUB | PORTER ROBERTSON | ... | THE KILLS | MILKY CHANCE | ARKELLS | VANCE JOY
DEATH FROM ABOVE 1979 | SHARDON JONES & THE DAP-KINGS | ... | ANGUS & JULIA STONE | GEORGE EZRA | BAHAMAS
ODESSA | KAYTRANDA | A-TRAK | TCHAMI | GORGON CITY | ... | SLIGHTLY STOOPID | K-OS | JOEL PLASKETT WITH THE EMERGENCY
FIRST AID KIT | MARIACHI EL BRONX | WHITEHORSE | ... | ROBERT DELONG | HANNAH WANTS | JAMES BAY | ELLE KING
SLOW MAGIC | BENJAMIN BOEKER | THE FUNK HUNTERS | SZA | BEAR'S DEN | ALVWAYS | JUSTIN NOZUKA | DEAR ROUGE
PEKING DUK | P REIGN | TEISHI | OLIVER | MAT THE ALIEN | THE RIVER AND THE ROAD | WILLA | OLD MAN CANYON | LITTLE INDIA

More artists to be announced!
On sale February 26 at 10am at squamishfestival.com

Interstellar | BACARDI | TOPSHOP TOPMAN | straight | #SVMF | YouTube

TOFINO



SUCCESS THROUGH COLLABORATION



SUCCESS THROUGH COLLABORATION



Sunshine Coast
TOURISM

British Columbia • Canada
www.sunshinecoastcanada.com



GO COASTAL!
the art of living well
sunshinecoastcanada.com

Sunshine Coast TOURISM
Vancouver Coast & Mountains REGION
SUPER NATURAL BRITISH COLUMBIA CANADA

<p>SECHelt</p>  <p>7425 Sechelt Inlet Road, Box 1247, Sechelt, BC V0N 3A4 1-866-885-6440 604-885-6440 info@pedalspaddles.com pedalspaddles.com</p>	<p>PEDALS AND PADDLES</p> <p>Tours and rentals offered at the perfect beach and launching spot in spectacular Sechelt Inlet. Choose from kayaks, paddle boards, canoes and Zodiac tours.</p>	<p>HALF MOON BAY</p>  <p>5356 (aka) Cove Road, Halfmoon Bay, BC 1-877-296-4593 room@rockssecretowaterresort.com rockssecretowaterresort.com</p>	<p>ROCK WATER SECRET GORE RESORT</p> <p>All year around resort offering Luxury Tents, Ocean View Rooms and Oceanfront Cabins. A full service resort including spa, restaurant, kayak center and seasonal outdoor pool.</p>	<p>SUNSHINE COAST</p> <p>Langdale to Lund Oct. 17-18-19 2014 Fri-Sat-Sun: 10am-5:30pm Fri: evening: 6:30-9pm Join friends & take a scenic coastal tour of 120+ open galleries & artist studios. Enjoy events, demos & meet the artists throughout the weekend. sunshinecoastartcrawl.com</p> <p><i>Presented by Coast Cultural Alliance:</i> Sunshine Coast Purple Banner Studio & Gallery Langdale to Lund Pick one up, look for the flying Purple Banners & visit the 'arts at work'. sncocastarts.com</p>	<p>POWELL RIVER</p>  <p>6243 Walnut Street, Powell River, BC V8A 4K4 604-483-4000 1-877-483-4777 oldcourt@toks.net oldcourthouseinn.ca</p>	<p>THE OLD DOORHOUSE INN</p> <p>A charming boutique heritage hotel in the historic townsite district of Powell River. Only hotel offering complimentary full hot breakfast! Free Wi-Fi, cable, parking, kayak & bike storage.</p>	
<p>MADEIRA PARK</p>  <p>12849 Lagoon Road, Madeira Park, BC V0N 2H0 1-866-902-3655 reservations@paintedboat.com paintedboat.com</p>	<p>PAINTED BOAT RESORT SPA & MARINA</p> <p>Featuring 31 villas overlooking the water, infinity pool, hot tub, the Restaurant and a luxurious spa, this five-acre resort is... Where Stories Unfold.</p>	<p>GIBSONS</p>  <p>1532 Ocean Beach Esplanade, Gibsons, BC V0N 1V5 1-604-886-2867 1-877-290-9916 info@bonniebrook.com bonniebrook.com</p>	<p>THE BONNIEBROOK LODGE & CHARTERS RESTAURANT</p> <p>An Historic 7 suite lodge and fine dining restaurant. Private beach access, and ocean views, Jacuzzi, F/P, Weddings - best places to kiss.</p>	<p>GIBSONS LANDING</p>  <p>305 - 287 Cowar Point Rd., Gibsons, BC V0N 1V0 778-462-3068 info@sunshinecoastoliveoil.com sunshinecoastoliveoil.com</p>	<p>SUNSHINE COAST OLIVE OIL</p> <p>Sample and explore our endless pairing combinations of gourmet oils and balsamics while soaking up the ocean view. Complimentary tastings.</p>	<p>POWELL RIVER</p>  <p>10075 Hwy 101, Powell River, BC V8A 0L5 Tel: 1-604-487-9634 seabreezeresort@shaw.ca seabreezeresortbc.com</p>	<p>SEABREEZE RESORT</p> <p>Seabreeze Resort has cottages, condos, Camping and R.V. spots. Beautiful sandy beach, safe swimming, colourful gardens and spacious grounds.</p>



