

# HERITAGE TOURISM ALLIANCE BRITISH COLUMBIA



**The Heritage Tourism Alliance of BC** is a province wide initiative to position history and heritage as an essential experience in any British Columbia vacation. The HTA is working with its industry partners to increase traffic/visitation to facilities, locations and experiences that feature British Columbia's history and heritage.

The Heritage Tourism Alliance of BC was established in 2007 to develop a marketing strategy for the heritage sector. This strategy is available online as a PDF at:

<http://bcheritage.ca/EBCHeritageMarketPlan.doc>.

**Key Strategies** of the plan include:

- Raise awareness of British Columbia's history and heritage sector product among key target groups
- Make it easier and more convenient for potential visitors to source/find and "buy" the sector's products and services
- Facilitate sector efforts to ensure heritage products and experiences meet visitor expectations
- Support sector member efforts to make it easier for them to operate successfully and more confidently in their local community

**Key Tactics** that have been initiated include:

- Develop a Travel Media Campaign for each of the 6 Tourism BC regions of the Province. Picked up by Global TV's BC Getaways in summer 2008 television segments on Global Television's Morning TV plus articles ran in the travel section of the Province and the Sun.

- Engaged professional photographer to develop database of thousands of images for HTA and Tourism BC's Image Bank profiling heritage travel experiences in BC.
- Increase and improve BC heritage tourism presence online through Hello BC, blogging, social networking and creation of an HTA website: [www.timetravelbc.com](http://www.timetravelbc.com)
- Development of sector capacity through delivery of training programs (Tourism Business Essentials) and conference participation

**Benefits to Your Organization:**

- Increased revenues from tourists
- Strengthened culture and heritage organizations with wider audience
- Opportunities to partner in co-operative marketing programs
- Increased presence on the web and access to travel media
- A stronger more coordinated voice for heritage tourism in the province

The HTA working committee includes representation from the BC Museums Association, Heritage BC, The Ministry of Tourism, Culture and Arts, The Land Conservancy of BC, the Alliance of BC National Historic Sites, the Business Improvement Areas of BC, Parks Canada, independent heritage operators and Tourism British Columbia.

**For more information contact:**

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