



Tyler Cave

Tourism marketing update

CCC Tourism Marketing
Association
Councils & Boards 2019
May 24th, 2019

WHAT IS MRDT?

Accommodation tax or MRDT funds are used to implement marketing strategy, invest and leverage funds on behalf of stakeholders through programming and projects, enhance tourism assets, and increase overall regional visitation and thus, revenue.



MARKETING COMMITTEE

Committee representatives are nominated by tourism industry MRDT collectors.

The Committee also includes a member of the Association BOD and CEO.



CEO
Amy
Thacker of
CCCTA



Board Liaison
James
Douglas of
Barkerville
Historic
Town & Park



Area A
Heather
Reimer of
Tyax Lodge
& Heliskiing



Area B
Manuela
Betschart of
Loon Bay
Resort



Area C
Dustin
Patara of
Days Inn 100
Mile House



Area D
Andrew
Cuthbertson
of 108 Golf
Resort



Area E
Peggy
Zorn of
Ecotours
-BC



Area F
Sean Braid
of Sandman
Inn Williams
Lake



Area H
Donn Irwin
of Retreat
Wilderness
Inn



Area I
Jayme
Kennedy of
Bella Coola
Mountain
Lodge

CCCTMA STAFF

The CCCTMA has been mandated to market the CCC region at local, national, and international levels while engaging with stakeholders.

CCCTMA staff provide admin and strategic support to both the Marketing Committee and CEO.



Mareike Moore
Marketing Sales &
Admin

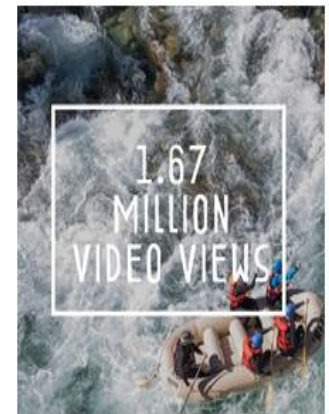


Sydney Redpath
Confidential
Executive
Secretary

Marketing & Brand Campaign 2018-19

- Increase awareness
- Stimulate growth within industry
- Convert interest to bookings and sales

