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## *Company Profile*

**GoBC Arts & Cultural Tourism Inc.** is an independent business owned by its founders, Wolfgang and Sibylle Zilker, and located in Victoria, BC.

### **Mission and Goals**

Concerned about BC's reliance on resource exploration and the accompanying cost to the environment, and recognizing the need for an economic alternative for BC communities, Wolfgang and Sibylle Zilker founded "GoBC Arts and Cultural Tourism, Inc." Their goal is to contribute to the growth of a sustainable tourism industry in BC. GoBC created a comprehensive culture and tourism website focusing on BC's vibrant arts community, along with information about communities and areas, and listings by tour providers and accommodations.

GoBC's continuing growth is intrinsically linked to Wolfgang and Sibylle's commitment to art, culture, and conservation. Profiles by over 900 talented BC artists and artisans, along with studio tours, performances and festivals create compelling content and put communities on the map. Complete with nearly 800 attractions and accommodations, GoBC is a treasure chest for locals and visitors alike.

### **Business Model**

GoBC's inclusive approach and creative marketing concept creates a mutual benefit to businesses and the arts. Artists post their profiles on GoBC at no cost, thereby creating original and current content. Festivals and cultural event listings are also offered at no cost. Businesses, including tour providers and accommodations, list with GoBC for an annual fee. GoBC does not receive any external funding, and is independent of government.

### **Marketing**

GoBC uses search engine optimization to bring traffic to the website. Information is offered in English and German. The site does not post advertisements. Links to additional online resources ensure that site visitors are shown the best of BC. GoBC also partners with artists and community groups to attract tourists and out-of-town visitors to events.

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### **Contact Information:**

Go BC Arts & Cultural Tourism Inc.  
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Email: [info@gobc.ca](mailto:info@gobc.ca)



**GoBC Arts & Cultural Tourism Inc.**  
-British Columbia Travel & Tourism,  
British Columbia Accommodations

### **Owners and Founders:**

Wolfgang and Sibylle Zilker

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### **What's on www.GoBC.ca:**

- 500 businesses
- 1000 artists
- 275 attractions, including Heritage Sites, National Parks, Points of Interest, Protected Areas, Provincial Parks, Regional Parks and Tourist Attractions
- Events in BC communities
- Maps and travel tips

Languages: information on GoBC is available in English and German

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### **Cost for Listings:**

**Free for artists, museums, theatre, musicians, and free events listings**

### **Business Listings:**

\$ 149 first year, taxes included, includes translation into German

\$ 119 for consecutive years

GoBC does not offer online reservations and therefore does not charge any commissions.

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## **The GoBC Team**

### ***Sibylle Zilker***

Co-founder and co-owner Sibylle Zilker looks after client relations and content development, as well as the accounting and administration. She is trained as an accountant and experienced in the import and export industry. Sibylle not only keeps GoBC on track, she also contributes her skills as a volunteer for arts and environmental organizations.

When she's not working on GoBC, Sibylle enjoys music, gardening and yoga, and being a mother of three. "Building GoBC has been incredibly rewarding. I love to hear from our customers and the artists who list with GoBC. Their stories and experiences keep me focused on GoBC's purpose."

### ***Wolfgang Zilker***

Co-founder and co-owner Wolfgang Zilker is the techie who maintains the state-of-the-art system that powers GoBC, and keeps GoBC front and centre in online search engines. Wolfgang has more than 25 years experience in IT and specializes in internet and intranet database applications. Prior to moving to Canada, Wolfgang owned an IT company in Germany for 15 years. In 1999, Wolfgang founded VSIP Consulting Inc. and created the powerful content management and e-commerce system which now powers GoBC, and many of VSIP's customers' websites.

Given half a chance, Wolfgang escapes to his remote cabin in the Chilcotin - prove that he can live without internet access.

### ***Mario Gedicke***

As GoBC's as Sales and Marketing Representative, Mario's brings extensive experience in tourism and hospitality to GoBC. He is also available to advise artists and clients on marketing and promotions for their businesses.

Mario trained as Hotel and Restaurant Manager at one of Germany's most prestigious five-star international hotels. He also worked for Royal Caribbean Cruise Lines. Mario met the love-of-his-life in beautiful BC. Now a proud father, his young family makes Victoria their home. Mario enjoys sailing the Gulf Islands, gourmet food and BC's diversity and abundance of recreational activities.

"There is always something new out there to discover. Working with GoBC has been an exciting opportunity to meet new people who enjoy what they are doing."