

Destination Development Program



Aboriginal Tourism BC (AtBC) is partnering with Destination BC (DBC) to support AtBC Stakeholders, Aboriginal communities and entrepreneurs participation in DBC's Destination Development program. The Destination Development program will bring together experienced facilitators to work with various stakeholders to develop a long-term strategic direction for destination development in BC. Together with AtBC, Destination British Columbia is working on new ways to develop products and destinations, increase quality of visitor experiences, and ensure a high standard of services and amenities are in place to generate and sustain long-term demand for BC's tourism industry inclusive of Authentic Aboriginal experiences and products.

PROGRAM OVERVIEW

The Destination Development program brings together local, regional, and provincial governments, economic development, First Nations, industry organizations, tourism businesses, communities and other stakeholders for an iterative planning process to identify and discuss opportunities and impediments to development and tourism growth. Once the 20 different planning-area strategies are complete, these will form the creation of six regional strategies inclusive of an Aboriginal situational analysis, culminating in the creation of a single provincial destination development plan in 2018.

BENEFITS TO YOUR BUSINESS

AtBC strongly encourages the participation of its Stakeholders, Aboriginal communities and entrepreneurs to participate in this program so that they can be part of and contribute to:

- › **Situation Analysis** that will provide an in depth overview of the current market trends and existing destination development activities or issues that are directly affecting tourism in your area
- › **Asset Inventory** that will provide an updated list of tourism assets to assist in strategy development, implementation and further tourism planning.
- › **10-Year Destination Development Strategy** that will include:
 1. Identification of the area's unique products, amenities and experiences;
 2. Identification of strategic priorities;
 3. Identification of policy areas that may impede future development activities;
 4. Identification of partners and resources needed to support goals, and
 5. Guidance on action and implementation planning

This will also be a great opportunity to discuss current business opportunities and future potential opportunities with local governments, businesses and industry.



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THE DESTINATION DEVELOPMENT PROGRAM INCLUDES:

- › Creation of a destination development strategy in six to 12 months
- › Provision of expertise and assistance to facilitate planning sessions and stakeholder interviews
- › Adequate representation by a variety of stakeholders to enable well-rounded discussions, perspectives and guidance

PARTICIPANT COMMITMENT

AtBC is encouraging your participation in three to four planning sessions over a six to 12 month period that will involve multiple face-to-face facilitated meetings to gather stakeholder input.

PROGRAM SCHEDULE

The next scheduled planning meetings will take place in the following regions between September and December 2017. Please refer to the AtBC website for locations and dates as they are confirmed.

THOMPSON VALLEY

OKANAGAN VALLEY

INTERLAKES

HAIDA GWAI

SEA TO SKY

NORTHWEST BC

FRASER VALLEY

HIGHWAY 1

METRO VANCOUVER

DON'T MISS THIS OPPORTUNITY – IT IS FREE TO PARTICIPATE!

To find out how you can participate in the Destination Development program, please contact **Melanie Bingham**, Project Assistant - Aboriginal Tourism BC at **604-921-1070 Ext. 231** or via email at **Melanie@AboriginalBC.com**.

For more information on the Destination Development Program please refer to the [**Destination Development Overview information sheets**](#).

Not a stakeholder of AtBC?

Not to worry – Melanie can assist you in becoming a member so you can receive up to date information and become a part of the fastest growing tourism sector.



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