VICTORIA, B.C., APRIL 1, 1981

The Honourable
HENRY BELL-IRVING,
Lieutenant-Governor of the
Province of British Columbia

MAY IT PLEASE YOUR HONOUR:

I respectfully submit the Annual Report of the Ministry of Tourism for the year ended March 31, 1981.

Yours very truly,

PAT JORDAN
Minister of Tourism

VICTORIA, B.C., APRIL 1, 1981

The Honourable Pat J. Jordan,
Minister of Tourism,
Legislative Buildings,
Victoria, B.C.

MADAM:

I have the honor to submit the Annual Report of the Ministry of Tourism for the year ended March 31, 1981.

Yours very truly,

Dr. James Rae
Deputy Minister

FUN
'8
BRITISH C

Province of
British Columbia
Ministry of Tourism

Tourism British Columbia

Annual Report 1980

M:

Tourism is the world's largest growing industry.

World-wide, there were 1.65 billion tourist movements in 1980 compared to 125 million in the 1950s. The cash flow generated by these tourist movements exceeded $500 billion in 1979.

Futurists say tourism could be the world's largest industry by year 2000.

Canada is eighth, behind the United States, France, Germany, Austria, Spain, United Kingdom and Italy in international tourism receipts.

Tourism is Canada's largest employer. More than one million Canadians hold tourism-related jobs — that's about nine per cent of the work force, or one job out of every 11.

In 1980, tourism generated $13 billion in Canada, five per cent of our Gross National Product. As the nation's sixth largest earner of foreign exchange, tourism was worth $3 billion.

Tourism is British Columbia's third largest industry.

Governments at all levels — international, national, provincial, regional and local — are involved in tourism development.

The tourism industry has the following sectors:

- ☐ Transportation (airlines, bus companies, railways, rent-a-car firms, shipping lines, etc.);
- ☐ Accommodation and food services;
- ☐ Hospitality (information centres, special services);
- ☐ Travel trade (tour producers, operators and wholesalers and travel agents);
- ☐ Travel trade press;
- ☐ Associations (specialized industrial and trade associations that represent each of the private sector interests);
- ☐ Attractions and recreational services.

TOURISM:

The *Ministry of Tourism Act* lists the ministry's functions as:

"(i) To promote and encourage the tourist industry in British Columbia;

(ii) To provide tourists with information services;

(iii) To encourage the development of the motion picture industry in the province."

- ☐ Tourism revenues contribute to the provincial economy's growth. Tourism receipts for 1980 are estimated at $1.8 billion, about five per cent of the Gross Provincial Product.
- ☐ Tourism is British Columbia's fourth largest earner of foreign exchange after fabricated materials, crude materials, and edible products. Visitors to the province in 1980 spent $970 million in British Columbia.
- ☐ British Columbians, travelling in their own province, spent $830 million in 1980 to improve the travel account in the international balance of payments and to invest their funds in their province's economy.
- ☐ Some 10,000 businesses in the province's tourism industry receive the tourism revenues. Many thousands more benefit indirectly through supplies to support this industry.
- ☐ The province's tourist industry directly employs up to 70,000 persons or over six per cent of the provincial work force. It indirectly employs several tens of thousands more residents through support services.
- ☐ The benefit from tourism in 1980 is estimated at $700 for every adult and child in the province. Tax benefits from tourism go towards improving health and social care, education, recreation and cultural services, and transportation and communications in the province . . . all to benefit British Columbians.
- ☐ Tourism also contributes importantly to a number of non-economical goals, such as national unity, international understanding, restoring mind and spirit, and maintaining and enhancing health and education.

ROOTS:

The provincial government's involvement in tourism dates back to 1894 when the Bureau of Statistics, under the Provincial Secretary, started to compile data on travellers.

This bureau was later transferred to the Department of Finance under a revised name of Bureau of Provincial Information.

By 1938, the tourism industry had grown big enough to warrant the creation of the British Columbia Travel Bureau within the newly-formed Department of Trade and Industry.

On March 28, 1957, the Department of Recreation and Conservation was created by legislation. It had five sections, including the British Columbia Travel Bureau drawn from the by-then-defunct Department of Trade and Industry.

Because of tourism's rapid growth in the 1960s, the Department of Travel Industry was created on April 1, 1967, from two branches of the Department of Recreation and Conservation — the British Columbia Government Travel Bureau and the Photographic Branch.

In 1976, the Department of Recreation and Conservation was split up with "recreation" joining "travel industry" to become the Department of Recreation and Travel Industry.

A year later, in 1977, "recreation" became realigned with "conservation" to become the Ministry of Recreation and Conservation while "travel industry" was linked with the "office of the provincial secretary" to become the Ministry of the Provincial Secretary and Travel Industry.

Early in that year, a new name, Tourism British Columbia, was adopted to facilitate marketing objectives.

On December 5, 1978, "travel industry" was separated from its short-lived connection with the "provincial secretary" and joined with the "small business assistance division" which was taken from the Ministry of Economic Development to become the Ministry of Tourism and Small Business Development.

On November 23, 1979, the Ministry of Economic Development and the Ministry of Tourism and Small Business Development were merged, on a temporary basis, to form the Ministry of Industry, Tourism and Small Business Development.

On January 10, 1980, the Ministry of Tourism was created.

The ministry is a *sales* and *service* organization — SELLING people on the idea of visiting or touring British Columbia and ensuring that those who do so receive the SERVICES they expect.

The ministry has a sales, or *Marketing Division*, and a service, or *Operations Division*.

The implementation of this approved reorganization will be completed during the 1981-1982 fiscal year.

The Marketing Division, the ministry's sales arm, has five branches:

1. Marketing Branch;
2. Market Development Branch;
3. Film Development Branch;
4. Special Services Branch;
5. Information Services Branch.

The Operations Division, the ministry's service arm, has five branches:

1. Visitor Services Branch;
2. Policy Development and Planning Branch;
3. Educational Services Branch;
4. Beautiful British Columbia Magazine Branch;
5. Administration Branch.

MARKETING BRANCH

OBJECTIVE: To market British Columbia throughout the world as a bargain vacation destination.

FUNCTIONS:

- Developing, recommending and implementing short-term and long-term policies and strategies;
- Supervising the development and placement of ads in the media in accordance with current promotional themes;
- Monitoring and keeping the industry and the public aware of changing market conditions and advantages;
- Conducting promotional blitzes;
- Directing resident awareness programs;
- Publicizing the regular summer excursion run of the Royal Hudson steam train between North Vancouver and Squamish;

MARKETING BRANCH

Marketing Plans:

The ministry's *1980/81 Marketing Plan*, made public in October '79, was implemented during the year.

'Funfest '80' was the promotional theme, a salute to the many and varied festivals and celebrations enjoyed by communities throughout the province and during all seasons.

The logo design for the 'Funfest '80' theme was the same as the 'Good Times '79' theme design — the smiling sun imposed on blue, red and white waves.

A concise and colorful booklet listing Funfest '80 events throughout the province was published by the ministry. The festivities guide was divided into nine information-packed sections, each containing a roster of Funfest events in the province's nine tourist regions.

The booklet also had eight super postcards and a pocket which contained the British Columbia road map.

Some 100,000 copies were printed and distributed.

To promote the Funfest '80 theme, the ministry made 2.4-metre-by-2.4-metre backdrop banners, 1.2-metre-by-6-metre street banners, and vertical lamp post banners available to municipalities and special events organizers.

An informational 'funmobile', a 12-metre trailer with huge, colorful letters on the exterior inviting viewers to "Come Visit Us in Super, Natural British Columbia" travelled to 13 cities in Alberta, Washington State and Oregon in May and June and then through the province in July and August.

Crewed by a staff of six trained travel counsellors, prospective visitors were able to learn something about the province in six languages — French, German, Ukrainian, Russian, Spanish and English.

Inside the 'funmobile' there were large color transparencies, a wide array of information on festivals, special events, and four-season attractions, as well as two promotional films: "Valley of the 1,000 Peaks" and "If I Hadn't Seen It I Wouldn't Believe It."

NG
CH

'Tell the World Tour':

The Minister made a tour of the province's nine tourist regions to describe and explain the *1980/81 Marketing Plan* and the ministry's activities and programs.

