



TOURISM VANCOUVER

Who We Are

Tourism Vancouver has been marketing Vancouver as a destination for leisure, meeting and event travel since 1902. As a member-based, not-for-profit organization, we provide strategic resources and valuable exposure to local businesses that want to target these visitors and their dollars. When you are a member, your message becomes part of our message. Tourism Vancouver provides our 1,000+ members with a wide variety of services, opportunities and tools designed to maximize exposure to the lucrative convention and leisure markets. We work with our members and industry partners to attract visitors to the region, encourage them to stay longer and ensure they return time and again.

Tourism & Visitor Facts:

9 million annual visitors to Metro Vancouver

\$3.57 billion direct visitor spending

68,000 tourism industry jobs in Metro Vancouver

Visitor Profile:

Average length of stay is 4.6 days

Average party size is 1.6 people

Average spend is \$430 per trip





Sales & Marketing Activities

Tourism Vancouver's sales, marketing and servicing teams are constantly in the marketplace building business for the destination and our members.

Meetings & Conventions Sales and Services acts as the intermediary between the meeting planner and member businesses in the lucrative convention market. Customer groups include association, congress and corporate events, sports and others. Applicable members receive referrals, leads and service requests based on customer needs.

Leisure Travel Sales & Market Development acts as the intermediary between the travel trade and members. Customer groups include cruise lines, airlines, major tour operators, wholesalers and travel agents. Members receive referrals, leads and participation opportunities based on customer needs.

Consumer Marketing generates demand for the destination through targeted communications to a database of qualified consumers, online booking channels and social media activities. Members have the opportunity to participate in consumer programs that target travellers who book direct with Tourism Vancouver.



As a seven-year member of Tourism Vancouver, I can assure you that this is by far the best marketing dollars I spend each year based on return on my investment.

The Tourism Vancouver team, be it in sales, media relations or special events like Dine Out Vancouver Festival are an absolute pleasure to work with and have had a measurable impact on the success of Edible British Columbia / Canada.

If you are looking for the best way to get noticed and put more "bums in seats" you will be hard pressed to find a better and more economical way to do it!

As with anything, you get out of it what you put into it, so be sure to engage and work with the Tourism Vancouver team if you join. I would highly recommend joining Tourism Vancouver to any business that is part of Vancouver's tourism landscape

– Edible Canada would not be where it is today without them!

Eric Pateman
President
Edible Canada Culinary
Experiences Corp



Sales & Marketing Activities

Tourism Vancouver is our most important resource for tourism industry information and marketing. We receive many times the value of our membership investment annually through media exposure, visitor referrals and access to valuable research and training.

Lisa Ono
Manager, Public Affairs
and Programming
Granville Island

Travel & Trade Media hosts over 400 qualified travel and trade media annually. With member and partner support, Tourism Vancouver aids in generating over \$30 million annually in editorial media coverage for the destination.

Experience Vancouver staff and volunteers counsel some 120,000 visitor parties annually in our downtown Visitor Centre, generating over \$3 million in gross sales of member products and services. Experience Vancouver Specialists refer and book member businesses and act as key intermediaries for members targeting independent travellers and convention delegates.

Tickets Tonight provides visitors and locals with access to the amazing variety of performing arts, cultural and sporting events that Vancouver offers. Vancouver's only same day half-price box office, and currently the only permanent Ticketmaster outlet in the downtown core, Tickets Tonight is located in the flagship Visitor Centre in downtown Vancouver.


Promotions & Sponsor Marketing delivers promotional opportunities and sponsor activation throughout the year including Canada's largest restaurant promotion – Tourism Vancouver's Dine Out Vancouver Festival - and other niche marketing campaigns. These unique marketing programs offer members many opportunities for participation.

DINE OUT VANCOUVER FESTIVAL

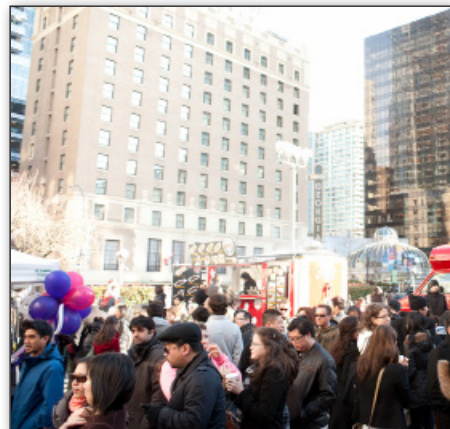
 3,800+ followers

 5,300+ likes

TICKETS TONIGHT

 4,187+ followers

 2,500+ likes





Tools of the Trade

Whether through targeted service requests and sales leads, your online presence on **tourismvancouver.com**, or the countless networking opportunities, membership with Tourism Vancouver can expose your business to many new customers.

Tourism Vancouver's publications and website are the official marketing resources for visitors to our region. Our efforts can put your business directly in front of this lucrative customer base through targeted exposure in print and online advertising.

Members receive a complimentary 300 word listing on **tourismvancouver.com**, that includes up to 10 images, as well as a listing in one or more applicable Tourism Vancouver publications. Members in relevant categories also receive profile on our mobile site and iPad app. Additional advertising opportunities are available for purchase in print and digital publications, and are exclusive to members.

Tourism Vancouver is one membership Helijet never hesitates to renew each year. From the top executive to the Visitor Centre staff, the entire organization does amazing work for the membership.

