

Membership Means...



Reaching More Customers

Members receive a complimentary business listing on tourismvancouver.com along with a listing in one or more applicable publications. Advertising opportunities are available in these publications and are exclusive to members.

1 Official Visitors' Guide — *The ultimate visitor resource*

- Distribution: 375,000 annually, plus online virtual guide
- Tourism Vancouver's Visitor Centres:
 - Burrard Downtown Vancouver*
 - Satellite Visitor Centre*
- Convention delegates
- Out-of-market travel agents and tour operators
- Fulfillment to out-of-market consumers who order online through tourismvancouver.com
- Gateway Visitor Centres throughout the Province

2 Vancouver Official Meeting Planners' Guide — *The trusted resource for meeting planners*

- Distribution: 5,000 annually, plus online virtual guide
- Business to business piece used by the decision makers who book meetings and convention business

3 Official Professional Travel Planners' Guide — *The travel trade's ultimate Vancouver resource*

- Distribution: 10,000 annually, plus online virtual guide
- Business to business piece used by tour operators, wholesalers, travel agents, incentive planners, cruise lines and airlines worldwide to build itineraries and choose suppliers

4 Tourism Vancouver Website — *tourismvancouver.com*

- Approximately 1.8 million unique visits in 2007
- Free business listing with enhanced description
- Over \$1.9 million online hotel gross sales annually
- Real-time restaurant reservations
- Complimentary interactive mapping

5 Tourism Vancouver Television — *The on-screen, in-hotel visitor guide*

- An informative and entertaining in-hotel guest services channel that also runs in the downtown Visitor Centre.
- A valuable and effective advertising channel to bring your business to life.
- Member commercials also run on tourismvancouver.com

6 Official Tear-Off Map

- Select member categories receive listing and map locator
- Distributed through the downtown Visitor Centre and the Satellite Visitor Centre
- Pads of maps available for distribution to select member categories

tourismvancouver.com/members

To enquire about membership with Tourism Vancouver, please visit us online.

Membership Means...



Resources

Tourism Vancouver offers a wide array of services designed to support and assist members with your sales and marketing initiatives and to reduce operating costs.

1 “Members Only” Website — tourismvancouver.com/members

Your complete online resource which is available to you 24/7.

Here’s a sample of what you’ll be able to find online.

- Tourism Vancouver participation opportunities for the upcoming year so you can plan and budget accordingly.
- Tourism Vancouver advertising opportunities including publications and television.
- The latest market research to assist your strategic planning.
- A convention schedule identifying what convention business is coming to Vancouver in the coming months and years.
- Association discounts to help your business save money.

2 Promotional Material — *Images, Video Footage and Collateral*

- A variety of Tourism Vancouver collateral is available to members.

3 Tourism Vancouver Events

- Ranging from educational workshops on pertinent topics to social networking functions and business meetings.
- Tourism Vancouver events are the place to meet other members, develop contacts and build business with the local tourism community.

4 Tourism Vancouver e-News

- Distributed weekly, the Tourism Vancouver e-News provides members with industry information, participation opportunities, event invitations and important industry updates.

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Sales and Marketing Opportunities

Tourism Vancouver Sales, Marketing and Servicing Teams are constantly in the marketplace building tourism business for the Vancouver destination and our members.

1 Meetings & Conventions Sales and Servicing Team

Act as the intermediary between the meeting planner and member businesses in the lucrative convention business. Customer groups include association, congress, corporate incentive, sport and others. Members receive referrals, leads and participation opportunities based on customer needs.

2 Leisure Travel Sales and Market Development Team

Act as the intermediary between the travel trade and members. Customer groups include cruise lines, airlines, major tour operators, wholesalers and travel agents. Members receive referrals, leads and participation opportunities based on customer needs. Members also have the opportunity to participate in consumer programs that target those travellers who book direct with Tourism Vancouver.

