



Tourism
Vancouver
Island

Marketing Calendar

April 2014 to March 2015



Right on track in 2014/2015

Table of Contents

Welcome to the 2014/2015 Marketing Calendar! _____	4
Explorer Quotient _____	5
Advertising Program - Overview _____	6
Consumer Show Program _____	7
Travel Trade Program _____	8
Media Relations Program _____	10
Advertising Opportunities _____	11
2014/2015 Programs _____	11
In-House Publications _____	12
Online & Distribution Programs _____	14
Tourism Vancouver Island Events _____	17
Staff Directory _____	18

Welcome to the 2014/2015 Marketing Calendar!

This guide summarizes the 2014/2015 Tourism Vancouver Island marketing plan. We will provide you with a breakdown of who we are and what we do, our key markets and what opportunities are available to our Vancouver Island stakeholders.

Our Marketing Plan is always considered a work in progress with additional exciting programs being developed and added as the opportunities present themselves. All programs are subject to change throughout the year based on participation and uncontrollable circumstances in the industry. Please keep in mind that this document should only be used for general planning purposes. Feel free to contact us with any questions or suggestions you may have while planning your marketing year ahead. We look forward to working with you to make this year a success!

Who we are and what we do

Tourism Vancouver Island has been bringing valuable and innovative marketing opportunities to tourism companies in the Vancouver Island region since 1962. We are one of six regional destination marketing organizations within British Columbia and represent Vancouver Island, Victoria and the Gulf Islands. Tourism Vancouver Island is able to provide Stakeholders with valuable initiatives through an annual budget provided by the Provincial Government. Tourism Vancouver Island is, however, a not-for-profit organization governed through an independent elected Board of Directors who represent tourism businesses and organizations dedicated to promoting Vancouver Island as a unique and desirable year-round destination.

Vision

“The Vancouver Island Region will be internationally recognized as a preferred travel and getaway destination.”

Mission

“To increase the economic benefits that flow from tourism to the Vancouver Island Region.”

With marketing, media relations, travel trade, industry services and distribution departments, the Tourism Vancouver Island team develops and distributes successful tourism marketing programs that motivate travelers to visit our beautiful region.

We market our region to North America through our regional publications and advertising initiatives. We also work closely with Community Destination Marketing Organizations throughout the Vancouver Island region to support their development and marketing efforts.

Explorer Quotient™

“If you’re ready to put the customer at the centre of your marketing approach, then EQ can narrow your campaign focus down to the target audience that’s most interested in your message or product. It creates a profile of your customer and gives you a common language when it comes to talking about your best prospects, planning campaigns, building marketing communications, buying media and delivering the products consumers are most likely to buy.

EQ is one of the most innovative market segmentation tools to come from the science of psychographics, an evolution of the traditional field of demographics. Instead of defining people based on age, income, gender, family status, or education level—all of which is valuable information—psychographics looks deeper at people’s personal beliefs, social values, and view of the world. It’s a major leap forward because these factors are what drive real people to seek out certain types of experiences.” - Canadian Tourism Commission

Tourism Vancouver Island has identified 3 traveler types for Vancouver Island

The Authentic Experienter

The Cultural Explorer

The Free Spirit

What can this tool do for you?

- ⇒ Understand your current and prospective customers.
- ⇒ Enrich your tourism product development.
- ⇒ Market your business better.
- ⇒ Increase sales results.

We can help you identify your customer type.



Here are some free tools to get you started:

- ⇒ Using the EQ Toolkit overview
- ⇒ Determine Your Best Customer Using EQ
- ⇒ Fine-tune Your Product Using EQ
- ⇒ Describe Your Experience Using EQ
- ⇒ Assess and Choose Imagery Using EQ



Visit: <http://en-corporate.canada.travel/resources-industry/tools>

Advertising Program

Overview

Throughout the year, Tourism Vancouver Island offers a selection of co-operative print advertising opportunities, through our Tourism Partners Program, via a variety of media outlets providing print, radio, television and web opportunities.

