

SPIRIT
of
2010

Business Summit

**BRITISH COLUMBIA TOURISM
STRATEGY**

**SPIRIT OF 2010: THE
OLYMPICS AND BEYOND**

“A new Spirit of 2010 tourism strategy will be introduced this year to ensure every region can take full advantage of the Olympic opportunity.”

- February 10, 2004

TOURISM INVESTMENTS

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- ▶ Olympic games commitment - \$1.2 billion
- ▶ Airport investments – Comox, Cranbrook, Prince George
- ▶ Vancouver Convention Centre
- \$500 million
- ▶ Passenger rail services to the Interior
- ▶ International ad campaign - “Be Here”
- ▶ Transportation infrastructure - \$1.3 billion over three years
- ▶ Northern Development Initiative
- \$135 million
- ▶ Cruise ship facilities in Prince Rupert



▶ **Sport tourism**

- ▶ 2006 World Junior Hockey Tournament in Vancouver, Kamloops and Kelowna
- ▶ 2009 World Police and Fire Games in Vancouver and Burnaby

▶ **Training partnerships**

- **Destinations and GO2**

▶ **Deregulation and fast-tracking**

FIRST NATIONS

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- ▶ Enormous growth potential in Aboriginal tourism
- ▶ Showcasing First Nations art, dance and culture to benefit their communities
- ▶ Aboriginal Tourism BC is key partner for coordination
- ▶ Cultural centres in Vancouver, Whistler, Prince George, Alert Bay

RESORTS

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- ▶ Province increasing available Crown land and reducing barriers to development
- ▶ At least \$600 million in capital investments identified by private sector
- ▶ Kicking Horse – Golden
- ▶ Mt. Mackenzie – Revelstoke
- ▶ Crystal Mountain – Kelowna
- ▶ Giants Head Golf Resort – Summerland
- ▶ Canoe Mountain – Valemount
- ▶ Saddle Mountain – Blue River
- ▶ Mt. Washington – Courtenay

TOURISM - CRITICAL TO BC

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- ▶ 18,000 businesses employ 114,000 directly and 152,000 indirectly

- ▶ 2003 – “The Perfect Storm”
 - ▶ 21.9 million visitors in 2003 – down 3.2%
 - ▶ \$8.9 billion in revenue – down 4.2%

- ▶ Forecast for 2004 – “An Excellent Recovery”
 - ▶ 22.5 million visitors – increase of 3%
 - ▶ \$9.4 billion in revenue – increase of 5.3%

BRITISH COLUMBIA TOURISM STRATEGY

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- ▶ **VISION:** British Columbia will be a world-class, all-season destination of choice
- ▶ **GOAL:** Become more globally competitive by growing investment in the tourism sector and attracting more visitors

STRATEGY OBJECTIVES

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- ▶ Increase numbers of visitors, particularly visitors with high spending ability
- ▶ Increase tourism investment
- ▶ Increase use of existing tourism resources
- ▶ Use Olympic opportunities to benefit tourism

WORKING TOGETHER

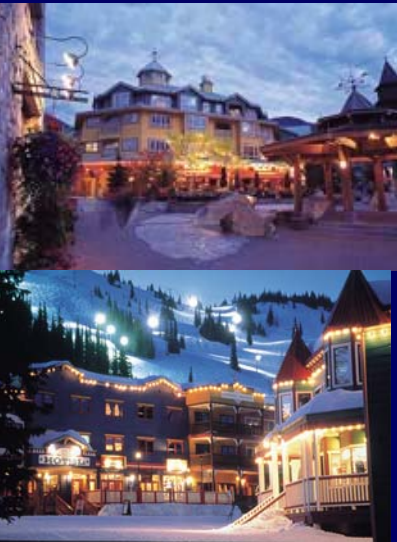
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- ▶ Tourism BC recognized as world-class marketing leaders and a B.C. success story.
- ▶ Olympics is a catalyst for tourism growth and presents a rallying point for industry, government and British Columbians.
- ▶ A unique opportunity to solidify existing relationships and create new ones between different parts of the tourism sector in B.C.
- ▶ Tourism benefits all parts of the province.

