

BCAFM Conference

Kimberley, BC | March 08, 2019

Lake Windermere



DESTINATION
BRITISH COLUMBIA™



BRITISH
COLUMBIA

Ministry of
Tourism, Arts
and Culture



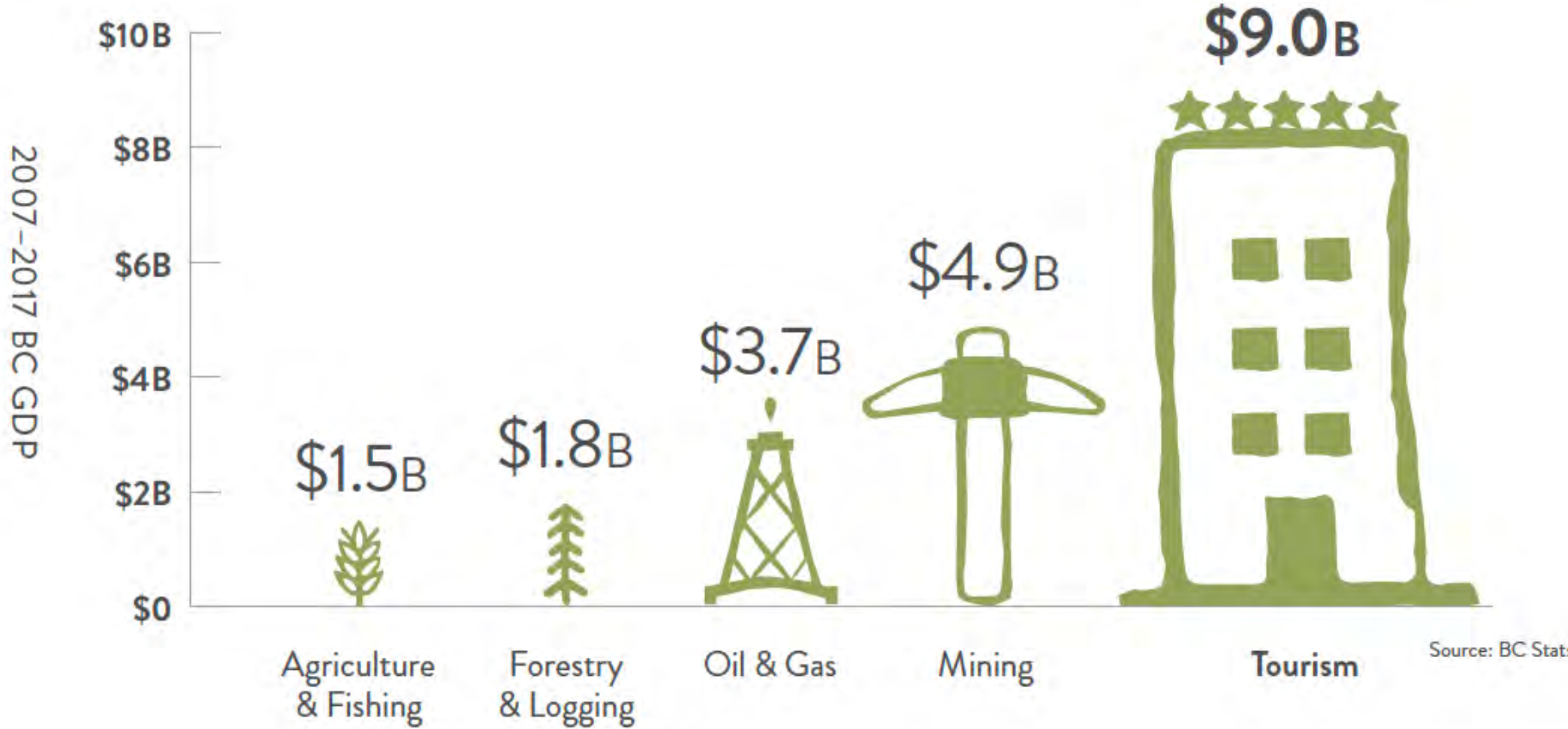
Cape Scott Provincial Park



Global Tourism Growth



GDP By Primary Resource Industry



Source: BC Stats

2017-18 VALUE OF TOURISM



2017 ANNUAL REVENUE

\$18.4
BILLION



JOBS IN 2017

137,800



25.9 M

YVR passengers in 2018,
a 7.3% increase over 2017

USA
OVERNIGHTS

3,879,608

2018 USA overnights

+7.1%

2018 USA overnights



+4.1%

2017 provincial
room revenue



+6.7%

2017
GDP growth



+8.4%

2017
restaurant receipts

2017 EXPORT REVENUE

\$5.4 BILLION



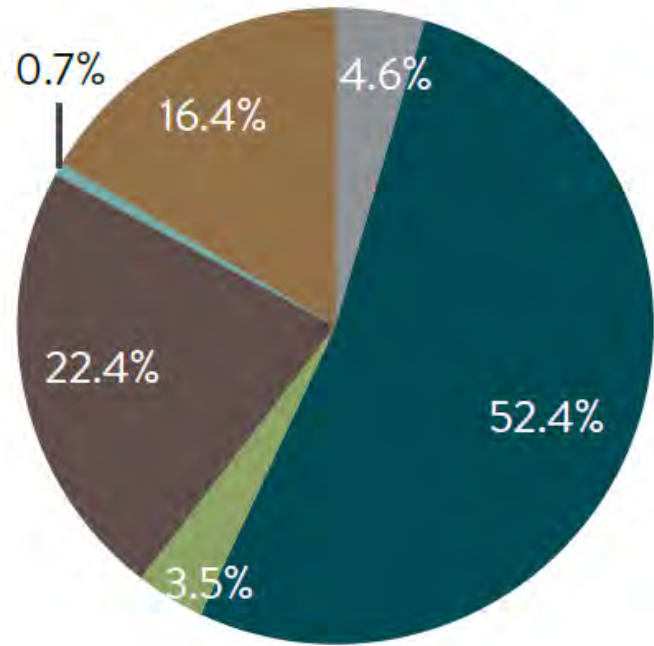