Rationale

All Tourism Vancouver Island co-operative advertising projects include a regional sell, which is generally comprised of an editorial feature, including beautiful imagery on a particular product or region focused toward the readers. This regional sell is coupled with co-operative advertising from you, a call to action and our motivating message to the reader enticing them to consider traveling to the beautiful Vancouver Island region.

Tourism Vancouver Island also places support advertising (containing no Tourism Partner advertising) in various related publications throughout the year that generate a large number of inquiries to our office and through our website that we fulfill with our in-house publication distribution program.

Our primary target markets are:

- **Canada:** BC (Lower Mainland & Vancouver Island) and Alberta

E-marketing Opportunities

As of April 1, 2009, Tourism Vancouver Island's consumer website, which was designed to attract and inform travelers and Stakeholders about the pristine possibilities found on Vancouver Island, was redirected to www.hellobc.com/VI and maintained solely by Tourism BC.

Stakeholders wanting to stay informed about upcoming advertising opportunities, industry events, research findings and information sessions can stay connected through www.TourismVi.ca, our Industry Services twitter account [@TVIIndustryNews](https://twitter.com/TVIIndustryNews) or by subscribing to our Stakeholder E-Newsletter and Stakeholder Opportunities contact list.

A number of online campaigns are still available with more possibilities constantly emerging. These opportunities include:

- Monthly Specials - Available only to Vacation Guide advertisers
- islandMOMENTS - Bi-monthly newsletter
- Virtual Guide licenses (providing you with the opportunity to have your regional guide available for viewing online) - annually
- Vacation Guide & Outdoor Guide microsites

Consumer Show Program

In the coming fiscal year, Tourism Vancouver Island will be exhibiting at 6 travel, home & garden and RV shows throughout North America. We strive to build a strong community presence at each of these shows.

Rationale

Consumer shows have always been a part of the marketing plan for Tourism Vancouver Island. Research and feedback has proven how valuable it is that we keep building awareness of the diversity of our product in our region by attending these shows. The shows we attend are chosen through stakeholder and industry feedback and interest.

Consumer Show Schedule

Show	Location	Attendance	2015 Dates
Florida RV Supershow	Tampa, FL	50,700	January
Santa Clara Travel & Adventure Show	Santa Clara, CA	13,000	January
LA Times Travel Show	Los Angeles, CA	20,000	February
Northwest Flower & Garden Show	Seattle, WA	80,000	February
Calgary Home & Garden Show	Calgary, AB	61,644	February
Edmonton Home & Garden Show	Edmonton, AB	58,852	March



Travel Trade Program

Tourism Vancouver Island's travel trade plan includes tactical strategies for the North American and international tour operator market.

Rationale

Attendance at trade shows allows Tourism Vancouver Island to continue to encourage international and North American tour operators to include product from all areas of the Vancouver Island region in their tour packages. We encourage operators to include circle tour routes and new product in their itineraries, contributing to increased overnight stays in the region.

Target Markets

- North America
- Europe—Germany, Netherlands, United Kingdom
- Asia/Pacific - Australia, New Zealand, Japan

Marketing Strategy Highlights

Tourism Vancouver Island attends a number of travel trade marketplace events each year, aimed at developing relationships with tour operators, wholesalers and receptive tour operators to encourage visitation to the region and inclusion into their tour packages. Following are the trade shows that Tourism Vancouver Island plans to attend in the 2014/2015 year.

Sales Calls

The Travel Trade team conducts yearly sales calls to key receptive tour operators in Vancouver and bi-yearly sales calls to key receptive operators in Alberta and Ontario. In addition, following are trade shows our team attends each year, meeting with international tour operators.

