



Tourism
Vancouver
Island

*What's New
Fall 2011*

48th Annual Conference & AGM

Tourism Vancouver Island's 48th Annual Conference & AGM was held September 20 – 22, 2011 in Nanaimo at the Vancouver Island Conference Center. Thank you to all involved – students, stakeholders, sponsors, speakers, volunteers, and delegates!



This year's conference included many great events such as the Pre-Tee off BBQ hosted by the Nanaimo Airport, the Annual Golf Classic at Cottonwood Golf Course, and the Welcome Reception at the Dinghy Dock Pub - where a little pirate came out in us all! The keynote speakers included Peter Legge of Canada Wide Media, Jim Brody of TripAdvisor, and Keith Henry of Aboriginal Tourism BC. Other highlights of the conference included the Vancouver Island Mayor's Jeopardy, VIU Graduate Student Debate, and go2's informative Labour Shortages presentation. IslandFEAST Concierge put on a fabulous "Taste Your Island" nutrition break in the Nanaimo Museum gallery. "Taste Your Island" provided delegates with the opportunity to discover firsthand what Vancouver

Island's emerging culinary and agri-tourism sectors are serving up to our visitors. Lastly, Tourism Vancouver Island awarded many deserving stakeholders at the Annual Gala Dinner and Awards Evening. The Annual Travel & Tourism Auction Fundraiser had yet another successful year. Thank you to all stakeholders and suppliers that donated items, for your generosity and support. The Annual Travel & Tourism Auction is an integral fundraising event for Tourism Vancouver Island. All proceeds are put towards marketing initiatives promoting tourism on Vancouver Island.

Thank you again to our hosts the Harbour City of Nanaimo and to all conference sponsors that made this year's conference such success. 2011 Conference Sponsors: Nanaimo Airport, Vancouver Island Conference Center, Page One Publishing, CTV Vancouver Island, Aboriginal Tourism Association of BC, LA Limousines, City of Nanaimo, SW Audio

Visual, Royal Roads University, Primal Communications, goroberts!, go2, Immediate Images, Teldon Print Media, Nanaimo Museum, the Times Colonist, CrazySnapz Photo Stand, Coastal Community Credit Union, the Beaconsfield Inn, Scotia Bay B&B, Inn on Long Lake, Webacom, Certified Folder, MNP, Harbour Air/West Coast Air, The Beach Club Resort, Golf Vancouver Island, Jamie's Whaling Station, Vancouver Island University, Nanaimo Youth Services Association, and Landon Sveinson Photography.



We are already looking forward to doing it all again next year in "Wild by Nature" Sooke! Stay tuned to our conference website as we begin to release exciting details in Spring 2012 for the 49th Annual Conference & AGM.



www.tviconference.ca

Congratulations to Tourism Vancouver Island's 2011 Industry Award Winners!



Each year Tourism Vancouver Island recognizes businesses and individuals for their contribution in positioning the Vancouver Island region as a premier tourism destination. There are six awards available for tourism industry stakeholders within the Vancouver Island, Victoria and Gulf Islands region. Congratulations to all of our deserving recipients.

Multi Media Marketing Award: Tourism Victoria

MVP Award: Jennifer Ford & Chelsea Barr, Destination Nanaimo

Power of Partners Award: Tourism Victoria

Innovator of the Year Award: Dr. Karl Schutz, Chemainus Dollar

Tourism Sustainability Award: AdrenaLINE Ziplining Adventure

Tourism Employee of the Year: Chelsea Cummings, The Beach Club Resort

First Annual Vancouver Island Mayor's Jeopardy



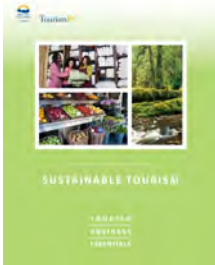
A big congratulations to Mayor Charlie Cornfield of the City of Campbell River for winning the first ever Vancouver Island Mayor's Jeopardy at Tourism Vancouver Island's 48th Annual Conference & AGM. Charlie competed against five other Vancouver Island Mayors: Mayor Frank Leonard of the District of Saanich, Mayor John Ruttan of the City of Nanaimo, Mayor Phil Kent of the City of Duncan, Mayor Chris Burger of the City of Parksville and Director Joe Stanhope of the Regional District of Nanaimo. The Mayors competed in two rounds of Jeopardy, and then one round of Final Jeopardy. Vancouver Island Jeopardy included a range of questions from which city attracts over 3.5 million overnight visitors per year to what percentage of Vancouver Island residents voted tourism as the #1 economic contributor? The Mayor that knew the correct answer rang in with their noisemaker—horns, maracas, and tambourines!



