

## Tourism Vancouver Membership and Benefits Summary

Member Benefits	Standard	Premium <sup>1</sup>
Qualified Business Leads		☑
Access to all workshops		☑
Priority access to Tourism Vancouver staff		☑
Priority access to familiarization visits and industry site inspection participation + Product presentations		☑
Category listing in Visitor, Leisure, and Meetings & Conventions section of website.	☑ x1	☑ x2
Calendar of event listings on website	☑	☑
Business Referrals & Media Leads	☑	☑
Access to all Member 2 Member Mixers	☑	☑
Visitor Centre referrals and front line sales	☑	☑
Listing in Official Visitor Guide	☑	☑
Media resources	☑	☑
Convention Calendar via Extranet	☑	☑
Industry research data via Extranet	☑	☑
Industry newsletter (eNews)	☑	☑
Marquee Networking Events	☑	☑
Show your Badge & Experience Pass programs	☑	☑
In-Market sales missions (at discretion of Tourism Vancouver)	☑	☑

### Member add-on options

- Web advertising
- Digital display advertising and brochure racking in the Visitor Centre
- Workshop individual or bundled registration
- Additional category listings
- Tourism Showcase
- Dine Out Vancouver Festival participation

### Non-Member Buy-in opportunities

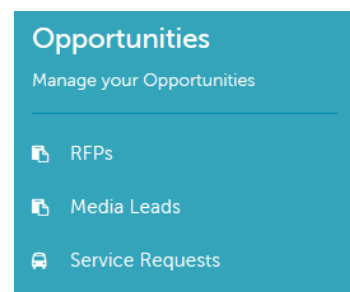
- Online profile on tourismvancouver.com
- Calendar of events listing
- Dine Out Vancouver Festival participation
- Visitor Centre Digital Display advertising
- Visitor Centre Brochure Racking
- Workshop registration

<sup>1</sup> Also describes the benefits for the Premium Multi category

## Definitions

**Qualified Business Leads:** Pertain to specific qualified business leads provided to members by Tourism Vancouver. Qualified leads require a response from the business. Leads can be generated from Meeting and Events Sales, Tour and Travel, Consumer Marketing, Media & Public Relations. Lead recipients should monitor their leads through the Member Extranet via the Opportunities tab

<https://vancouverbc.extranet.simpleviewcrm.com/>.

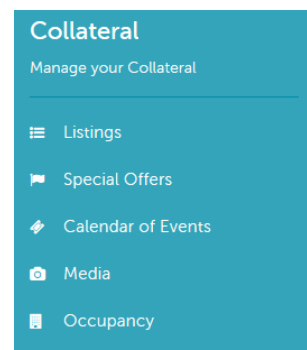


**Access to all Workshops:** Tourism Vancouver offers industry insight and training workshops as a benefit for our Premium members each year. To find out more about upcoming workshops check out the Tourism Vancouver *You're Invited* or *eNews* monthly newsletter. Standard tier Members and non-Members will be able to access the workshops for an additional fee.

**Priority Access to Tourism Vancouver Staff:** Looking for expertise in working with the leisure travel market or optimizing your visitor servicing in destination? If Members have questions, ideas or challenges they would like to discuss with Tourism Vancouver staff, our Membership Specialists can assist. Priority will be given to Premium Members.

**Priority access to familiarization visits (FAMs) and industry site inspections and product presentations:** Sharing knowledge of your products and services with key industry influencers and decision makers will assist in raising your profile. Premium Members will be given priority consideration when our staff prepare itineraries and presentations.

**Category listing in the Visitor, Leisure and Meetings and Conventions market sections of the Website:** The Tourism Vancouver website is designed to provide content for three core markets: visitor consumers, leisure travel trade and meetings and conventions trade. Standard Members will receive one listing per market while Premium Members will have two listings in each section of the Tourism Vancouver Website. Note that it is also possible to purchase additional website listings.



**Calendar of Events Listings on Website:** This is a listing of events on the website that can be updated by the member independently on the Member Extranet.

**Business Referrals & Media Leads:** Both Standard Members and Premium Members will receive notice on the Tourism Vancouver Extranet that their business was included in a referral or media lead that may result in new business (i.e. Following a client request, Tourism Vancouver creates a short list of businesses able to provide the product or service they are seeking). This is tracked as service requests and can be viewed on the Member Extranet. No action is required by the business.

**Access to all Tourism Vancouver Member 2 Member Mixers:** Tourism Vancouver coordinates ten mixer events per year to facilitate industry networking and showcase a Member venue each month. Spotlight Members are featured with trade show tables at the events. All Members with suitable space may request to host a Mixer. If your business is not able to host you may request to be a Spotlight Member at the Mixer.

