

From: Clint Fraser <clint@nbctourism.com>

Sent: Thursday, March 25, 2021 9:29 AM

To: Director Karen Goodings

Subject: An Update for the Regional District of Peace River from Northern BC Tourism

I would like to begin by saying how excited I am for the enthusiastic engagement I received in response to last month's update. NBCTA is grateful for your support and continued participation as we weather the COVID-19 storm and beyond.

This month I am reaching out to discuss NBCTA's destination development work. Destination development activities support the evolution and sustainability of desirable destinations for travellers, with a sole focus on the supply side of tourism. These initiatives also not only support local economies but also play an important role in enhancing resident quality of life in the north.

We have been working closely with the tourism industry across northern BC over the past several years to develop long term visioning and strategies for tourism development in northern BC. Through destination development, we envision Northern BC as a world-class tourism destination which offers remarkable products and experiences that are authentic, sustainable, and exceed expectations.

More recently, tourism advisory committees have been established across northern BC to help guide and implement recommendations.

This spring, I would like to take the opportunity to meet with you and your colleagues to present an overview of the destination development strategies and discuss how they are relevant for your community. My team will follow up to make these arrangements.

Below are some highlights of the work NBCTA is undertaking in the Regional District of Peace River and across the region:



Northern BC Tourism Association Research Program

We know one of the key components to developing a sustainable tourism economy is having relevant industry data and insights. In 2020, Northern BC Tourism invested in a research program through the BC Regional Tourism Secretariat. The data is obtained from the Environics Analytics Visitor View Canada Program and allows us to see the volume of visitors to Northern BC, as well as the types of visitors who are coming to our region. It is possible to drill down to the community level through postal codes or geofencing. Please find below an infographic that provides some insight into the type of data we have begun to collect. This research is providing insights that allow for more targeted destination development and marketing efforts in growing the local tourism sectors. I would welcome further discussion if you are interested in learning more about our research program. [Please visit our website to learn more.](#)

Do you know of a business in your community that could benefit from our in-depth research and data? The NBCTA Community Research Program can provide businesses with visitor insights benchmarked against the Northern BC region as a whole.

[Contact us for more information on how we can provide market profiles.](#)

Community Economic Infrastructure Program (CERIP)

As I mentioned last month, NBCTA took a leadership role supporting the provincial government on the

\$20-million Destination Development CERIP stream last fall. Our destination development staff spent the month of October doing outreach to organizations, DMO's and communities across our region to ensure a robust number of applications were submitted from the north and that applications aligned with the Northern BC Destination Development Strategies.

Last week it was announced that fifty-four new tourism projects throughout BC will receive funding under the Community Economic Recovery Infrastructure Program's (CERIP) destination development stream.

Over \$3.5-million is being invested in 11 Northern BC projects. For more information regarding the CERIP funding announcement [click here](#).

Projects in the Peace River Regional District that were funded include:

- \$379,337 for building upgrades at Tse'kwa Cultural Heritage Centre
- \$606,00 to build a UNESCO GeoInterpretive Centre in Tumbler Ridge

Destination Canada Revisiting Tourism Report

The recently released Destination Development [Canada Revisiting Tourism Report](#) projected that a shift in spending from international to domestic travel by Canadians this year can sustain jobs and rebuild billions of dollars in lost revenues.

According to the report, in 2019, Canadians spent \$28.2 billion on international leisure travel (excluding air fares). Re-allocating two-thirds of those dollars to domestic tourism would replace the estimated \$19.4 billion shortfall in 2020 international visitor revenues, and would sustain over 150,000 jobs. Ensuring that residents understand the value of the tourism industry is now more important than ever. A shift in spending from international to domestic travel this year can sustain jobs and rebuild billions of dollars in lost revenues.

Thank you again for your continued engagement and support as the entire NBCTA team continues to work to develop, support, and sustain the tourism sector in northern BC. I encourage you to reach out anytime and I look forward to further discussions with you regarding the Northern BC destination development strategies.

Sincerely,

Clint Fraser
CEO, Northern BC Tourism Association
