



DESTINATION  
BRITISH COLUMBIA™

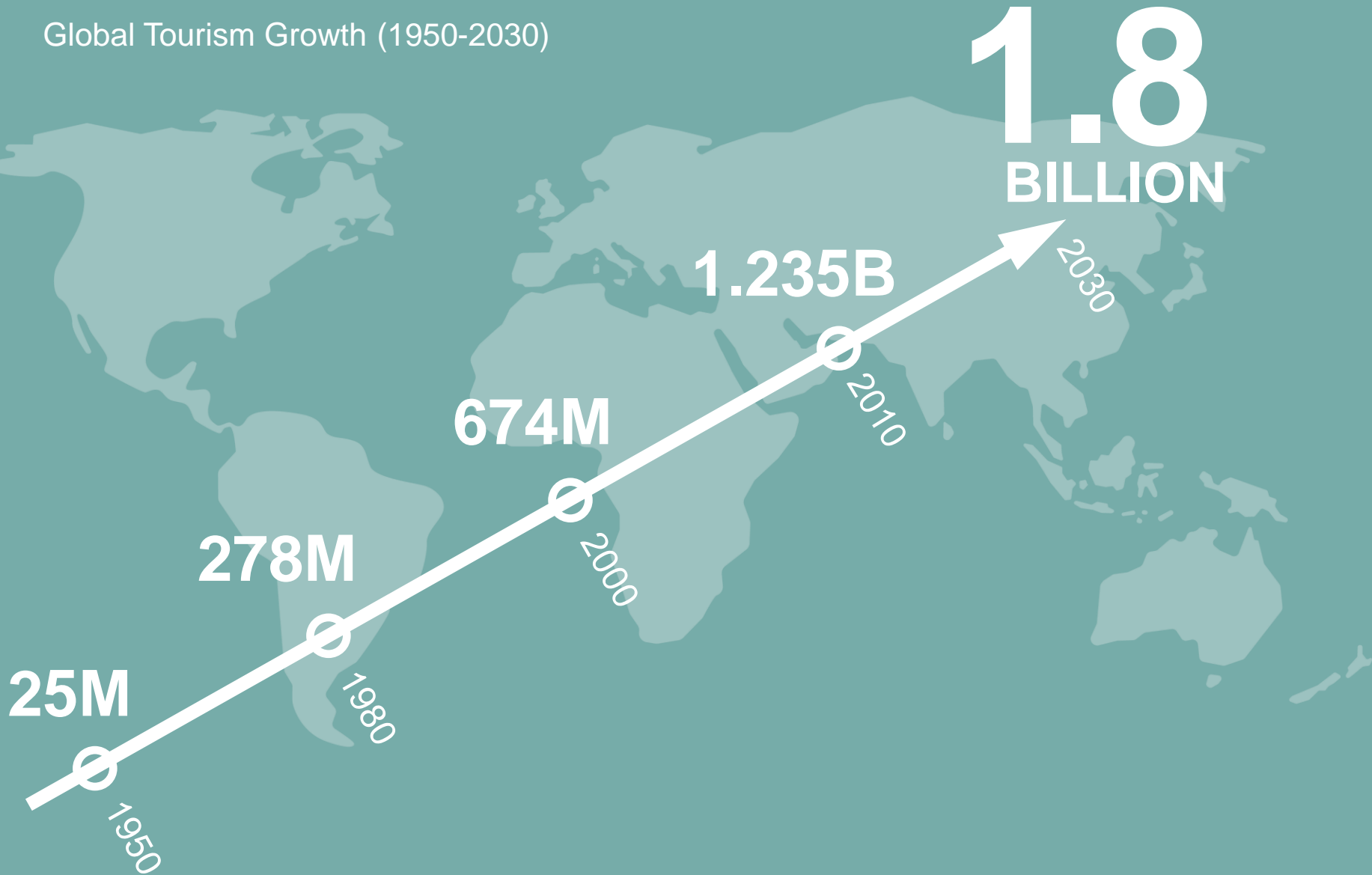
# DESTINATION & INDUSTRY DEVELOPMENT

2017 PNWER Economic Leadership Forum  
November 7th, 2017

*Northeast of Kamloops*

# Global Tourism Growth

Global Tourism Growth (1950-2030)



# Why Destination Development?

## Tourism Revenue Drivers





# The Visitor Experience



# Did You Share It?



Nicolás Y  
Townsville, Australia

Level 3 Contributor



12 reviews



3 attraction reviews



1 helpful vote

*“Awesome people, awesome service.”*

★★★★★ Reviewed 15 August 2016

Stop here if you want to hire a bike, get it serviced, or grab a coffee. I just got my bike serviced by Graham. he's a great mechanic and the place is filled with everything you can imagine for your bike.

