



BC Wine Institute: Wine & Culinary Tourism
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WINES OF
BRITISH COLUMBIA

Background

- BCWI represents all wineries of British Columbia
- BCWI able to provide the critical mass to engage and drive forward the wine tourism industry in the province
- BCWI integrated with the accommodations, culinary, agri-tourism, etc. operators through partnerships



Significant Driver in all Wine Regions in the Country

\$9.0 BILLION

Canada	\$9.0 Billion
4.3 Billion	Ontario
2.8 Billion	British Columbia
1.1 Billion	Quebec
225 Million	Nova Scotia
421 Million	Other



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Total BC Economic Impact

\$2.8 BILLION

ECONOMIC IMPACT

in business revenue, jobs, tourism and taxes.



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BC Wine Tourism

\$602M

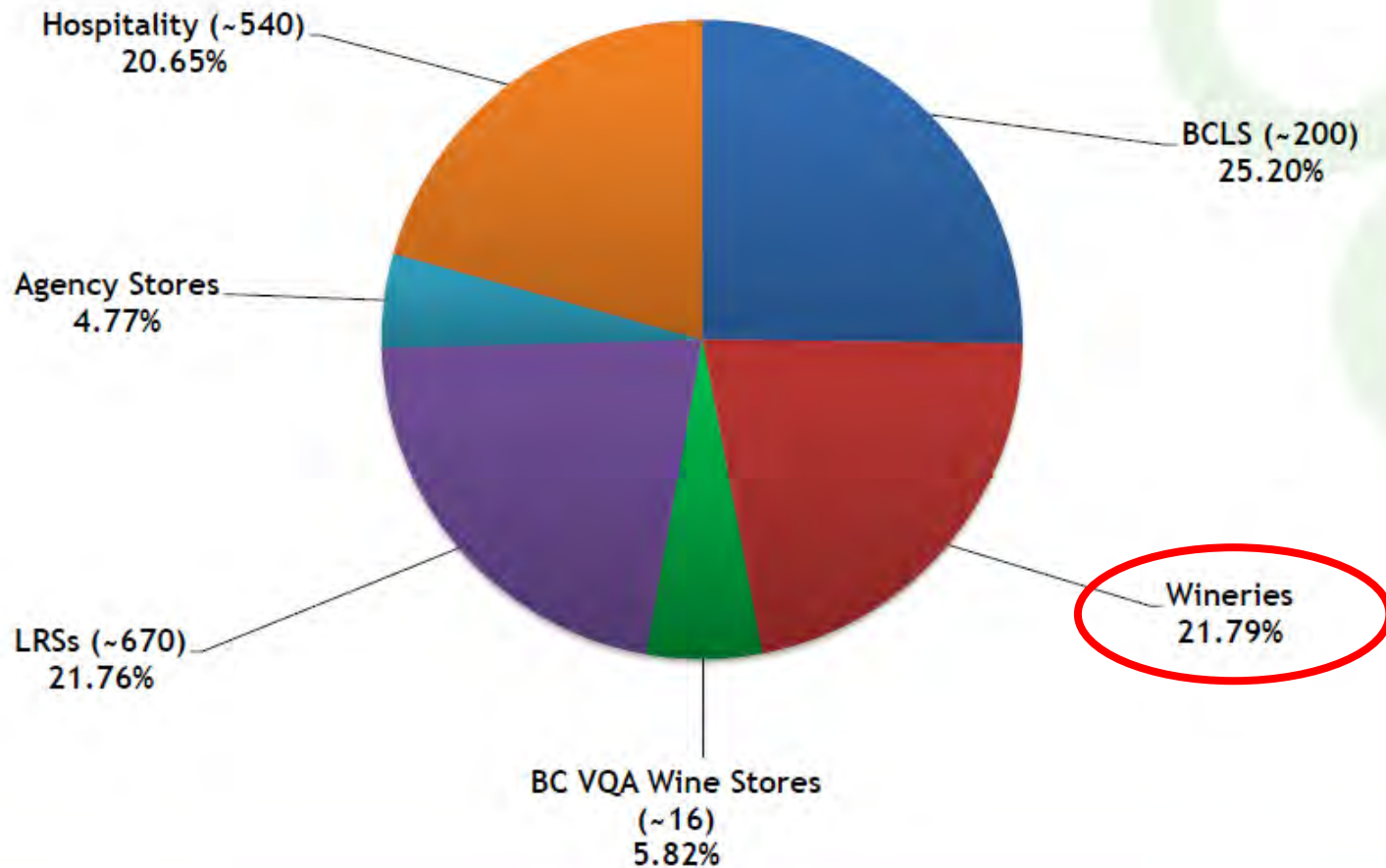
In tourism revenue and employment revenue.

