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Who We Are

Tourism British Columbia's mandate is to support and promote the business of tourism throughout the province. We are a professional marketing organization structured to develop and deliver programs and services that attract visitors to British Columbia and help ensure that the quality of their vacation experience keeps them coming back for more.

HOW TO USE THIS GUIDE

Our Program Guide provides a directory of Tourism British Columbia programs and services that are available to the tourism industry. Our goal is to make it easy for you to access the information and programs that will help you build and grow your business.

The Guide is aligned with four strategic priorities identified in Tourism British Columbia's long-term plan to grow tourism throughout the province:

- Attracting volume from close-in markets
- Attracting volume from high yield markets
- Enhancing the visitor experience
- Improving market readiness

The first section describes programs that relate to increasing overall visitor volume, including details on activities designed to help you reach more potential visitors through promotional activities targeted at North American and overseas markets. Section two profiles customer service programs aimed at enhancing the visitor's experience. In the third section, you will find information on the resources we offer to help you plan and expand your business.

CONTACTS

For each program listed, we have included appropriate contact information. If you would like more information on how Tourism British Columbia can help your business, you will find a comprehensive list of Tourism British Columbia contacts, in addition to other industry contacts, in the back of the Program Guide.

Unless stated otherwise, all programs will be available for participation as of April 1, 2005. Please check www.tourismbc.com, which provides updates on all of Tourism British Columbia's activities.

PROGRAM GUIDE

I Strategic Priorities

- *Attracting Volume from BC Residents and close-in markets*
- *Attracting Volume from long-haul North America and Overseas markets*

Helping to Promote Your Business

Tourism British Columbia develops long-term marketing and sales strategies in consultation with our industry partners, based on the needs and interests of consumers. To maximize effectiveness and reach, Tourism British Columbia targets three geographical areas: North America, Asia/Pacific, and Europe. In each area, activities focus on specific consumer and trade programs.

NORTH AMERICA MARKETING PROGRAMS

North America is British Columbia's most important market in terms of its proximity, size and existing level of consumer awareness. Within North America, British Columbia represents the largest source of visitor revenues. British Columbia, California, Washington, Alberta and Ontario form the core markets.

Opportunities abound to promote both quick getaways and longer stay vacations. Each year, Tourism British Columbia's programs address trade and consumers in key markets. This division focuses on increasing visitation year round, with particular emphasis on the shoulder seasons by increasing getaway business. This division also encourages travel throughout all six regions of the province by emphasizing the unique benefits of each region and product sector. Media relations play an integral role in all programs. Trade development takes place through trade shows, educational programs and cooperative promotions that target tour operators and travel agents who specialize in travel to Canada.

TRAVEL TRADE

THE OPPORTUNITY:

Tourism British Columbia works closely with key account tour operators and travel agents in Canada, the United States and Mexico to increase visitor volume, expand seasonality and distribution of tour programs in the province. In addition, we educate trade partners about the unique travel experiences British Columbia has to offer. We also work on select initiatives with the Canadian Tourism Commission (CTC) in the United States and Mexico targeting consumer and trade.

CONTACT INFORMATION:

For information on direct mail programs and cooperative marketing activities with the CTC, contact:
Richard Lewis, Market Development Manager, North America
Tel: 604 660 4704 **Fax:** 604 660 3383
E-mail: Richard.Lewis@tourismbc.com

To update our sales staff on new products targeted to North American markets, contact:
Christine Dalzell, Coordinator, North America
Tel: 604 660 4702 **Fax:** 604 660 3383
E-mail: Christine.Dalzell@tourismbc.com

BC ESCAPES

THE OPPORTUNITY:

This multi-million dollar program launches each year in late February, targeting leisure travellers from selected areas within North America. Through various marketing and advertising initiatives, accommodation offers and getaway ideas are featured with an emphasis on spring travel. The 2004 campaign resulted in approximately 22,500 visitor parties, generating over \$51 million in revenue.

Consumers can book offers featured in the 2005 BC Escapes guides by calling 1-800 HELLO BC®, or through www.HelloBC.com. In addition, U.S. guides contain air & hotel packages that can be booked through the participating airline operators.

