

TOURISM VANCOUVER ISLAND FY 10/11 MARKETING PLAN - TP

A) FY2011 FORECAST SPENDING SUMMARY

1. Budget Forecast by Market

Primary markets are BC and Canadian Regional, together accounting for 75% of the Tourism Vancouver Island budget. Other US and US Regional follow at 9% and 6.6% respectively.

Several new trends emerged in FY10 as a result of the challenges from the downturn in the global economy including shorter lead times for bookings and travel much closer to home. As a result, all advertising programs (print, radio, TV, and web) will be directed primarily towards the lower mainland market and even a small amount on Vancouver Island itself to encourage travel within the region.

Tourism Vancouver Island continues to invest some dollars in markets outside the lower mainland to maintain presence and awareness of the region in those markets that have proven to be successful in years past.

2. By Activity

Publication production and distribution account for 56% of the Tourism Vancouver Island budget. Media advertising follows at 35% and Consumer Shows are next at 9%.

The main focus of effort by media type continues to be print publications (magazine and newspaper) but some dollars have been re-allocated from print to radio, TV, and web with the intent of creating new and unique campaigns that have a more immediate impact on the marketplace and drive the consumer to make travel decisions and bookings "on the spot".

3. By Major Product

- **Touring** *\$1.47 million*
82% of total budget. Increase over last year.
 - Effort priorities involve print publications, targeted magazine advertising, television and radio campaigns and Internet.
 - At 200,000 copies and 102 pages, the Tourism Vancouver Island regional guide will be the largest scale regional guide, and accounts for 46% of the touring budget. Primary print media to be used are BC Magazine, Westworld BC, Alberta & Saskatchewan, WestJet up!, and the Edmonton Journal's Destination West. We are also investing in other media including television with A-Channel, radio targeting the lowering mainland market, and web campaigns including Travel Zoo to capitalize on the growing demand by stakeholders to incorporate more web-based campaigns in our plan.
 - Evaluation of programs will be achieved through campaign specific landing pages and strongly encouraging participating stakeholders to offer specific price point packages to enable effective tracking and measurement of success.
 - The Van Dop Art Guide and Wine Islands Guide were re-allocated from Festivals & Events to Touring, which accounts for some of the increased budget allocation.
- **Golf** *\$87,750*
5% of total budget. Decrease over last year.

- Effort priorities include advertising to generate inquiries and distribution of golf fulfillment material – 40,000 copies of a 24 page golf guide are being produced. Primary target markets are BC, Canadian Regional and Other Canada.
 - Tactics include significant investment in web advertising (i.e.: WorldGolf.com, ScoreGolf.com, etc.), print advertising, and also TV advertising to leverage on the Skins Game taking place at Bear Mountain in June 2010.
 - Evaluation of programs will be based on number of direct bookings and requests for the Golf Vacation Guide.
- **Adventure** \$78,150
4% of total budget. No change over last year.
 - Effort priorities include targeted magazine advertising to generate inquiries and distribution of outdoor fulfillment material – 75,000 copies of a 32-page Outdoor Guide. Primary target markets are BC and Canadian Regional.
 - Tactics include advertising in Pacific Yachting, Outside and Explore Magazines.
 - Evaluation will be achieved through campaign specific landing pages and measurement of visitors to the online version of the Outdoor Guide.
- **Fishing** \$24,000
1% of total budget. Increase over last year.
 - Effort priorities include targeted magazine advertising.
 - Tactics include advertising in Western Adventure, BC Sportfishing Magazine and Northwest Sportsman.
 - Evaluation of programs will be achieved through campaign specific landing pages.
- **Ski** \$18,000
1% of total budget. Decrease over last year.
 - Effort priorities include targeted magazine advertising and consumer show attendance.
 - Tactics include proven publications such as Skier and Snowboard magazines as well as increased focus on motivating travel by the Vancouver Island resident through local print and radio advertising.
 - Evaluation of programs will be achieved through measurement of increased visitation to Vancouver Island's ski resorts.
- **Meetings & Incentive Travel** \$112,000
6% of total budget. Decrease over last year.
 - The Special Places program continues to be a success as we move forward with 17 partners committed for the next three years.
 - Effort priorities include attendance at trade shows and targeted sales calls.
 - Tactics include attendance at Trailblazers and the Luxury Travel Expo, in addition to targeted sales calls, FAMs, and hosted receptions.
 - Evaluation of programs will be achieved through measurement of increased incentive business booked at participating high-end properties.
- **Other (Festivals & Events etc.)** \$0

0% of total budget. Decrease over last year.