POWELL RIVER FILM FESTIVAL 2014

POWELL RIVER FILM FESTIVAL

FEBRUARY 11-16 2014

Festival Office 604-414-9758
www.prfilmfestival.ca

Sunshine Coast TOURISM
Vancouver Coast & Mountains REGION
SUPER NATURAL BRITISH COLUMBIA CANADA

SUPER, NATURAL BRITISH COLUMBIA

To view BC's destination brand video, click here: <http://ow.ly/KU0WQ> Corporate website:
www.DestinationBC.ca

Consumer website: www.HelloBC.com Follow us on Twitter for
industry updates: <https://twitter.com/DestinationBC>

Sunshine Coast Credit Union *presents*

THE BUSINESS OF *Tourism*

IAN ROBERTSON

CEO, Tourism Industry Association of BC

MARSHA WALDEN

CEO, Destination BC

CANDACE CAMPO

Director for the Sechelt Nation's Culture
shíshálh Nation

Welcome
Presentations
Q&A
Refreshments

PRESENTED BY:



MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF:



ABORIGINAL & ECO TOURISM SUNSHINE COAST

People and Land

SUNSHINE COAST

A Sense of Place



Antiquity



Heritage











SHISHALH NATION

Decedents of the
Spelemulh







Stewards
 ?e tem swiya
 of the land,
 water and
 animals

Skwaki?iem, Vancouver Bay

Storyteller



Mount Steel Vancouver Bay





ts'unay (Deserted Bay)
- Means "sheltered from the rain"

A scenic landscape photograph showing a rocky shoreline in the foreground, a calm body of water in the middle ground, and a dense forest of evergreen trees leading up to snow-capped mountains in the background. The water reflects the surrounding greenery and the blue sky. The text 'ts'unay (Deserted Bay)' is overlaid in white on the lower left side of the image.

ts'unay (Deserted Bay)



**ts'unay (Deserted Bay)
The Place to Be**



ts'unay (Deserted Bay)
Grizzly Bear Clan



tewankw – stl'ixwim (Narrows Inlet)

An aerial photograph of a vast, deep blue lake surrounded by lush green forested mountains. The landscape is dotted with numerous small islands and peninsulas, some of which have small clusters of buildings and docks. In the distance, more mountain ranges are visible under a clear blue sky. The text 'kalp-ilin' is overlaid in the bottom left corner in a white, serif font.