Details of buy-in opportunities for the 2006 BC Escapes program will be available in late summer 2005. BC Escapes guides and offers are promoted via direct response television advertising, direct mail, newspaper, Internet, media relations and other promotional activities.

MARKET COVERAGE:

Primary American markets include California (with a focus on San Francisco and Los Angeles), Portland and Seattle.

Primary Canadian markets include British Columbia, Calgary, Toronto and Montreal.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Accommodation businesses

CONTACT INFORMATION:

Sheryl Barowsky, Sales, Account Coordinator,
Tourism Product Management
Tel: 604 660 3681 **Fax:** 604 660 3688
E-mail: Sheryl.Barowsky@tourismbc.com

LISTING & LINKING PROGRAM

THE OPPORTUNITY:

The Listing & Linking Program offers British Columbia accommodation suppliers the ability to have their product and service information presented to potential customers through Tourism British Columbia's distribution channels. Listings will be published on the www.HelloBC.com website as well as in the printed Approved Accommodation Guide. Listing information

will also be available through the Visitor Info Centre Network and through Tourism British Columbia's free reservation and information service.

MARKET COVERAGE:

Website listings are accessible by anyone around the world. The Approved Accommodation Guide is distributed within Canada, the USA and Internationally. See Consumer Publications for more details on the Approved Accommodation Guide on page 16.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism British Columbia Approved Accommodation properties
See Quality Assurance on page 14.

2006 Listing & Linking Program Registration for Returning Participants opens: **June 1, 2005.**

Closing date for registration in Listing & Linking Program:
August 31, 2005

New registrants can access the 2006 Listing & Linking program by contacting Tourism Product Services below.

CONTACT INFORMATION:

Register yourself, online: www.tourismbc.net
Tel: 1 800 TBC 7899 (1 800 822 7899) **Fax:** 250 387 9406
E-mail: productservices@tourismbc.com

TOURISM PARTNERS PROGRAM

THE OPPORTUNITY:

The Tourism Partners Program offers opportunities for tourism businesses to gain exposure through cooperative marketing programs conducted by Regional Destination Marketing Organizations in partnership with Tourism British Columbia. Opportunities include print, radio, newspaper and magazine advertising, websites, participation in regional guides and other publications, and attendance at trade and consumer shows.

The Tourism Partners Program represents our largest annual investment, with combined program expenditures by Tourism British Columbia in partnership with industry totalling over \$5 million.

MARKET COVERAGE:

Short-haul markets, including Alberta, Washington, and British Columbia

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Regional DMO's and participating tourism businesses

CONTACT INFORMATION:

Peter Harrison, Marketing Manager
Regional and Sector Programs
Tel: 250 387 8578 **Fax:** 250 387 9406
E-mail: Peter.Harrison@tourismbc.com

NEW! PARTNERS PLUS

THE OPPORTUNITY:

This program provides opportunities to take regionally focused initiatives beyond short-haul markets. This program also provides an avenue for joint marketing between the regional

Destination Marketing Organizations (DMO) and community/city marketing organizations.

MARKET COVERAGE:

North America long-haul markets

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Partnership proposals can be initiated by regional DMO's in consultation with community/city DMO's. Opportunities for individual businesses will be identified and offered by regional DMO's.

CONTACT INFORMATION: See further info at www.tourismbc.com

NEW! COMMUNITY FOUNDATIONS – COOPERATIVE MARKETING

THE OPPORTUNITY:

This program provides marketing support for communities to increase tourism revenue from close-in markets. Complementary to Tourism Partners which delivers short-haul opportunities for communities and businesses, this program will enable communities to develop and implement unique programs.

MARKET COVERAGE:

Short-haul markets (including within region and within BC)

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Partnership proposals can be initiated by communities in consultation with regional DMO's. Opportunities for individual businesses will be identified and offered through this process.

CONTACT INFORMATION: See further info at www.tourismbc.com

NEW! CITY STAYS – COOPERATIVE MARKETING

THE OPPORTUNITY:

This new program will provide marketing support to help increase revenue to iconic city stay destinations from key long-haul markets.

MARKET COVERAGE:

Primarily North America long-haul markets

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Programs will be developed through joint planning between Tourism British Columbia and the respective city DMO's. Opportunities for individual businesses will be identified and offered by city DMO's.