3 Visitor & Delegate Services Sales Team

Tourism Vancouver currently operates a flagship visitor centre located across from the convention centre, one mobile delegate services centre and a newly opened Satellite Visitor Centre located at Robson and Hornby. Our staff counsels over 220,000 visitor parties annually generating over \$6.3 million in gross sales. Trained visitor counsellors refer and book member businesses. Tourism Vancouver staff and volunteers members act as key intermediaries for member businesses targeting independent travellers and convention delegates.

4 Travel & Trade Media

Tourism Vancouver hosts approximately 425 qualified travel and trade media annually, who generate an estimated \$30 million in earned media coverage. Travel media staff act as key intermediaries between media and member businesses.

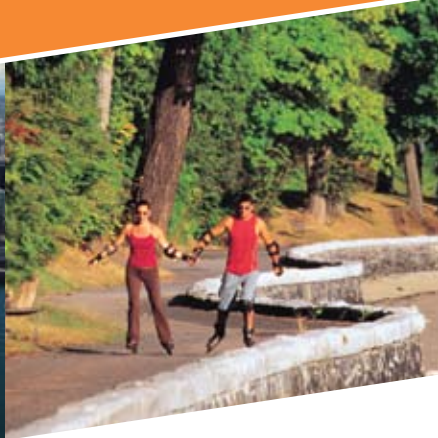
5 Promotions & Sponsor Marketing

Tourism Vancouver's Corporate Sponsorships team delivers promotional opportunities throughout the year including Dine Out Vancouver™, 100 Days of Summer™ and the Visa Savings Passport program. Each program is a unique marketing opportunity open to specific membership categories.

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Tourism Vancouver Visitor Centre
Downtown Vancouver
Plaza Level, 200 Burrard Street
Hours of Operation
8:30am – 6:00 pm Daily
At Burrard Street and Cordova Street



Satellite Visitor Centre
Vancouver Art Gallery Plaza
on Robson Street
Hours of operation vary seasonally

Visitor Centres



Reaching our Visitors

Tourism Vancouver's official visitor centres offer free reservations and booking capabilities to service visitors in-market.

1 Member Profile

Members are profiled at the Tourism Vancouver visitor centres through brochure racking and publication distribution, and at our mobile delegate services booth operating during city wide conventions (some restrictions apply based on location).

2 Accommodation Bookings

Member accommodations can be booked through all Tourism Vancouver visitor centres (must be registered on the SNBC system). In 2007, over 5,300 room nights were booked representing \$700,000 in sales.

3 Ticketing & Reservation Service

Members who have saleable activities product can be sold on Tourism Vancouver's ticketing system. Tourism Vancouver currently books attraction, sightseeing, transportation, ski, snow product, spa and golf. In 2007, \$3.2 million of member product was sold in the visitor centres. Reservations can be made for member restaurants through the OpenTable system at all visitor centres.

4 Ticketing Sales for Arts & Culture Sector

Tourism Vancouver operates Tickets Tonight, Vancouver's Community Box Office and only Day-Of Half-Price ticket outlet. Located at the Burrard Street Visitor Centre, the service is a full Ticketmaster outlet as well as offering tickets from independent producers. Producers may choose to make regular inventory and/or half-price inventory available for sale through fully supported online systems.

