



Surrey Board of Trade Arts & Culture subcommittee

November 25, 2021

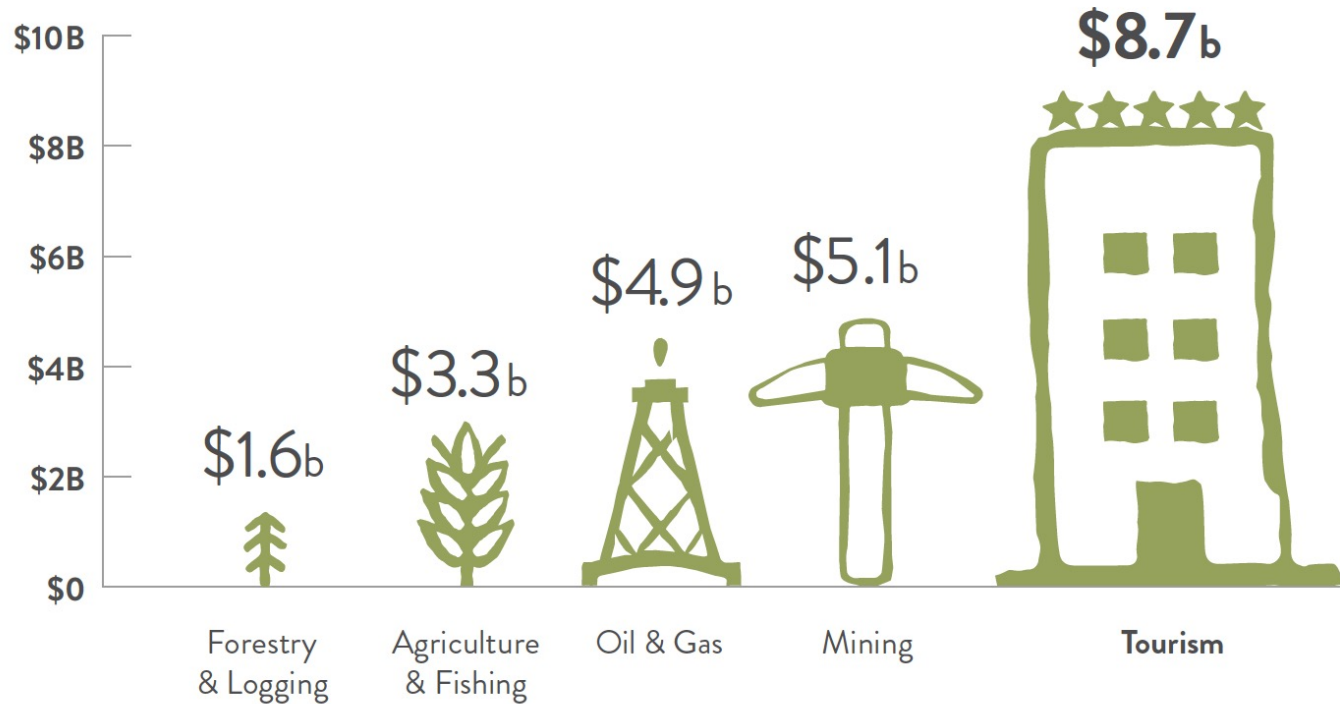
Agenda

- Overview of tourism in BC
- Destination development framework
- Metro Vancouver's Destination Development Strategy
- Destination Management Council
- 2021 actions
- Opportunities to collaborate