CONTACT INFORMATION: See further info at www.tourismbc.com

NEW! MEETINGS BC – COOPERATIVE MARKETING

THE OPPORTUNITY:

This new program will provide marketing support to help build revenue from the meeting, incentive, conventions and exhibition markets, and to increase pre and post meeting travel to all regions in British Columbia.

MARKET COVERAGE:

Primarily North America short and long-haul markets

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Partnership proposals can be initiated by city destination marketing organizations together with convention/conference facilities or by a province wide consortium of convention/conference facilities.

CONTACT INFORMATION: See further info at www.tourismbc.com

NEW! EXPERIENCES BC – COOPERATIVE MARKETING

THE OPPORTUNITY:

This new program will provide marketing support to help increase revenue to product experiences in long-haul markets.

MARKET COVERAGE:

Primarily North America long-haul markets (the Tourism Partners Program supports product sectors in short-haul markets)

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Partnership proposals can be initiated by sector associations or a consortium representing the breadth of sector product available through the province.

CONTACT INFORMATION: See further info at www.tourismbc.com

OVERSEAS MARKETING PROGRAMS

Tourism British Columbia has representatives in key overseas markets – Japan, Taiwan, Australia/New Zealand, the United Kingdom and Germany – working on behalf of British Columbia tourism businesses to identify market trends and opportunities. They work with tour operators to introduce new products and to develop targeted joint campaigns that translate consumer interest into sales. All markets use familiarization tours and trade education as cost-effective ways to introduce British Columbia products. Each overseas office operates a media relations program that aims to maximize editorial coverage and public relations activities.

TRAVEL TRADE

THE OPPORTUNITY:

Tourism British Columbia conducts a number of programs aimed at expanding the volume and the seasonal and geographic distribution of overseas visitors.

Our extensive travel trade education program includes seminars with British Columbia DMO's and those of other provinces, in-house seminars for tour operators and travel agents, trade and media familiarization tours, and joint initiatives with the Canadian Tourism Commission (CTC). Tourism British Columbia also develops and distributes destination information in Japanese, Korean, Chinese and German languages to appropriate trade and media outlets in overseas countries.

Tourism British Columbia develops targeted joint initiatives such as direct mail and print campaigns to promote British Columbia products offered through our key account tour operators. Cooperative sales promotions with travel trade partners focus on specialized British Columbia travel products, such as rail touring, soft adventure and wildlife viewing, skiing, shugaku ryoko, spas, and British Columbia's wine and gourmet festivals. Other promotions feature the shoulder and low seasons in Vancouver and Victoria, winter non-ski touring, summer in Whistler, and self drive throughout the province.

CONTACT INFORMATION:

For information on advertising opportunities in CTC publications, trade shows or educational programs in Asia, contact:

Cindy Gobin, Market Development Manager, Asia
Tel: 604 660 3234 **Fax:** 604 660 3383
E-mail: Cindy.Gobin@tourismbc.com

To update our offices on new products targeted to Asian markets, contact:

Anthony Rippingale, Coordinator, Asia
Tel: 604 660 2872 **Fax:** 604 660 3383
E-mail: Anthony.Rippingale@tourismbc.com

For information on advertising opportunities in CTC publications, trade shows or educational programs in Europe, Australia & New Zealand, contact:

Geoff Sturgeon, Market Development Manager, Europe & South Pacific
Tel: 604 660 4708 **Fax:** 604 660 3383
E-mail: Geoff.Sturgeon@tourismbc.com

To update our offices on new products targeted to European and South Pacific markets, contact:

Fiona Frost, Coordinator, Europe & South Pacific
Tel: 604 660 2902 **Fax:** 604 660 3383
E-mail: Fiona.Frost@tourismbc.com

CANADA'S WEST MARKETPLACE

THE OPPORTUNITY:

The *Canada's West Marketplace*[®] trade show is a partnership between Tourism British Columbia and Travel Alberta and is the largest tourism trade show in Western Canada. The event provides an ideal opportunity for suppliers of export-ready tourism product to meet with overseas buyers.