INTERNATIONAL
OVERNIGHTS



+6.4%

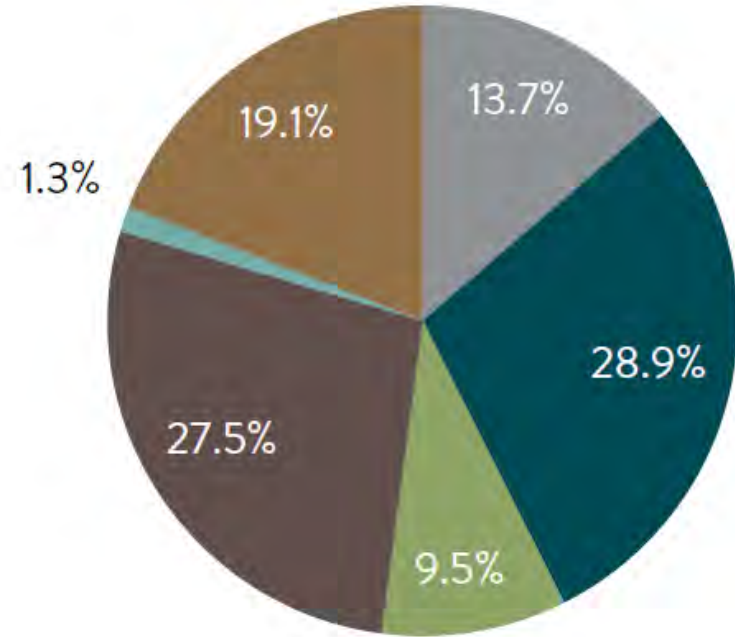
2018 international
overnight arrivals

FIGURE 28: OVERALL VISITOR VOLUME AND EXPENDITURES BY MARKET OF ORIGIN (2016)



VOLUME (20.6M)

- Asia/Pacific
- British Columbia
- Europe
- Other Canada
- Other International
- United States



EXPENDITURES (\$11.2B)

Co-operative Marketing Partnerships Program

Cathedral Grove



A scenic landscape featuring a calm lake in the foreground. A wooden dock extends into the water, where a man and a woman are sitting on a blanket with a golden retriever. The background is filled with a dense forest of evergreen trees and majestic mountains with patches of snow under a clear sky.

