

Put your brochure in the hands of consumers

1,000s of consumers visit the Tourism Vancouver Island website monthly looking for information to plan their next getaway and with the Brochure Distribution Program, we're able to put valuable information consumers from around the world want in their hands for less than the cost of a regular stamp!

This campaign includes 1 year of brochure mailings anywhere in the world and quarterly geographical market reports on where your brochures are going PLUS we handle everything.

All consumers
have to do is...

Step 1: Go to www.vancouverisland.travel or call 888-655-3483

Step 2: Fill out the [request form](#)

Step 3: Check your mail for your information package!

**Brochure, rack card, business card, soft
covered CD, flyer or regional guide**

➔ **We receive an average of 120 inquiries
a week!**

“

I recently received my visitor info packet in the mail and I was just emailing to say thank you for this because what I got was more than what I was looking at getting. There was plenty of helpful info and great pictures to entice you to want to get to Vancouver Island sooner as it looks like a very beautiful place. I know your website provides great info but it is also nice to sit down with a book and read up on where you are going and that is what I got and then some. Keep up the good work! - **Adam S.**

”

Option 1: For \$0.30 each, have your brochure sent to **every** inquiry Tourism Vancouver Island receives

Option 2: For \$0.48 each, have your brochure sent only to visitors requesting information about your category

Option 3: Have your regional guide (21cmx27.5cm) distributed for \$2.21 each to visitors looking for information on your region

Not sure if this is for you? Pick a category and try it out with only **500** of your brochures.*

*Offered only to companies who have not previously participated in Tourism Vancouver Island's Brochure Distribution Program.

Example Rate	Buy In	Destination	Canada Post Rate	Program Cost	Savings
	500 Brochures	Canada (31%) USA (38%) International (31%)	155 @ \$0.61 = \$94.55 190 @ \$1.05 = \$199.50 155 @ \$1.80 = \$279.00 \$573.05	500 @ \$0.48 = \$230 (plus HST) \$240	\$333.05

Based on typical demographical breakdown, actual rates are dependent on the volume of brochures sent.

For more information or to book your space, please contact:

Cindy Pollard
South Island & Nanaimo
Phone: (250) 740-1216
Fax: (250)-754-3599
Email: Cindy@tourismvi.ca

Karen Bonell
Gulf Islands, Cowichan, North &
North Central Island Regions
Phone: (250) 792-3733
Fax: (250)-754-3599
Email: Karen@tourismvi.ca

Susan Webster
Pacific Rim & Oceanside Region
Phone: (250) 751-3791
Fax: (250)-754-3599
Email: Susan@tourismvi.ca

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact: _____ Email: _____

START DATE: (Please choose one)

- October 1, 2011
- January 1, 2012
- April 1, 2012

PROGRAM OPTIONS: (Please choose one option)

- Option 1:** Send my brochure out to every inquiry (\$0.30ea)
- Option 2:** Send my brochure in a category (see below) (\$0.48 ea)
- Option 3:** Send my regional guide (\$2.21 ea)

Rates subject to HST

For a first time trial of 500 brochures, please choose a category from the list below:

- | | |
|---|--|
| <input type="checkbox"/> All Categories (6,000) | <input type="checkbox"/> Hiking/Walking Tours (2,500) |
| <input type="checkbox"/> Accommodations (3,000) | <input type="checkbox"/> Marine Activities (3,000) |
| <input type="checkbox"/> Bed & Breakfasts (1,000) | <input type="checkbox"/> Museums & Historical Sites (2,000) |
| <input type="checkbox"/> Campgrounds/RV Parks (1,000) | <input type="checkbox"/> Spas & Wellness (1,000) |
| <input type="checkbox"/> Aboriginal Tours & Culture (1,000) | <input type="checkbox"/> Transportation Services (1,000) |
| <input type="checkbox"/> Fishing (1,000) | <input type="checkbox"/> Weddings/Honeymoons (500) |
| <input type="checkbox"/> Galleries/Studios/Theatre/Arts (1,000) | <input type="checkbox"/> Wineries/Cideries/Breweries (1,500) |
| <input type="checkbox"/> Communities (2,000) | <input type="checkbox"/> Other, please specify _____ |

Deadline: Brochures & contract must arrive in the Tourism Vancouver Island office at least **1 week** prior to your start date.

Note: The suggested brochure quantities in brackets are based on previous years. Actual volumes may vary, you will only be billed for the number of your brochures that are mailed out.

Agreement

- I wish to participate in the Tourism Vancouver Island Brochure Distribution Program. I understand that I am committing to a minimum of one-year and that I will be billed quarterly upon brochure fulfillment.
- I understand that this contract will be automatically renewed each year unless 30 days written cancellation is provided. Interest shall be charged at a rate of 2% per month on all overdue accounts
- I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island. (Please include the Stakeholder Category Criteria form with your contract)
- I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Print Name: _____ Title: _____

Phone #: _____ Date: _____

Signed by: _____

Sales Rep: _____

Please fax your completed contract to (250) 754-3599

****Please ensure you comply with all criteria listed prior to
initialling your appropriate category.**

Accommodations
(Hotels, Motels, Hostels,
B&Bs, Resorts, Lodges &
Campgrounds)

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- The stakeholder must be a minimum of one of the following (Please check all applicable):
 - Tourism BC Approved Accommodation
 - AAA rated/approved
 - Canada Select rated/approved

Vacation Home Rentals,
House Boats

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Coast Guard Certified (House Boats only)

Tourism Associations, DMOs

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act

Incorporated Community

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Community is incorporated as a municipality or is within a regional district or Islands Trust area

Transportation

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act
- Minimum 2 million dollar insurance (including 3rd party liability)

Attractions & Recreation
Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Parks

Initial _____

- Must be either:
 - Municipal
 - Regional
 - Provincial
 - Federal

Festival & Events Venues

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Food & Beverage, Retail

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance
- Tourism purchases must be a component of the business/service (Retail only)

Education & Training

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Accredited provincial educational organization or;
- Legally registered or incorporated training company

Tourist Services

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance

Travel Wholesalers &
Receptive Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- R Licensed and compliant with the Business Practices & Consumer Protection Act Travel Industry Regulations - B.C. Reg 296/2004

Special approval may be obtained on a case by case basis for tourism based businesses who do not fall under any of the the criteria.

I have read the Stakeholder Criteria form above and meet all applicable criteria required for my stakeholder category.

Print Name: _____ Signature: _____