

FOR MORE INFORMATION

RELATED MINISTRIES

Ministry of Tourism, Culture and the Arts

www.gov.bc.ca/tca

Ministry of Healthy Living and Sport

www.gov.bc.ca/hls

USEFUL LINKS

Tourism BC

www.tourismbc.com

Tourism Action Plan

www.tsa.gov.bc.ca/tourism/docs/tourism_action_plan.pdf

BC Arts Council

www.bcartscouncil.ca

Aboriginal Tourism BC

www.aboriginalbc.com

Hello BC

www.hellobc.com

2010 Legacies Now

www.2010legaciesnow.com

Hosting BC

www.hostingbc.ca

Pacific Gateway

www.th.gov.bc.ca/PacificGateway

ActNow BC

www.actnowbc.ca

Leading Edge Endowment Fund

www.leefbc.ca/email/0903e/Beautiful_rural_british_columbia.html

MESSAGE FROM THE PREMIER



British Columbia is internationally known as a tourism destination rich in natural beauty, world-class cultural attractions, and first-class service. As we prepare to host the world for the 2010 Olympic and Paralympic Winter Games, that reputation will only grow, bringing more people to experience the

scenery, culture and heritage of our province. Since 2001 we have more than doubled funding for tourism marketing, and enhanced regional tourism marketing initiatives. Last year, tourism generated \$13.8 billion in economic activity — up 42 per cent from 2002. Tourism employs over 131,000 workers.

We have opened up stunning new facilities, like the convention centres in Penticton, Nanaimo and Vancouver, and the Squamish Lil'wat, Haida and Nk'Mip Desert Cultural Centres.

We're supporting the growth of B.C. arts and culture through investments like the \$150-million BC150 Cultural Fund and \$50 million for a new Vancouver Art Gallery. And we will leverage the opportunity to extend the "B.C. brand" around the world when more than three billion people have the chance to learn about our communities and people in 2010. It's an unparalleled opportunity we will work together to seize.

Honourable Gordon Campbell
Premier of British Columbia

SERVICE BC

(For information on any provincial government service or program)

Monday to Friday: 7:30 a.m. – 5:00 p.m.

Toll-free provincewide: 1 800 663-7867

Telephone device for the deaf (TDD) in B.C.: 1 800 661-8773

WWW.SERVICEBC.GOV.BC.CA

SIGN UP FOR THE PREMIER'S NEWSLETTER:

PREMIERSOFFICE@GOV.BC.CA

SEND YOUR COMMENTS TO:

E-MAIL: PREMIER@GOV.BC.CA

BUILDING THE FUTURE >>

IN TOURISM AND CULTURE



TOURISM, ARTS AND CULTURE

STRENGTHEN OUR ECONOMY,

AND ARE ESSENTIAL TO THE UNIQUE HISTORY

AND HERITAGE THAT DEFINES B.C.



Please Recycle

This product is printed on Productolith Matte paper. By using 10% post-consumer recycled paper for this project, we have achieved the following environmental savings: 1904 litres of water; 56 lbs. of landfill reduced; and 110 lbs. of greenhouse gases reduced.



BRITISH
COLUMBIA

The Best Place on Earth



BRITISH
COLUMBIA

The Best Place on Earth



SUPPORT FOR THE ARTS

The arts are a key pillar of the 2010 Olympic and Paralympic Winter Games, which gives the British Columbia arts community an opportunity to shine on the world stage.

To date, the Province has contributed \$620,000 towards the 2009 and 2010 Cultural Olympiads, the cultural component of the 2010 Winter Games and contributed \$350,000 to the 2008 Cultural Olympiad through the Arts Legacy Fund.

SHOWCASING B.C.'S ABORIGINAL CULTURE

- » The Skwxwú7mesh Lil'wat7úl (Squamish Lil'wat) Cultural Centre is a world-class venue showcasing Squamish and Lil'wat cultures as well as Aboriginal cultures from across B.C. and Canada.
- » The Haida Heritage Centre at Kaay Llnagaay is an internationally-recognized tourism destination celebrating Haida art, culture and traditions. The centre is an integrated series of cedar longhouses connected by walkways and fronted by six totem poles representing historic villages of the southern Haida.
- » The 2010 Aboriginal Pavilion sponsored by Four Host First Nations and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games will use the latest technology to showcase the diversity of Aboriginal art, business, culture and sport from across Canada.

BUILDING WORLD CLASS VENUES

Delegates coming to British Columbia spend money in hotels, restaurants, shops, attractions and leave behind millions of dollars in the local economies every year. They also tend to make return visits. That's why the Province has supported a strong network of conference centres:

- » The expanded Vancouver Convention Centre (VCC) opened in April 2009. Vancouver can now attract larger conferences and compete with larger facilities in North America and around the world. The VCC is the first-ever repeat winner of the International Association of Congress Centres (AIPC) award for "World's Best Convention Centre" (2002 and 2008).
- » The Vancouver Island Conference Centre in historic downtown Nanaimo is the jewel of the new Port of Nanaimo Centre. The centre has 38,000 sq ft of flexible, functional convention and meeting space, including a ballroom that can host up to 1,300 people.
- » The South Okanagan Events Centre brings a new level of entertainment to the region. The 5,000-seat multi-purpose facility connects to the existing Penticton Trade and Convention Centre and is home to the BC Hockey Hall of Fame.

MARKETING THE BEST PLACE ON EARTH

Budget Update 2009 announced an additional \$39 million one-time investment for tourism promotion, in addition to the existing \$65 million tourism marketing and development budget. B.C. has invested \$8 million in six Provincial Gateway Visitor Centres strategically located where most visitors enter the province: Peace Arch border crossing, Vancouver International Airport, Coquihalla (Merritt), Osoyoos, Golden and Mount Robson.

We have invested in a regional innovation chair at Vancouver Island University to support rural tourism, and also provided \$12 million in one-time funding to B.C.'s six tourism regions to enhance their infrastructure and marketing programs.

A BRIGHT FUTURE FOR TOURISM

B.C. hosts many cultural events, such as the Vancouver Country Music Week and the Canadian Country Music Awards September 10-13, 2009. BC Place will host the 2011 Grey Cup game. From January 22 to March 21, the best artists in Canada and around the world will take part in the 2010 Cultural Olympiad. Other events include:

- » Vancouver International Film Festival Oct. 1-16, 2009
- » Okanagan Wine Fest Oct. 1-11, 2009
- » Start of the Olympic Torch Relay Oct. 30, 2009
- » Whistler Film Festival Dec. 3-6, 2009

The Province is supporting a vibrant, thriving tourism and cultural economy that creates jobs and opportunity across B.C., working together to take advantage of economic opportunities presented by the 2010 Olympic and Paralympic Winter Games and other national and international events.