- Re-allocated Van Dop Art Guide and Wine Islands Guide to Touring.

B) SUMMARY OF PLANNED CONSUMER SHOWS, MEDIA PURCHASES, AND PUBLICATIONS:

FY2011 Consumer Shows		
Show	Product	Date/City
Quartzsite RV Show	TOUR	January 22-30, 2011 Quartzsite, AR
Florida RV SuperShow	TOUR	January 2011 Tampa, FL
LA Times Travel Show	TOUR	February 2011 Los Angeles, CA
Calgary Home & Garden	TOUR	February 2011 Calgary, AB
Canada Blooms	TOUR	March 2011 Toronto, ON
Edmonton Home & Garden	TOUR	March 2011 Edmonton, AB
Vancouver Golf Show	GOLF	Spring 2011 Vancouver, BC
Edmonton Golf Show	GOLF	Spring 2011 Edmonton, AB
Calgary Golf Show	GOLF	Spring 2011 Calgary, AB
Seattle Golf Show	GOLF	Spring 2011 Seattle, WA
Vancouver Snow Show	SKI	October 2010 Vancouver, BC
Seattle Snow Show	SKI	November 2010 Seattle, WA
Canadian Ski Destination Consortium	SKI	Ongoing

Trailblazers	MIT	July 2010 Location TBA
Luxury Travel Expo	MIT	December 2010 Location TBA

FY2011 Media Purchases Planned		
Media	Product	Gross \$ (excl. GST)
British Columbia Magazine	TOUR	\$36,000
Grandparent Magazine	TOUR	\$6,000
TBC Vacation Guide	TOUR	\$13,000
Westworld Alberta	TOUR	\$14,000
Westworld British Columbia	TOUR	\$15,000
WestJet up! – April 2010	TOUR	\$30,000
WestJet up! – September 2010	TOUR	\$30,000
Edmonton Journal / Destination West – April 2010	TOUR	\$15,000
Times Colonist Discover – Spring 2010	TOUR	\$110,000
Times Colonist Discover – Fall 2010	TOUR	\$60,000
Seattle Program	TOUR	\$43,000
Web Marketing (Google adwords, banners)	TOUR	\$10,000
Travel Zoo	TOUR	\$25,000

QM/FM Spring Campaign	TOUR	\$14,778
A-Channel Summer and/or Fall Campaign	TOUR	\$46,851
WorldGolf.com/TravelGolf.com	GOLF	\$6,800
Pacific Newspaper Group – Vancouver Sun & Province	GOLF	\$3,950
Global TV advertising	GOLF	\$20,000
ScoreGolf.com	GOLF	\$6,800
RCGA Network	GOLF	\$6,800
SBC Media (Skier & Snowboard magazines)	SKI	\$4,000
Print Ads – Vancouver Island (specific media TBD)	SKI	\$2,500
Come Ski Canada Guide	SKI	\$2,500
TBC Outdoor Adventure Guide	SKI	\$2,695
Local Radio advertising (specific station TBD)	SKI	\$2,000
OP Western Adventure	FISHING	\$8,000
Northwest Sportsman	FISHING	\$8,000
BC Sportfishing Magazine	FISHING	\$8,000
Pacific Yachting	ADVENTURE	\$8,000

FY2011 Publications Planned

Title	Dimensions	Product	Gross Production Cost (excl. GST)	Copies	Pages (Including Covers)
Vacation Guide	Full	TOUR	\$276,000	200,000	96 w/ 6 page gatefold
Van Dop Art Guide	4"x9"	TOUR	\$77,500	130,000	32
Garden Guide	8"x 9" soft-fold	TOUR	\$25,000	75,000	12
B&B Guide	4"x9"	TOUR	\$25,000	50,000	18
Wine Islands Guide	4"x9"	TOUR	\$45,000	50,000	24
Golf Vacations Guide	Full	GOLF	\$40,000	40,000	40
Outdoor Vacations Guide	Full	ADV	\$56,650	75,000	32

C) FY10/11 Marketing Plan Project Sheets

See attachment to e-mail (FY11 TP RepRecon Sheets).