Includes paid social media, Global TV spots, and sales



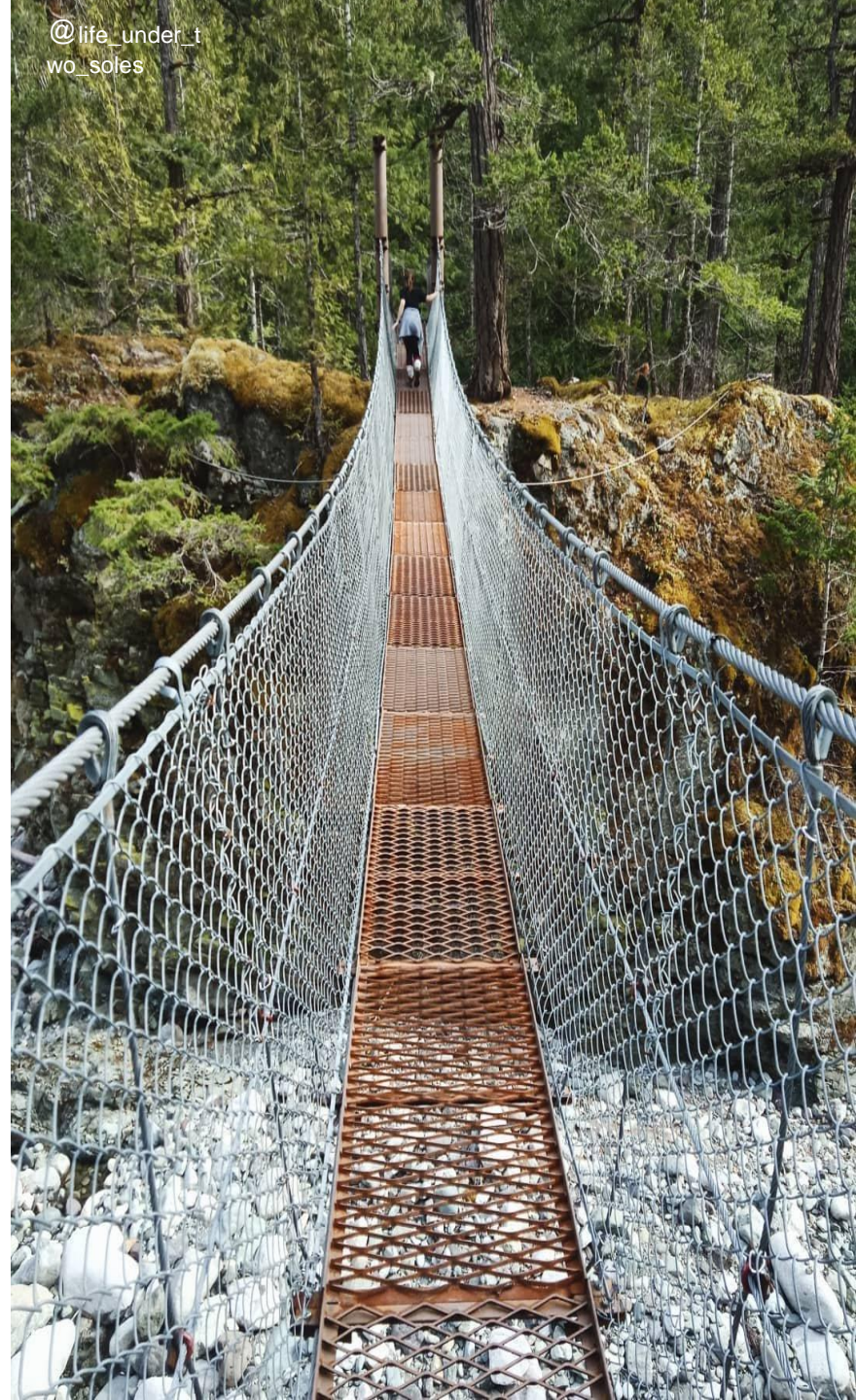
Shifting Marketing Landscape

Content creation and sharing by the public drives destination brand and experiences.