For more information visit: www.canadaswestmarketplace.com

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Export-ready tourism businesses who are interested in having product represented by international tour operators can apply for admission.

CONTACT INFORMATION:

Christine Jones, Marketing Coordinator, Overseas Programs
Tel: 604 775 0599 **Fax:** 604 660 3383
E-mail: Christine.Jones@tourismbc.com

OTHER MARKETING PROGRAMS

Tourism British Columbia has many programs that provide coverage for businesses across all markets.

Trade Shows

NORTH AMERICA MARKETPLACES

NORTH AMERICA: TRADE

Mountain Travel Symposium..... April 2005
 Cruise-a-Thon June 2005
 OMCA (Ontario Motor Coach Assn.)..... October 2005
 CrossSpere (formerly NTA)..... November 2005
 ABA (American Bus Assn.) February 2006
 USTOA (United States Tour Operators Assn.)...December 2005

LATIN AMERICA: TRADE

Conozca Canada..... TBD
 GoGo Learning Conference..... April 2005

CONTACT INFORMATION:

Maria Greene, Sales Manager, North America
Tel: 604 660 2956 **Fax:** 604 660 3383
E-mail: Maria.Greene@tourismbc.com

OVERSEAS MARKETPLACES

ASIA TRADE

JATA, Japan September 22-25 2005
 Kanata, Japan..... October 2005
 Showcase Canada October 2005

ASIA TRADE/CONSUMER

World Travel Fair, Korea June 2-5 2005
 International Travel Fair, Taiwan November 17-20 2005
 International Travel Mart, China November 24-27 2005

PACIFIC

Canada Calls, New Zealand February 2005
 Canada Day Celebrations & BC Mission, Australia...July 2005

EUROPE TRADE

Top Resa, France September 2005
 ITB, Germany March 11-15, 2005
 Spotlight Canada, U.K. March 7-9, 2005
 World Travel Market, U.K. November 14-17, 2005

CANADA

Rendez Vous Canada, Saskatoon SK May 7-11, 2005
 Canada's West Marketplace, Victoria BC ...December 1, 2005

CONTACT INFORMATION:

Anthony Rippingale, Coordinator, Asia
Tel: 604 660 2872 **Fax:** 604 660 3383
E-mail: Anthony.Rippingale@tourismbc.com

Fiona Frost, Coordinator, Europe & South Pacific
Tel: 604 660 2902 **Fax:** 604 660 3383
E-mail: Fiona.Frost@tourismbc.com

TRAVEL MEDIA RELATIONS

THE OPPORTUNITY:

Travel media relations play an integral role in maximizing consumer and trade awareness of British Columbia as a top travel destination through unpaid media coverage in key markets. Travel media include freelance journalists, travel editors, broadcasters, producers and travel trade media.

Activities include attending key media events, initiating and organizing trips for qualified media, building relationships with key media, and positioning unique story ideas with media. In addition, this division develops press kits and image bank materials for distribution to appropriate travel media.

Worldwide unpaid media coverage for 2003/2004 fiscal year was valued at over \$156 million.

MARKET COVERAGE:

US: California, New York, Oregon and Washington
Canada: British Columbia, Ontario, Quebec, Alberta
Europe: U.K., Germany, the Netherlands, Italy, and France
Asia/Pacific: Japan, Australia/New Zealand, Taiwan, Southeast Asia, China

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism businesses with new tourism product updates or unique travel story opportunities

CONTACT INFORMATION:

To provide our travel media specialists with updates on tourism products, contact:

Carla Mont, Coordinator, North America
Tel: 604 660 1957 **Fax:** 604 660 3383
E-mail: Carla.Mont@tourismbc.com

Josie Heisig, Coordinator, Overseas
Tel: 604 660 0565 **Fax:** 604 660 3383
E-mail: Cindy.Burr@tourismbc.com

PROGRAM GUIDE

II

Strategic Priorities

- *Enhancing the Visitor Experience*
- *Building Customer Loyalty*

Tourism British Columbia works directly with visitors and industry to help enhance the quality of the British Columbia vacation experience. The Tourism Operations division offers programs and services that cover the complete holiday cycle, from providing the information they need, to making it easy to book vacations and ensuring that the services, accommodations and attractions they visit encourage them to return to British Columbia.

