



VANCOUVER COAST & MOUNTAINS

All things are possible!

AGENT OF TOURISM BRITISH COLUMBIA

Suite 600, 210 W. Broadway, Vancouver, B.C. V5Y 3W2
Phone: 604.739.9011 Fax: 604.739.0153 Website: www.vcmbc.com

April 2, 2009

Re: Important web marketing information

Dear Tourism Partner,

Vancouver, Coast & Mountains is proud to announce a significant internet marketing milestone will take place this week.

On April 2, 2009 our official regional website, VCMBC.com, began to display content exclusively within the structure of the official British Columbia tourism website, HelloBC.com.

This consolidation of marketing messages within one internet platform is one of a number of activities associated with the strategic integration of Vancouver, Coast & Mountains Tourism and Tourism British Columbia designed to further lever our combined resources and provide greater benefits to the provincial tourism industry.

Here are a few of the benefits of the web consolidation to you, the tourism operator:

- General Vancouver, Coast & Mountains tourism information and your product information will now be available to a much wider audience. HelloBC.com attracts 5.5 million visitors annually and is forecast to reach over 8 million visitors by 2010. This is almost 20 times the viewership our existing website VCMBC.com attracts as an independent! The HelloBC.com team has developed a highly successful Search Engine Optimization Strategy which has dramatically increased the number of consumers finding HelloBC.com through search engines; 80% of visitors now originate from a search engine.
- The tourism products of the Vancouver, Coast & Mountains region, although presented as stand-alone in their own module of HelloBC.com, will now be more closely and consistently associated with the products of the other regions of BC. This is particularly important to the touring public, who generally prefer to experience multiple regions while visiting British Columbia.
- Although one could make the case that the products of the Vancouver, Coast & Mountains region as presented on HelloBC.com will now "compete" with the wider range of British Columbia products, all regional marketing initiatives conducted by Vancouver, Coast & Mountains will continue to advertise the address VCMBC.com. In addition, all VCMBC.com page addresses with major search engine status will be re-directed straight to the applicable page within HelloBC.com/vcm. This means our established markets will still come first to us, then the rest of the province.





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- The Vancouver, Coast & Mountains region now enjoys a much higher profile on the international HelloBC sites. We are now featured predominantly to the 1.58 million annual consumers and tour operators who visit the UK, Australia, Germany, Japan, Korea, Taiwan, China and Mexico versions of HelloBC.com, because the versioned content is based on the North America HelloBC content.
- The tourism industry and communities of the Vancouver, Coast & Mountains region are now a full-fledged partner in the numerous, innovative social networking activities of Tourism British Columbia. From video blogs to cutting-edge Facebook applications, from sophisticated contesting and database development to the downloadable blog widget, we are now a part of a world-class internet marketing structure.
- Last, but certainly not least, you and our hundreds of other regional and community partners will no longer be burdened with the cost of listing in both a regional and provincial website. This will provide you with potential savings of hundreds of dollars. It is worth noting that the 3,500 businesses listed on HelloBC.com receive 2.7 million pageviews annually with almost 625,000 click-throughs.

We hope you are as excited about this internet marketing milestone as we are. I'm sure you will be reviewing and testing the new format on and after April 2 and will be making careful note of how readily your listing is available to the viewer, how many clicks away your community is from the home page and how predominant the general content of the Vancouver, Coast & Mountains region is. May I suggest that when comparing your criteria between the old and new formats that you begin with the regional address VCMBC.com as a way of comparing "apples to apples". As I mentioned, all our marketing activities will continue to promote this direct address as the regional portal.

As always, I am very interested in your observations, comments and suggestions. Please contact me at Kevan@vcmcb.com at your convenience.

Yours truly,

Kevan J. Ridgway, President & CEO