kalp-ilin

Grant Island







Voices of
shishalh



Voices of shishalh





Events







COWICHAN
2008









Porpoise Bay







Winter Recreation



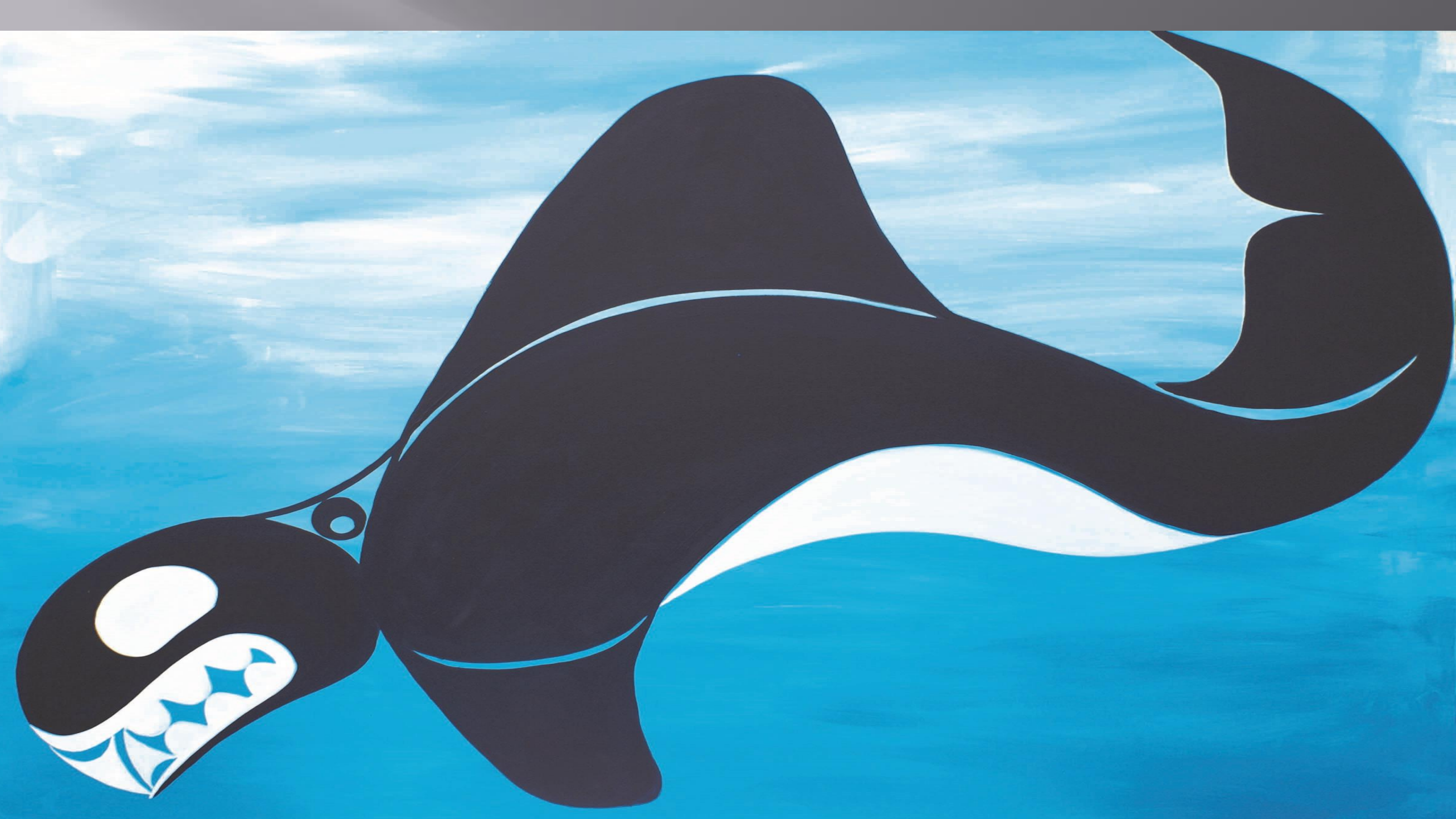
Shishalh Nation Strategic Goal:

- ▣ To create and sustain a vibrant economy for current and future generations.