Trade Show	Date	Market
Rendez-vous Canada	Spring 2014	International wholesalers, tour operators
TAP Dance	Summer 2014	North American group travel
Canada's West Marketplace	Winter 2014	International wholesalers, tour operators
GoWest Summit	Winter 2015	International wholesalers, tour operators
National Tour Association	Winter 2015	North American group travel

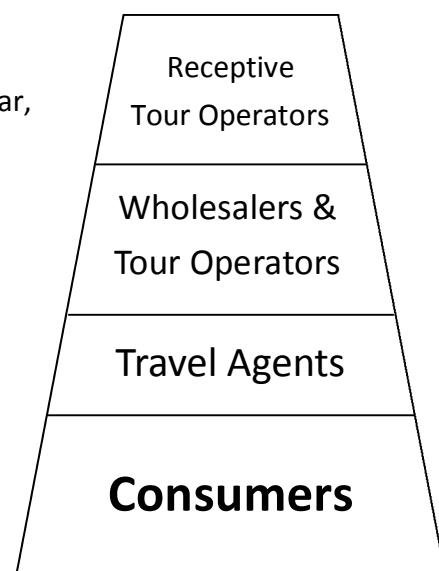
Travel Trade Program

Are You Export-Ready?

Tourism British Columbia coordinates many international programs that require British Columbia tourism suppliers to meet specific criteria to be considered for participation. These conditions are based on the input of overseas travel trade, tourism product suppliers and receptive tour operators and have been developed in order to ensure the best possible representation of British Columbia's tourism industry in international markets.

Required Criteria includes:

- ◆ **Proven Track Record & Safety:** Must be in business at least one year, have adequate insurance and current licenses and permits.
- ◆ **Inquiries and Reservations:** Must be available year-round and provide confirmation within 24 hours.
- ◆ **Marketing:** Must demonstrate an adequate budget and marketing plan including international travel trade. Must demonstrate adequate knowledge of roles played by receptive tour operators, tour operators/travel wholesalers and retail travel agents as well as an understanding of rack and/or retail pricing, agent commissions and wholesale net rates at each level. Must also be able to provide media clients with images of the product or operation for promotions and editorials.
- ◆ **Contracting and Payments:** If working with receptive tour operators the supplier must be willing to provide contracted wholesale net rates. As a general guideline, requirements are:
 - ⇒ 15% off the retail price for day activities and transportation
 - ⇒ 20 - 30% off retail pricing for accommodations (higher discounts are common for volume production.)



For more detailed information on how you can be export ready please visit:

<http://www.tourismvi.ca/pdf/trade/ExportReadyCriteria.pdf>

For more information on our **Travel Trade Program**, please contact:
Heather McEachen, *Trade and Media Manager and Gentle Explorer*
(250) 740-1218 | Heather@tourismvi.ca

Media Relations Program

Rationale

Travel Media Relations is an integral part of marketing our tourism partners and the region, as media coverage enhances and contributes to visitation throughout the region. Unpaid editorial copy generated through effective media relations is far more believable and credible than paid advertising, due to media objectivity.

Program Objectives

- To raise awareness of the Vancouver Island region's diverse and world-class products.
- To raise awareness of the unique and diverse products that each jurisdiction within the Vancouver Island region has to offer.
- To raise awareness of the value of the Vancouver Island region as a year-round destination.
- To raise awareness of Tourism Vancouver Island as the first stop for information for the region.
- To raise awareness of Tourism Vancouver Island as the voice for tourism in the region.
- To deliver consistent and unified messages to the media.

Target Markets

- ◇ Short Haul Markets - British Columbia, Alberta, Pacific Northwest
- ◇ Long Haul Markets - Canada, United States, United Kingdom, Germany, Asia (secondary markets)
- ◇ Tourism Industry Partners
- ◇ Governments

Event	Date	Market
Canada Media Marketplace	Spring 2014	US Media
Alberta Media Dinner	Spring 2014	Alberta Media
BC Media Event	Spring & Fall 2014	Vancouver, BC Media
GO Media Canada Marketplace	Summer 2014	Canada & International Media
TMAC Chapter Meeting	Summer 2014	Vancouver, BC Media

For more information on our **Travel Trade Program**, please contact:
Heather McEachen, **Trade and Media Manager and Gentle Explorer**
(250) 740-1218 | Heather@tourismvi.ca

Marketing Opportunities

The following pages provide information on all our available marketing programs both in and out of house. If you require more information or would like to participate in any of these programs please feel free to get in touch with your regional *Stakeholder Business Development representative*.