Value of Tourism in BC

GDP BY PRIMARY RESOURCE INDUSTRY



Value of Tourism in BC

TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

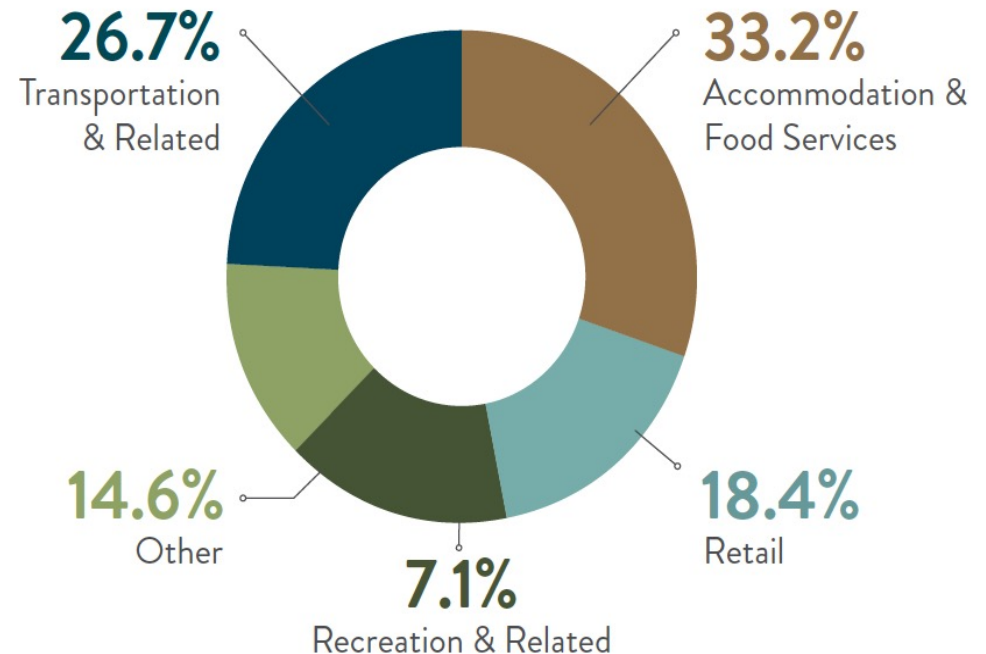


\$22.3 Billion
2019 Annual Revenue

+5.6%
Over 2018

+67.8%
Since 2009

2019 SHARE OF TOURISM REVENUE BY SERVICE AREA



Tourism Revenue Drivers



Destination Development and Management Framework

1 Setting, Access + Policies

2 Investment Enhancement

3 Experience + Product Development

4 Visitor Servicing

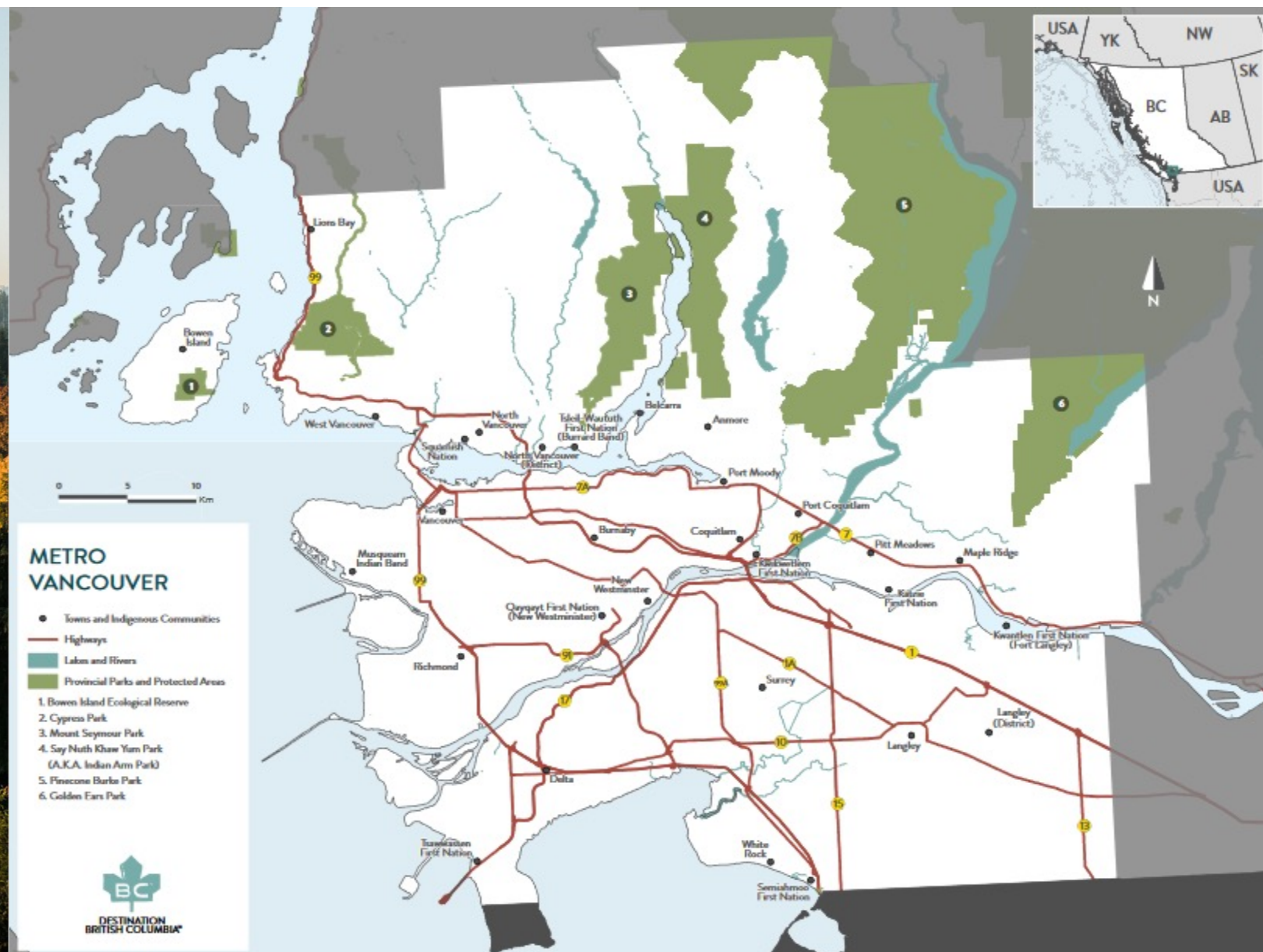
5 Capabilities, Skills + Training



Visitor Experience



METRO VANCOUVER DESTINATION DEVELOPMENT STRATEGY



Metro Vancouver Destination Development Strategy

Goals for the Strategy

1. Realize Potential
2. Managed Growth
3. Spread the Benefits
4. Local Support
5. Sustainable Practices
6. Up our Game



Metro Vancouver Destination Development Strategy

Motivating Experiences

Nature & Wellness
Major Events
Indigenous Experiences
Cultural Expression & Urban Creativity
Coastal Heritage and Waterways
Cruise



Metro Vancouver Destination Development Strategy

Themes

Overcoming Capacity Constraints
Elevating the Visitor Experience
Engaging Metro Vancouver Communities
Partnerships and Collaboration
Business Responsibility, Sustainability and Resilience



Benefits of the Strategy

- Road map for Metro Vancouver Region
- Leverage strengths of the destination
- Identify opportunities, challenges
- Joint vision to direct development and management activities