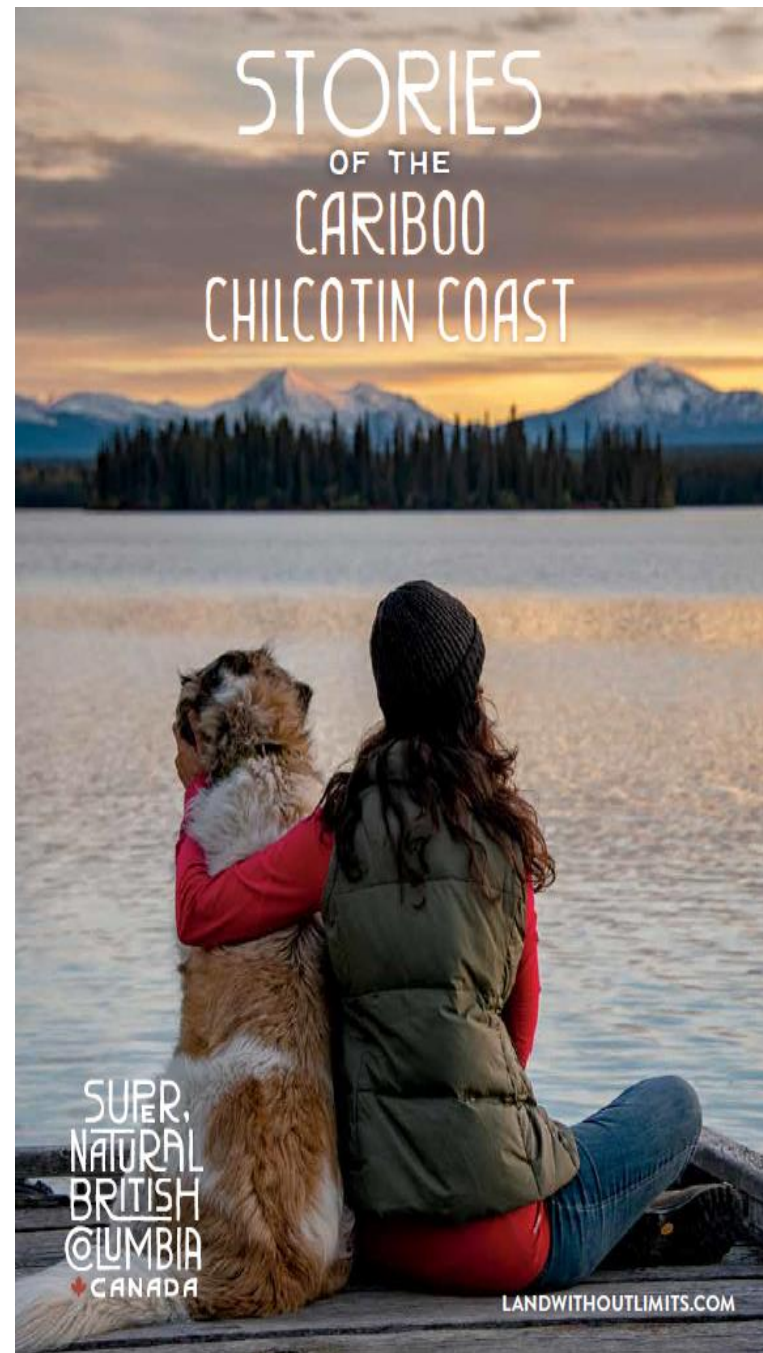
Video is now the most important tool for destination marketing and story-telling.

Organizations are seeing more success through partnerships that leverage their resources.

DMOs need to become thought and strategy leaders in developing local experiences.



n for
Spring
2019







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Thank you.

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Tourism Update 2019



6.1MILLION

**TOURISTS
IN BC
2018**

3.9 Million from the US
increase of 7.1% from
2017

Africans
Increase of 7%

Europeans
Increase of 6.6%

South America
Increase of 56.8%

Asian Tourists
Increase of 5.5%

2018 STATS

TOURISM IN BC & CANADA

CANADA

had

**RECORD BREAKING
TOURISM RECORDS**

21.1

million

INTERNATIONAL TOURISTS

in 2018

credit to:

<https://vancouversun.com/news/local-news/record-numbers-of-international-tourists-flock-to-b-c>

Destination Development Program

The Destination Development program is a road map of strategies to help grow tourism within the region.



Priority Setting

High Value Low Value	1. QUICK WINS (2018 - 2021)	2. LONGER TERM ACTIONS (2022 - 2028)
	3. SET ASIDE UNTIL RESOURCES ALLOW	4. LEAVE OUT OF PLAN, REEVALUATE IN FUTURE
	Low Complexity High Complexity	

THE DESTINATION DEVELOPMENT PLANNING APPROACH WAS HIGHLY ITERATIVE, ALLOWING FOR MULTIPLE OPPORTUNITIES FOR STAKEHOLDER INPUT AND VALIDATION. THE ANTICIPATED TIME FRAME FOR PROJECT COMPLETION WAS DELAYED DUE TO THE 2017 WILDFIRES AND SUBSEQUENT PRIORITY RECOVERY ACTIVITIES

TOP 5 PRIORITIES

From the Gold Rush Trail Strategy
Document



1 Address the shortage of public and shared transportation options.

2 Identify key locations for cell coverage and Wi-Fi hotspots along Highways 1 & 97 north of Hope and ensure all businesses are aware of these and they are promoted to travellers.