Pacific Rim & Parksville/Qualicum Beach Regions

Susan Webster

Phone: 250-751-3791

Fax: 250-754-3599



Gulf Islands, North & North Central Island Regions

Karen Bonell

Phone: 250-792-3733

Fax: 250-754-3599

Email: karen@tourismvi.ca



South Island, Cowichan & Nanaimo Regions

Victoria Graham

Phone: 250-668-6232

Fax: 250-754-3599

Email: Vicky@tourismvi.ca

2014/2015 Programs

2014 Annual Meeting Places



Insertion Date: Spring 2014

Contact: Lori Borden | (604) 608-5145 | lborden@biv.com

Cost: \$560 and up (plus GST)

Description: Looking for a publication that targets meeting and event planners? Let this full-color 160-plus page publication take your company in that direction and be featured in the Vancouver Island & Gulf Islands section.

Market: British Columbia

EQ Target Traveller: Free Spirits

Go Vancouver Island

Insertion Date: April to June, 2014

Contact: Please contact your regional Stakeholder Business Development representative

Cost: Full Unit — \$8,995 (plus GST)

Half Unit — \$5,495 (plus GST)

Description: A bold multi-media campaign promoting Tourism Vancouver Island and stakeholder brands, driving traffic to a branded website, goVancouverIsland.ca, featuring partner's exciting offers and experiences.

Market: Alberta

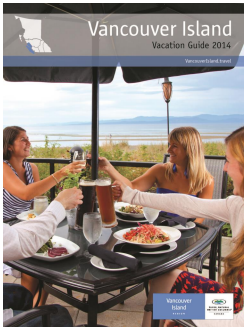
EQ Target Traveller: Free Spirits, Cultural Explorers



Marketing Opportunities

In-House Publications

2015 Vancouver Island Vacation Guide



Delivery Date: December 2014

Contact: Please contact your regional Stakeholder Business Development representative

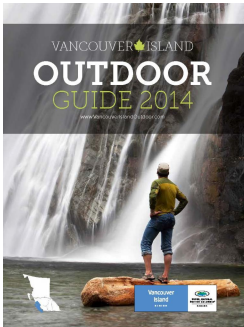
Cost: From \$1,380 and up (Plus GST)

Description: This guide is a key resource to tourists coming to Vancouver Island, Victoria and the Gulf Islands. 125,000 copies will be printed this year as well as the information being available on the guide specific site, VancouverIsland.travel.

Market: Canada, United States and international

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter

2015 Outdoor Guide



Delivery Date: December 2014

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$464 and up (Plus GST)

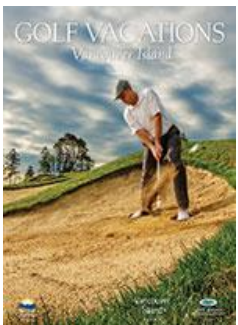
Description: The Outdoor Guide is an in-depth outdoor adventure resource to tourists seeking an authentically natural Vancouver Island experience. 50,000 copies will be printed this year as well as the information being available on the VancouverIslandOutdoor.com website.

Market: Canada, United States and international

EQ Target Traveller: Cultural Explorer, Authentic Experienter

*Buying into both the Vacation and Outdoor Guides = savings in the Outdoor Guide!

2015 Golf Vacations



Delivery Date: December 2014

Contact: Trisha Larsen | (778) 475-3392 | marketing@golfvancouverisland.ca

Cost: \$2,850 (Plus GST)

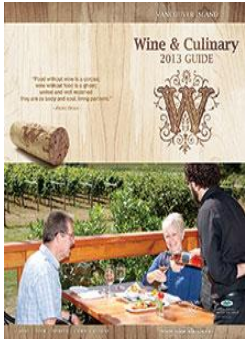
Description: The Golf Vacations Guide is a one of a kind resource for golfers outlining the many golfing opportunities that abound on Vancouver Island and showcases fabulous destination golf packages. This publication has a broad reach and caters to affluent golfers.