She discussed with audiences in Kamloops, Vancouver, Victoria, Fort St. John, Nelson, Williams Lake, Vernon, Kimberley and Prince George the "3M" Strategy Program sponsored by the federal-provincial Travel Industry Development Subsidiary Agreement program, the resident awareness program, *Beautiful British Columbia* magazine, the feature film development office's activities, convention promotion, trade marketing, hospitality courses, information centres, literature distribution and other ministry activities.

Pasadena Rose Bowl Parade:

A 'musical' invitation to 'Funfest '80' was extended to over 150 million persons by the British Columbia entry in the 91st annual Tournament of Roses parade in Pasadena, California, on January 1.

The province's float was seen by an estimated one million parade goers and 149 million television watchers in the United States, Canada, Mexico and several other countries.

The float featured a replica of the imperial crown. Around it were girls and boys in ethnic costumes portraying the province's multicultural makeup. The girls carried ribbons with the word 'welcome' in different languages while the boys played musical instruments that were native to the ethnic group they were representing.

The whole float, including the children, was set in flowers.

Work was also completed, at year's end, on the province's entry in the 92nd annual Tournament of Roses parade at Pasadena on January 1, 1981.

Media Advertising:

The ministry's media advertising campaign followed the recommendations of the *1980/81 Marketing Plan*.

A major spring advertising program was launched in 1980 to encourage shoulder-season travel to and within the province.

The big spring promotion involved an extensive print campaign in consumer and travel trade publications.

Again in the fall, a major advertising campaign was conducted to encourage travel to and within the province during this shoulder season.

Resident Awareness Program:

A completely new and innovative approach was introduced in 1980: the "Good Show" program.

The high-profile annual campaigns, introduced in 1977 with slogans — "British Columbia Has A Special Smile For You" (1977); "British Columbia Has A Super Smile For You" (1978); and "Have A Good Time In British Columbia" (1979) — carried on decals, bumper stickers, buttons, flags, banners and other promotional material were replaced by a program that recognized the real strength of the tourism industry: the people who work within the industry.

Visitors and residents were asked to nominate individuals who extended excellent and courteous service to them.

Two million nomination cards were available to visitors on tables and from 6,000 dispensers located in hotels, restaurants, stores and tourist attractions.

In addition, 150,000 tent cards, 10,000 posters and 10,000 decals were also available for promoting the program.

"Good Show" was advertised on radio from mid-May to mid-August. Bus signs asked visitors: "Did someone steal the show?"

By Labor Day weekend, 15,700 nominations had been received including 4,770 duplicates.

Over 11,500 dedicated persons across the province were awarded "Good Show" pins and a congratulatory card from the Premier. Gold "Good Show" pins were awarded to nine individuals for exceptional service to the tourism industry.

Royal Hudson Steam Train Excursion:

In 1980, the Royal Hudson steam train carried 59,388 passengers, or an average of 594 passengers per trip, on its regular excursion run between North Vancouver and Squamish.

MARKETING BRANCH

Tourism Seminar:

Close to 300 participants, from all areas of the tourism industry, attended a seminar held in late November in Richmond on the province's tourism industry.

The three-day seminar, sponsored by the ministry and the Travel Industry Development Subsidiary Agreement (TIDSA), heard experts and top executives in fields involving and affecting tourism evaluate the importance and potential of tourism.

The message that emerged from the seminar was: tourism in the province, already the third largest industry, was only in its infancy and that its blossoming into maturity would depend on innovative, well-informed, intelligent, and co-operative action by all segments of the industry.

TNG
ICH

Welcome to
THE SEMINAR OF THE CENTUR
TOURISM BRITISH COLUMBIA

LORD PARRY
BILL LANE
TOM BLAKE

Welcome to
THE SEMINAR OF THE CENTURY
TOURISM BRITISH COLUMBIA

Super Natural
Super Natural

MARKET DEVELOPMENT BRANCH

OBJECTIVE: To enlarge British Columbia content in itineraries offered in all the market areas; and to develop markets and promote travel to the province through consumer shows, travel trade presentations, and winter convention promotions.

FUNCTIONS:

- Directing and co-ordinating the activities of four field sales offices — San Francisco, Los Angeles and Seattle in the United States, and London, United Kingdom;
- Directing promotional tours to market areas, to convince consumers and wholesale and retail agents that the province is a vacation destination;
- Assisting the private sector in developing new travel packages;
- Liaising with carriers, tour operators, travel agencies and other municipal, provincial and federal travel offices;
- Implementing a wide range of shoulder-season programs to encourage off-season travel to the province;
- Supervising winter tourism development programs through travel shows and familiarization tours;
- Planning, co-ordinating and staffing consumer travel/sport and travel trade shows in all market areas;
- Marketing British Columbia as a convention destination;
- Developing the Japanese markets by encouraging longer stays and new British Columbia content;
- Setting itineraries for educational tours for travel agents, tour operators and travel editors, and to escort the groups to ensure maximum coverage in British Columbia;
- Advising on advertising, film and brochure content and producing the *Travel Agent's Manual*;
- Monitoring the tourism industry in all market areas for new promotional methods, ideas and programs which can produce revenue through travel to British Columbia.

MARKET
EVELOPMENT
BRANCH

TRAVEL TRADE SALES

Media Advertising:

Ads were placed in travel trade publications in the United States, Canada, United Kingdom, Europe and Japan, and in special promotions: the British and Dutch Canada Sales Guide and ABTA Convention News.

FAM Tours:

The ministry hosted and co-operated in 48 FAM (familiarization) tours from each market area, an effective way of selling British Columbia to travel influencers.

The eastern United States' markets received special attention due to increased frequency of direct flights from Chicago, Illinois, to Vancouver.

The ministry also hosted automobile club employees from Washington State, Arizona, Oregon, Colorado and California.

Other FAM tours involved travel "sellers" from Hong Kong, Australia, Japan, West Germany, United Kingdom, Holland, Eastern Canada, Mexico and the United States.

The ministry, with the Canadian Government Office of Tourism, Air Canada and CP Air, sponsored agency tours from the United Kingdom, Holland, Germany, Switzerland and France.

Trade Shows:

London, United Kingdom, office —

Some 500 travel agents attended promotions in the United Kingdom. In Holland, 375 agents attended the two-day Canada Travel Market Place.

Major wholesale and retail tour brokers were exposed to British Columbia at the International Tourism Exchange in Berlin, West Germany. This annual exhibition, the world's largest, also attracted over 100,000 consumers.

The principals of major tour and retail organizations attended the eight, two-hour workshops at the Association of British Travel Agents Congress.

San Francisco, United States, office —

Travel trade educational promotions were held in spring and fall in eight northern California cities with 400 travel agents attending in spring and 300 in the fall.

A booth at the Reno April Trade Show of Travel Age West was managed by the ministry.

Los Angeles, United States, office —

Travel trade promotions included 21 consortium seminars, held January, February and March, and was attended by 2,000 travel agents from southern California and Arizona.

The ministry also participated in two ASTA showcase presentations featuring fall attractions and skiing.

A booth was manned at the Travel Age West show in San Diego, and a consortium ad was run in 12 issues of Travel Age West during the fall, resulting in 2,500 requests for travel information.

KET
ENT
ICH

Educational Seminars:

London, United Kingdom, office —

Federal and provincial tourism authorities combined to present educational seminars to the travel trade in Europe.

In the United Kingdom, five sessions were held and a two-day Canada Travel School was conducted in the Netherlands.

The ministry also held educational sessions, independently, at Hamburg, Frankfurt, Munich and Regensburg in West Germany; Amsterdam and the Hague in the Netherlands; and Cardiff, Brighton, London and Glasgow in the United Kingdom.

Travel Agent's Manual:

Some 15,000 copies of the Travel Agent's Manual were distributed to travel agents around the world, at trade shows, and to all carrier and transportation firms that sell British Columbia as a travel destination.

The manual lists commissionable U-drive, train, motor-coach tour packages along with ranch vacations, raft expeditions, wilderness tours and vacations for skiers, hunters, hikers and fishermen.

Rendez-vous Canada '80

The ministry headed a British Columbia delegation to Rendez-vous Canada 1980 at Winnipeg in May.

A record number of 71 persons, representing 41 British Columbia travel 'sellers', attended the computerized travel marketplace that each year brings together international 'buyers' and 'sellers' of travel.

The third annual Rendez-vous Canada attracted organizations from the Canadian tourism industry who 'sell' tourism and 'buyers' from international travel markets who market the Canadian tourism product in foreign lands.