Helpful?

 Thank Nicolás Y

 Report



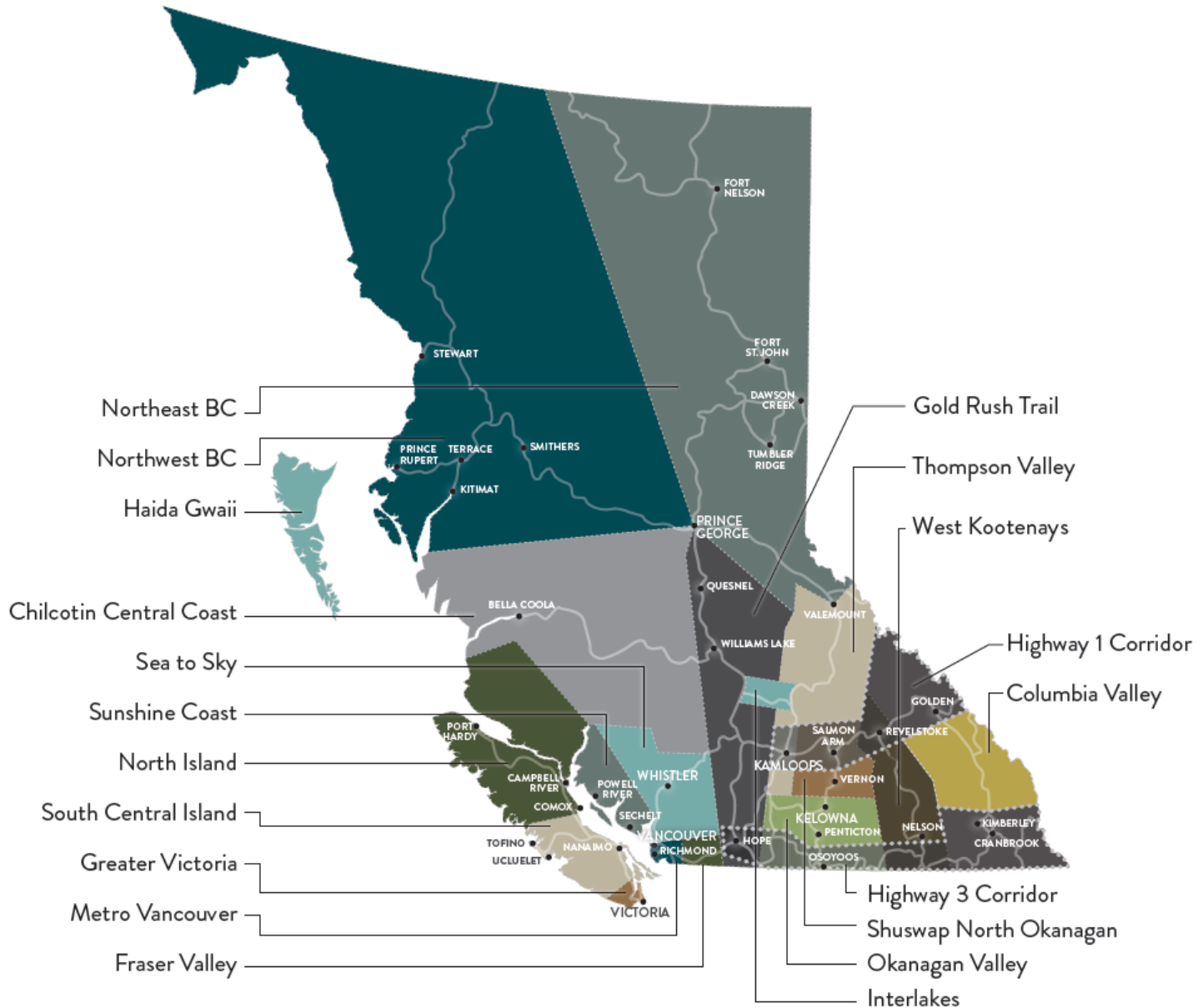
# Program Goals

1. Make British Columbia the most highly recommended destination in North America;
2. Elevate British Columbia's ability to compete as a premium destination; and
3. Create 10-year strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism.