Market: Canada, United States and international

EQ Target Traveller: Free Spirit

Advertising Opportunities

2015 Wine & Culinary Guide



Delivery Date: March 2015

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$360 and up (Plus GST)

Description: Vancouver Island is fast becoming a recognized producer of fine wines, ales, meads, ciders, and liquor. This 24-page “8x9” publication has an annual print run of 60,000 and explores the many winery and culinary opportunities that abound on Vancouver Island.

Market: Canada, United States and international

EQ Target Traveller: Authentic Experienter

2015 Travel Planning Map



Delivery Date: December 2014

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$365 and up (Plus GST)

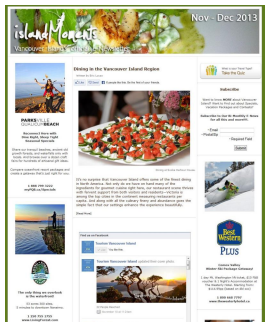
Description: Tourism Vancouver Island’s Travel Planning Map is an incredibly popular and useful resource for tourists. With consumers making constant reference to the distance chart, points of interest and general geography, this is a marketing tool that sells out year after year. Print run of 50,000 maps.

Market: Canada and the United States

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter

Marketing Opportunities

Online & Distribution Programs



islandMOMENTS E-Newsletter

Insertion Date: Bi-monthly

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$157.50 and up (Plus GST)

Description: islandMOMENTS is a bi-monthly e-newsletter sent to people who are interested in receiving up-to-date information about Vancouver Island. The newsletter consists of three professionally written articles, authentic west coast recipes and Island reads. People love to know what is happening on Vancouver Island.

Market: 17,000+ islandMOMENTS subscribers

EQ Target Traveller: Cultural, Explorer, Authentic Experienter

Brochure Distribution Program

Insertion Date: Quarterly (2014/2015 - April, July, October and January)

Contact: Please contact your regional Stakeholder Business Development representative

Cost: \$0.51 cents per brochure and up (Plus GST)

Description: The BDP has the capability to put your company's literature in the hands of consumers eager to know more about your sector at the fraction of the cost stakeholders would pay through regular courier methods.

Market: Worldwide

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter

Monthly Specials

Insertion Date: Monthly

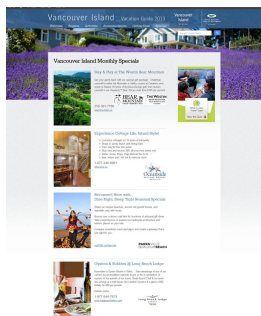
Contact: Please contact your regional Stakeholder Business Development representative

Cost: \$99 or less (Plus GST) - **Only available to Vacation Guide program participants**

Description: The Monthly Specials are now available to the consumers through our brand new 2014 Vacation Guide and Outdoor Guide websites. By offering these easily accessible specials, it's a great way to entice consumers to sample your specific product.

Market: Canada, United States and international

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter



Online Display Ads

Insertion Date: Annually

Contact: Please contact your regional Stakeholder Business Development representative

Cost: \$1,100.00 (Plus GST) - **Only available to Vacation Guide program participants**

Description: Place your own ad on the redesigned VancouverIsland.travel, the site for our 2014 Vacation Guide Program. Your ad will run in rotation through the entire site.

Market: Worldwide

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter



Marketing Opportunities

Northwest Travel Magazine

Insertion Date: Bi-monthly

Contact: Please contact your regional Stakeholder Business Development representative

Cost:

Description: Northwest Travel Magazine has 300,000 readers in Northwest, Montana, Alaska and Northern California. The Magazine provides information about travel, food, drink, events, garden and shopping destinations around NW.

Market: North America

EQ Target Traveller: Cultural Explorer, Authentic Experienter

WestJet up! Magazine

Insertion Date: Monthly

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$1,295.00 and up (Plus GST)

Description: 2.1 million guests fly with WestJet every month which makes more than 2,600 flights each week to more than 84 destinations. With flights into Comox, Victoria and the new Calgary-Nanaimo-flight Vancouver Island is an interesting destination for the magazine.