MARKET
VELOPMENT
BRANCH

Travel Shows:

London, United Kingdom, office —

Travel presentations were made throughout the United Kingdom in co-operation with travel agents, clubs, and Canadian airlines' representatives.

The ministry's travel feature films and other audio-visual materials were viewed by some 5,000 persons.

San Francisco, United States, office —

The San Francisco sales office participated in the San Francisco Sports and Boat Show (400,000 attended), the Sacramento Bee Travel Fair (3,500 attended), the Travel Expo '79 in Concord, the North Bay Vacation and Travel in Marin County, the Oakland/Alameda Ski Expo '79 (21,000 attended), the San Francisco Ski Show '79, and the Chicago Ski Show.

Ski Consumer Shows:

The ministry was actively involved in the spring carousels in Los Angeles, San Francisco and Chicago in the United States as well as consumer shows in those cities in the fall.

DIVE B.C.

A new part of travel promotion was carried out in dive shows in California and Nevada. The packaging of dive tours were encouraged with local and California tour operators.

KET
ENT
ICH

Special Travel Sales Mission to Japan:

In October, the Minister led a travel sales mission to Japan consisting of 20 travel suppliers and ministry officials.

The mission visited eight cities during the 10-day tour and personal sales calls were made by the delegation.

The Minister was interviewed by popular Japanese magazines, radio and television networks, and newspaper chains. In one interview — an 11 p.m. talk show on NTV — the Minister was viewed by nearly 13 million Japanese.

Many travel sales "influencers" will be visiting the province in 1981 on "fam" tours.

MARKET
EVELOPMENT
BRANCH

CONVENTIONS AND INCENTIVE TRAVEL PROMOTION

Sales:

During the year the ministry attended:

— American Society of Association Executives Conference in Washington, D.C. Some 5,000 delegates attended and 130 leads for prospective conventions were developed;
— Incentive Travel Trade Show in Chicago, Illinois;
— Venue Canada Marketplace promotions in Chicago, Illinois, New York, Washington, D.C., and California.

The ministry also hosted a breakfast for the Institute of Association Executives Conference in Montreal to promote Vancouver.

A dinner was hosted in London, England, to encourage international congresses to come to the province. Some 37 major international congress decision makers attended.

The ministry is a member of the British Columbia International Convention Committee which, during the year, was successful in luring 12 major international congresses to the province in the next few years.

Site Inspections:

The ministry hosted four major site inspections from Chicago, New York, Washington, D.C., and California.

Many individual site inspections resulted in many major decisions.

Business:

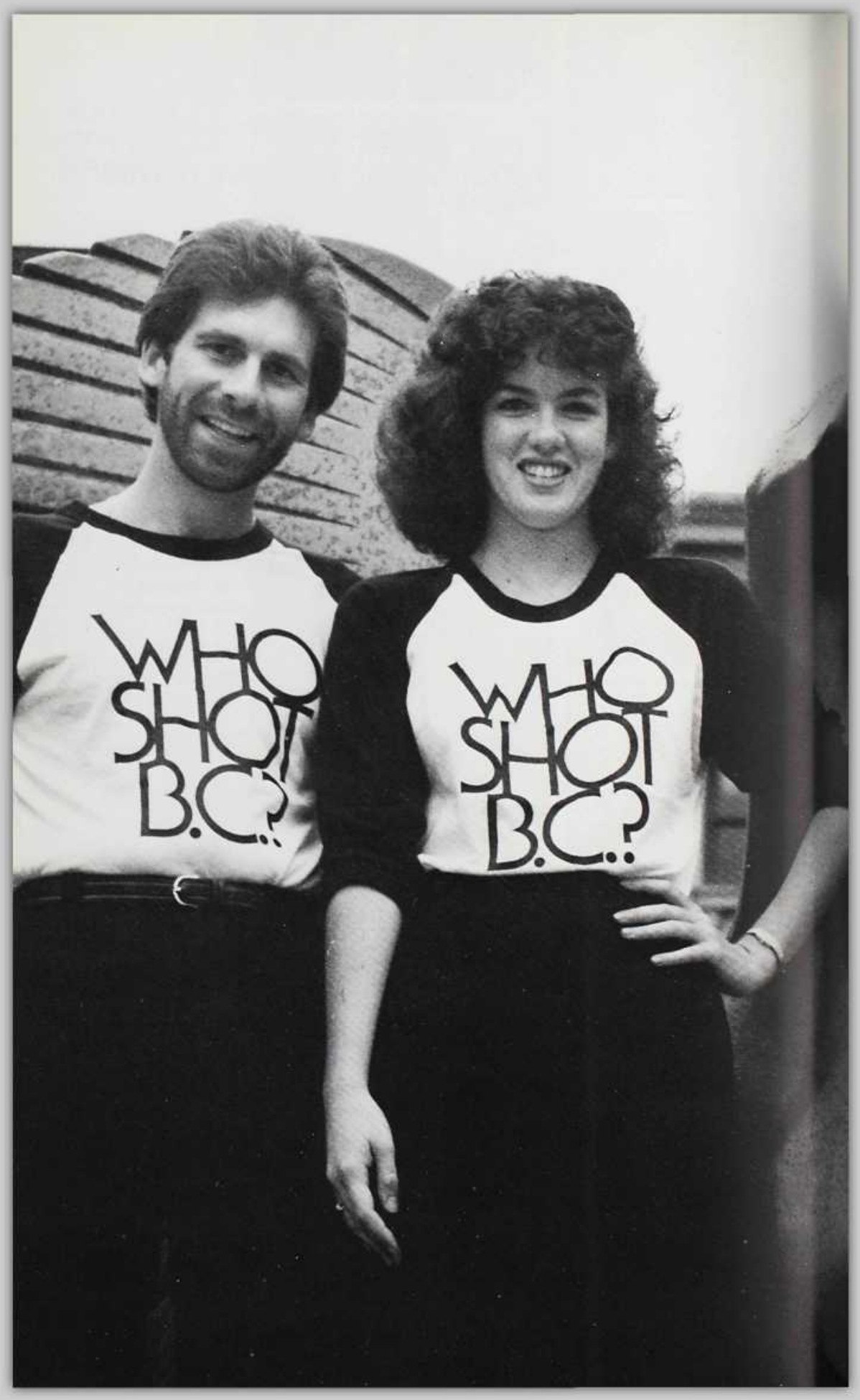
Meetings and incentive travel business increased by about 10 to 50 per cent over 1979.

1980 was a record year for convention business, generating over $200 million in revenues.

Incentive travel is estimated to have generated $34 million to $40 million.

Convention Servicing:

In 1980 the ministry mailed 102,000 promotional packages to potential convention delegates encouraging them to attend conferences in the province. These mailings go to delegates around the world.


WHO SHOT B.C.?
WHO SHOT B.C.?

FILM DEVELOPMENT BRANCH

OBJECTIVE: To solicit and assist major feature film studios in selecting locations and producing films in British Columbia.

FUNCTIONS:

— Promoting British Columbia as the preferred area in North America for the shooting of feature films most economically and with a variety of choices for location sites.

FILM
VELOPMENT
BRANCH

FILM
ENT
NCH

Feature film and television production in the province recorded its best year ever in 1980.

Fifteen projects — 12 feature films, one made-for-television movie, and two television series — with budgets totalling a record $65.8 million were produced in the province during the year.

The films produced were: *Mr. Patman* ($10 million), *All Washed Up* ($14.6 million), *The Grey Fox* ($4.5 million), *Harry Tracy* — formerly titled the Last Desperado ($8.3 million), *Never Cry Wolf* — still shooting ($11.8 million), *Take Off* — a television series ($1 million), *Babysitter* — a television movie ($3.54 million), *Reckless* ($3 million), *Minikins* — a television series ($5 million), *By Design* ($3 million), and *The Butcher of Burquitlam* ($0.5 million).

Four films produced partially in the province brought in an estimated over $1 million: *Quest for Fire* — will be returning for additional shooting in the province. *Touch the Wind* — to be released as *Kelly*, *Virus* and a Disney circlevision project.

Among the film development promotions undertaken during the year by the ministry was the Trade Forum '80, part of Toronto's Festival of Festivals, September 9-13, the Canadian showplace for international film producers, exhibitors and key industry representatives.

SPECIAL SERVICES BRANCH

OBJECTIVE: To create and produce materials — editorial, photographic, graphic and cinematic — to further the province's tourism industry; and to provide support services for the ministry's other branches and other provincial ministries.