Rather than being just another organization seeking membership dues, Tourism Vancouver is more like a partner. It always feels like whichever opportunities are presented to us were well thought out, making sure they fit our products and have value to our company.

We work together to show what is unique and memorable about Vancouver while showing what is unique and memorable about Helijet.

Membership in Tourism Vancouver provides Helijet with a vast depth of knowledge and manpower around the world that we would never be able to duplicate.

Jay Minter
Director of Marketing
Helijet International

Tourism Vancouver Website



- 3.7 million visits in 2013
- Member listing page complete with image gallery, social media links and more

insidevancouver.ca



- 1.8 million visits in 2013
- Members have the opportunity to be profiled on one of Vancouver's most popular blogs

Visit Vancouver iPad app



- Over 23,000 downloads to date
- Select member categories receive a complimentary listing



We have been a member of Tourism Vancouver for many years and believe our membership to continue to be of value.

The exposure for our organization both in print and on-line is second to none. Lead generation for potential new pieces of business provides us with the ability to reach out to organizations and markets that we otherwise would not be able to "tap into."

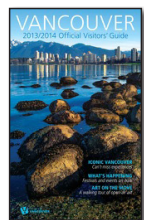
The staff members at Tourism Vancouver couldn't be more accommodating with our various questions accompanied by speedy response makes us feel we are truly in partnership.

Darian Tooley
 Director, Sales & Marketing
 Pacific Coach



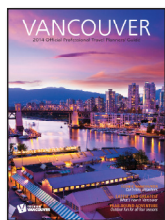
Tourism Vancouver Mobile site

- Approximately 400,000 visits annually
- Select member categories receive a complimentary listing



Official Visitors' Guide

- Annual circulation of 250,000 plus online guide
- Members receive a complimentary listing and ad buy-in opportunity in this ultimate visitor resource



Official Professional Travel Planners' Guide

- Annual circulation of 6,000 plus online guide
- Ad buy-in opportunity available in this b2b piece for the travel trade community



Official Meeting Professionals' Guide

- New, interactive digital format
- Select members receive a complimentary listing and ad buy-in opportunity in this b2b piece for meetings and conventions planners

 **@MyVancouver**
 70,000+ followers

 **Inside Vancouver**
 78,000+ likes



Resources & Additional Benefits

Included in your membership investment, Tourism Vancouver provides a wide array of benefits designed to support and assist members with their sales and marketing initiatives, including:

- A complete online resource, the member Extranet provides account access 24/7.
- An extensive collection of digital assets, including photography and footage, to use in promoting your member business.
- Weekly eNews provides important industry information, participation opportunities, event invites and industry updates.
- Educational workshops and webinars on topics that are pertinent to the tourism industry.
- Access to the latest market research and participation opportunities to assist with strategic planning and budgeting.
- Monthly networking events to build contacts necessary to grow your business.
- A comprehensive convention calendar identifying what convention business is coming to Vancouver in the months and years ahead.
- Member of Tourism Vancouver logos, decals and certificates to display online, in printed collateral and at your business.
- Exclusive member discounts to help keep your bottom line down.
- Access to our Tourism Energy Specialist to conduct an energy assessment of member businesses and provide cost saving suggestions on how to make you more sustainable.

The Wedgewood Hotel & Spa, one of Vancouver's leading downtown Vancouver boutique hotels, strives to provide a luxurious experience and a home away from home for countless leisure and business travelers.

Tourism Vancouver plays an important role in our marketing efforts by assisting us with media leads, meeting & conference leads, as well as referrals to the travel/trade market.

We have been members of the association since the Wedgewood opened in 1984 and look forward to continuing our successful partnership in the coming years.

Joanna Tsaparas-Piche
Director, Sales & Marketing
Wedgewood Hotel & Spa

Join Tourism Vancouver: Be a part of and support an association that truly represents and supports the region's tourism industry.



Become a Member

At Tourism Vancouver, we accept membership enquiries from select businesses to further enhance our supplier product mix and assist us in our sales and marketing initiatives. As a member-based organization, we focus on our members when promoting Vancouver to clients as a destination for meetings and conventions, and their group or individual travel options.

It is important for members to be actively engaged in their membership. And as a component of a well-designed marketing plan, membership should be able to provide you with the tools necessary to support your existing marketing initiatives.

Each membership includes a web listing on **tourismvancouver.com**, brochure racking space in the Visitor Centre, listing in at least one of our three publications - Official Visitors' Guide, Meeting Professionals' Guide, or the Travel Professionals' Guide, access to city maps and visitor guides, complimentary admission for employees to business workshops and select networking events, access to our extensive image gallery and to our member Extranet which contains valuable research, industry information, the convention calendar, and leads, referrals and service requests from our sales teams.

Membership also entitles select member categories to participate (for additional fees) in a variety of initiatives including our Tourism Showcase tradeshow, Dine Out Vancouver Festival, various advertising programs and more.

If you think your business is a fit with our initiatives and objectives, please complete our Membership Enquiry Form. A Tourism Vancouver membership professional will contact you to discuss the application process and applicable fees, and ways that you feel your business and Tourism Vancouver could mutually benefit from your participation. Membership fees vary on the size of the business and are industry category specific. The minimum annual investment is \$602 (plus GST).