\$4 MILLION

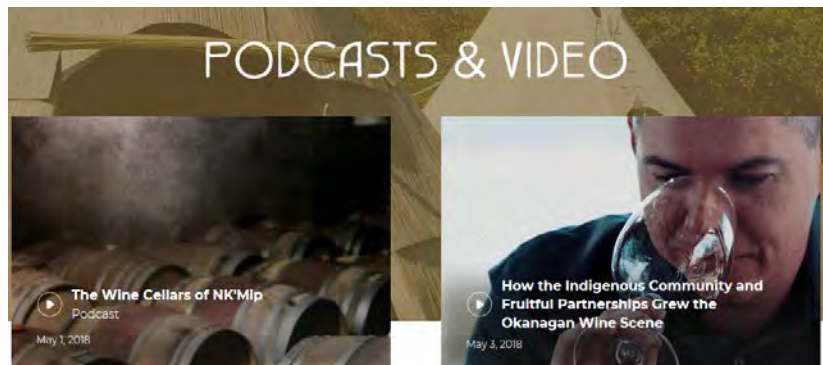
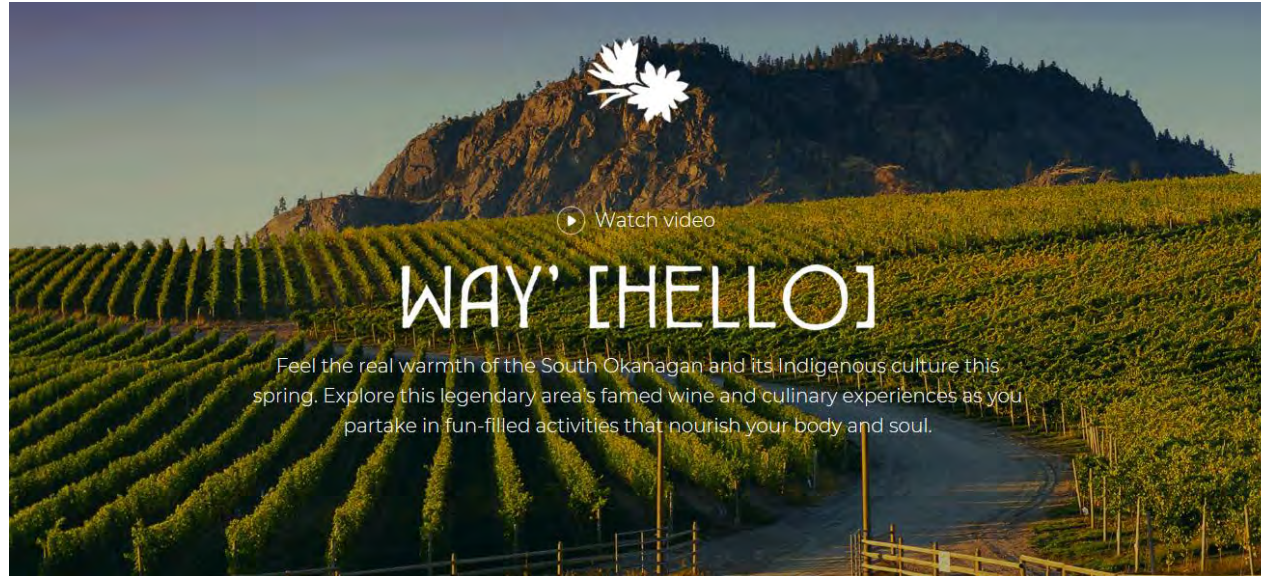
140 communities and 12 sectors

Dennis Lake in Smithers



DESTINATION
BRITISH COLUMBIA™

Community Consortium: Experience Nk'Mip



Sectors: Backcountry Lodges Of BC Association



BC Association of Farmers' Markets

WELCOME TO THE KOOTENAY ROCKIES

Journey Into the Wild

Renowned for its wilderness and natural beauty, the Kootenay Rockies is home to the Rockies, Purcell, Selkirk and Monashee mountain ranges. Nestled between are river valleys and lakes that have enabled human existence for thousands of years. This is the traditional territory of the Ktunaxa Kinbasket Nation, also known as the Kootenay.

With breathtaking vistas around every corner, this is British Columbia's mountain playground. Visitors come to the Kootenay Rockies for a diverse array of outdoor adventures, including world-class hiking, wildlife viewing, hot springs, biking, climbing, river rafting and more. The region is also known as a hub for fresh local food and farming, and boasts 20+ farmers' markets featuring the unique flavours of the region.

100% GROW / MAKE / BAKE / RAISE / WILD HARVEST

Why BC Farmers' Markets?

Fresh, local & in season
Meet the people who grow your food - and get the freshest fruits and veggies at their peak of deliciousness.