FUNCTIONS:

- Producing the quarterly *Beautiful British Columbia* magazine and other related publications that are sold to the public;
- Producing travel films;
- Producing the ministry's tourism promotional publications;
- Scheduling, ordering and expediting the ministry's printing requirements;
- Producing still photographs for the ministry and other government agencies;
- Operating the ministry's film and still production laboratories;
- Maintaining movie films and still photo libraries;
- Liaising with regional tourism associations in production of regional brochures and films.

SPECIAL SERVICES BRANCH

Beautiful British Columbia Magazine:

The quarterly *Beautiful British Columbia* magazine observed its 22nd year with the publishing of the summer '80 issue.

Some 432,160 copies per issue were published in 1980.

Special Publications:

During 1980, the following special publications were produced under the magazine's sponsorship:

— 50,000 copies of *Beautiful British Columbia's Lower Mainland*;
— 20,000 copies of *Beautiful British Columbia's Cariboo*.

The full-color special publications completed the series of regional specials published by the magazine.

Previous editions in the series include *Beautiful British Columbia's The Great North*, *Beautiful British Columbia's Okanagan-Similkameen*, *Beautiful British Columbia's Land of the Thompson*, *Beautiful British Columbia's Southeast Corner*, and *Beautiful British Columbia's Vancouver Island*.

Informational/Promotional Publications:

During the year, the following publications were produced by the ministry:

- ☐ Four issues of *Beautiful British Columbia* magazine — 420,000 copies each;
- ☐ *1980 Calendar Diary*, *Beautiful British Columbia* magazine, 360,000 copies;
- ☐ Multilingual promotional brochures — 275,000;
- ☐ *Beautiful British Columbia's Lower Mainland* — 50,000 copies;
- ☐ *Beautiful British Columbia's Cariboo* — 20,000 copies;
- ☐ *British Columbia Road Map* — 1,250,000 copies;
- ☐ *All About British Columbia* foldout — 600,000 copies;
- ☐ *Calendar of Events*
  i. Fall/Winter — 90,000 copies;
  ii. Spring/Summer — 350,000 copies;
- ☐ *Accommodation Directory* — 900,000 copies;
- ☐ *Tourism British Columbia* newsletter
  Vol. 4, No. 1 — 77,000 copies;
  Vol. 4, No. 2 — 28,000 copies;
  Vol. 4, No. 3 — 28,000 copies;
  Vol. 4, No. 4 — 25,000 copies;
- ☐ *Travel Agent's Manual* — 14,000 copies;
- ☐ Vancouver Visitor's Map — 200,000 copies;
- ☐ Ski brochure — 175,000 copies;
- ☐ Royal Hudson Train pamphlet — 75,000 copies:

IAL
CES
CH

- ☐ Large pictorial envelopes — 200,000 envelopes;
- ☐ Menu shell — 100,000 shell;
- ☐ *Tour B.C.* series — 44 releases;
- ☐ Convention kit pocket folder — 120,000 folders;
- ☐ *1979 Annual Report* — 2,000 copies;
- ☐ Film Location Books — 5,000 copies;
- ☐ Travel Film Catalogue — 3,000 copes.

SPECIAL SERVICES BRANCH

Graphic Design and Photographic Productions:

The ministry designed and produced brochures for its own use and assisted in the graphic design and production of promotional materials for other ministries and regional associations.

Some 55,189 black-and-white and color prints were produced by the ministry during the year.

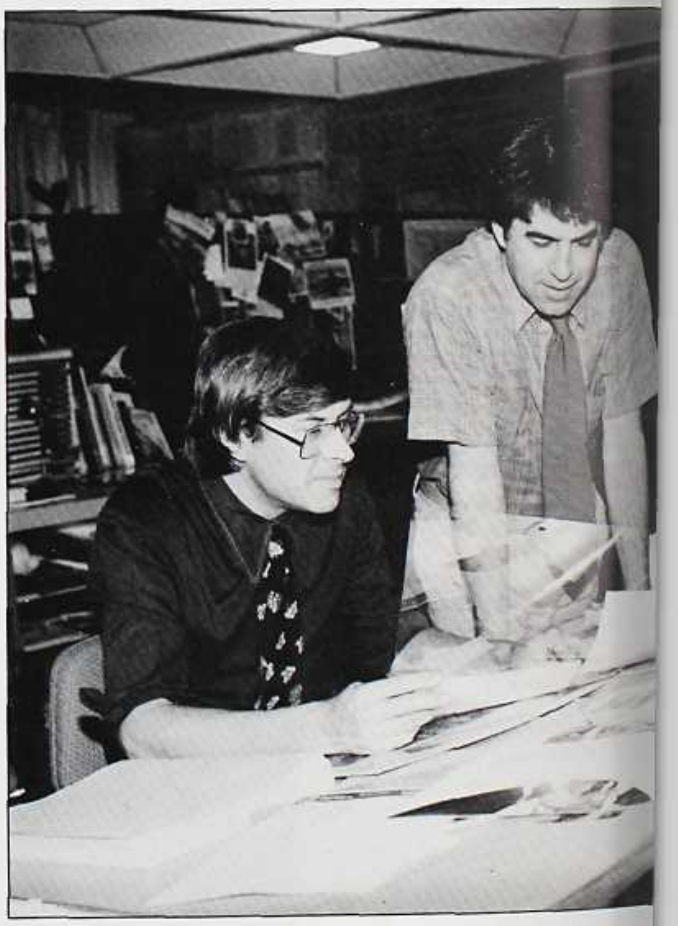
The photographs were used in the *Beautiful British Columbia* magazine, other brochures and publications, posters, the Tourism British Columbia newsletter, news releases, travel stories and to meet requests from newspapers, magazines and other publications around the world.

In 1979, a total of 61,000 prints were produced.

The ministry's four photographers travelled a total of over 50,000 kilometres by car during the year to take some 15,000 photographs of the province's landscapes, peoples, attractions and special events. They covered every region in all the seasons.

The ministry's still photo library now has some 50,897 negatives on file, updated photo albums on each region, and a selection of color slides.

The photographic studio for taking portraits of cabinet ministers, members of the Legislative Assembly, and senior government officials was active throughout the year.



TRAVEL FILMS

Film Library:

The ministry operated the film library in Vancouver. During the year the 28 titles of travel films produced by the ministry were borrowed for 1,163 screenings and for audiences totalling some 43,160 persons.

The film library also handles films produced by other ministries. Last year, these films were borrowed for 4,465 screenings.

Distribution:

The ministry's 28 travel films were viewed by audiences in Canada, United States, France, Germany, Japan and the Netherlands.

There were 38,394 bookings during the year. Statistics indicate that persons in "captive" audiences totalled 2,463,895 in 1980. There were 77,156,000 television and cablevision viewers bringing the total to 79,619,895 viewers.

Out-of-province film distribution is handled by the Canadian Government Office of Tourism and the National Film Board.

Production:

A new travel film titled *British Columbia — Nature's Masterpiece* was produced in-house in 1980. German, Japanese and French versions of the film have also been produced.

A travel film of sport fishing in the province was in production during the year. It will encompass fishing in all regions and will stress the conservation of ecological aspects of this recreational activity.

Titles produced by the ministry before 1980 include:

Majesty of Water (25 mins.), *Royal Hudson* (8 mins.), *Steelhead River* (12.21 mins.), *Happiness Is* (14 mins.), *Impressions of the Peace* (14 mins.), *Ski Supernatural* (15 mins.), *Atlin* (13 mins.), *The Fraser Canyon* (18 mins.), *Land of the Red Goat* (20 mins.), *Big Game Camera Holiday* (14.13 mins.), *Echoes of Gold* (15 mins.), *The Great Annual Bathtub Race* (13.20 mins.), *Unknown Rockies* (20 mins.), *Vancouver Pacific Celebration* (20 mins.), *If I Didn't See It I Wouldn't Believe It* (18 mins.), *Highways to Splendour* (25 mins.), *Guide to a Salmon* (24 mins.), *Island Eden* (25 mins.), *'Ksan* (28 mins.), *Mirrors to the Sun* (25 mins.), *Because It's Home* (29 mins.), *Highway One* (27 mins.), *The Land Between* (26 mins.), *This is the Place* (25 mins.), *Valley of a Thousand Peaks* (25 mins.), *The Way Back* (45 mins.) and *Sounds of Silence* (24 mins.).