Thank you to Bruce Williams of CTV Vancouver Island for hosting Vancouver Island Mayor's Jeopardy and thank you again to all participating Mayors. Vancouver Island stakeholders are welcome to submit questions throughout the year in preparation for the Second Annual Mayor's Jeopardy Round which will take place in Sooke at the 49th Annual Conference & AGM. Please submit questions to Jody@tourismvi.ca

Industry Resources

Tourism BC has a number of resources available to assist tourism operators, communities and sectors in growing and developing their businesses. Explore the collection of tools by following this link to the Tourism Industry Resource area of the Tourism BC website. <http://www.jti.gov.bc.ca/industryresources/>



New Tourism Business Essential Guide – Sustainable Tourism now available online!

Sustainable Tourism is a practical guide to making your business more sustainable, efficient, and successful. By understanding and applying the three pillars of sustainability – environmental, social and economical - businesses can realize financial savings and help create stronger businesses and communities. [Available here](#)

Measuring Success of Marketing Activities

Whether you are promoting a business, sector or community; tracking and measuring success of your marketing effort is essential for evaluating your current efforts, while planning for future investments. The first step in measuring the return on marketing investments is to have a clear understanding of the tourism objectives. More visitors, higher yields from an existing visitor base or growth in off-peak visitation may be desired. Only by defining “success” can a business or organization track its progress towards it.

Tourism BC’s Industry Resources provides a variety of different marketing strategies and tactics that can be utilized to achieve desired results: [Available here](#)



Small Business BC is looking to increase their small business success stories on their website. Success profiles are published on the Small Business BC website <http://www.smallbusinessbc.ca/around-bc>– Here Small Business BC try to create a balance of inspiration and information. The main criteria for being a success is to be over the 2 year mark in your business. Contact Gill Tempest, Content Coordinator, Small Business BC for more details: tempest.gill@smallbusinessbc.ca or 1-604-775-8151.

Media Department Update

Lana in the Media Relations department attended Go Media Canada Marketplace in Edmonton from September 18-22, and participated in 38 one-on-one pre-scheduled appointments with qualified media in key geographic markets. This media event brought together over 120 media guests with approximately 100 tourism businesses. Media representatives came from Canada, US, Germany, France, Brazil, China, India, Mexico, Japan, Korea, Australia, and the UK. This is the premier annual media event in Canada coordinated through the Canadian Tourism Commission and Tourism Industry Association of Canada that brings travel media and tourism professionals together.

The media relations department will be coordinating the Vancouver Island portion of the 2012 Tourism Passport. This province-wide attractions pass was initially produced for the 2010 Olympic & Paralympics Winter Games and was distributed only to key media and travel trade contacts. It has now become an annual pass that provides substantial discounts for activities, and complimentary access to paid attractions for media and travel trade. For more information on if your attraction or activity qualifies, please contact Lana Kingston ana@tourismvi.ca with ‘2012 Tourism Passport’ in the subject line.

Industry Events



FOCUS ON THE FUTURE:

Steps for a Better Industry Tomorrow

The **2011 BC Tourism Industry Conference** will take place **October 24-26, 2011** at the Victoria Conference Centre and the Fairmont Empress Hotel. The Tourism Industry Conference (TIC) is the annual gathering of the tourism industry to learn, network, exchange ideas and establish new contacts. This year's conference has an exciting line up of speakers and presentations, designed to stimulate discussion and deliver ideas that delegates can take away and use immediately in the business and association operations. For a complete program and registration details please visit: <http://www.bctourismindustryconference.ca/>

Join the BC Hotel Association (BCHA), the BC Restaurant and Foodservices Association (BCRFA), the Alliance of Beverage Licensees of BC (ABLE) and the BC Lodging and Campgrounds Association (BCLCA) in Vancouver for the **BC Hospitality Industry Conference & Exposition on November 6-8, 2011**. You will learn about the latest industry trends, best practices for running your hospitality business, and solutions to your business needs. Connect with your peers and enjoy networking with industry professionals from around the province and across the country. For complete details please visit:

<http://www.hospitality-trade.com/>

Industry News

Signature Experiences Collection



The Canadian Tourism Commission is building a collection of travel experiences that will be used to show the world what Canada is all about. Canadian-based tourism businesses that deliver engaging experiences are being invited to apply to become part of the collection.