Over **1,000,000 visitors** annually.



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BC VQA Litre Sales by Channel (in BC)
R12 period ending 2017 P9 (December 2016)



Impact of Tourism on the Purchase of BC Wines

- The vast majority of wine consumers have visited a BC winery at least once (84%), with many who have visited in the past year (39%)
- Nearly every wine consumer who has visited a BC winery has purchased at least one bottle during their trip (an average of 8.5 bottles)
- A notable 80% say, after they returned home from a winery visit during their trip, they purchased a BC Wine made by that winery





Vancouver



VANCOUVER ISLAND

- Black Creek
- Courtenay/Comox
- Alberni Valley
- Parksville
- Cowichan Valley
- Nanaimo
- Saanich Peninsula
- Victoria
- Sooke



GULF ISLANDS

- Salt Spring Island
- Saturna Island
- Thetis Island
- Hornby Island
- Quadra Island



FRASER VALLEY

- Vancouver
- Richmond
- Delta
- New Westminster
- Surrey
- Pitt Meadows
- Langley
- Abbotsford/Aldergrove
- Dewdney
- Lillooet



SIMILKAMEEN VALLEY

- Keremeos
- Cawston



OKANAGAN VALLEY

- Lake Country/Okanagan Centre
- Kelowna
- West Kelowna
- Peachland
- Summerland
- Naramata
- Penticton
- Kaleden
- Okanagan Falls
- Oliver
- Osoyoos



EMERGING REGIONS

- Shuswap
- North Okanagan
- Thompson-Nicola
- West Kootenays

OUR BRAND PILLARS

The pillars are our foundation on which to build the Wines of British Columbia Brand, they enable us to make an emotional connection with the consumer. They express how we see ourselves and how we want others to think of us.

Place

Consumers can share PRIDE in what British Columbia is producing for them and they will want to support local (even if they're outside British Columbia) knowing they are getting great quality.

Place also speaks to the EXPERIENCE of visiting British Columbia Wine Country, the diverse terrior and lush renowned wine producing regions.

Our brand communications should always paint a vivid picture of the "place" we represent, sharing the experience of the Wine Regions of British Columbia.



Product

Wines of British Columbia is BC VQA wine. We will continue to educate and promote to consumers that they can TRUST that BC VQA wine is 100% British Columbia grapes and will have no faults.

People

Consumers want to know where the wine comes from, the face behind the bottle, the real people that make the wine and are excited to share their passion. They want to feel a CONNECTION and build a RELATIONSHIP.

These three brand pillars combine to make Wines of British Columbia distinct. Each pillar is vital to the success and strength of our brand.

Brand Blueprint

Wines of British Columbia

Brand Essence

Personality:

Vibrant
Innovative
Approachable
Confident

Brand
Promise:

***Wines of British Columbia are an
authentic expression of BC's
spectacular and unique wine regions.***

Pillars:

Product:

BC VQA; 100%
BC grapes with
no faults

Place:

BC wine country,
regions &
community -
diverse, lush,
renowned

People:

Winemakers,
growers, locals &
enthusiasts excited
to share their
passion



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Situation Analysis

- Baseline of Wine & Culinary Tourism activities taking place
- BC's Wine & Culinary Tourism sector now has an opportunity to capture the growing interest, optimize its potential



Situation Analysis

- To identify, attract & keep the ‘right’ visitors returning to BC’s wine tourism regions, it will be important to provide compelling reasons
- To develop into a leading wine destination, its wine tourism sector needs education



BC Wine & Culinary Tourism

- Wine & Culinary Tourism (WCT) strategy is designed to support all regions in the province, from the established to the emerging
- Distinct strategies and tactics will be used to promote the various regions as appropriate



Defining Wine & Culinary Tourism

- A tourist is anyone who travels at least 50km for the purpose of a leisure trip - includes both day-trip & as overnight visits
- Wine tourism is visiting wineries (breweries or distilleries) for the purpose of tasting and/or buying wine



Defining Wine & Culinary Tourism

- Wine touring can be:
 - Focused, where a number of different wineries are visited as the focus of at least one day of a trip
 - Casual, where a winery or two is visited as part of a different trip



Defining Wine & Culinary Tourism

Culinary tourism is harder to define:

- Initially, and for the purpose of this strategy, culinary tourism includes:
 - Restaurants attached to wineries, breweries and distilleries
 - Locally grown or foraged food, for sale by the producer
 - Dining in locally-focused restaurants - a sense of place by serving local foods



Common Theme

- People are looking for moments and memories
- Taking home special moments and memories of their experiences - meeting a farmer or a winemaker
- Stories fuel advocacy for the whole province





Thank you.



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