Invest in local people & communities
Every dollar goes to local farmers and small businesses to strengthen the local economy. By purchasing direct from farmers, you are also sustaining BC's foodlands for future generations.

Community spirit
Each farmers' market celebrates the uniqueness of the neighbourhood and the diversity of the community.

THE BC FARMERS' MARKET TRAIL

KOOTENAY ROCKIES
MAY 2018 - APRIL 2019





Photo by: Kari Mediq, Nakusp

The BC Farmers' Market Trail is the definitive guide to 145+ authentic community farmers' markets where you can experience fresh, unique, local, and seasonal flavours. Connect with distinct growers, makers, and bakers in each community.

LEARN MORE AT
BCFarmersMarketTrail.com

The BC Farmers' Market Trail is an initiative of the BC Association of Farmers' Markets, a non-profit that supports and promotes its member farmers' markets so local food continues to thrive.

Twitter: @BCFARMERSMARKET Facebook: FB.ME/BCAFM Instagram: @BCFARMERSMARKET

DISCOVER LOCAL FARMERS' MARKETS
BCFarmersMarketTrail.com

WITH SUPPORT FROM



THE BC FARMERS' MARKET TRAIL



BCAFM CONFERENCE:
@ Kimberley, BC Mar 8 to 10, 2019

Heather O'Hara - Executive Director
BC Association of Farmers' Markets

Fast Facts: BC Farmers' Markets

145+ BCAFMs Farmers' Market Members

10 Regions

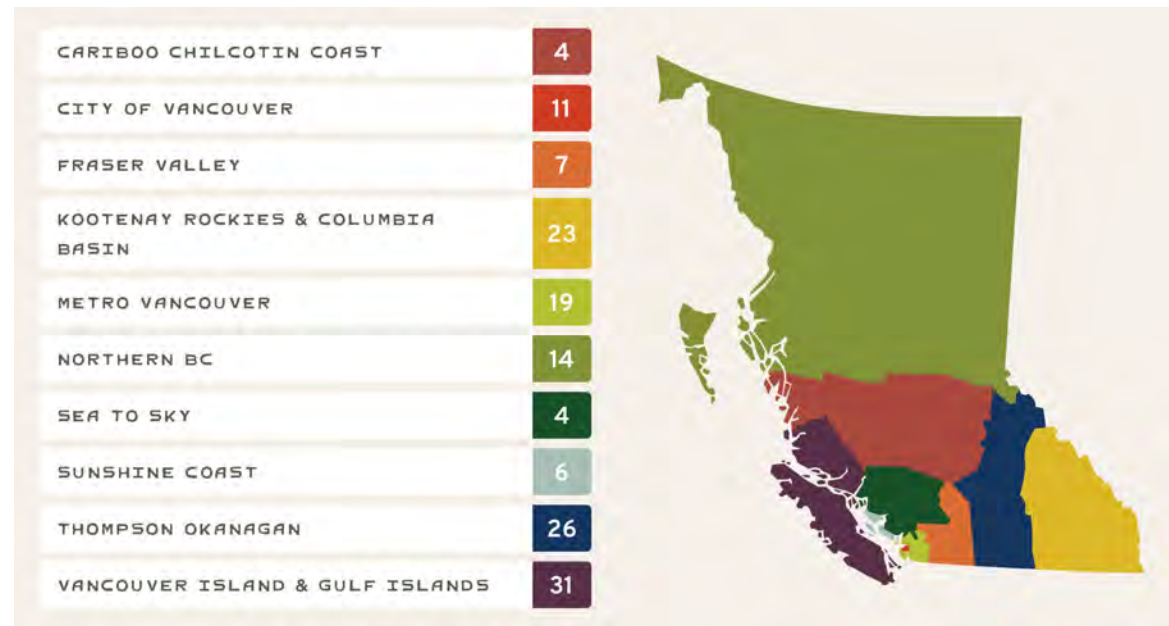
Market DIVERSITY

S, M, L
Urban & Rural
6 TO 200 Vendors

3,000 Vendors

Key direct sales channel for :

1,000+ BC farmers
BC small scale food processors
BC craft beer, wine & spirits
BC artisans & crafters





BCFarmersMarketTrail.com

#BCFarmersMarketTrail



WHY: A BC Farmers' Market Trail

ANCHOR: Need for a strong consumer facing identity + hub + to link + promote BC farmers' markets to tourists + locals alike.