3 Invest in product development that broadens the breadth of visitor experiences and stories along the GRT to capture the full richness of the heritage and history of the corridor.

4 Improve sustainable funding to not-for-profit heritage organizations in ways that allow them to strategically invest in product development, long-term asset maintenance and maintain operations.

5 Safeguard the natural environment while managing the strategic growth of the land and waters.

TOP 6 PRIORITIES

From the Chilcotin Central Coast
Strategy Document



1 Public and Shared Transportation:
Address the shortage of public and
shared transportation options within the
planning area.

2 Examine opportunities to develop
additional purchasable tourism
products and services for group and
independent travellers to be in place
by 2019 when the new ferry starts
greater access to Bella Coola and the
Great Bear Rainforest.

3 Define the short-term (2019 – 2022) to
long-term (2022+) enhancements to
visitor activities, amenities, and
services.

4 Support cultural and experiential
tourism development to increase
the number of purchasable visitor
experiences that generate new or
additional revenue for businesses.

5 Improve visitor services and public
safety that addresses the lack of
connectivity.

6 Safeguard the natural environments while
managing strategic growth within the
capacity of the land and communities to
sustain the investments.

TOP 6 PRIORITIES

From the Interlakes Strategy Document



1

Execute short-term initiatives to enhance the existing touring experience on the key main and secondary roads used by visitors.

2

Identify key locations for infrastructure investments in cell service, increased bandwidth and Wi-Fi in the planning area.

3

Increase the availability of paid visitor activities and experiences that allow for greater engagement with the area's natural assets, distinct characters, heritage, and history.

4

Support the upgrading of existing accommodations that have become tired and/or don't meet modern standards for accessibility and today's visitor expectations.

5

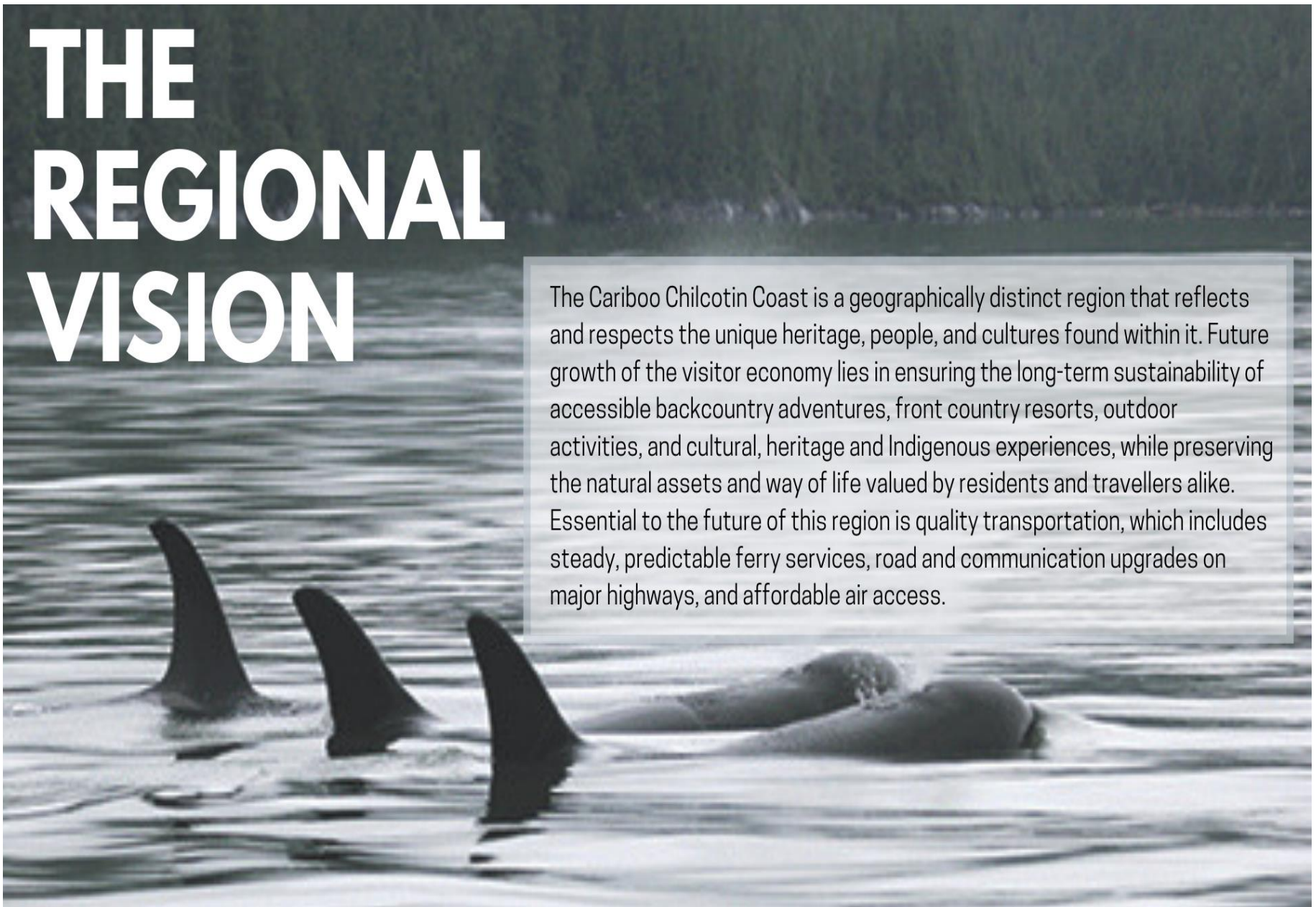
Support efforts by TIABC and tourism operators to improve and streamline government processes that impede business viability and success