VISITOR INFO NETWORK

THE OPPORTUNITY:

Tourism British Columbia operates five Visitor Info Centres and partners with over 100 community-based Visitor Info Centres throughout British Columbia. Visitor information counsellors at the Centres have a direct impact on the visitors' impressions of British Columbia, encouraging longer stays and travel in all regions of the province. In 2004, Visitor Info Centres served 3.3 million visitors.

Tourism businesses can participate by distributing their publications through the Visitor Info Centres.

MARKET COVERAGE:

Origin of Visitors	
British Columbia:	42%
Short-haul* Markets:	15%
Long-haul** Markets:	24%
Europe:	14%
Asia:	5%

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Accommodation, attraction, activity and transportation businesses

CONTACT INFORMATION:

Jennifer Handley, Manager, Visitor Services & Sales
Tel: 250 387 1643 **Fax:** 250 356 8246
E-mail: Jennifer.Handley@tourismbc.com

* Short-haul markets include Alberta, Saskatchewan, Manitoba, Yukon, Washington, Oregon, Idaho, Montana and Alaska

** Long-haul markets include Ontario, Eastern Canada, California and the rest of North America

SUPERHOST 2010

THE OPPORTUNITY:

Tourism British Columbia has established a reputation for customer service training with its internationally recognized *SuperHost* workshops. Businesses can achieve a recognized *SuperHost* Business designation by having 60% or more of their employees participate in one or more of the *SuperHost* workshops. Designed for employees in the tourism and hospitality or service sectors, these workshops include:

- *SuperHost* Fundamentals: Establish the basics of extra mile service.
- Service across Cultures: Discover the importance of a welcoming attitude and a willingness to learn.
- Customers with Disabilities: Learn to put the person first and the disability second.
- Japanese Service Expectations: Determine how you can bridge the “welcome” gap.
- Service in Health Care: Client service in a health care setting.
- Sales Powered by Service: Charge your team with service tips for better customer care.
- Solving Problems through Service: Solve problems through excellent customer service.
- Frontline Management Solutions: An innovative workshop for managers and supervisors in the service industry.

All workshops are facilitated by trainers who have been trained and certified by Tourism British Columbia’s Master Trainers.

Training Services also provides customized workshops to address specific business needs.

Cost: *SuperHost* workshops – between \$35 – \$90/person depending on the course and location. Frontline Management Solutions – \$149/person.

MARKET COVERAGE:

Workshops are offered throughout the province by Tourism British Columbia’s representative organizations

CONTACT INFORMATION:

For program information and registration, contact:
Nancy Frederickson, Coordinator, Training Services
Tel: 250 387 1711 **Fax:** 250 356 8246
E-mail: Nancy.Frederickson@tourismbc.com

TOURISM WORKFORCE DEVELOPMENT (Go2)

THE OPPORTUNITY:

Tourism British Columbia works closely with *Go2 – The Resource for People in Tourism* to ensure a well-trained

professional workforce delivers quality experiences to all our visitors. *Go2* was created by the industry in 2003 to help find the services, information and programs that raise standards and business results.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

If you are an established tourism employer or an aspiring entrepreneur or employee, you will find answers to your questions with *Go2 – The Resource For People In Tourism*.

CONTACT INFORMATION:

Go2 – The Resource For People In Tourism
Suite 306 – 15225 – 104th Avenue
Surrey, British Columbia
Canada V3R 6Y8
Tel: 604 930 9770 **Fax:** 604 930 9117
Web: www.go2hr.ca **E-mail:** info@go2hr.ca

TOURISM BRITISH COLUMBIA’S RESERVATION SERVICE

THE OPPORTUNITY:

Tourism British Columbia’s reservation service provides transaction capability for tourism businesses through our free reservation service 1-800 HelloBC®, our website www.HelloBC.com and our Visitor Info Centre Network.

In 2004, 41,000 reservations generated \$8.5 million in industry revenue.

- 54% of reservations made through 1-800 HelloBC® Call Centre
- 36% of reservations made through Visitor Info Centres
- 10% of reservations made through www.HelloBC.com

In 2004, 1-800 HelloBC® serviced 150,000 calls.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism British Columbia inspected and approved accommodations as well as attractions, activity and transportation businesses.