THE 1980 CORPUS
ALMANAC OF CANADA

INFORMATION SERVICES BRANCH

OBJECTIVE: To handle the publicity and public relations for the ministry, and to assist in the promotion of British Columbia as a travel destination.

FUNCTIONS:

- Producing the news releases emanating from the ministry;
- Publishing the tourism British Columbia Newsletter, drafts speeches, messages and reports for the Minister and senior ministry officials;
- Producing the ministry's annual report;
- Producing publications and brochures on the ministry's programs, policies, and projects;
- Producing travel features for the media;
- Liaising and providing editorial and photographic material to travel editors and travel media throughout the world.

FORMATION SERVICES BRANCH

News Releases:

The ministry periodically issued news releases on its plans, policies, programs and projects and on the performance of the travel industry.

Newsletters:

Four Tourism British Columbia newsletters were published in 1980 to supplement the news releases and other material issued by the ministry. The newsletters, geared specifically to the tourist industry, gave in-depth information on the industry's performance and trends and on the ministry's plans, policies, programs and projects.

Tour British Columbia series:

The ministry mailed 44 mini travel stories to all weekly and daily newspapers in the province and other interested individuals or media outlets.

The *Tour British Columbia* series emphasized mini tours of the province.

Travel Features:

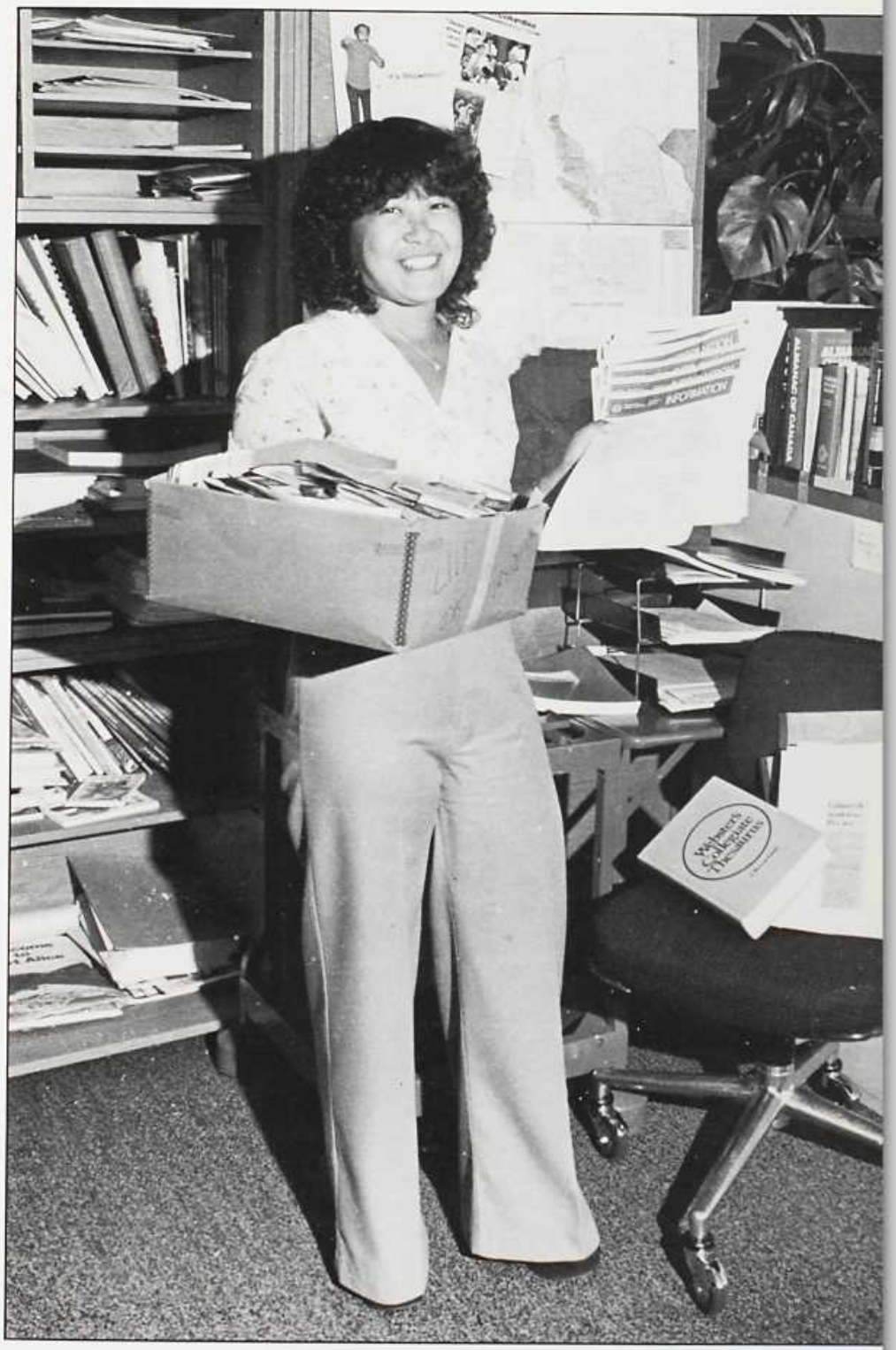
The ministry commissioned free-lance writers to write full-length travel features on various attractions in British Columbia for out-of-province newspapers and magazines. Travel features were also written by staff to meet specific requests from travel and trade publications.

Mail-outs:

Over 100,000 pieces of information/photographs were mailed out during the year. These include news releases, *Tour British Columbia* series, travel features, information packages, individual photographs, etc. This total does not include the Tourism British Columbia newsletter, which is handled by the provincial postal branch.

Computerized mailing lists and other special mailing lists are continually being updated.

ATION
CES
NCH



Canada
Canada
Post

VISITOR SERVICES BRANCH

OBJECTIVE: To meet visitors' expectations and encourage extended visits through the development, upgrading, training and co-ordination of in-province tourist resources and services.

FUNCTIONS:

- Administering the year-round and seasonal information centres;
- Providing travel counsellors on British Columbia Ferries during peak hours in the summer;
- Inspecting and registering tourist accommodation;
- Preparing the *Tourist Accommodation* and *Campground Directory*;
- Counselling accommodation operators on new management techniques and operation standards;
- Liaising with the Ministry of Labor on the Youth Employment Program;
- Recruiting and supervising some 85 seasonal and permanent travel counsellors;
- Providing staff support for out-of-province travel promotions;
- Maintaining, controlling and distributing available industry publications;
- Warehousing and distributing all the ministry's travel literature.

VISITOR SERVICES BRANCH

ACCOMMODATION SERVICES

Accommodation, Inspection, Registration and Counselling:

— Accommodation counsellors visited and inspected more than 2,000 tourist accommodation establishments in 1980.
— More than 1,800 were approved for inclusion in the *Tourist Accommodation and Campground Directory*.
— A number of operators were encouraged to upgrade their establishments.
— All registered and approved establishments were mailed room-rate cards and a certificate of approval for display.

Tourist Accommodation and Campground Directory:

— In 1980, the 55th consecutive issue was published. Some 900,000 copies were mailed to points around the world.

Tourist Information Centres:

— The ministry's 11 information centres were open during the year according to the dictates of visitors' traffic patterns.
— Total enquiries over-the-counter, by phone and by mail exceeded 1,000,000.