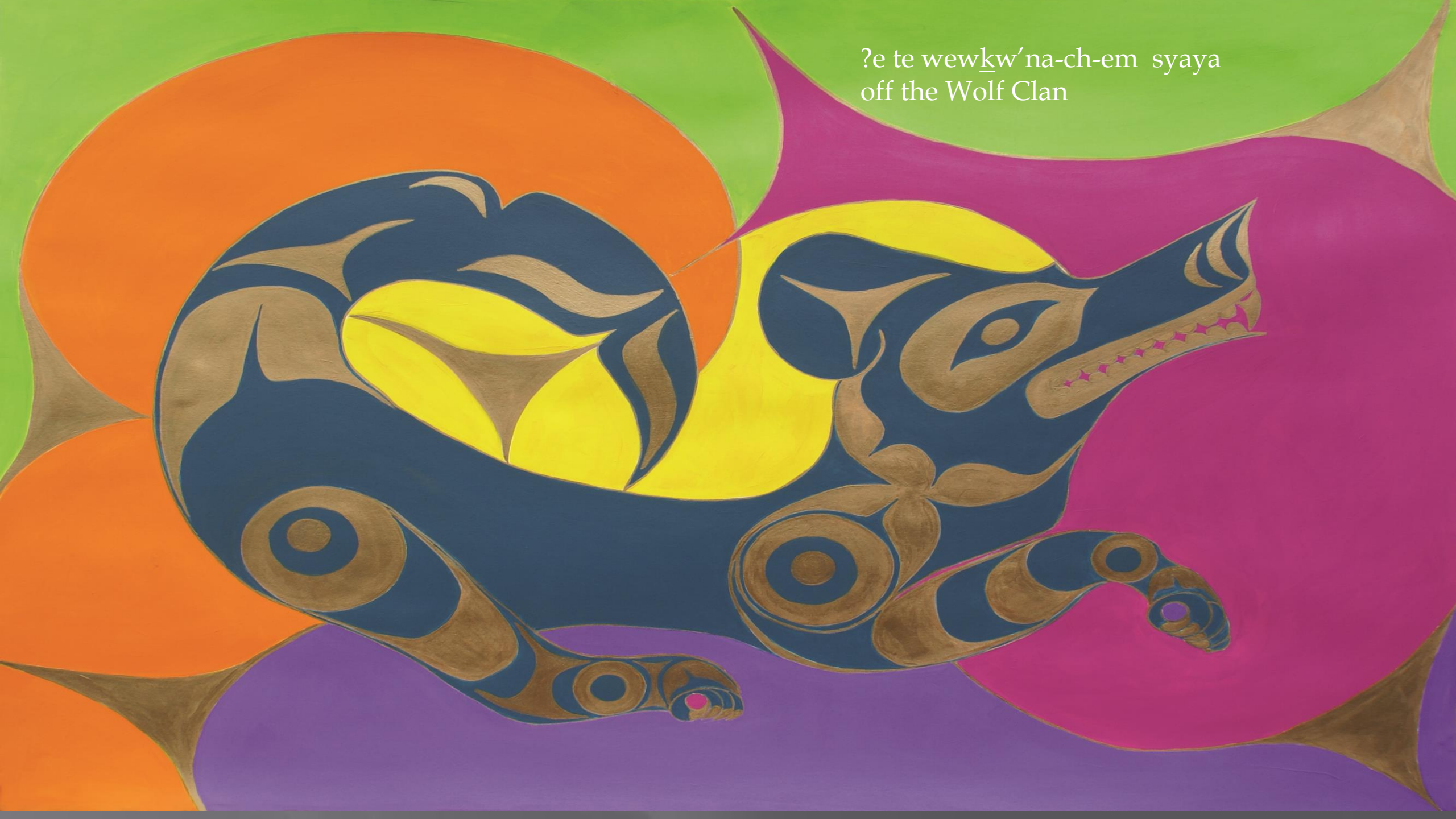


Salmon Festival





?e te wewkw'na-ch-em syaya
off the Wolf Clan



Partnerships



Sunshine Coast
CREDIT UNION

Together, we enrich lives.



shíshálh first nation







*Culture Events &
Festivals*







Adventure

Passion

An aerial photograph of a mountain bike park. The scene is dominated by a large, circular dirt trail with a raised rim, set within a forest of tall trees. Three riders are visible on the trail: one in a green and black outfit on the left, one in a blue shirt on the right, and one in a grey shirt at the bottom. The text 'COAST GRAVITY PARK' is overlaid in the center in a white, stylized font. The letters are filled with a pattern of small, repeating icons of a mountain bike. The overall atmosphere is one of outdoor recreation and nature.

COAST
GRAVITY
PARK









Talaysay Tours

Love the land and water.



Spirit Works Limited



Spirit Works Limited



Aboriginal Eco Tours



Travel Services



Aboriginal Travel Services

Art Resurgence



AUTHENTIC

ABORIGINAL

Salish Soils

CUSTOMER APPRECIATION SOIL SALE

Friday, Saturday & Sunday (June 20, 21 & 22) 2014

10% off ALL SOILS



SALISH FARM GATE

NOW OPEN!

**Fresh Local Produce
Available on Site**

Tuesday - Friday 9am - 4:30pm



5646 Black Bear Road, Sechelt • 604-885-5383 • Open Mon-Fri 9am-4:30pm • Sat & Sun 9am-4pm • www.salishsoils.com



shíshálh first nation



ABORIGINAL TOURISM BC

our story. your experience.





?ul-nu-mulh-chalap
?ewkw mes siyaya

▣ We All Thank you All
▣ Friends and Family

Sunshine Coast Credit Union *presents*

THE BUSINESS OF *Tourism*

IAN ROBERTSON

CEO, Tourism Industry Association of BC

MARSHA WALDEN

CEO, Destination BC

CANDACE CAMPO

Director for the Sechelt Nation's Culture
shíshálh Nation

Welcome
Presentations
Q&A
Refreshments

PRESENTED BY:



MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF:

