
NEWS RELEASE

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Ministry of Tourism, Culture and the Arts

‘BC EXPERIENCE’ IN SAN FRANCISCO TO PROMOTE TOURISM

VICTORIA – One of the most popular activities during the Vancouver 2010 Olympic and Paralympic Winter Games is heading to San Francisco as part of an exciting tourism marketing campaign, announced Kevin Krueger, Minister of Tourism, Culture and the Arts.

From April 8 to 18, a 183-metre (600-foot) zipline will be set-up in Embarcadero Square in San Francisco as part of the BC Experience showcase. The showcase will feature the Whistler-based Ziptrek Ecotours zipline, free public dance performances by the Le-La-La Dancers – a world-renowned Aboriginal dance group – an interactive video display featuring videos and beautiful images of B.C., a 3-D art installation and an updated version of the “You Gotta Be Here” advertising campaign in subway stations throughout the city.

“We’ve just finished hosting the largest and most successful celebrations in the world and the zipline in Robson Square was obviously one of the most popular public activities during the Vancouver 2010 Olympic and Paralympic Winter Games,” said Krueger. “We want to bring that excitement to San Francisco, a city that is one of our key markets for attracting new travellers, to show people the diverse range of travel experiences they can find in B.C. and invite them to visit.”

The Canadian Tourism Commission is also hosting their annual US Media Marketplace in San Francisco April 12-14, at which over 150 US-based travel writers and editors will meet with Canadian tourism representatives.

To help launch the BC Experience, two gold-medal winning Olympians, Canadian ski cross racer Ashleigh McIvor and US speed skater Shani Davis, will be among the first to try the zipline and participate in a public autograph signing.

As a result of the Olympic marketing campaign, the number of Americans in the target demographic considering a leisure trip to B.C. has nearly doubled. This increase represents nearly nine million more potential U.S. visitors. Approximately 14 per cent of US visitors to B.C. come from California.

The BC Experience is part of a post-Olympic North American consumer marketing campaign that will use online advertising, social media and search marketing to reach potential visitors. The campaign will reach out to consumers who have already expressed interest in travel to B.C., and present customized offers based on their interests.

The campaign will focus on a range of experiences, including golf, food and wine, and outdoor adventure to create a greater depth of interest in experiencing B.C.'s tourism products.

For more information on B.C. tourism opportunities, please visit www.HelloBC.com.

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