Location	*Counter*	*Phone*	*Mail*
Banff	40,403	460	92
Osoyoos	24,108	720	—
Yahk	25,975	56	11
Dawson Creek	10,376	253	4
Mt. Robson	31,269	—	—
Golden	56,219	762	72
Abbotsford	181,351	5,435	102
Vancouver	72,396	69,528	11,880
Victoria	10,110	13,364	74,856
Douglas	207,644	3,534	71
Vancouver Int'l Airport	177,554	6,578	—
	837,425	100,690	87,088
FERRIES			
Horseshoe Bay-Departure Bay	53,884	—	—
Tsawwassen-Swartz Bay	94,815	—	—
	148,699		
TOTALS	986,124	100,690	87,088
GRAND TOTAL	1,173,902		

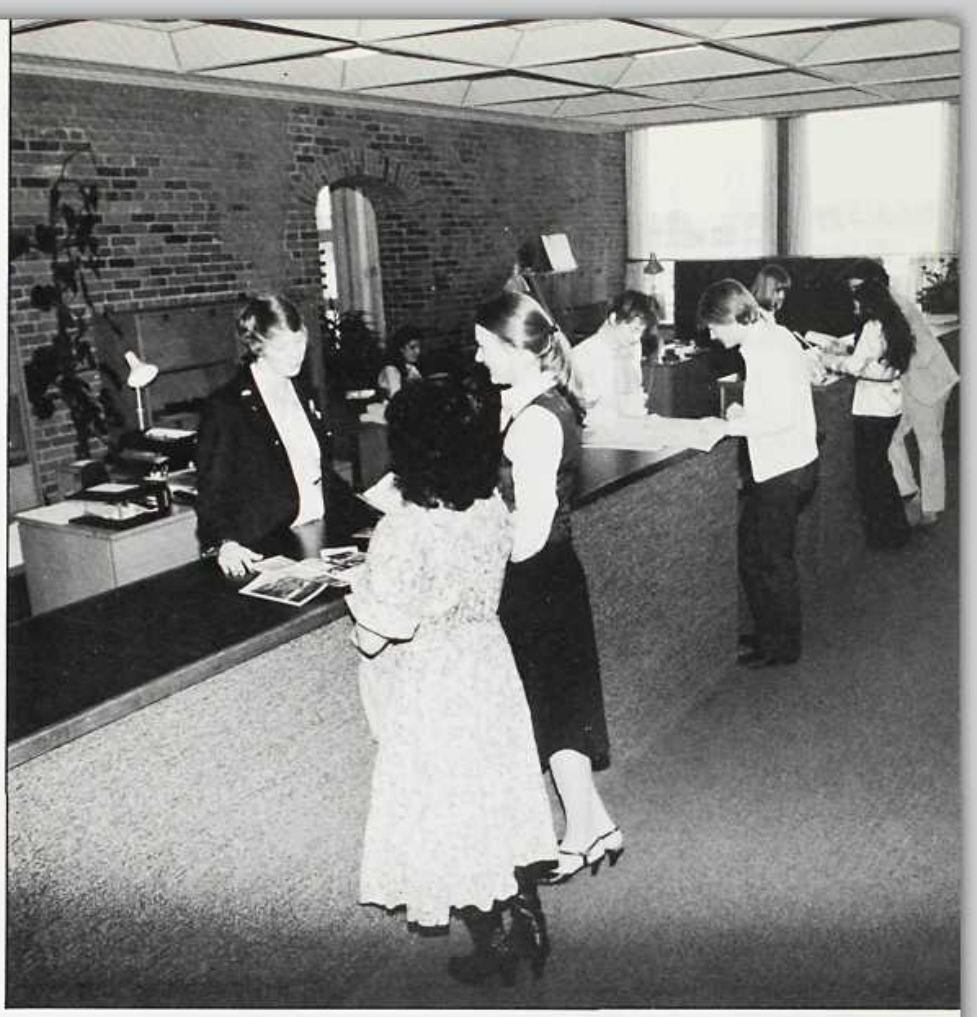
Tourist Alert:

The ministry assisted the RCMP in locating travellers throughout th province, to attend to urgent personal matters, under the Tourist Alert Program.

The ministry provides a list of contacts, names and addresses and phone numbers where the Tourist Alert notices can be posted.

The ministry also produced the red and white logo stickers for the program and distributed them to the contacts.

TOR
CES
NCH



Foreign Currency Exchange Service:

A foreign currency exchange at the Douglas Information Centre is operated in co-operation with Mercury International.

The exchange, operated by the firm, maintains the same hours as the ministry.

Travel Counselling on British Columbia Ferries:

Travel counselling services were offered during peak hours aboard the British Columbia ferries plying between Horseshoe Bay/Departure Bay and Tsawwassen/Swartz Bay, from May 16 till the end of the Labor Day weekend.

Over 140,000 passengers were helped.

INFORMATION MATERIALS

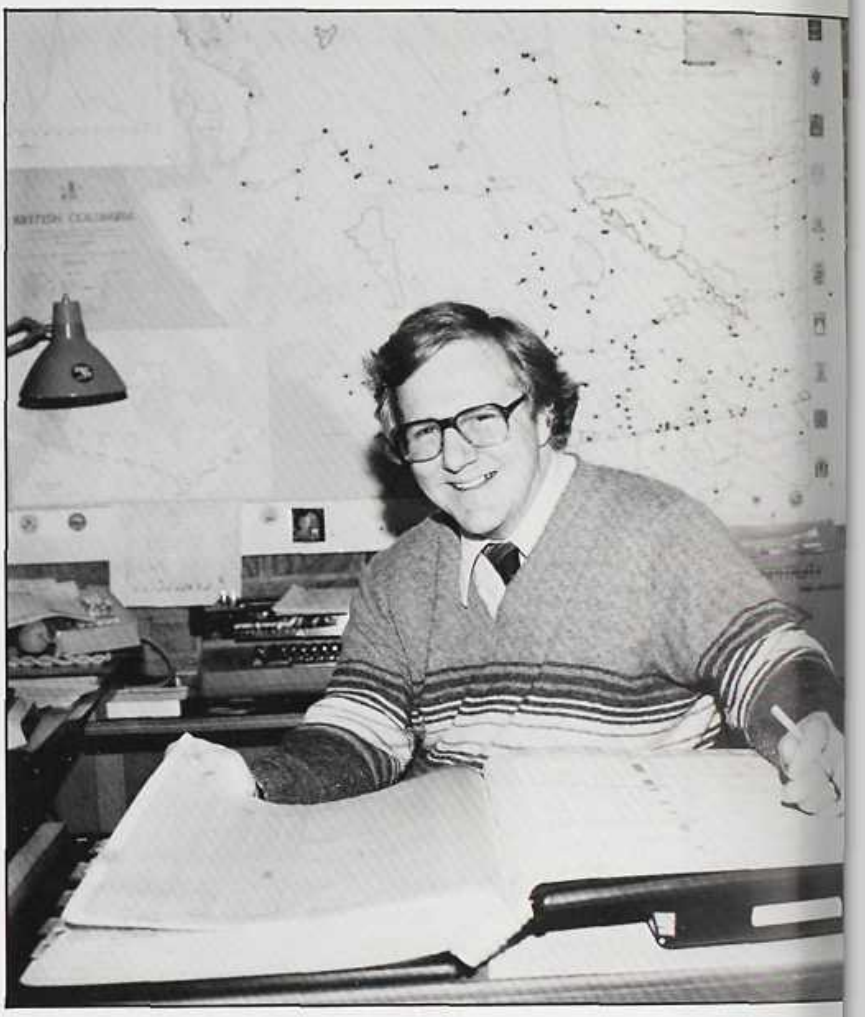
☐ Reference Manual:

A detailed reference manual containing some 70 information sheets is produced to assist the ministry's travel counsellors in aiding visitors.

The manual contains information on a variety of topics, such as blossom times in the Okanagan and Creston valleys, bicycle routes, cruise ship arrivals and recreational vehicle rentals.

As an ongoing training program for Chambers of Commerce participating in the Youth Employment Program, reference manuals and "Did You Know" fact sheets are supplied.

VISITOR SERVICES BRANCH



TOR
CES
NCH

☐ Travel Counsellor Training Manuals:

The ministry prepared a set of seven manuals for travel counsellors attending the Travel Counselling Techniques (Basic) Course. A set covers tourism geography, industries and resources, transportation history, recreation and a resource guide.

☐ Calendar of Events:

This semi-annual publication details attractions and events in nearly every part of the province from art exhibits to sea festivals and winter carnivals.

The Fall/Winter and Spring/Summer calendars have a combined circulation of 440,000.

Brochure Warehousing and Distribution:

To effectively distribute the ministry's brochures and promotional material, three distribution warehouses were operated in Victoria, Burnaby and Seattle.

Weekly stock reports are compiled from each warehouse to maintain control of available literature.

Brochure Distribution on British Columbia Ferries:

The $135,000 subsidy to assist in defraying the cost of the distribution of brochures on British Columbia ferries was continued in 1980.

Some 575 individual brochures representing all aspects of the tourism industry in the province were placed on the ferries.

