



CASE STUDY

# HelloBC.com Destination Management System

The Destination Management System (DMS) and the HelloBC.com website are helping Tourism British Columbia achieve its mandate to position British Columbia as a preferred vacation destination and increase tourism in the Province.

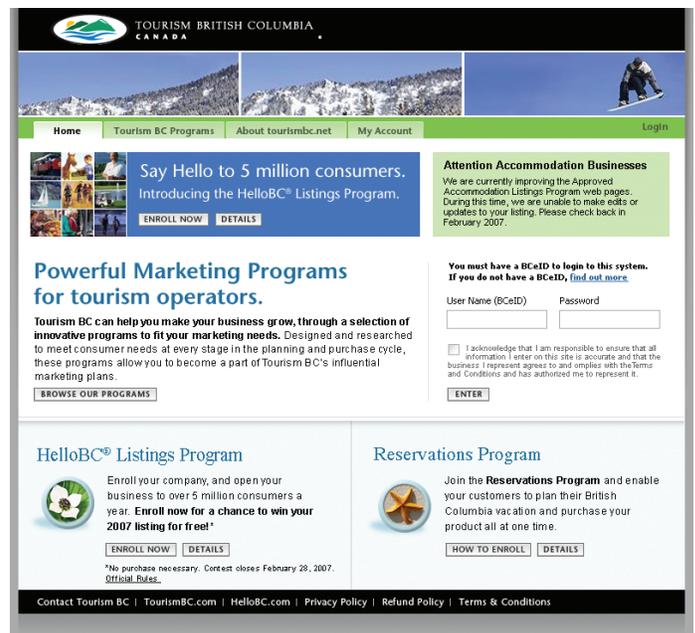
Having a solid technology platform in place allowed British Columbia to capitalize on being in the international spotlight during the 2010 Winter Olympic Games.

The DMS system allows Tourism British Columbia to manage all of their Travel information and Tourism Product Information, and provide accurate publication of that information through multiple channels including print material and the HelloBC website.

## THE CHALLENGE

In recent years, consumers had significantly changed the manner in which they accessed ideas and information to plan travel and holidays. Through improved technology, consumers were now very much in control of the planning and purchase process. They could choose from a variety of delivery vehicles such as websites, call centres, visitor information centres and printed publications. For British Columbia's tourism industry to maintain its competitive position and gain market share, TBC needed to meet consumers' needs by providing comprehensive information on all tourism products and destinations.

TBC faced several key challenges. Destination Information was developed and updated by internal staff on an as-needed basis to meet specific publishing requirements. There was little technological support for its management,



which resulted in inefficiencies and duplication of effort. There were inconsistencies and inaccuracies in content, and processes were manual and labour-intensive. Tourism Product Information (accommodations, attractions, activities and events) was gathered manually and the process for updating this information was cumbersome. In addition, the primary channels used to deliver this information to trip-planners were printed brochures, a call

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centre, and visitor information centres located throughout the Province. Yet as more and more trip-planners were adopting the internet as their primary source for travel information, it became clear that Tourism BC's needed a world-class web presence to showcase the beauty of "Super Natural British Columbia". The current static website had limited travel and tourism product information, and did not employ any type of content management system, so updates were manual and time consuming.

Tourism BC was looking for an enterprise-class Destination Management Solution (DMS) that would allow it to centrally manage all travel and tourism product information, as well as managing the tourism provider enrolments in various Tourism BC marketing programs. The new HelloBC website would need to present information stored in DMS, and would need to include a robust content management system.

### THE T4G SOLUTION

T4G's *MyTravelHost* platform was chosen by Tourism BC as the foundation for the DMS. Working closely with TBC business and IT teams, T4G has built the systems that are helping TBC achieve its mandate.

### ABOUT DMS

DMS is a complete Enterprise Information Management solution customized for Destination Management Organizations (DMOs). It handles the storage and management of information about tourism companies, contacts and products. It provides the ability for a DMO to rapidly create and bring to market new campaigns and programs targeted at the tourism industry. DMS features include:

- **Centralized Data Repository** for the storage and management of information about tourism companies, contacts and products.
- **Program Management Engine** for the administration and provisioning of marketing campaigns and other programs (without any additional programming).

- **Ecommerce** functionality for calculating charges and processing transactions which may be associated with participation in these campaigns and programs.
- **Supplier Extranet** provides self-service for tourism operators to update product and services info.
- **Automated Workflows** to control information approval and CRM that are fully-integrated and extensible.
- **Service Oriented Architecture (SOA) Hub** for integration of this information with 3rd-party systems such as accounting and publishing. This also allows information from DMS to be distributed via multiple channels.

### ABOUT HELLOBC

The primary channel for presenting the travel & tourism information stored in DMS to consumers is through the HelloBC website ([www.hellobc.com](http://www.hellobc.com)). T4G built the initial hellobc.com website using Microsoft Content Management Server, Commerce Server and custom T4G IP, and the website content is easily managed by TBC business staff. T4G built a robust framework to accommodate modular additions over time. Since its initial delivery, the HelloBC project has undergone many major functional releases. Some of the functionality added includes:

- Content Syndication across multiple site instances (UK, Australia, Asia)
- Multilingual support
- Custom publishing workflows
- User generated content (Blogs and contests)
- Reusable content management extensions
- Integration with web frameworks (such as Flickr.com)
- Analytics and reporting
- Mapping services

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