



Dear Stakeholder,

Re: Tourism British Columbia's 2012 HelloBC® Listings Program

Tourism British Columbia will be contacting you soon to let you know that enrollment in the **2012 HelloBC Listings Program** for *Attractions, Activities, Ski, Golf and Transportation companies* is underway. We wish to ensure that you are aware of this program and its benefits to you and our region.

There's never been a better time to be a part of this great program! Through its powerful marketing channels and programs, the **HelloBC Listings Program** provides tourism businesses throughout British Columbia with exposure to millions of consumers in the planning and purchasing phases of their BC vacation. Don't miss the opportunity to be a part of the exposure.

Why enroll?

A listing on **HelloBC.com** is still the best \$95 (+ HST) you can spend on marketing.

- Over 5,000 tourism businesses and activities were listed on **HelloBC.com** during the period of January through September 2011.
- Tourism businesses that included web links in their listings in 2010 received a combined **998,000 click throughs to their business websites**. In other words, for every four visitors viewing a listing on our website network, one of them clicked through directly to a tourism business website.
- The **HelloBC.com** website network includes consumer websites for North America, the UK, Germany, Australia, Japan, South Korea and our French-language website. Listings will be posted on all these websites.
- Upload your business's special offers for FREE through our **Special Offers Program**. Only HelloBC Listings Program participants are able to feature their special offers. Not only can consumers access Special Offers directly from the home page of HelloBC.com, but over 45,000 people have signed up to receive regular Special Offers emails.

Enrollment Deadline & Early Bird Incentive

To appear on **HelloBC.com** in 2012, you must enroll by **December 31, 2011**. *Why wait? If you renew by 4pm on December 15th, 2011 you will receive a FREE colour logo enhancement and 20 FREE photos.* Get started today at www.tourismbc.net.

If you have any questions, please visit www.tourismbc.net, or contact Tourism BC's Product Services Coordinators directly at 1-800-822-7899 or email productservices@gov.bc.ca.

Best regards,

A handwritten signature in black ink that reads "Denise Le Gal".

Denise Le Gal, Marketing Manager

What exposure do HelloBC® Listings Program participants receive?

The **HelloBC Listings Program** provides tourism businesses throughout British Columbia with exposure to millions of consumers in the planning and purchasing phases of their BC vacation. By enrolling in the **2012 HelloBC Listings Program**, your business information will be available to consumers through many different marketing distribution channels and programs including:

Worldwide exposure through the HelloBC.com Website Network

- **Seven websites**
Tourism BC operates an integrated website platform for North America, the United Kingdom, Germany, France, Australia, Japan and South Korea. **In 2010, these websites saw 9 million visitors and 28.9 million page views.**
- **Exposure to millions of consumers**
To date in 2011, there are over 5,000 tourism businesses and activities listed on **HelloBC.com**. **These businesses have received a combined 1.7 million page views** to the end of September 2011.
- **Connecting consumers directly to your website**
Tourism businesses that purchased web links in 2010 received a combined **998,000 click throughs to their business websites**. In other words, for every four visitors viewing a listing on our website network, one of them clicked through directly to a tourism business website.
- **Increase your online profile with Special Offers**
You can extend your exposure by promoting a special offer for FREE in the **HelloBC Special Offers Program**. Not only can consumers access Special Offers directly from the home page of **HelloBC.com**, but over 45,000 people have signed up to receive regular Special Offers emails.

Increase your bookings through the HelloBC Reservations Program

As a **HelloBC Listings** participant, you can enroll in the Reservations Program and receive bookings directly through all of our distribution channels. In 2010, the Reservations Program was responsible for **over 31,000 transactions generating over 4.2 million in industry revenue** through all of our distribution channels.

Visitor Centres drive customers to tourism businesses

Tourism BC's network of over 100 Visitor Centres throughout the province (including six Gateway Visitor Centres in Osoyoos, Golden, Coquihalla (Merritt), Peace Arch Border Crossing, Vancouver International Airport (international and domestic terminals) and Mount Robson Provincial Park) welcomed **over 3.1 million visitors** in 2010.

Marketing Programs generate millions of visits to HelloBC Listings

Each year, Tourism BC invests significantly in comprehensive consumer marketing activities to drive awareness and interest in travelling to, and within, British Columbia by directing visitors to **HelloBC.com**. These campaigns are strategically focused on connecting consumers with the experiences that appeal to them most, whether activity-based such as golf, ski and outdoor adventure or destination-oriented involving attractions and transportation.

All for only \$95/year plus tax.

Don't miss the opportunity to be part of the exposure generated through our 2012 marketing activities – enroll in the **2012 HelloBC Listings Program** at **www.TourismBC.net** by **4pm, Thursday, December 15, 2011, to receive a FREE logo and 20 FREE photos.**

**Please contact Tourism Product Services at 1-800-822-7899
or email productservices@gov.bc.ca
with any questions, or for more information.**