6

Safeguard the natural environments upon which tourism relies, while managing strategic growth within the capacity of the land and communities to sustain investments and the local way of life.

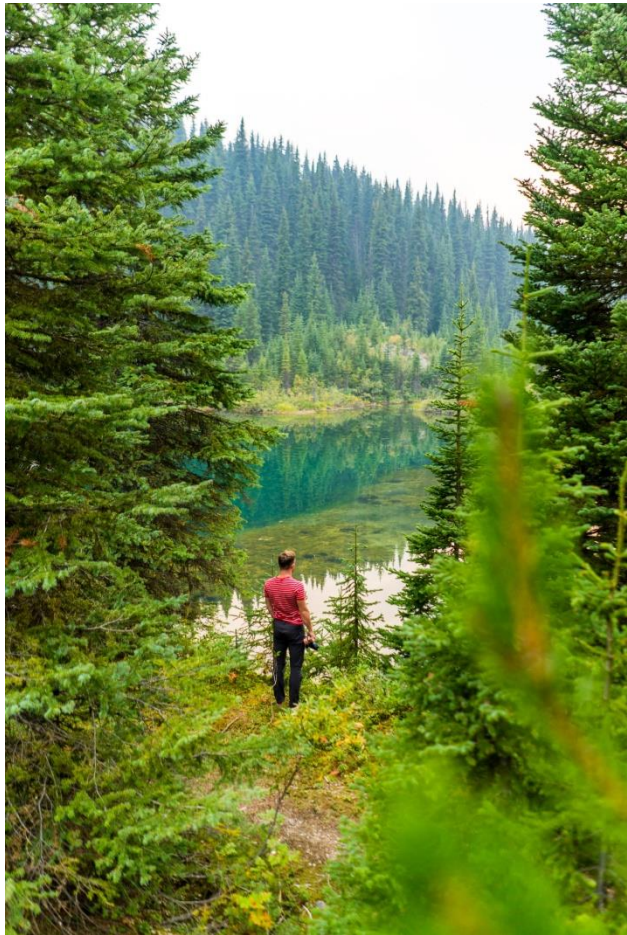
THE REGIONAL VISION

The Cariboo Chilcotin Coast is a geographically distinct region that reflects and respects the unique heritage, people, and cultures found within it. Future growth of the visitor economy lies in ensuring the long-term sustainability of accessible backcountry adventures, front country resorts, outdoor activities, and cultural, heritage and Indigenous experiences, while preserving the natural assets and way of life valued by residents and travellers alike. Essential to the future of this region is quality transportation, which includes steady, predictable ferry services, road and communication upgrades on major highways, and affordable air access.



Regional Destination Development Program

The Cariboo Chilcotin Coast Regional Destination Development Strategy (RDDS) plays an important role in integrating three planning area strategies from the Cariboo Chilcotin Coast into one overarching document



FOUR REGIONAL GOALS

1. **STRATEGICALLY GROW THE BENEFITS FROM TOURISM WHILE RESPECTING THE LIMITED CARRYING CAPACITY OF THE LAND AND ITS CULTURAL AND HERITAGE ASSETS AND STRIVING TO PRESERVE THE WAY OF LIFE VALUED BY ITS RESIDENTS.**
2. **MAINTAIN AN UNDERSTANDING OF THE CUSTOMER, ADAPT TO CHANGING NEEDS OF THE MARKET, AND DEVELOP EXPERIENCES THAT WILL ATTRACT HIGHER-YIELD TRAVELLERS WHO VALUE AND APPRECIATE WHAT THE AREA HAS TO OFFER.**
3. **DEMONSTRATE LEADERSHIP THROUGH STRATEGIC, COLLABORATIVE PLANNING, DEVELOPMENT, AND INVESTMENT TO ACHIEVE MUTUALLY BENEFICIAL TOURISM DEVELOPMENT OUTCOMES FOR VISITORS, RESIDENTS, AND BUSINESSES.**
4. **AMPLIFY AWARENESS ABOUT THE REGION BY DEVELOPING VISITOR EXPERIENCES THAT SHOWCASE THE REGION'S UNIQUE ASSETS, HERITAGE, AND CULTURES, ATTRACT MORE TRAVELLERS, AND INCREASE THE LENGTH OF STAY AND SPEND THROUGHOUT THE YEAR.**