A *Signature Experience* is an exceptional travel experience offered by a Canadian-based tourism operator. The CTC has already identified a number of experiences for membership in the Collection. Businesses like Sonora Resort in British Columbia, Sucrerie de la Montagne in Quebec, Tranquility Cove Adventures on Prince Edward Island and Inniskillin Winery in Ontario offer the types of immersive, hands-on and unique *Signature Experiences* that today's travellers are looking for.

For more details, eligibility and criteria, please visit <http://en-corporate.canada.travel/resources-industry/signature-experiences-collection>. The next call for applications will open on **November 15, 2011**.

Industry News



Nominating Heritage Lighthouses

Lighthouses are important landmarks and coastal icons for visitors and local communities. Under the federal Heritage Lighthouse Protection Act Canadians can now nominate lighthouses for designation and protection. There is only a two-year window for the nomination process, however, until May 29, 2012. Nominations will be considered by the Historic Sites and Monuments Board of Canada. So far, 56 lighthouses have been nominated, but only three from B.C.: Point Atkinson, Sisters Islets and Sheringham Point. For more information on the nomination process, visit the Parks Canada website (www.parksCanada.gc.ca under National Historic Sites- Heritage Lighthouses) or contact Parks Canada's Heritage Lighthouse Program, phone: (819) 934-9096.

NEW "My Island Time" Contest on Facebook!



On September 29th Tourism Vancouver Island launched the "My Island Time" contest where fans are asked to submit one photo from their Vancouver Island vacation with a description of where it was taken and/or vote on their favorite photo for a chance to win one of 3 great prizes. "Top Tab App" (<http://toptabapp.com>) provided a very user-friendly contest application which allows easy uploading of photos, voting on photos and even rallying of friends for votes through Facebook. Prizes will be awarded to the photo with the most votes, a TVI staff favorite photo as well as to a random voter. **Prize components were generously donated by Painter's Lodge, BC Ferries Vacations, Tourism Quadra Island, Budget Car & Truck Rental, The Heriot Bay Inn, Stubbs Island Whale Watching, and the Tidemark Theatre. So a big thank you to these participating stakeholders!** Over the first week we have had a great response with 29 entries, 280 votes and counting as well as an increase to our fan base by over 250 fans.

The contest will run until October 27th so if you would like to help spread the word please feel free to copy and paste the following message and tweet, post or email it to whomever you like: "Enter to win one of 3 great Vancouver Island prizes through Tourism Vancouver Island's "My Island Time Contest" at:

<http://www.facebook.com/vancouverisland.travel>"

If you would like to contribute a prize component to future Tourism Vancouver Island contests please feel free to contact Tamara Hutchinson, Marketing Coordinator at 2502-740-1217 or Tamara@Tourismvi.ca

The Faces of Tourism Vancouver Island

Lana Kingston was born and raised in the Cowichan Valley on Vancouver Island. Lana joined Tourism Vancouver Island in 1997 after completing the first year of Tourism Management Studies through Malaspina University-College (now Vancouver Island University). She administers the Media Relations program for the association and liaises with qualified travel media and the product sector to achieve the media relations goals.



Lana Kingston
Media Relations Manager
lana@tourismvi.ca
250.740.1213

Prior to joining Tourism Vancouver Island, Lana worked in a diverse range of areas including woodworking/joinery, ski resort lift maintenance, office administration, restaurant hospitality, and real estate support. She enjoys traveling, meeting people, connecting with friends across the miles, and spending time with family, but her life passion is her dogs and learning about others and their canine companions.

- Travel media communication
- Media press trips & itinerary development
- Attend travel media conferences and events
- Associate Member of Society of American Travel Writers (SATW)
- Industry Member of Travel Media Association of Canada (TMAC)



Click here to check out our latest [Marketing Opportunities](#)

Did you know that Tourism Vancouver Island's Industry Services Department has a twitter account specifically for our Stakeholders and Industry Contacts? Do you want to be kept up to date on New Marketing Campaigns, Upcoming Events, Workshops, Job Opportunities, Industry Updates, News Releases or ways to become involved with Tourism Vancouver Island? If you said yes to any of these ... please follow us at www.twitter.com/tviindustrynews!



THANK YOU to everyone involved in *Tourism Vancouver Island's 48th Annual Conference & AGM—speakers, sponsors, staff, students, stakeholders, volunteers, & delegates!*

