



TOURISM MARKETING PROGRAMS

- 1-800 Toll Free access in North America
- Prompt fulfillment of Vacation Guide and Business Brochure enquiries (phone, email, snail mail and fax)
- Vacation Guide for distribution. Comprehensive distribution plan throughout BC.
- Comprehensive Vacation and Winter Sport websites with advertising opportunities
- 2 Visitor Information Centres (1 year round, 1 – 7 days a week in the Summer) servicing over 50,000 actual visitors.
- Marketing of Revelstoke and your business through the Vacation Guide and brochure distribution at various consumer travel & sport shows in BC, Alberta and in the US.
- Support of FAM tours (media writers, promotion of Revelstoke to film producers, travel agents and tour operators)
- Advertising in regional, provincial, national and international publications (Magazines, Trade Magazines, Travel Guides and Newsprint Special Sections)
- Direct liaison with Kootenay Rockies Tourism programs (brochures, FAM tours, consumer and travel trade shows) and the Tourism Action Society in the Kootenays (TASK)
- Free listing of Special Events on the website
- BC Hydro/Chamber Visitor Information Radio broadcast 97.1 FM
- Applying for grants to initiate products such as the Revelstoke CD ROM, various guides and brochures
- Information Kiosks for tourists at Revelstoke Railway Museum, Revelstoke Musuem and the Rogers Pass Center
- Electronic Media Advertising opportunities in various Markets
- Development of Revelstoke Tourism Brochures with advertising opportunities for local operators
- Co-op Advertising assistance for “Packaging” and/or “Partnering” Tourism Product/s
- Marketing Assistance
- Direct Marketing initiatives (Flyers, Promotional Pieces)
- Tourism Forums
- Local FAM Tours for employee