CONTACT INFORMATION:

Ruth Vallance, General Manager, SNBC
Tel: 604 660 3680 **Fax:** 604 660 3688
E-mail: Ruth.Vallance@tourismbc.com

TOURISM PRODUCT SERVICES

THE OPPORTUNITY:

Tourism Product Services assists tourism product providers to access the programs and services best suited to their businesses. Acting as a first point of contact, Tourism Product Services is a resource for tourism business registering in programs, acquiring signage and choosing programs that reflect the quality and standards of their business. Tourism Product Services liaises with tourism product suppliers to resolve consumer complaints.

Formerly known as Accommodation Services, the role of Tourism Product Services has been expanded to encompass all types of product throughout the province. The Tourism Product Services division offers subscription to programs such as:

- Listing and Linking program (formerly the Approved Accommodation program), see page 4
- Quality Assurance program
- Rating programs (Canada Select, Camping Select, Access Canada)
- Service and Attraction signing program
- Acts as a complaint resolution liaison between consumers and tourism product providers.

CONTACT INFORMATION:

Tourism Product Services

Tel: 1 800 TBC 7899 (1 800 822 7899) **Fax:** 250 387 9406

E-mail: productservices@tourismbc.com

QUALITY ASSURANCE

THE OPPORTUNITY:

Tourism British Columbia's widely recognized inspection program grants Approved Accommodation status to accommodation properties who meet established standards. Approved Accommodation status is required for accommodation businesses who wish to participate in Tourism British Columbia's accommodation programs, including the Listing and Linkage Program (formerly Approved Accommodation program), the HelloBC® Reservation Program and the BC Escapes promotional campaign. In addition, Approved Accommodation businesses can also apply for "Approved Accommodation" highway signage.

Quality Assurance also evaluates and rates properties for quality assurance rating programs such as Canada Select and Camping Select, the national star-rating programs, and for Access Canada, a program that rates properties for accessibility for mature travellers and persons with disabilities.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Accommodation properties

CONTACT INFORMATION:

Brent Hegadoren, Coordinator, Quality Assurance

Tel: 250 387 3023 **Fax:** 250 356 8246

E-mail: Brent.Hegadoren@tourismbc.com

For more information on the Listing & Linkage Program see page 4, and for the 2005 Approved Accommodation Guide distribution and advertising contacts, see page 16.

NEW APPLICANTS: To ensure an inspection can be carried out new applicants must contact Tourism Product Services by **May 30, 2005** Inspections carried out: **March-September 2005**

CONSUMER PUBLICATIONS ADVERTISING PROGRAM

Tourism British Columbia publishes a variety of consumer publications to assist potential visitors in planning their British Columbia vacation experience. By advertising in the publications best suited to their business and target market, tourism businesses can reach a wide audience of consumers that are planning their vacations. Advertising opportunities are available in all of the publications listed here, with the exception of the BC Road Map.

VACATION PLANNER

THE OPPORTUNITY:

The Vacation Planner offers a powerful advertising opportunity in a publication designed to reach the prime, out-of-province target market: travellers over 40, with above average education and income who are seriously considering a visit to British Columbia. The Vacation Planner provides an overview of the six British Columbia tourism regions and directs consumers to the best resource for more detailed information on selected destinations or activities.

260,000 Vacation Planners are distributed to primarily US, overseas and Canadian markets through mail fulfillment of 1-800 HELLO BC® and www.HelloBC.com inquiries, trade and consumer shows, tour operators and travel agents. The Vacation Planner is also promoted through other marketing initiatives.

MARKET COVERAGE:

United States:	44%
Canada:	36%
Overseas:	10%

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

All tourism businesses targeting the long-haul markets

CONTACT INFORMATION:

Canada Wide Magazines & Communications Ltd.