# PLANNING AREAS





# POWERFUL DEVELOPMENT NETWORK

**FIRST NATIONS**

**ECONOMIC  
DEVELOPMENT**

**TOURISM  
BUSINESSES**

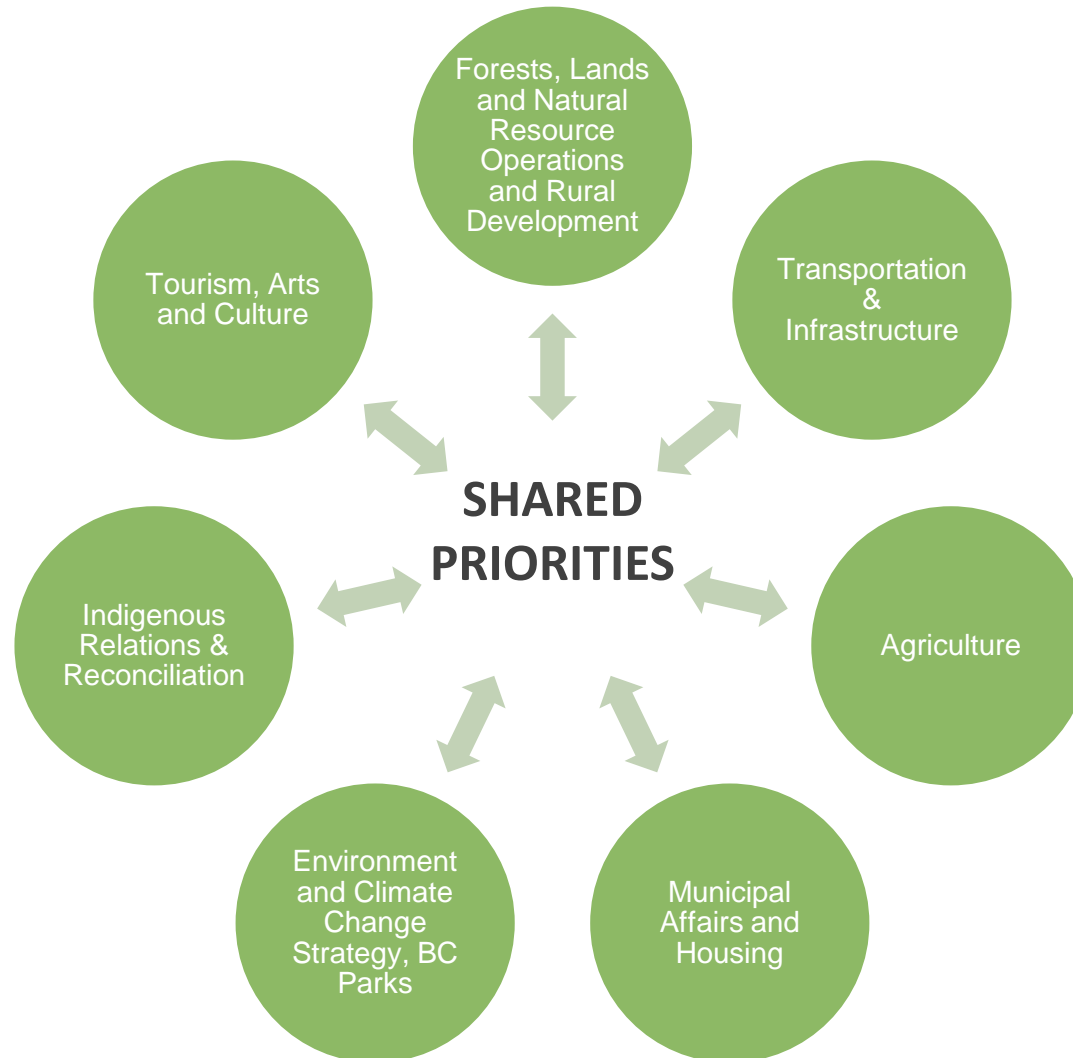
**TOURISM  
ORGANIZATIONS**

**LOCAL  
GOVERNMENT**

**COMMUNITY  
GROUPS**

**PROVINCIAL  
GOVERNMENT**

# Government Engagement





A group of people in yellow rafts navigating a river with mountains in the background. The scene is split into two panels: a left panel showing a close-up of a yellow raft's bow and a right panel showing a wider view of several rafts on the river. The background features a range of mountains under a cloudy sky.

# COMPELLING VISITOR EXPERIENCE

**Setting,  
Access &  
Policies**

**Investment  
Enhancement**

**Product  
Development**

**Visitor  
Services**

**Capabilities,  
Skills &  
Training**





# 20 Planning Area Plans

PLANNING AREA DESTINATION  
DEVELOPMENT STRATEGY

# Plan's Will Inform

PROVINCIAL DESTINATION  
DEVELOPMENT STRATEGY



PLANNING AREA DESTINATION  
DEVELOPMENT STRATEGY

# DESTINATION DEVELOPMENT

## WHERE ARE WE NOW





# CRITICAL SUCCESS FACTORS

**COMPREHENSIVE**

**INCLUSIVE**

**CONSISTENT**





DESTINATION  
BRITISH COLUMBIA™

THANK YOU  
QUESTIONS?