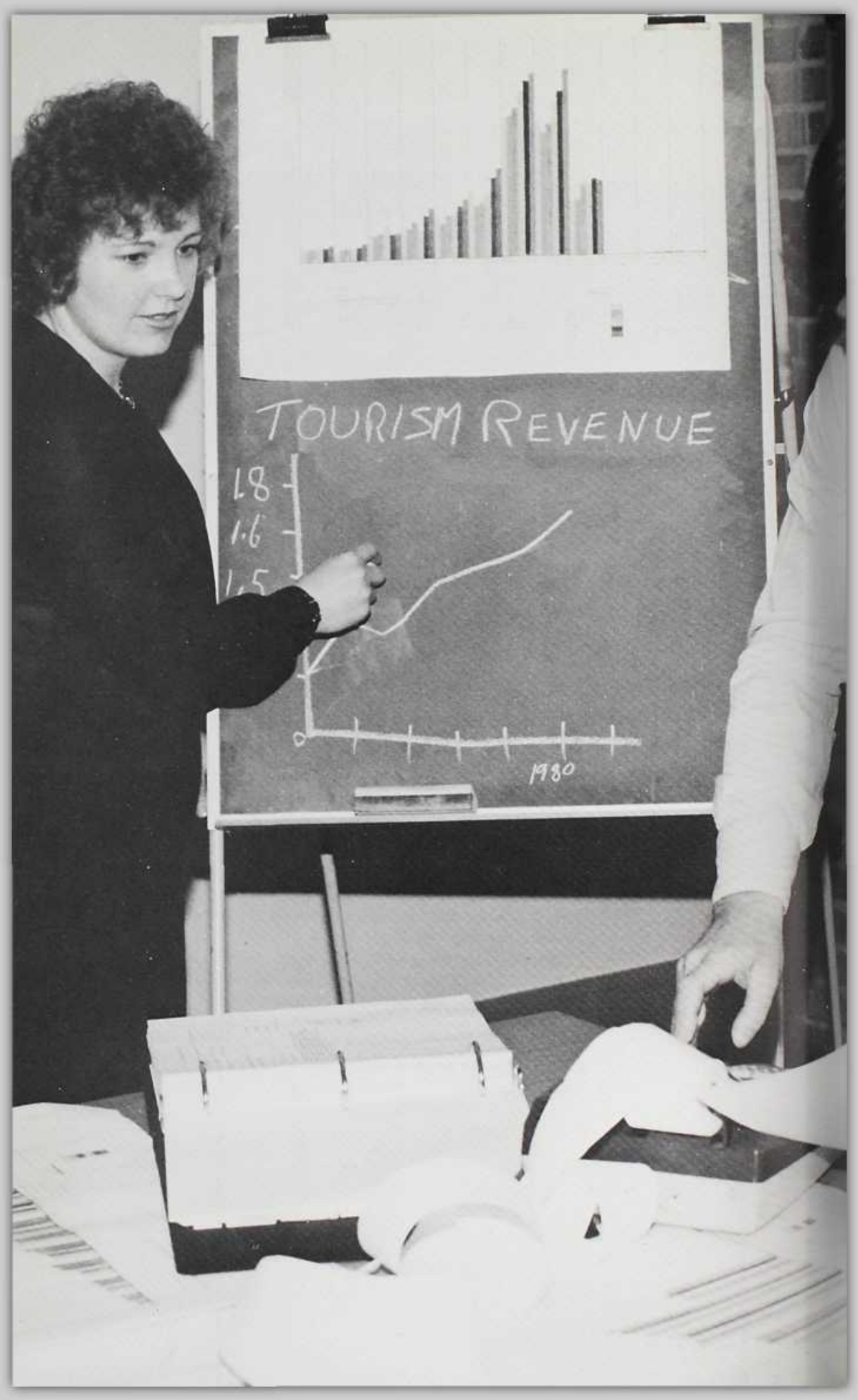
All brochures carried by the ferry fleet were approved by the ministry.

Ministry of Labor Program:

Liaison was maintained with the Ministry of Labor on the annual Youth Employment Program.

This program, which subsidized the wages of certified travel counsellors at local information centres throughout the province, was established in 1979 and continued during 1980.

Monetary assistance was also given to centres where staff attended the Travel Counsellor Techniques (Basic) Course. Allocation for this program in 1979 was $300,000. This was continued in 1980.


TOURISM REVENUE
1.8
1.6
1980

POLICY DEVELOPMENT AND PLANNING BRANCH

OBJECTIVE: To prepare reports on provincial tourism policy, co-ordination of policy papers, monitoring of economic policies and initiatives, program analysis and research.

FUNCTIONS:

- Organizing and co-ordinating the ministry's research programs;
- Undertaking survey and research projects;
- Monitoring monthly performance of the tourism industry through selected indicators;
- Maintaining liaison with the ministry's information offices and tourism associations in compiling regional and sector information;
- Undertaking an annual inventory of tourist accommodation facilities;
- Preparing regular articles and reports on tourism status for public distribution;
- Maintaining a tourism research library;
- Providing assistance to advertising agencies with respect to media, markets and ad testing, and updating the Marketing Plan;
- Participating with federal/provincial agencies to ensure compatible research techniques and results;
- Assisting in the administration of the Travel Industry Development Subsidiary Agreement together with the Ministry of Industry and Small Business and the federal government;
- Representing the ministry in intergovernmental meetings at the provincial level.

POLICY EVELOPMENT AND PLANNING BRANCH

Performance Indicators:

To obtain a concise monitor of the travel industry's performance a system of monthly recordings of 15 selected travel industry statistics has been maintained since 1975.

The monthly indicators include border crossings, air and ferry traffic, hotel and motel occupancies, restaurant sales and information inquiries.

Accommodation Inventory:

Information on some 2,000 accommodation establishments listed in the ministry's annual *Tourist Accommodation and Campgroun Directory* is computerized to produce an inventory of facilities by types and sizes and property turnovers by tourism region and classification.

Tourism Performance Model:

In 1977, a tourism performance model was developed to measur the travel industry's performance.

The model is a useful internal planning tool for determining performance and measuring objectives of programs in addition to producing short-term forecasts based on current trends.

The computer model provides year-end estimates of the number of travellers by mode of transportation, regional distributions with details of within-region tourism activity, and balance of payments estimates.

Tourism Highlights:

Tourism Highlights is an annual statistical report on British Columbia's travel industry.

It details current tourism revenues, market information and the demographic and psychological profiles of travellers to the province.

Data on regional tourism activity is also featured.

British Columbia Skier Survey:

During the 1980 ski season a survey of skiers at 15 destination sk areas located throughout the province was conducted.

The objective was to obtain a measure of the economic impact o the ski industry in British Columbia and to expand the data base to be used for the ministry's winter marketing program.

The survey resulted in demographic and travel characteristics of skiers to British Columbia as well as attitudes and perceptions of these skiers to the province's ski facilities.

Japanese Ski Survey:

A survey of skiers from Japan travelling on tour packages to two major British Columbia ski resorts was conducted during the 1980 ski season.

The objective was to determine demographic and travel characteristics of Japanese skiers to British Columbia as well as attitudes and perceptions of these skiers to the province's ski facilities.

Travel Industry Development Subsidiary Agreement:

