

YOUR COMMUNITY DESTINATION MARKETING ORGANIZATION!

Guiding Principle:

- To compete for tourists and tourism dollars, Revelstoke businesses must 'hunt as a pack'.

Vision:

- To continue positioning Revelstoke as a year-round tourist destination for all types of traveler profiles.

2011 Objectives:

- Maintain focus of attracting FIT (Free Independent Travelers) and tour groups on a national and international scale.
- Development of packaging opportunities with tourism providers to leverage a new central reservation system.
- Build the momentum generated in 2010 in online marketing: website re-development and social media development opportunities.
- Administer a year-round visitor survey to actively collect current demographics and traveler motivations.
- Augment Revelstoke Tourism programs by incorporating new ideas, products and promotions.

Major Products:

Web Marketing (www.seerevelstoke.com)
Revelstoke Vacation Guide (Sept. 2011)
City Tourist Map (March 2011)
Activity Brochures
Kiosks
Media Kits

Major Services:

Info Centre
Visitor Demographic Survey
Brochure Racking
Community Events Portal
(www.seerevelstoke.com/events)
Online Social Media
(Facebook/Twitter)
Contest Promotions
Media Tours

Update on Travel Shows:

In our continuing efforts to deliver the best possible return for marketing investment, in consideration of available resources, Revelstoke Tourism will we will not be attending Travel Shows in 2011. This has primarily resulted from a diminishing return on investment in these shows and reductions in available funding from partnered marketing programs (regional and provincial) due to funding cuts. As such, Revelstoke Tourism will dedicate its available resources and energy to finding and delivering leading-edge marketing programs that will create increased value for our members.

MAJOR PRODUCTS

WEB MARKETING PROGRAM

REVELSTOKE TOURISM WEBSITES - 500,000+ annual hits tracked by analytics!

The most effective way to attract a wealth of consumers. We guarantee this tool will give your business the 'online presence' it deserves!

Attractive Member Options:

- Teaser pages
- Full page
- Banner ads

All include free links to your own website. Available at low, economical annual rates.

Please see the Website Marketing Rate Card for our package details.

Sales are ongoing.

ADVERTISING PROGRAM

ANNUAL GUIDES

Kootenay Rockies 2011 Travel Guide
Experience The Mountain Parks
Travel Industry Guides– Can, USA & UK

DIGITAL E-ZINES

SnowSeekers.ca

OTHER PRINT:

BC Parks Passport

CO-OP ADVERTISING

As Revelstoke Tourism books print ads in the above listed publications, you have the opportunity to partner with us to increase Revelstoke's media presence!

Contact the Marketing Coordinator to add your name to the database and indicate your advertising price threshold. All interested parties will be contacted each time we book an ad to provide an opportunity for participation.

Sales are ongoing.

MAJOR PRODUCTS

2011/12 REVELSTOKE VACATION GUIDE

PUBLISHED IN JANUARY - 50,000 Printed

Distribution: 51 BC Visitor Info Centres, 26 RV Rentals Locations, Local Operators, Tourism Trade Shows and Thousands of World Wide Email enquiries

The keystone of your 2011 marketing plan!

This publication is widely used to plan vacations, lodging, dining, activities and adventures, to read about our heritage, or as visit keepsakes. Featuring:

- 42 page, full colour, glossy publication, full of spectacular new photographs.
- Easily recognizable on counter tops and brochure racks.
- Cutting edge design & layout. Available for PDF download from seerevelstoke.com

Sales begin in September!

2011/12 REVELSTOKE CITY TOURIST MAP

50,000 PUBLISHED IN APRIL

Last year, 50,000 of these maps were given out to visitors - this is incredible exposure!

\$50 per listing, \$475 per banner ad (includes one free listing). Taxes extra.

Space is limited and 2011 advertisers will have first right of refusal.

Sales begin in March!

ACTIVITY BROCHURES

Revelstoke Tourism designs and prints various trail maps and activity brochures to keep visitors in town another day. In 2010 we launched the new Revelstoke Wedding Planner and a new cutting-edge Revelstoke Trail Guide. In 2011 we will be developing the Motorcycle Touring Routes! These brochures are racked at all Chamber locations, many member properties, travel shows and placed online.

This year we will also be updating new photos, maps, and editorial as well as developing new brochures.

Advertising opportunities start at \$425. Taxes extra.

Contact the Marketing Coordinator to reserve your space today.

MAJOR PRODUCTS

KIOSKS

Location, location, location! An effective way to market your business to local traffic on foot and by vehicle.

Large Kiosk Ads: 2 prominent locations: Mackenzie Ave (Grizzly Plaza) and next to the Trans Canada Highway by Tim Horton's. These properties are available on an annual rental basis starting at \$135 per panel subject to availability.

