

TOURISM VANCOUVER ISLAND

FY13 MARKETING PLAN - TPP

A) FY13 FORECAST SPENDING SUMMARY

1. Budget Forecast by Market

Primary markets are BC and Canadian Regional, together accounting for 82% of the Tourism Vancouver Island budget. Other Canada follows at 6% with US Regional and Other USA close behind at 4%.

Our primary markets of BC and Alberta continue to receive the largest investment as they are the Vancouver Island region's highest yield markets and are following the ongoing trend of travelling close to home.

We will continue to invest a portion of our budget into the secondary and tertiary markets in order to maintain a presence for deeper investment when both the economy has recovered sufficiently and the value of the Canadian dollar is more attractive to our US neighbours.

2. By Activity

Publication production and distribution account for 51% of the Tourism Vancouver Island budget followed by media advertising at 40% the bulk of which is accounted for with increased spend in online marketing.

Tourism Vancouver Island believes that our Marketing Plans should always have an appropriate mix of both traditional and online media components. This year's plan however, does have a much larger investment in Internet in order to meet the needs of our stakeholders as well as to capitalize on the increasing opportunities available in the marketplace.

3. By Major Product

- **Touring \$1.33 million**
81% of total budget. Increase over last year.
 - Effort priorities include ensuring that all marketing programs have a significant online component in order to meet the needs of our stakeholders.
 - The Vacation Guide continues to account for the bulk of Touring investment though tactics have shifted to include a much stronger online presence, evidenced by the reduced print run to 125,000 copies versus 200,000 (implemented in FY12). Primary media investments are the Alberta-focused "Go Vancouver Island" campaign, Travelzoo and a summer program earmarked to leverage off an anticipated Tourism BC campaign.
 - Evaluation of programs will be achieved through creating opportunities for stakeholders to promote specific price-point offers, which leads to ability to track results in addition to traffic driven to campaign-specific landing pages (i.e.: www.GoVancouverIsland.ca) and clicks to individual advertiser websites.
- **Golf \$88,200**
5% of total budget. No change over last year.

- Effort priorities include advertising to generate inquiries and distribution of golf fulfillment material – 30,000 copies of a 36-page golf guide are being produced. Primary target markets are BC and Canadian Regional.
 - Primary tactics include a mix of web advertising as well as traditional media comprising TV, newspaper and magazine.
 - Evaluation of programs will be based on number of direct bookings and requests for the Golf Vacation Guide.
- **Adventure \$55,075**
3% of total budget. Decrease over last year.
 - Effort priorities include targeted magazine advertising to generate inquiries and distribution of outdoor fulfillment material – 50,000 copies of a 32-page Outdoor Guide. Primary target markets are BC and Canadian Regional.
 - Evaluation will be achieved through measurement of visitors to the online version of the Outdoor Guide as well as clicks to individual advertiser websites.
- **Fishing \$7,500**
<1% of total budget. Decrease over last year.
 - Effort priorities include targeted online advertising.
 - Tactics include advertising on SportfishingBC.com.
- **Ski \$18,000**
1% of total budget. Increase over last year.
 - Effort priorities include interactive display advertising featuring QR codes targeting the lower mainland and Vancouver Island resident.
 - Tactics include displays on board key BC Ferries routes and at both the Comox and Victoria airports.
 - Evaluation of programs will be achieved through measurement of traffic to Tourism Mount Washington’s website and increased visitation to Vancouver Island’s ski resorts.
- **Meetings & Incentive Travel \$142,619**
9% of total budget. No change over last year.
 - Primary focus of effort is on online marketing to drive traffic to www.SpecialPlacesVI.com.
 - Tactics include pay-per-click and display advertising as well as strong focus on social media efforts.

- Evaluation of programs will be achieved primarily through measurement of increased click-throughs to partner websites in addition to improved statistics (i.e.: increased traffic and pageviews, decreased bounce rate) to the Special Places website.
- **Other (Festivals & Events etc.) \$0**
0% of total budget. No change over last year.

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

FY13 Consumer Shows		
Show	Product	Date/City
Florida RV Supershow	TOUR	January 2013 Tampa, FL
Quartzsite RV Supershow	TOUR	January 2013 Quartzsite, AZ
Calgary Home & Garden Show	TOUR	February 2013 Calgary, AB
Edmonton Home & Garden Show	TOUR	March 2013 Edmonton, AB
BC Home Show	TOUR	March 2013 Vancouver, BC
San Francisco Garden Show	TOUR	March 2013 San Francisco, CA
LA Times Travel Show	TOUR	March 2013 Los Angeles, CA
Vancouver Golf Show	GOLF	Spring 2013 Vancouver, BC
Edmonton Golf Show	GOLF	Spring 2013 Edmonton, AB
Calgary Golf Show	GOLF	Spring 2013 Calgary, AB

Vancouver Snow Show	SKI	October/November 2012 Vancouver, BC
Calgary Snow Show	SKI	November 2012 Calgary, AB
Edmonton Ski Show	SKI	October/November 2012 Edmonton, AB

FY13 Media Purchases Planned		
Media	Product	Gross \$ (excl. HST)
Grandparent Magazine	TOUR	\$8,000
Times Colonist "Discover" – Fall 2012	TOUR	\$50,000
Times Colonist "Discover" – Spring 2013	TOUR	\$110,000
Travel Zoo	TOUR	\$27,000
"Go Vancouver Island" campaign	TOUR	\$215,000
Tourism BC Summer campaign	TOUR	\$22,964
DAM Project	TOUR	\$20,000
Wineries Refined	TOUR	\$1,250
Pacific Newspaper Group	GOLF	\$1,300
Global BC Television Advertising	GOLF	\$7,500

Scoregolf West	GOLF	\$6,000
Scoregolf.com	GOLF	\$7,000
Canwest – North Shore News	GOLF	\$6,000
NCGOA – Where to Golf	GOLF	\$2,000
Global AB Television Advertising	GOLF	\$7,500
Edmonton Postcard Direct Mail Campaign	GOLF	\$5,000
Black Press Campaign on Vancouver Island	GOLF	\$2,400
Large Format Interactive Display Advertising	SKI	\$9,000
Skier Magazine	SKI	\$2,000
Digital & Multi-media campaigns	SKI	\$4,000
SportfishingBC.com	FISH	\$7,500
Business in Vancouver – “Meeting Places”	M&IT	\$16,250

FY13 Publications Planned					
Title	Dimensions	Product	Gross Production Cost (excl. HST)	Copies	Pages (Including Covers)
Vacation Guide	Full	TOUR	\$254,021	125,000	96 (plus 6 page gatefold)

Garden Guide	8" x 9" soft-fold	TOUR	\$25,000	75,000	12
Wine Islands Guide	4" x 9"	TOUR	\$45,000	75,000	24
Golf Vacations Guide	Full	GOLF	\$34,000	30,000	36
Outdoor Guide	Full	ADV	\$51,575	50,000	32

C) FY13 Marketing Plan Project Sheets

See attachment to e-mail (FY13 TPP RepRecon Sheets).