- Prioritize investments to help manage visitor economy
- Joint action, inter-community dialogue



Metro Vancouver Destination Management Council

- Established January 2021
- 30+ Council and Subcommittee members
- 9 Council meetings in 2021, in addition to Subcommittee meetings

Subcommittees

- Research
- Major Events
- Experience Development
- Social License



2021 Priority Actions

1. Strengthen MVDPMC
2. Build Social License for tourism
3. Identify Major Events Opportunities
4. Prepare for post-COVID future of work
5. Be part of Sustainability Council
6. Develop products, experiences
7. Build business case for accommodation, meeting spaces
8. Border openings, flight and air capacity
9. Integrate accommodation into planning
10. Cruise ship capacity



Opportunities for Collaboration

- ✓ Create new products and experiences: incubator for start-ups
- ✓ Package, promote visitor experiences: Discover Surrey
- ✓ Partner to attract region-wide major events: subcommittee
- ✓ Labour shortage support for tourism businesses: Go2HR
- ✓ Research to build business case for investment



Destination BC Contact Information

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Case Study: Experience the Fraser

VISION: connect Hope to the Salish Sea along the Lower Fraser River by means of over 550 KM of trails and blueways

Will knit together points of interest: parks, natural features, historic and cultural sites, festivals

Updating trail mapping and implementation plan

Aiming to create a world class destination experience

