



2008 MARKETING MENU

CONSUMER TRAVEL SHOWS

VANCOUVER MOTORCYCLE SHOW Abbotsford, BC January 2008

EDMONTON RV SHOW February 2008

CALGARY ADVENTURE SHOW April 2008

SPOKANE SNOWMOBILE SHOW October 2008

PARTNERED SKI SHOW/RMR - TBA

Member Options: Individual Business Brochure display and distribution:

\$40.00 per show \$105.00 Three shows \$150.00 All Five (+GST)

INTERNET OPPORTUNITIES

REVELSTOKE WINTER and VACATION WEBSITES Annual Visits - 500,000 plus

Member Options: Feature Pages, One Page Sites, Banner Ads and Custom Made Web Sites all with Links to your web site or email. Available at attractive Annual Rates.

New this year— Specialty Shopping & Media Sites

PRINT OPPORTUNITIES

ANNUAL GUIDES

Tourism BC - Outdoor Adventure Guide
Kootenay Rockies - Vacation Planner
Travel Industry Guides— Can, USA & UK

NEWSPAPER

*Spokesman Review - Fall
*Seattle Times --Spring

MAGAZINE

*Westworld AB & BC
*Beautiful BC Magazine
*Dream Escapes
*Snow West - US Edition
*Ski Magazines—TBA

*North West Magazine
*RV Life Style Magazine
Plus others as they come up.
*Snow Riders West

* Member Options: Revelstoke Tourism Operators can “partner” ads with Revelstoke Tourism to obtain a better rate. Call and arrange with Tourism Coordinator.

KIOSK SIGNAGE

Advertise your Business to thousands of visiting Tourists. Sign Rentals \$125 Annually. You provide the sign. Call Tourism Coordinator.

ELECTRONIC MEDIA

SUMMER RADIO

Lethbridge & Kamloops - to be decided after ratings

TELEVISION

CHBC TV "Our Town" co-op'd 2 minute vignettes on Revelstoke
Kelowna and Vancouver Island

BROCHURES

REVELSTOKE EVENTS CALENDAR

Member Options: There will be advertising space available in each for interested parties.

PROMOTIONS

A Promotion in involving a "Trip to Revelstoke" as a prize will be developed in a market to be decided to gain exposure, interest and excitement in our market.

2008 DIRECT RESPONSE PROGRAM

Plans are being developed for either an "Attractions" Passport program or a Snowmobile Flyer program. Costs, formats, size and distribution need to be worked out and a consensus taken amongst stakeholders to ascertain which one has the most interest.

2008 REVELSTOKE VACATION GUIDE

PUBLISHED IN APRIL 45,000 Printed Distribution: 51 BC VICs, 26 RV Rentals Locations, Local Operators, 5 Trade Shows & World Wide Email Enquiries

Member Opportunity: Advertising for 2008 can be booked with Tourism Coordinator beginning in December 2007. As the publication is sold out, 2007 Advertisers will have first right of refusal.

2008 REVELSTOKE CITY TOURIST MAP

PUBLISHED IN APRIL 45,000 Printed

Member Opportunity: Advertising Listings can be booked with Tourism Coordinator beginning in March 2008. Space is limited and 2007 Advertisers will have first right of refusal.

For more Information Contact John Devitt, Revelstoke Tourism Coordinator

204 Campbell Ave. Box 490, Revelstoke BC. V0E 2S0

Ph: (250) 837-5345 Fx: (250) 837-4223 Em: revelstoketourism@telus.net