Regional Destination Development Program

TOP 12 REGIONAL PRIORITIES

In order of importance expressed by stakeholders

1 **7-1** Optimize the MRDT funding to leverage the region's national and international primary demand generating icons: The Great Bear Rainforest, Gold Rush Trail, Tweedsmuir Park and the western side of Wells Gray Provincial Parks, and Barkerville Historic Town & Park.

2 **4-1** Collaborate to harmonize the land-use management issues between government departments that impede/impact tourism businesses and growth and success of tourism businesses and destination development opportunities.

3 **4-2** Working in partnership with the province and Indigenous Nations, advance tourism management and communications activities between Indigenous and non-Indigenous tourism stakeholders.

4 **3-2** Grow visitor and stakeholder awareness, between businesses and communities, of the visitor experiences currently available, and of business development opportunities and needs along the primary touring corridors: GRT, Discovery Circle Tour Route (currently being renamed) and Highway 24.

5 **2-1** Support the growing interest in diversifying the availability of guided outdoor recreation opportunities including: fishing, mountain biking, hiking, front, and back-country adventures.

6 **1-1** Continue to work with BC Ferries to secure an agreement for a ferry schedule that stimulates tourism growth, anticipates future demand, and provides a long-term commitment.

7 **3-1** Improve the understanding with local citizens and businesses of the tourism eco-system, the value of the visitor economy, and the benefits of working collaboratively under the high-profile brands (e.g., Gold Rush Trail, Great Bear Rainforest, Destination BC).

8 **6-1** Establish a framework for collaborative action between CCCTA, ITBC, and ITAC to leverage the long-term destination development opportunities for the best interest of business opportunities and visitor outcomes.