Market: Canada

EQ Target Traveller: Free Spirit, Cultural Explorer, Authentic Experienter

Seekers Media

Insertion Date: Annually

Contact: Please contact your regional Stakeholder Business Development representative

Cost:

Description: Online campaign with Festival Seekers.com targeting the Alberta resident with information about festival throughout the region and other attractions and activities to do while in the area. Seekers Media publicize a story to an exact audience whose looking for it and empower businesses with tools to expand its market share.

Market: Canada

EQ Target Traveller: Free Spirit

Regional Media Buy

Insertion Date:

Contact: Please contact your regional Stakeholder Business Development representative

Cost: \$4,275.00

Description: Group media buy in partnership with all BC RDMOs in order individually develop campaigns targeting the BC and Alberta resident

Market: BC and Alberta

EQ Target Traveller: Cultural Explorer, Authentic Experienter

Advertising Opportunities

Vancouver Island Resident Campaign

Insertion Date:

Contact: Please contact your regional Stakeholder Business Development representative

Cost:

Description: Multi-media campaign targeting Vancouver Island residents to influence travel within the region

Market: Vancouver Island

EQ Target Traveller: Cultural Explorer, Authentic Experienter

SportfishingBC.com

Insertion Date:

Contact: Please contact your regional Stakeholder Business Development representative

Cost: From \$339.50 and up (Plus GST)

Description: Advertising within SportfishingBC.com with opportunity for stakeholders to buy-in

Market: Canada

EQ Target Traveller: Gentle Explorer

Special Places Program

Insertion Date:

Contact: Please contact your regional Stakeholder Business Development representative

Cost:

Description: Program focusing on the high-end leisure traveler with 15 partners from throughout the entire Region. The major focus of effort is driving traffic to the www.SpecialPlacesVI.com and in turn, directing consumer partner websites

Market: Canada

EQ Target Traveller: Free Spirit



Staff Directory

Executive Office

<i>President & CEO</i>	Dave Petryk <i>Gentle Explorer</i>	(250) 740-1211	Dave@tourismvi.ca
<i>Financial Services & Operations Manager</i>	Sharon Scott <i>Gentle Explorer</i>	(250) 740-1223	Sharon@tourismvi.ca
<i>Corporate Services Manager</i>	Lana Kingston <i>Authentic Experienter</i>	(250) 740-1213	Lana@tourismvi.ca

Marketing Department

<i>Marketing Manager</i>	Denise Le Gal <i>Cultural History Buff</i>	(250) 740-1215	Denise@tourismvi.ca
<i>Trade & Media Relations Manager</i>	Heather McEachen <i>Gentle Explorer</i>	(250) 740-1214	Heather@tourismvi.ca
<i>Trade & Media Relations Coordinator</i>	Nadine Chodl <i>Cultural Explorer</i>	(250) 740-1218	Nadine@tourismvi.ca
<i>Consumer Marketing Coordinator</i>	TJ Chandler <i>Cultural Explorer</i>	(250) 740-1217	TJ@tourismvi.ca
<i>Web & Systems Administrator</i>	Shannon Russell <i>Free Spirit</i>	(250) 740-1222	Shannon@tourismvi.ca

Industry Services Department

<i>Industry & Community Services Manager</i>	Jody Young <i>Free Spirit</i>	(250) 740-1224	Jody@tourismvi.ca
<i>Industry & Community Services Coordinator</i>	Megan Fisher <i>Cultural Explorer</i>	(250) 740-1221	Megan@tourismvi.ca

Stakeholder Business Development Department

<i>Stakeholder Business Development Manager</i>	Susan Webster	(250) 751-3791	Susan@tourismvi.ca
<i>Stakeholder Business Development Representative</i>	Karen Bonell	(250) 792-3733	Karen@tourismvi.ca
<i>Stakeholder Business Development Representative</i>	Victoria Graham	(250) 668-6232	Vicky@tourismvi.ca