

**Fishing Sector Meeting Notes**  
**February 3<sup>rd</sup>, 2009**

**Present:** Bobbi-Jean Goldy, Dave Petryk, Denise LeGal, Jon Kuntz, Kent O'Neill, Kevin Lench, Lana Denoni, Rob Knutson, Tamara Hutchinson

**Tourism Vancouver Island Overview:**

- Tourism Vancouver Island has seen a significant reduction in private sector matching funds over the last 7 years which has resulted in a consistent decrease in the budgeted marketing dollars.
- Primary struggles within the market have been with consumer show attendance dropping and various well known fishing publications ceasing their production.
- The most recent initiative offered stakeholders an opportunity to attend consumer shows in new markets by matching funds on a declining scale. Unfortunately the uptake was not significant enough to continue the program.
- Tourism Vancouver Island had not enough input to make the right decisions for the sector. We need the right input to do a good job for stakeholders.
- There is currently \$9,200 allotted to match with private sector funds. Direction is needed as to where the funds should be going and what programs the stakeholders will participate in.
- How do we bring the sector together to promote the Vancouver Island Fishing brand and then focus on individual needs.

**Fishing Sector Feedback:**

- Reduced confidence in consumer shows as they seem to be more for retail purchases and networking with other businesses. Consumer show attendance has been slowly decreasing. Fort McMurray consumer show has been cancelled the last 2 years.
- Consumers are depending more on websites rather than trade shows to gather information and make reservations.
- We need to overturn the "doom and gloom" messaging in the media lately and counteract the negative press about the fishing sector. Media contacts need to be fed the good news stories and work on the fishing sector image.
- Out of the box high end consumer shows may be an option. i.e. Dental or Petroleum shows
- Ferry fares and access add to the negative perception of the fishing sector on the Island.
- Fishing has changed from the idea of catching and canning versus the experience of the trip. We are now selling experiences.
- Some operators have diversified to attract women and families as well.
- Top geographic markets would be BC, Northwest states, Alberta and Europe.

**Ideas for the future:**

- Partner with companies such as Central Mountain Air
- Collaborate with BC Ferries for special rates or promoting the super saver days.
- Develop a counter media relations campaign to improve the fishing sector image and limit the negative story impacts.
- Look into higher end consumer shows that may not be outdoor shows. i.e. dental, petroleum shows etc...

- Use internet marketing
- Book space in BC Fishing Adventures
- Use mail outs to consumers via newsletters or postcards. Tourism Vancouver Island can create the newsletter with submissions from stakeholders. This newsletter would be sent to stakeholders to disperse as well as to TVI's consumer database contacts who request fishing information.
- Needs branding or a singular message
- Host a trade show/event for stakeholders and retailers
- Build a campaign to include a newsletter, contest, landing page and print advertising.