9 **6-2** Collaborate to assist businesses in becoming market and/or export ready, price and package travel for domestic and international travellers, as well as work to repair relationships with travel trade partners.

10 **2-2** Create a committee of interested stakeholders who are willing to work in a cluster to invest in staying open and offering products and experiences at a new time of year to lengthen the tourism season or stimulate a new season – e.g., winter.

11 **1-2** Improve emergency services and safety for visitors and citizens alike, along the Gold Rush Trail, Highway 20, and within the Interlakes.

12 **5-1** Complete a regional trails strategy.

We need your help!

Film Office update

The CCCTA engaged MNP to develop a five-year film office strategy for the region in order to guide investment that supports the creative industries and related economic growth.

The result is a foundation for future planning, policies, and actions required to attract, support and sustain increased levels of film and television production.

GOALS

- ▶ Identify film related opportunities in the region
- ▶ Assess partnerships and activities necessary to attract those opportunities
- ▶ Develop strategies to leverage the economic and tourism potential of BC's film industry for the Cariboo Chilcotin Coast



KEY STUDY COMPONENTS

- ▶ Where are we now?
- ▶ Where do we want to be?
- ▶ How do we get there?
- ▶ How do we measure success?

Marketing Update

Gold Rush Trail



- Video & Content Creation
- Travel Media
- Website Redesign with blog & consumer newsletters
- Paid Social Media & Digital Advertising
- Co-operative Advertising & Consumer Shows
- Photo Campaign and Contest
- New 2019/2020 Travel Guide

Want to partner or are interested in participating in Gold Rush Trail marketing initiatives?

Get in touch with Kristi Denby!

info@goldrushtrail.ca

Stay connected, sign up for our industry newsletters

RESILIENCY
+ CHANGE UBCM
2019

CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION

TOURISM INDUSTRY CONFERENCE

NOVEMBER 1 – 3, 2019
BARKERVILLE HISTORIC TOWN & PARK

REGISTRATION NOW OPEN

2019 TOURISM INDUSTRY CONFERENCE & AGM CONFERENCE REGISTRATION FORM

- ☐ Full Registration \$200.00 + GST (5%)
- ☐ Exhibitor Table \$100.00 + GST (5%)
- ☐ Awards Gala & Auction \$50.00 + GST (5%)
- ☐ Reception & Activity \$50.00 + GST (5%)
- ☐ Single Day Rate \$ 120.00 + GST (5%)



To register please contact Mareike
at 250.392.2226 or email
mareike@landwithoutlimits.com

Emergency Management

Damage Mitigation and Recovery

- ▶ **CLEAR AND UNIFIED CRISIS COMMUNICATIONS PLANNING AND LEADERSHIP**
- ▶ **MEDIA MANAGEMENT, ENGAGEMENT, AND MONITORING**
- ▶ **UNIFIED INDUSTRY REPRESENTATION TO GOVERNMENT**
- ▶ **OBTAIN AND DISTRIBUTE RECOVERY AND REDEVELOPMENT FUNDS**
- ▶ **UNIFIED AND VERIFIED MESSAGING AND MARKETING**

Training and Standards

- ▶ **IDENTIFY AND FILL INDUSTRY TRAINING GAPS**
- ▶ **CREATE STANDARDIZED EMERGENCY PLANNING SYSTEMS AND TRAINING FOR OPERATORS**
- ▶ **ENHANCE INDUSTRY PREPAREDNESS AND RESPONSE CAPACITY**
- ▶ **DEVELOP AND MAINTAIN DATABASE OF OPERATOR EMERGENCY PLANS**
- ▶ **DEVELOP AND DELIVER TRAINING FOR LOCAL AUTHORITIES, CDMOS, AND OTHER ENGAGED PARTIES**



Tourism Week

May 26 – June 2, 2019