Contact: Gillian Trainor

Tel: 604 299 7311 **Fax:** 604 299 9188

E-mail: tbcadsales@canadawide.com

OUTDOOR & ADVENTURE GUIDE

THE OPPORTUNITY:

The Outdoor & Adventure Guide offers comprehensive information on saltwater, freshwater, land and winter outdoor adventures, from the guided tour to the do-it-yourself excursion. A total of 160,000 guides are distributed through Visitor Info Centres, mail fulfillment, 1-800 HELLO BC® and www.HelloBC.com inquiries, trade and consumer shows, tour operators and travel agents. The guide is also promoted through other marketing initiatives.

MARKET COVERAGE:

Canada:	55%
United States:	33%
Overseas:	12%

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism businesses targeting activity/adventure-oriented customers from all markets

CONTACT INFORMATION:

Canada Wide Magazines & Communications Ltd.
Contact: Gillian Trainor
Tel: 604 299 7311 Fax: 604 299 9188
E-mail: tbcadsales@canadawide.com

Ad Closing for 2006 Outdoor Adventure Guide:

September 2005

Publication Date: **December 2005**

APPROVED ACCOMMODATION GUIDE

THE OPPORTUNITY:

With its 79-year track record, the Approved Accommodation Guide has become the standard for information on accommodation in British Columbia for both tourism businesses and their customers. It is the only guide to Tourism British Columbia-inspected and approved accommodations, with distribution through Visitor Info Centres, mail fulfillment to 1-800 HELLO BC® and www.HelloBC®.com inquiries, trade and consumer shows, tour operators and travel agents.

For information on how properties are registered and approved for listing in the Approved Accommodation Guide, see the program on page 4.

MARKET COVERAGE:

Canada:	77%
United States:	14%
Overseas:	9%

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism British Columbia-approved accommodation properties and tourism businesses targeting travellers from all markets

CONTACT INFORMATION:

Canada Wide Magazines & Communications Ltd.
Contact: Gillian Trainor
Tel: 604 299 7311 Fax: 604 299 9188
E-mail: tbcadsales@canadawide.com

Ad Closing for 2006 Approved Accommodation Guide:

September 2005

Publication Date: **January 2006**

REGIONAL GUIDES

THE OPPORTUNITY:

Regional Destination Marketing Organizations publish detailed touring guides that provide comprehensive travel information about their specific region. Several organizations also publish guides that focus on activities such as golf and other outdoor adventures. Advertising opportunities are available in each of the guides.

Guides are distributed through the Visitor Info Centres, mail fulfillment and trade/consumer shows.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism businesses in each region

CONTACT INFORMATION:

Regional Destination Marketing Organizations
See contacts listed at the end of the Program Guide

SECTOR PUBLICATIONS

THE OPPORTUNITY:

Each year, sector associations throughout the province conduct marketing programs in conjunction with Tourism British Columbia. Sector publications on experiences such as fishing and guest ranches are key elements in these marketing programs. Advertising opportunities are available in each of the publications.

Guides are distributed through the Visitor Info Centres, mail fulfillment and trade/consumer shows.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism businesses involved in sector categories such as fishing and guest ranches.

CONTACT INFORMATION:

Peter Harrison, Marketing Manager,
Regional & Sector Programs
Tel: 250 387 8578 Fax: 250 387 9406
E-mail: Peter.Harrison@tourismbc.com

BC ROAD MAP AND PARKS GUIDE

THE OPPORTUNITY:

This comprehensive map features updated highway and detailed provincial park information. The Road Map is sold through Visitor Info Centres and through HelloBC® Reservation & Information Services and is also available at discounted rates for tourism businesses who wish to provide maps to their customers free of charge.

CONTACT INFORMATION:

Davenport Maps
Tel: 1 888 611 MAPS (6277) Fax: 1 888 611 6222
E-mail: maps@davenportmaps.com

PROGRAM
GUIDE

Strategic Priority

- *Improving Market Readiness*

Planning & Promoting Growth

Tourism British Columbia is pleased to provide a full spectrum of services to assist tourism businesses start and grow their operations.

BUSINESS DEVELOPMENT

THE OPPORTUNITY:

Business Development generates revenue for Tourism British Columbia's business activities through non-traditional partnerships, including leveraging funding with other partners. In addition, Business Development helps to develop cultural tourism strategies through partnerships with organizations such as the Tourism Alliance for Western Canada and the Aboriginal Tourism Association of BC.