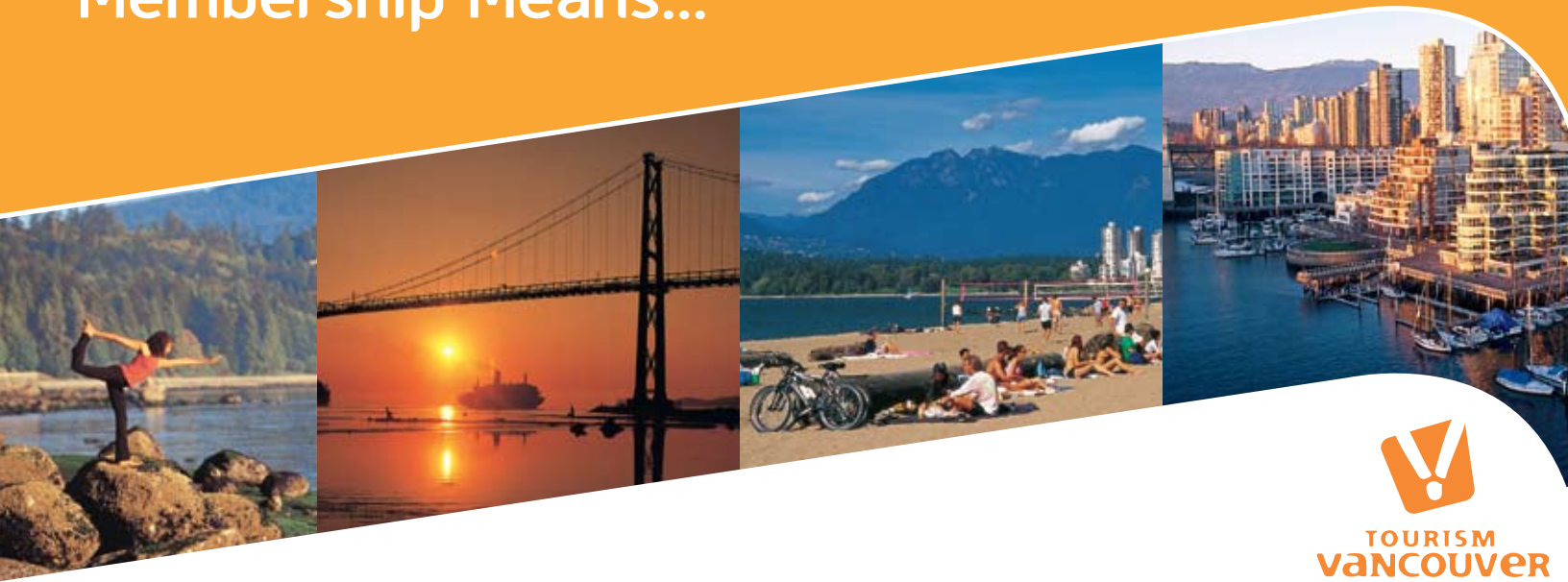
5 Product Knowledge

Members are welcome to give product knowledge presentations to educate 180 Tourism Vancouver staff and volunteers at all centres operated by Tourism Vancouver.

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When we speak to Greater Vancouver businesses or service companies about becoming a member of Tourism Vancouver, the question that usually comes up early in the conversation is: “What’s in it for me?”

It’s a question we are always happy to answer. Because as you listen to all the advantages that membership brings, you’ll wonder why you didn’t join long ago. Not only does membership with Tourism Vancouver provide you with the inside scoop on the tourism industry; it connects you with major customer groups coming Vancouver’s way.

Frequently Asked Questions

1 Who is Tourism Vancouver?

Tourism Vancouver is an industry-led business association that acts as the Convention and Visitors Bureau for Greater Vancouver. Tourism Vancouver has over 1,000 targeted member businesses that come from various sectors of the tourism industry. Tourism Vancouver is in the business of building business for our members.

2 What is Tourism Vancouver’s role?

Tourism Vancouver’s focus is on building exceptional customer relationships with meeting planners, travel influencers, travel media and independent tourists. The organization’s brand essence is about “exceeding expectations”.

3 Who are Tourism Vancouver’s customers?

Tourism Vancouver’s customers include meeting planners, cruise lines, tour companies, travel agents, convention delegates, travel media and independent travellers. Tourism Vancouver is aggressively working in the marketplace to grow visitation to Vancouver and generate greater economic impact for the destination and our member businesses.

4 How will membership with Tourism Vancouver benefit my business?

As a member of Tourism Vancouver, your business will become part of the product mix for the larger overall destination sell. Tourism Vancouver acts as an intermediary between customers and members.

5 How do I maximize my return on my membership investment?

Be pro-active and be involved. As a member you have access to many exclusive member benefits. Participate in Tourism Vancouver programs to enhance your business’ penetration into the marketplace. Your designated Member Services Account Executive is here to assist you every step of the way.

So what’s in it for you?

The opportunity to more effectively connect with the 8.6 million visitors to Greater Vancouver each year and the \$4.32 billion they spend annually.

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