

Marketing Sustainable Tourism in British Columbia



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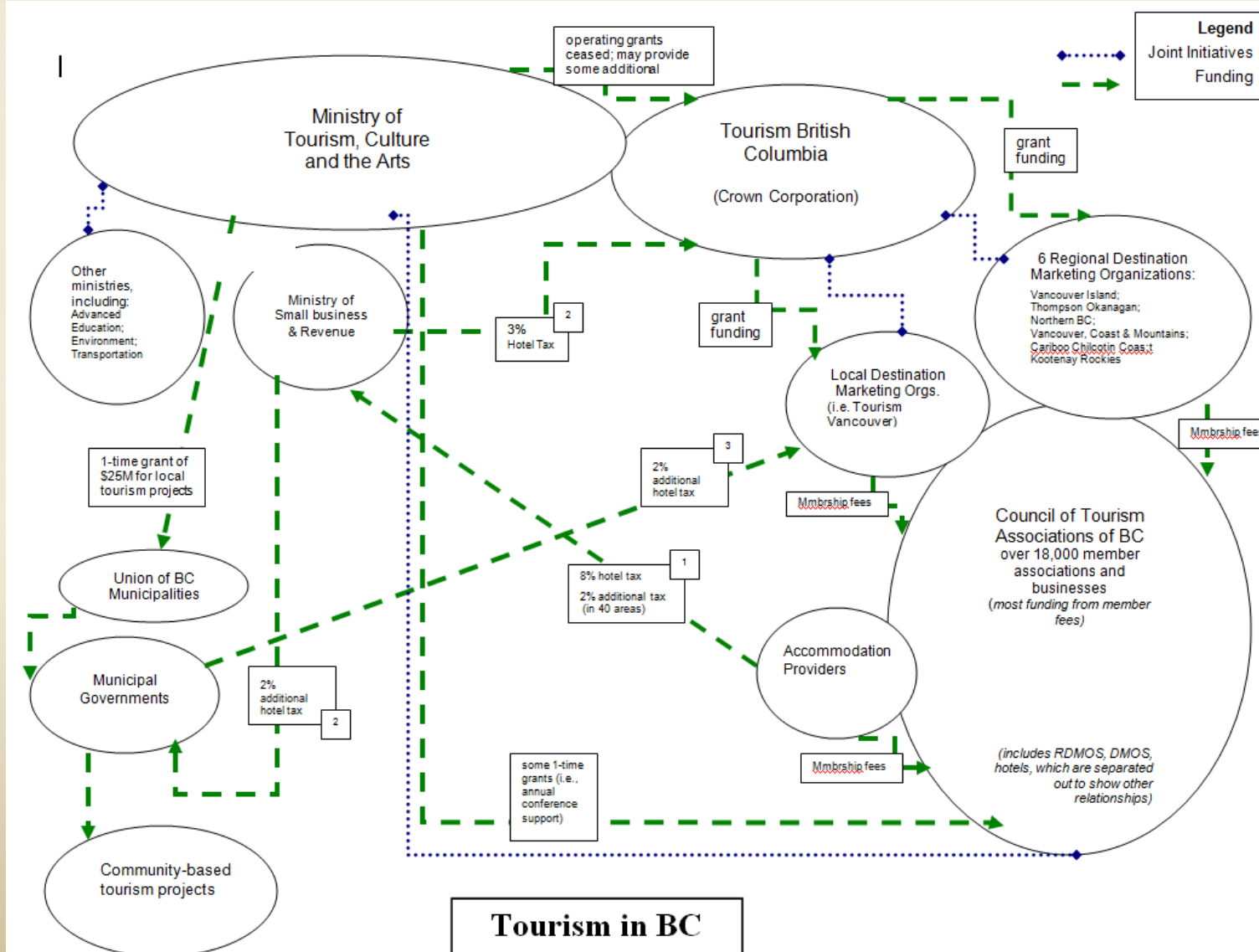
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Today's Presentation



- The British Columbia perspective
- Benefits of marketing sustainable practices
- Role of sustainable development in marketing BC
- Keys to successful marketing in era of change

BC Tourism Industry



Tourism Industry Leaders



- BC Sustainable Tourism Collective
- Council of Tourism Associations (COTA)



Provincial Goals

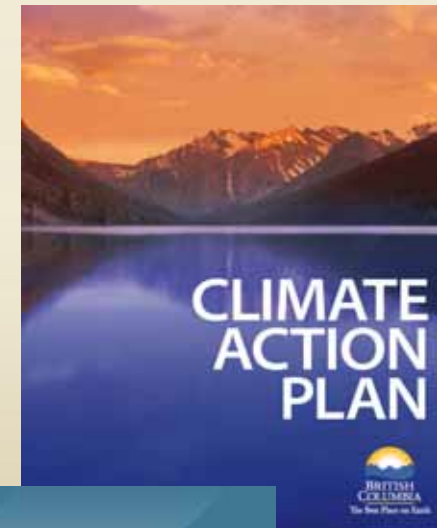


- Double provincial tourism revenues
- Reduce Green House Gas levels

New Supporting Initiatives



- BC Partnership for Sustainable Tourism
- BC Tourism Research Advisory Council



Tourism BC - Background



- Crown Corporation funded by hotel room tax
- International programs geared to consumers, operators and the media
- WorldHost – Vancouver 2010 Olympic and Paralympic Winter Games
- HelloBC.com

Tourism BC - Marketing



- Website platform
- Printed Guides:
 - Vacation Planner
 - Outdoor Adventure Guide
 - Approved Accommodation Guide
- HelloBC Call Centre
- Visitor Centres

Benefits of Marketing Sustainable Practices



- Long-term socio-cultural, environmental and economic viability
- Differentiation from competitors
- Capitalize on a growing market
- Attract and retain talented employees
- Marketing must be honest and effective



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**WHAT ROLE HAS SUSTAINABLE
DEVELOPMENT PLAYED IN
MARKETING BC?**

Defining the BC Brand



Credit : Tourism
BC/Albert Normandin

- When we asked the marketplace what BC meant to the consumer, the answer was clear: **our natural environment.**

Super, Natural British Columbia®



- To reflect consumer views, BC chose to invest in the Super, Natural British Columbia brand
- Consistent since about 1977



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**WHAT ARE THE KEYS TO SUCCESSFUL
MARKETING IN AN ERA OF CHANGING
CONDITIONS AND EXPECTATIONS BY THE
MARKET?**

Successful Marketing

- Things are changing quickly
- Importance of research
- Determine key competencies
- Develop long-term sustainability goals
- Avoid 'green washing'
- Educate and inform



What are the Indicators of Success?

- Overall Revenues
- Sustainable Industry growth
- Participation in sustainability programs
 - Environmental awards
 - Foresight Sustainability awards
- Measuring environmental benefits
 - Carbon reduction
 - Trees saved
 - Waste diverted from a landfill



Changing Climate for Marketing

- Research and adaptability are key
- In a new market, trends will continuously evolve
- Marketing will inherently have to change