ANIMATE + ACTIVATE: A tool to activate + animate with new campaigns and activities @ markets, @ regional and @ province level.

** 2019: Persephone Beer Collaboration + Buy BC*

CONNECT + COLLABORATE: Desire for greater regional marketing collaboration by individual farmers markets + connecting communities regionally.

ELEVATE: Taking farmers' markets, an existing tourism asset and local economy driver, to the next level, branding and positioning.



BIG GOALS:

Position BC farmers' markets as
Agritourism + Culinary Destinations

Increase **Direct Sales** for Agri-Food
businesses at farmers' markets.

** farmers' markets are the leading sales +distribution channel
for farmers in the Kootenay Rockies & Columbia Basin*

Increase **Tourism Revenue** in 110+
communities where markets operate

Increase **Shoppers** (tourists+ locals)
at farmers' markets

Elevate brand equity of BC farmers'
markets, small scale farmers + prepared foods around the world.



2018: Trail STARTUP COLLABORATORS

PROVINCIAL LISTINGS + REGIONAL FOCUS

Kootenay Rockies & Columbia Basin

LEAD ORGANIZATION:

BC Association of Farmers' Markets

CREATIVE PARTNER:

The Number

STARTUP INVESTORS:

Destination BC

Columbia Basin Trust

Kootenay Rockies Tourism

BC Association of Farmers' Markets



OUR APPROACH: Building the Trail

INVESTORS

START UP

Destination BC

Key Regional Funder

Columbia Basin Trust

Regional DMO

Kootenay Rockies Tourism

BC Association of Farmers' Markets

GROW + SUSTAIN

- + Local Visitor Centres
- + Municipal & Regional Governments
- + Buy BC, Ec Dev, M of Ag
- + Other Business

Digital Advertising Sponsorship Food + Ag Value Chain

(chefs, restaurants, producer associations, health + lifestyle, bricks & mortar)



OUR APPROACH: Building the Trail

CONTENT

AUTHENTICITY

Real, Local Voices

‘Social Media Animators’

Story Telling – Market + Farm & Food

Bringing the farm to the farmers’ market



BUILDING CAPACITY

Training + Tools for Markets

Social Media Animators

Individuality and leveraging the Trail to promote your market



LOCAL ECONOMY

The local economy in action

Imagery + Narrative

DIGITAL ADVERTISING

Financial Sustainability + NEW Engagement Opportunities

IMPACT



- First month, 11,000 + new users
- 1,200+ regional, professional photos
- Social Media Training @ Markets
- PR + media
- New relationships + engagement