MARKET RESEARCH AND TARGETED MARKETING

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- ▶ Match tourist consumer profiles with key marketing / tourism products
- ▶ Develop marketing plan for B.C. as a meeting and convention destination
- ▶ Market to investors

TOURISM PRODUCTS AND INFRASTRUCTURE

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- ▶ Improve tourism investment climate and create customer focus
- ▶ Identify and plan regional infrastructure priorities

BUILDING A COMPETITIVE BUSINESS ENVIRONMENT

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- ▶ Design a tourism charter to recognize the importance of tourism and to guide provincial agencies
- ▶ Clarify ministry roles related to tourism
- ▶ Prepare policy framework to explore funding options for product development and marketing
- ▶ Cooperate to create a skilled workforce



- ▶ **Develop a strategy within 180 days including three key areas:**
 - ▶ Marketing approaches
 - ▶ Meetings and conventions market
 - ▶ Unique products related to Olympics and Paralympics



SOLID FOUNDATION

- ▶ Government invested billions to support tourism and results are evident
- ▶ Cruise industry continuing to grow and diversify
- ▶ Large investments in new resorts with benefits to communities and workers
- ▶ Aboriginal tourism products becoming more popular
- ▶ Attracting major international events
- ▶ Tourism jobs seen as viable careers

MOVING FORWARD THROUGH PARTNERSHIPS

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- ▶ A one-in-a-lifetime opportunity to focus world attention on British Columbia.
- ▶ Government, Tourism BC and industry combining strengths to develop an important economic sector.
- ▶ Moving forward together to accelerate growth and strengthen B.C.'s tourism industry

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**OPPORTUNITIES FOR THE
TOURISM INDUSTRY**

**SPIRIT OF 2010: THE
OLYMPICS AND BEYOND**

THE COMMITMENT

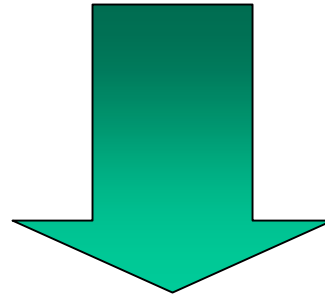
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- ▶ Support from Government
- ▶ Support from Business
- ▶ Support from Community
- ▶ Support from Volunteers
- ▶ Support from Tourism
- ▶ Support from Sponsors
- ▶ Support from Cultural Organizations

THE PARTNERSHIPS

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Government
Tourism Communities
Industries
Individual Businesses



**Accelerated Growth and
Opportunities**



THE FACTS

- ▶ 2010 is not a destination
- ▶ 2010 is a significant milestone on the path to establishing sustainable tourism and hospitality operations
- ▶ 2010 is a catalyst for bold thinking
- ▶ “Exemplary plan, properly funded and skillfully executed” is critical for tourism to achieve the benefits of 2010 and beyond

THE CHALLENGE

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- ▶ What does your business want to look like in 2010?
- ▶ How are you going to leverage the Olympics as a catalyst for growing your business?
- ▶ How can the tourism industry contribute to making the 2010 Games a success?
- ▶ Less than 6 years to go – the time is now!



THE REALITY

- ▶ Becoming a Host City immediately puts us in the global tourism spotlight
- ▶ The tourism market is highly competitive
- ▶ The challenge is to getting people to come early, come often and maybe most importantly come again
- ▶ Need to offer products and services that are synergistic with the Olympic ideals

THE OLYMPIC PILLARS

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- ▶ Environment, Culture, Sport
- ▶ Capitalize on our natural assets – we live and breathe these pillars daily
 - ▶ Spectacular landscape
 - ▶ Fusion of culture
 - ▶ Sport mecca
- ▶ We have an unique opportunity to showcase our province, our attractions, our destinations, our cultures and our people to the world



THE OPPORTUNITIES

- ▶ Opportunity to build upon an already formulated industry strategy for growth for the tourism sector
- ▶ Opportunity to learn from extensive marketing research – key target markets, consumer trends, customer needs
- ▶ Opportunity to improve what we have attract new investment and develop new businesses



THE OPPORTUNITIES

- ▶ Opportunity for volunteers and employees to get involved in the pinnacle of global events
- ▶ Opportunity for personal and professional growth and development
- ▶ Opportunity for people to expand their horizons and skill sets – increasing their market value in the process
- ▶ An opportunity for learning



THE OPPORTUNITIES

- ▶ Opportunity for new thinking and exploring new ways of getting things done
- ▶ Opportunity for increased cooperation and collaboration
- ▶ Opportunity for all industry members to contribute to the development and shaping of government policies that will support the tourism sector



THE TIME IS NOW!

- ▶ Government is creating a business climate that is primed for tourism growth
- ▶ Government is creating a regulatory climate to facilitate and encourage that growth
- ▶ The industry must deliver and the time to start is now
- ▶ Seize the golden opportunity that 2010 creates for the tourism industry