Interactive Info Kiosks: Tourism information kiosks give visitors information on a variety of activities and services. Available in 8 languages and a large selection of interactive content and narrated video. Locations: Revelstoke Railway Museum and Rogers Pass Interpretive Centre.

Renewals and new sales start in April!

Please inquire with the marketing coordinator for more information.

Member Opportunity: Advertising listings can be booked with the Marketing Coordinator beginning in April 2011. Space is limited and 2010 advertisers will have first right of refusal.

MAJOR SERVICES

INFO CENTRE

Revelstoke Tourism operates a year-round Visitor Info Centre at 204 Campbell Ave. and our seasonal location at 110 MacKenzie Ave. (May thru September).

Our services include:

- Visitor drop-ins
- Brochure racking— a free service for Chamber Members
- Worldwide email and phone inquiries by potential visitors that are searching for information about Revelstoke
- Visitor demographic tracking and reporting

MAJOR SERVICES

VISITOR DEMOGRAPHIC SURVEY

Important visitor profile information will be obtained to share with our community groups and businesses to continue positioning Revelstoke as a year-round tourist destination for all types of traveler profiles.

Data collection will include:

- Where visitors are coming from
- Age, gender
- Activities sought
- How their trip was planned and organized
- Customer satisfaction

BROCHURE RACKING (VIA FERRY & INFO VAN)

Let us showcase your brochures to the thousands of riders on the Shelter Bay/Galena Ferry each summer! This 18 week program starts on June 3rd and runs until September 30, 2011.

\$55 Taxes extra.

Space is limited to the first 38 sign-ups.

Contact the Marketing Coordinator to reserve your space today!

ONLINE SOCIAL MEDIA

Also known as Web 2.0, these social networks are the cutting edge of a new generation of grassroots marketing! This will get your product message directly into the hands of the consumers much faster.

- 'Social networks' are people who share interests and/or activities.
- It is a FREE and effective tool. Put your product instantly into the eyes of international consumers looking to purchase a product or service like yours.
- Revelstoke Tourism actively utilizes Facebook and Twitter and runs promotions on behalf of its members to a large audience.

Contact the Marketing Coordinator to find out how you can become more involved!

MAJOR SERVICES

MEDIA TOURS

Tourism Revelstoke offers an extensive media “familiarization tour” program year-round. Our Marketing Coordinator can recommend or set up accommodations, activities and interviews and provide information and story ideas for visiting journalists and tour organizers.

Contact the Marketing Coordinator to be added to our rotating list of participants and indicate the frequency that you wish to be contacted. You will then be contacted periodically as media tours come up.

Our media kit will be packed with great story ideas, a convenient image/video database, brochures, maps, facts and stats about Revelstoke.

COMMUNITY EVENTS PORTAL

www.seerevelstoke.com/events attracts thousands of web page visits per month. Event listings are free and made up of user submitted content. Increase the exposure to your event by adding to our listings.

Advertising space is available.

Submit your events to the Marketing Coordinator!

CONTEST PROMOTIONS

A set of exciting contests were developed in 2009-10 to attract exposure, interest and excitement in our market. They included the Experience the Mountain Parks (4th Annual Photo Contest) and Snowseekers.ca (Revelstoke Rail Jam).

Experience the Mountain Parks Photo Contest:

- Featured a 9-day trip to Revelstoke.
- Contest run dates: April 2009 to January, 2010.
- Over 100,000 hits generated: www.experiencemountainparks.ca/contest.htm
- Over 100 entries submitted.

The Ultimate Revelstoke Weekend (Snowseekers.ca)

- In 2010 Revelstoke Tourism, Revelstoke Mountain Resort and Snowseekers partnered to build interest for the Revelstoke Rail Jam. The Ultimate Revelstoke weekend package was marketed an audience of over 620,000 outdoor minded enthusiasts
- There were 500 contest entries and 900 views of the contest page.
- Contest run dates were January and February 2010. The winner visited Revelstoke during the March 13th Rail Jam weekend.

Revelstoke Tourism is actively seeking product and service submissions to include in upcoming contest promotions.

MAJOR SERVICES

PHOTO DATABASE

Take advantage of our extensive photo collection. These inspiring and authentic Revelstoke photos are available free of charge to members and can be used in your next marketing promotion or display project. Contact the Marketing Coordinator with details of your image needs, and we will do our best to supply you with quality photos!

For more information on any of these products or services or how to get involved please contact:

Meghan Tabor, Marketing Coordinator

Revelstoke Tourism

204 Campbell Ave.

Box 490, Revelstoke BC. V0E 2S0

Ph: (250) 837-5345 Fx: (250) 837-4223

Em: marketing@revelstokechamber.com

Follow us on Twitter twitter.com/RevyTourism
Join our Facebook Fan Page: Revelstoke Tourism