2019 EXPANSION



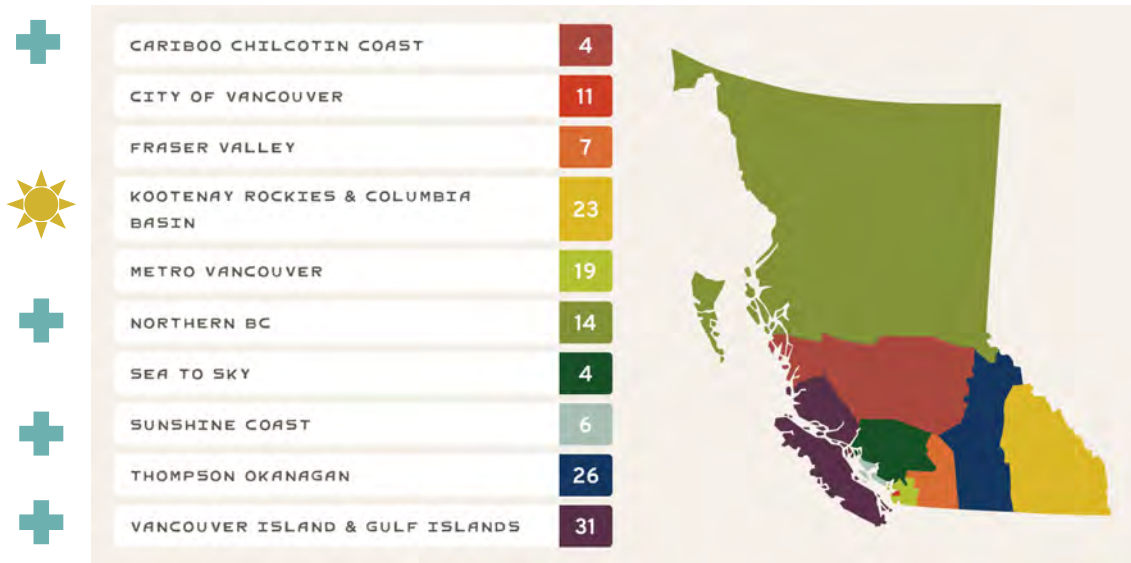
4 NEW REGIONS

Cariboo Chilcotin Coast

Northern BC

Sunshine Coast

Vancouver Island & Gulf Islands



2020 EXPANSION



FINAL REGIONS

City of Vancouver

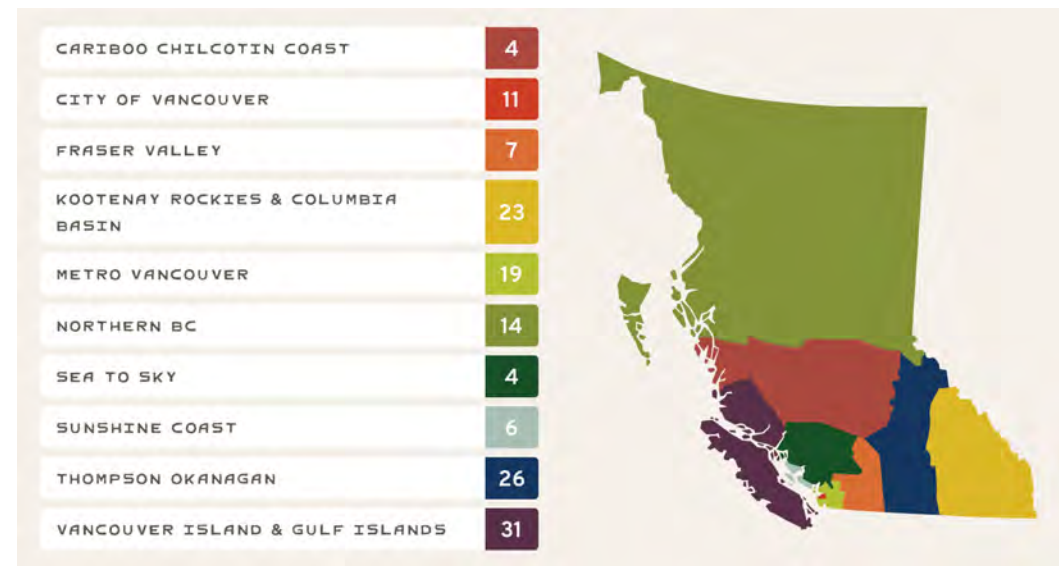
Fraser Valley

Metro Vancouver

Sea to Sky

Thompson Okanagan

** pending funding + investment*



AMPLIFY



bcfarmersmarkettrail.com

#BCFarmersMarketTrail

#BCFarmersMarket

@BCFarmersMarket



HelloBC.com Mobile-first Design



- Delivers content on any device
- Quick, responsive and intuitive user experience



In BC, farms provide nourishing ingredients and a wealth of produce and livestock that compels chefs to create innovative, globally recognized dishes.

Visit the Fraser Valley, Thompson Okanagan, and Vancouver Island for farm tours and food demonstrations. Or, explore community farmers markets during spring and summer months to meet the growers and sample artisan foods crafted from home-grown flavours.

#EXPLOREBC

Tag your BC experiences with #exploreBC. We feature our favourites here!



