



**VANCOUVER  
COAST & MOUNTAINS**  
*All things are possible!*

## FY2009 Marketing Plan

Project:	Travel Guide 2009
Medium:	VCM In-house publication
Sector:	Touring
Geographic Market:	BC, AB, ON, Washington, California and beyond
Demographic Market:	35 - 54 and 55+ / \$70,000 income + / Adult couples, families, or retired couples
Profile:	The Guide is expected to aid visitors in making the decision to visit Vancouver, Coast & Mountains. It is also expected to help visitors plan their time in the region once the decision to visit has been made. Many visitors receive the Guide before they arrive in the region and use it to plan their trip. Others will pick up the Guide while travelling to, or within, British Columbia and then use it to choose their activities and possibly also their accommodations.
Circulation:	150,000
Distribution:	Racking (BC Visitor Centres), Consumer Shows, Mail fulfillment, Tour Operators & Travel Agents, Media, Tourism British Columbia, CTC, etc.
Project Description:	104 page Guide / 8.5" x 11" full colour gloss
On-Line Component:	Virtual Guide posted online on <a href="http://www.vcmbc.com">www.vcmbc.com</a>
Tourism Partner Opportunity:	1/6 = \$1,738
<i>rates subject to change for 2009</i>	1/3 = \$2,658
	1/2 = \$4,298
	Full Page = \$7,698



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## FY2009 Marketing Plan

Project:	Great Getaways Guide 2009 (Travel Agent's Manual)
Medium:	VCM In-house publication
Sector:	Touring (Travel Trade)
Geographic Market:	Primary: BC, AB, ON Travel Agents / Secondary: Other Canada Travel Agents & US Travel Agents (including Canada Specialists)
Demographic Market:	35 - 54 and 55+ / \$70,000 income + / Adult couples, families, or retired couples
Profile:	The Great Getaways Guide is expected to provide travel agents with commissionable Vancouver, Coast & Mountains product, and influence them to encourage their clients to consider Vancouver, Coast & Mountains as a vacation and getaway destination.
Circulation:	30,000
Distribution:	Direct Mail fulfillment to Canadian and US Travel Agents through on-line ordering, distribution at Canadian Addison Travel Marketing Shows, Consumer Shows (direct to consumer distribution)
Project Description:	16 page Guide / 8.5" x 11" full colour gloss
On-Line Component:	All advertisers will have their packages recreated for inclusion on <a href="http://vcmbc.com/greatgetaways">vcmbc.com/greatgetaways</a>
Tourism Partner Opportunity:	1/4 page formatted ad = \$325
<i>rates subject to change for 2009</i>	



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## FY2009 Marketing Plan

Project:	Coast Mountain Circle Route Guide 2009
Medium:	VCM In-house publication
Sector:	Touring
Geographic Market:	BC, AB, ON, Washington, California and beyond
Demographic Market:	35 - 54 and 55+ / \$70,000 income + / Adult couples, families, or retired couples
Profile:	The guide is designed to introduce readers to the diverse opportunities available when travelling the Coast Mountain Circle Route. The editorial in the brochure is divided by community and/or product areas in order of what travellers would encounter along the route.
Circulation:	25,000
Distribution:	Racking (BC Visitor Centres), Consumer Shows, Mail fulfillment, Tour Operators & Travel Agents, Media, Tourism British Columbia, CTC, etc.
Project Description:	32 page Guide / 8" x 9" full colour gloss
Tourism Partner Opportunity:	1/4 = \$290
<i>rates subject to change for 2009</i>	1/2 = \$575
	Full Page = \$1,150



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## FY2009 Marketing Plan

Project:	<b>Mighty Fraser Country Experience Guide 2009</b>
Medium:	VCM In-house publication
Sector:	Touring
Geographic Market:	BC, AB, ON, Washington, California and beyond
Demographic Market:	35 - 54 and 55+ / \$70,000 income + / Adult couples, families, or retired couples
Profile:	The Mighty Fraser Country Experience Guide is expected to aid visitors in making the decision to visit Vancouver, Coast & Mountains by exhibiting the uniqueness of the experiences and products that exist in this destination area, including arts & culture, Circle Farm Tours, the spectacular Fraser River, the Fraser Canyon, and more.
Circulation:	25,000
Distribution:	Racking (BC Visitor Centres), Consumer Shows, Mail fulfillment, Tour Operators & Travel Agents, Media, Tourism British Columbia, CTC, etc.
Project Description:	24 page Guide / 8" x 9" full colour gloss
Tourism Partner Opportunity:	1/4 = \$290
<i>rates subject to change for 2009</i>	1/2 = \$575
	Full Page = \$1,150



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## FY2009 Marketing Plan

Project:	Sunshine Coast Experience Guide 2009
Medium:	VCM In-house publication
Sector:	Touring
Geographic Market:	BC, AB, ON, Washington, California and beyond
Demographic Market:	35 - 54 and 55+ / \$70,000 income + / Adult couples, families, or retired couples
Profile:	The Sunshine Coast Experience Guide is expected to aid visitors in making the decision to visit Vancouver, Coast & Mountains by exhibiting the uniqueness of the experiences and products that exist in this destination area, including arts & culture, romantic getaways, water-based experiences and more.
Circulation:	25,000
Distribution:	Racking (BC Visitor Centres), Consumer Shows, Mail fulfillment, Tour Operators & Travel Agents, Media, Tourism British Columbia, CTC, etc.
Project Description:	24 page Guide / 8" x 9" full colour gloss
Tourism Partner Opportunity:	1/4 = \$290
<i>rates subject to change for 2009</i>	1/2 = \$575
	Full Page = \$1,150