



WTA applauds bold new tourism plan announced by the NDP

For immediate release (October 31, 2012; Vancouver BC) - The Wilderness Tourism Association of B.C. is applauding Adrian Dix and the NDP's announcement today where they commit to working with the B.C. tourism industry to develop a new operating model for provincial tourism management, having responsibility for marketing, development and the effective integration of provincially funded initiatives.

"We are highly encouraged by Adrian Dix's announcement today and congratulate the NDP on their commitment to tourism, recognizing the importance our marketing and industry development being industry led and formula funded," said Brian Gunn, President of the Wilderness Tourism Association of B.C. "This is exactly what is required to effectively market Super Natural BC to the world, and is a refreshingly logical strategy for one of B.C.'s key employment and revenue generators."

"Effective tourism marketing continues to be one of the biggest challenges for our industry," said Evan Loveless, Executive Director of the WTA. "However this commitment to the B.C. tourism industry outlined in the NDP's press release today will breath much needed fresh air into the industry. The principles embodied in the Provincial Destination Marketing Organization (PDMO) model presented today by Mr. Dix, are the cornerstones to achieve growth and prosperity in our industry. As a province, our competitive advantage will be assured with a new agency that is accountable to the provincial legislature, operating with an industry led board of directors and legislated, performance-based funding.

"As industry officials will tell you, nobody knows how to develop and market British Columbia's tourism interests better than the industry", said Loveless. "This proposed direction by the NDP is precisely what many in the tourism industry have been looking for as it will allow industry operators to once again have a direct say in how our industry is marketed to the world, and we will be accountable for its success or failure. The industry has shown a clear and ongoing commitment in demonstrating leadership on the world stage and with this new model, our expertise, knowledge and vision can be put to work to ensure that B.C. achieves its desired growth targets in all regions and communities of the province."

"B.C. has the opportunity to be a destination tourism marketing leader in an increasingly competitive global tourism marketplace", said Gunn, "and this new and bold model will allow B.C. to fully capitalize on this opportunity. This announcement shows real leadership for our industry and for B.C. Any leader or party that supports an independent and formula funded tourism marketing organization will get the support of the tourism industry"