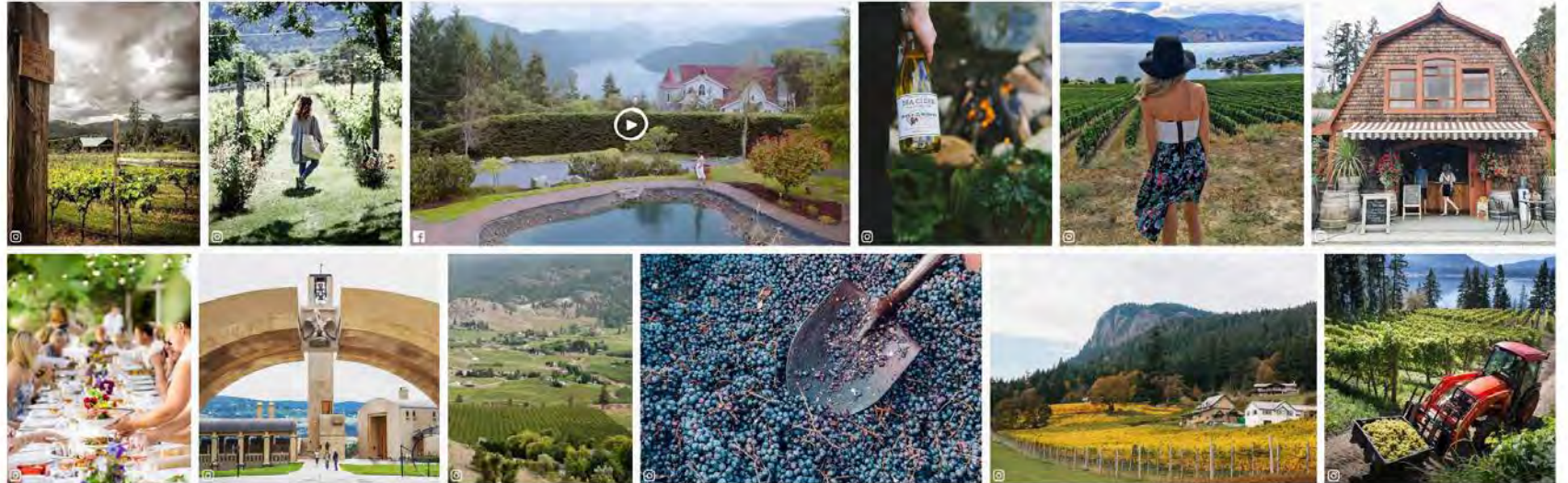
RELATED WEBSITE



BC ASSOCIATION OF FARMERS' MARKETS

Looking for a farmers' market? Find over 145 markets throughout British Columbia.

[VISIT SITE](#)



HelloBC Listings Program



THE FRASER RIVER'S EDGE B&B LODGE

Bed & Breakfasts



Chilliwack

[VIEW DETAILS >](#)

(604) 703-1968

Website

Book

EXPERIENCE PROVIDERS

[VIEW MORE](#)



GRANVILLE ISLAND

Art Galleries, Shopping, Farms & Markets



Vancouver

[VIEW DETAILS >](#)

(604) 666-5784

Website



QUATSE SALMON STEWARDSHIP CENTRE

Farms & Markets



Port Hardy

[VIEW DETAILS >](#)

(250) 949-9022

Website



DAVISON ORCHARDS COUNTRY VILLAGE

Farms & Markets



Vernon

[VIEW DETAILS >](#)

(250) 549-3266

Website

Book



THE FARM HOUSE NATURAL CHEESES

Shopping, Farms & Markets



Agassiz

[VIEW DETAILS >](#)

(604) 796-8741

Website

DESTINATION BRITISH COLUMBIA

Home FAQs HelloBC Listings Subscribe to Newsletter Contact Us

Tourism Business Portal

Destination BC's Tourism Business Portal is available to tourism operators conducting business in British Columbia. Through this portal you can manage your HelloBC.com listing information.

Businesses eligible to be listed on HelloBC.com include:

- Accommodations (Hotels, B&Bs/Inns and Specialty Lodgings as defined by TripAdvisor) or
- Attractions (which include tours and activity providers);
- Tourism operators doing business in BC and
- Tourism operators with a business listing on TripAdvisor.

¹Vacation rentals are not eligible.

Click here to register or, if you have already registered, log in on the right hand side of your screen.

Please note that due to the recent launch of HelloBC.com and the new Tourism Business Portal, we are currently experiencing a high volume of requests and inquiries. We are doing our best to assist everyone in a timely manner but anticipate response times will be longer than usual. We appreciate your patience at this time.

Already registered?

Enter your email address and password below to log in

¹The new Tourism Business Portal has replaced the previous account management system and therefore your previously assigned log-in and password are no longer valid. If you have not already registered on the portal, you will need to create a new log-in and password by registering as a new user here.

I acknowledge that I am responsible for ensuring that all information I enter on this site is accurate and that the business I represent agrees to and complies with the Terms and Conditions and has authorized me to represent it.

[Log In](#)

[Forgot your password?](#) [Not Registered?](#)

DestinationBC.ca

Corporate Website



[Newsletter](#) [News & Events](#) [Careers](#) [Contact Us](#)



[WHO WE ARE](#)

[WHAT WE DO](#)

[LEARNING CENTRE](#)

[RESEARCH & INSIGHTS](#)

WELCOME TO DESTINATION BC'S NEW CORPORATE SITE

Access free resources and tools, featured articles, guides, templates, and videos. Explore the new Learning Centre.