CONTACT INFORMATION:

Don Foxgord, Vice President, Business Development

Tel: 604 660 3759 **Fax:** 604 660 3383

E-mail: Don.Foxgord@tourismbc.com

Administrative Assistant

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NEW! COMMUNITY FOUNDATIONS – PLANNING AND DEVELOPMENT

Building business is the reason for this industry focused branch. Working closely with communities and businesses, Industry Development provides information, conducts workshops as well one as one-on-one counselling designed to help communities and entrepreneurs to choose the right path toward success in British Columbia's tourism industry.

NEW! EXPERIENCES BC - TOURISM SECTOR DEVELOPMENT

British Columbia is renowned for its exceptionally diverse selection of tourism experiences. By encouraging these businesses to form alliances in the form of industry sectors, Tourism British Columbia is able to facilitate the pooling of resources and expertise.

As viable sectors, Tourism British Columbia is able to work directly to assist them in becoming market-ready.

TOURISM BUSINESS ESSENTIALS

The Tourism Business Essentials series provides tourism operators with valuable information on key aspects of running

a successful tourism business. Developed in partnership with the tourism industry, these informative how-to guides are easy to read, easy to understand, and are must-haves for any business competing in today's dynamic tourism market.

Current topics include *Hospitality Law, Ads & Brochures that Sell, Internet Marketing, Tourism Packaging & Product Distribution, Travel Media Relations, Starting a Tourism Business, Sport Tourism and Environmentally Responsible Tourism.*

There are currently three workshops being offered: *Travel Media Relations, Tourism Packaging & Product Distribution and Sport Tourism.* These workshops are each 3 hours in length and are lead by industry professionals.

Details on description, pricing and ordering can be found at: www.tourismbc.com/industrydevelopment

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Communities, industry professionals, entrepreneurs with an interest in tourism in British Columbia

CONTACT INFORMATION:

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For all other inquiries, contact:

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IMAGE BANK

THE OPPORTUNITY:

Tourism British Columbia's Image Bank is available to the tourism industry for the purposes of developing materials that promote travel in British Columbia. Over 2000 images are available to industry for use in materials that promote tourism in the province.

This is an online catalogue of images available to the tourism industry and travel media for use in non-commercial promotion of travel to and within British Columbia only. **No other purpose is allowed.** Watermarked images from the Image Bank be viewed at: www.tourismbc.com/imagebank
For full use and copyright information, you will need to reach the above mentioned contacts.

CONTACT INFORMATION:

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RESEARCH SERVICES

THE OPPORTUNITY:

Tourism British Columbia conducts research on various aspects of the tourism industry, providing industry partners with information to enhance the effectiveness of future marketing and development projects. Regularly scheduled research publications include: The Tourism Indicators, Year in Review, Tourism Outlook, Value of Tourism and Regional and Products profiles. In addition, Research Services publishes occasional or special reports pertaining to various sectors or regions in the province. Previous special reports have included several activity-based tourist studies, commercial nature-based tourism reports as well as a number of regional reports summarizing visitor studies on the use of Visitor Information Centres around British Columbia (e.g. Salt Spring Island and Grand Forks).

These and other research publications are available on the Research web page of Tourism British Columbia's corporate website: www.tourismbc.com/research.

In addition, Research Services handles industry and public research information requests, responding to over 600 requests in 2004.

WHO SHOULD PARTICIPATE/WHO WILL BENEFIT MOST:

Tourism businesses, tourism associations, and the public

CONTACT INFORMATION:

The Research Information Line: (250) 387 1567

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BRITISH COLUMBIA MAGAZINE

British Columbia Magazine combines well-researched articles with the highest-quality photography to present British Columbia's natural beauty, its diversity of parks, wilderness, and wildlife, its boundless opportunities for outdoor exploration, adventure, and travel, and its legacy of history and heritage places. Published quarterly, the magazine was founded in 1959 and re-acquired by Tourism British Columbia in 2001. It continues to inspire audiences with profiles of British Columbia's beautiful places, intriguing journeys and remarkable people.

THE OPPORTUNITY:

There are a wide range of advertising and distribution opportunities available, as well as joint marketing opportunities.

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