**Visitor Centre Referrals and front line sales:** The priority of the Visitor Centre to extend visitor stay, increase visitor spend and encourage return visits. All Members with product and services

that are visitor-focused may be part of Visitor Centre staff referrals when appropriate. All Members who wish to sell their product through the Visitor Centre should contact their Tourism Vancouver Membership Specialist.

**Listing in Official Visitor Guide (OVG):** To be eligible for a listing in the Official Visitor Guide Members must be in good standing before the publication deadline in late January. Only one listing is available per membership. If Members have multiple business activities to list in the Official Visitor Guide they will need to purchase a Multi membership for the additional business activities.

**Media resources:** Includes Barberstock, Tourism Vancouver's image and B-roll bank. Members are encouraged to share press releases and other product, service and experience announcements with their Membership Specialists for further distribution to our Media Relations and Communications team.

**Convention Calendar via Extranet:** Stay on top of the dynamic development of conventions and Citywide meetings coming to Vancouver by regularly checking the Tourism Vancouver Extranet Reports Tab.

**Industry Research data via Extranet:** Exclusive access to current industry research including: annual visitor profile, statistics, hotel occupancy, air traffic reports (inbound tourism), cruise ship data and meetings and conventions economic impact data.

**Industry Newsletter (eNews):** Tourism Vancouver publishes a monthly newsletter with all the most relevant industry news, partner opportunities and upcoming events. Publication sent exclusively to Members.

**Marquee Networking Events:** Members enjoy invitations to Tourism Vancouver's most anticipated and highly attended industry events of the year. Some member events have an additional fee, and may have limited capacity. Events include the Open House, Nooner at the Nat, Annual General Meeting, Christmas Luncheon, Tourism Sport Showcase.

**Show your Badge & Experience Pass programs:** The Show your Badge program is offered to convention delegates. Members can opt to participate by offering complimentary or discounted products or experiences to delegates with convention badge. The program is designed to encourage delegates to stay longer and experience more in the destination.

The Experience Pass is designed to showcase Vancouver experiences to travel media, tour operators, travel wholesalers and other travel influencers. Members offering experiential or retail products may participate by offering passholders complimentary experiences or products.

### **In-Market sales missions**

Tourism Vancouver's sales teams lead in-market sales missions to key international markets. Members may participate by responding to expression of interest requests sent by Tourism Vancouver staff. Inclusion in sales missions is at discretion of Tourism Vancouver staff.

## Member add-on options

**Web advertising:** Members may increase their profile on the Tourism Vancouver website by purchasing advertising space. Rates vary based on size, and placement on the website.

### **Digital display advertising and brochure racking in the Visitor Centre:**

Tourism Vancouver's Visitor Centre welcomes over 300,000 visitors annually. Digital display advertising is available on both the linear wall which is composed of six 46" screens on the linear wall as well as the feature wall which is composed of nine 46" screens.

Limited brochure racking is available to select Member categories and additional racking spaces can be purchased. The following membership categories will be prioritized for racking:

- Attractions
- Adventure
- Sightseeing
- Tours
- Activities
- Museums
- Transportation
- Restaurants
- Maps and Guides
- Regional Guides and Community guides
- BIAs

**Workshop individual registration:** Members in the Standard tier are able to purchase tickets to individual workshops.

**Additional category listings:** Members may purchase additional listings on the website.

**Tourism Showcase participation:** Tourism Showcase is a tradeshow hosted by Tourism Vancouver and Les Clefs d'Or every spring. Showcase is designed to educate Vancouver's Concierge and other frontline staff. Members offering experiential products are able to purchase a trade show booth and participate in the event.

**Dine Out Vancouver Festival participation:** Dine Out takes place each year at the end of January and runs for 17 days. Restaurant Members may participate by designing a three-course menu for the festival. Registration fees are published on the website in the fall preceding the Festival. Other Member categories may participate by hosting or contributing to festival events.

## Non-Member Buy-in opportunities:

**Web listing on Tourism Vancouver website:** Fees are dependent on number of listings and placement.

**Brochure racking in the Visitor's Centre:** The opportunity to purchase racking space is based on availability. Priority reserved for members and categories listed above.

**Member events:** Starting in 2017 Tourism Vancouver will be opening workshops and networking events to non-members. Fees may vary based on event type.

**Dine Out Vancouver participation:** Starting in 2017 participation in the Dine Out Festivals will be open to non-member businesses. Restaurants may participate by designing a three-course menu for the festival. Registration fees are published on the website in the fall preceding the festival. Non-restaurant businesses wishing to get involved may participate by hosting or contributing to festival events. Please contact the Dine Out Festival coordinator to learn more.