[LEARN MORE →](#)

LEARNING CENTRE

[Home](#) [Learning Centre](#)

Get inspired.

Explore Destination BC's new Learning Centre.

Open 24/7, access free resources and tools, featured articles, guides, templates, and videos. Learn something new today!

GROW YOUR SKILLS

 <h3>Digital Marketing</h3> <p>Scale your marketing efforts, strengthen your online presence, and deliver compelling content that speaks to your current fans and connects with prospective visitors.</p> <p>LEARN MORE →</p>	 <h3>Experience Development</h3> <p>Create unforgettable experiences, programs, and services for your visitors.</p> <p>LEARN MORE →</p>	 <h3>Social Media Marketing</h3> <p>Build your reputation and amplify your word-of-mouth marketing campaigns on social media.</p> <p>LEARN MORE →</p>	 <h3>Travel Trade & Travel Media</h3> <p>Work with travel trade and travel media to increase awareness of your tourism experiences with BC's top international markets.</p> <p>LEARN MORE →</p>
--	--	--	--

 <h3>Applying Insights</h3> <p>Use research and analytics to gain insights into your visitors, to create relevance in your marketing and experience activities, and to measure results.</p> <p>LEARN MORE →</p>	 <h3>Safety & Emergency Preparedness</h3> <p>Plan, prepare, and respond to unexpected emergencies as they arise.</p> <p>LEARN MORE →</p>	 <h3>The Super, Natural British Columbia® Brand</h3> <p>Browse brand resources and tools that align with BC's destination brand.</p> <p>LEARN MORE →</p>
--	---	---

FEATURED RESOURCES

<h3>EXPERIENCE DEVELOPMENT</h3> <h4>10 Tips for Optimizing Your TripAdvisor Presence</h4> <p>TripAdvisor is the world's largest travel community and a source of customer feedback and referrals for travel businesses. Have you optimized your listing?</p> <p> ARTICLE ~5 MINUTES</p> <p>READ ARTICLE →</p>	<h3>SOCIAL MEDIA MARKETING</h3> <h4>Facebook Crossposting 101: Share Your Video</h4> <p>Sharing your videos across Facebook Pages and with industry partners increases views and engagement. Now you can do this easily with Facebook crossposting.</p> <p> ARTICLE ~5 MINUTES</p> <p>READ ARTICLE →</p>	<h3>TRAVEL TRADE & TRAVEL MEDIA</h3> <h4>Are you Travel Trade Ready?</h4> <p>These standards and self-assessment checklist are designed to help you assess whether you are ready to work with travel trade.</p> <p> TOOL ~10 MINUTES</p> <p>VIEW TOOL →</p>
---	--	---

SUBSCRIBE TO DIRECTIONS, DESTINATION BC'S E-NEWSLETTER, FOR THE LATEST NEWS AND PROGRAM UPDATES.

Receive updates, research and news you can use.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="Email"/>	CONTINUE SIGN-UP
---	--	------------------------------------	----------------------------------

DESTINATION BC

- Careers
- Corporate Documents
- Contact Us
- Site Map
- News & Events
- Legal & Privacy Policy

OFFICIAL WEBSITES

 <h4>HelloBC.com</h4> <p>Be inspired to start planning your BC Vacation.</p>	 <h4>Travel Media</h4> <p>Information for journalists, editors and broadcasters.</p>	 <h4>Tourism Business Portal</h4> <p>Online, self-service business listings system for tourism industry.</p>
---	---	---

Follow Us:



Subscribe to our newsletter

[SUBSCRIBE](#)



© 2019 - Destination BC Corp. - All rights reserved. "Super, Natural British Columbia", "Super, Natural", "Hello BC" and "Visitor Centre" and all associated logos/trade-marks are trade-marks or Official Marks of Destination BC Corp.



Remarkable Experiences

Kimberley



DESTINATION
BRITISH COLUMBIA™

Takeaways

Panorama Mountain Resort





DESTINATION
BRITISH COLUMBIA™

Belinda Ewald-Middleton

Co-op Marketing Programs Coordinator,

Belinda.Ewald-Middleton@DestinationBC.ca
Coop@DestinationBC.ca

DestinationBC.ca



Fernie Alpine Resort