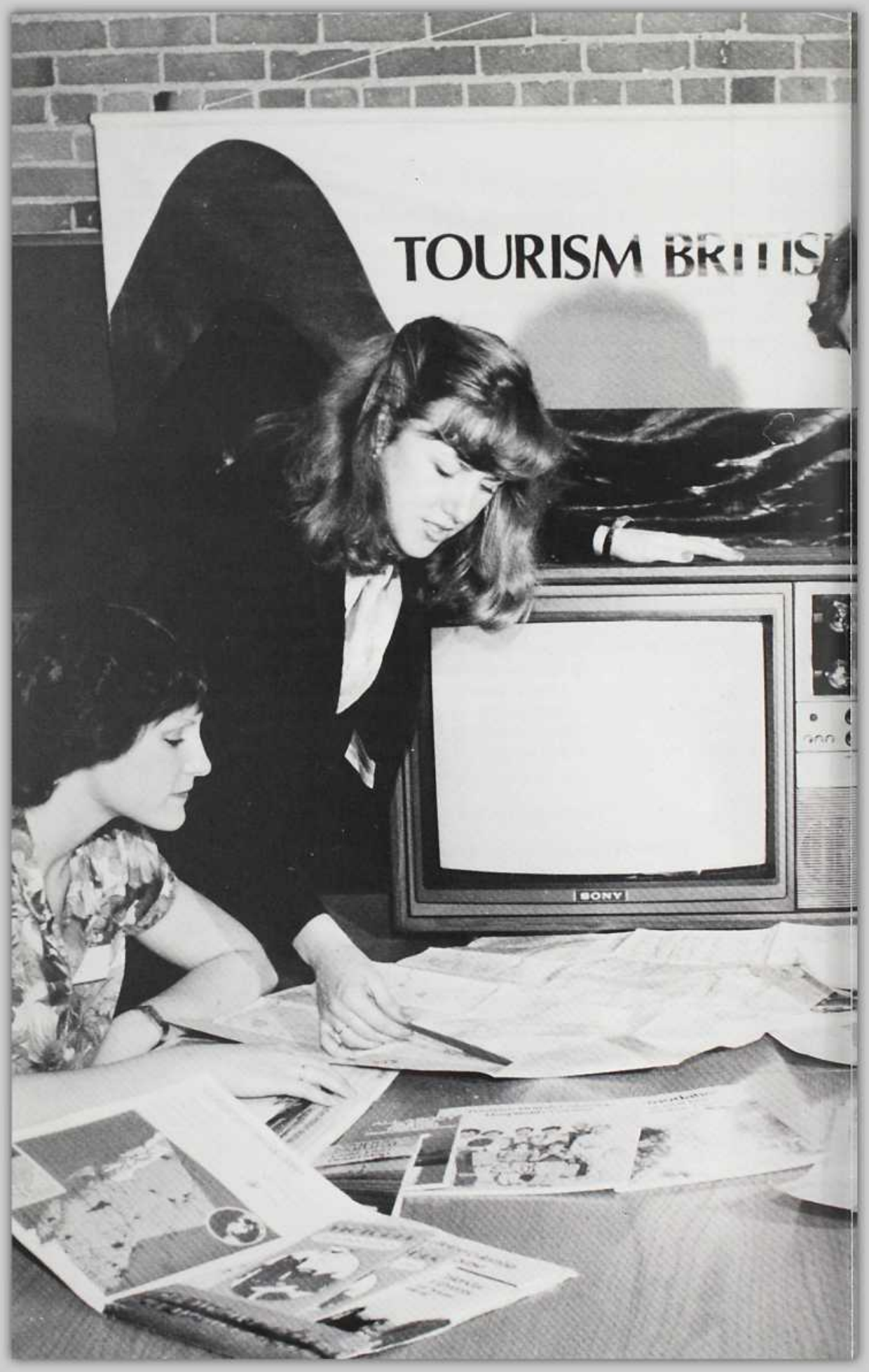
The ministry continued to be involved in policy administration of the five-year, $50-million, federal-provincial Travel Industry Development Subsidiary Agreement designed to stimulate investment in the tourist industry.

The main objectives of TIDSA are: to stimulate and diversify the economy; to create jobs; to improve the balance of payments; and to develop British Columbia's tourism potential.

The agreement covers five program areas: industry studies and planning; industry organization; industry upgrading; travel generators; and skiing development.

There is a technical sub-committee for each program and this committee makes recommendations on applications to the management committee.

The ministry is represented on the five technical sub-committees and on the management committee.


TOURISM
SONY

EDUCATIONAL SERVICES BRANCH

OBJECTIVE: To offer tourism related educational programs to the travel industry.

FUNCTIONS:

- Educating the travel industry on new trends and techniques in management of tourist-related enterprises and in providing efficient and courteous service to visitors;
- Conducting travel counselling courses for travel counsellors employed by the ministry, regional tourism associations, and community travel information centres;
- Conducting the Tourism British Columbia Hospitality Certificate Course for employees in the private sector.

DUCATIONAL SERVICES BRANCH

Travel Counselling Techniques (Basic) Course:

During 1980, 12 courses were offered at community colleges throughout the province.

The 30-hour, five-day course is co-sponsored by the Ministry of Education and is recognized by this ministry as the provincial core curriculum for travel counsellors.

Some 218 persons successfully completed the mandatory course for the ministry's travel counsellors.

Travel Counselling Techniques Correspondence Course:

During 1979 a pilot Travel Counselling Techniques Correspondence Course was introduced and was continued in 1980, with 25 persons successfully completing the course.

Hospitality Certificate Course:

Once again the ministry's Hospitality Certificate Course continued to generate enthusiasm in its fourth year.

This year, the ministry addressed itself more to the needs of the hospitality industry by 'customizing' the course to meet the specialized needs of the individual employers.

Since the course was introduced, some 10,000 tourism-orientated employees have completed the course.

IONAL
RVICES
RANCH

BEAUTIFUL BRITISH COLUMBIA MAGAZINE BRANCH

OBJECTIVE: To ensure that the *Beautiful British Columbia* magazine and other special publications of the ministry reach as many readers as possible throughout the world.

FUNCTIONS:

- Marketing the *Beautiful British Columbia* magazine and the ministry's other special publications;
- Ensuring that subscribers receive their copies of the *Beautiful British Columbia* magazine promptly;
- Distributing the *Beautiful British Columbia* magazine efficiently to wholesalers and agents.

BEAUTIFUL BRITISH COLUMBIA MAGAZINE BRANCH

Marketing:

Some 432,160 copies per issue were published in 1980.

The magazine had 372,839 paid subscribers, up from 355,000 in 1979. Newsstand sales were at 40,000. The remaining copies were distributed as travel publications.

A total of 372,839 copies were distributed in 180 countries.

The school subscription drive was continued in 1980. The fund-raising project paid the schools $1 for every subscription sold.

Over half of the Lions Clubs in the province joined in a subscription drive, under the auspices of the British Columbia Lions Society for Crippled Children, during the Timmy's Telethon with $1 per subscription going towards charity.

Over 7,000 subscriptions to the magazine were sold.

Subscription coupons were also placed in the billing statement envelopes of British Columbia Hydro and Eaton's.

Sales:

Beautiful British Columbia magazine revenues from newsstand sales, subscription sales, and special editions totalled $1,976,486 in 1980.

Special issue sales (1980 only):

— *This is British Columbia*, Volume IV, Recipes Through the Years

Hard Cover	48	] - sold out
Soft Cover	14,421	

— *The Great North:* 3,366 copies
— *Land of the Thompson:* 570 copies (sold out)
— *Okanagan-Similkameen:* 151 copies (sold out)
— *Southeast Corner:* 4,323 copies (sold out)
— *Vancouver Island:* 3,185 copies (sold out)
— *Lower Mainland:* 20,000 copies
— *Cariboo:* 2,552 copies

ADMINISTRATION BRANCH

OBJECTIVE: To provide administrative support services to the ministry and to administer the Regional Contributing Grants Program.

FUNCTIONS:

- Assisting in preparing the ministry's budgetary estimates;
- Assisting in controlling the ministry's accounts and payroll;
- Writing contracts where applicable;
- Liaison with various central agencies on matters pertaining to the ministry;
- Managing the ministry's vehicle fleet;
- Co-ordinating the ministry's requirements for facilities, office space, equipment and supplies;
- Administering the Regional Contributing Grants Program.

MINISTRATION BRANCH

Administrative Services:

During the year, the ministry's administrative needs were handle by this branch while the function of controlling the ministry's accounts and payroll, and responsibilities for personnel services were provided by the Ministry of the Provincial Secretary and Government Services.

Under the ministry's reorganization, these functions will come under the new administration branch.

Regional Contributing Grants Program:

The ministry extended financial assistance to the nine regional tourism associations under the Regional Contributing Grants Program. The total budget for this program is shared by each regio of a fixed percentage basis.

To ensure and encourage maximum private sector support, payments to a region from its share of the budget is made on a 60/40 basis (60 per cent from the ministry and 40 per cent from th association) for a list of items.

In addition, the ministry extended direct grants for certain displays and exhibits used outside the region and for the operatior of community information booths.

ATION
ANCH

OKANAGAN SIMILKAMEEN
TOURIST ASSOCIATION
B.C. YELLOWHEAD 16
TRAVEL ASSOCIATION

SOUTHWESTERN BRITISH COLUMBIA
TOURIST ASSOCIATION
RICHMOND
welcomes
YOU

THOMPSON SHUSWAP
TOURIST ASSOCIATION

Kootenay Country
Kootenay Country

VANCOUVER ISLAND
PUBLICITY BUREAU

HAVE FUN
IN THE
PEACE RIVER
LIARD
HE GRE AT NORTH"
SKA HIGHWAY
SOCIATION