

2019 Partnership Opportunities

Tourism Squamish

JOIN NOW



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JOIN
NOW

TOP 5 REASONS To Join TOURISM SQUAMISH

REACH MORE CUSTOMERS

Members receive a complimentary business listing on exploresquamish.com. Our consumer website receives over 471,785 unique visits annually. Receive priority ad booking in the Squamish Visitor Guide, the exclusive guide for the Squamish Visitor Centre and centres throughout BC.

SALES & MARKETING OPPORTUNITIES

Increase your exposure by leveraging Tourism Squamish and Destination BC co-operative marketing, media and group-lead opportunities, social media channels and other "members only" exclusive marketing campaigns.

VISITOR CENTRE

Operated by Tourism Squamish, our Visitor Centre staff are trained to promote your tourism products to guests who stop by our kiosk at the Adventure Centre and our mobile visitor servicing unit (seasonal).

RESOURCES

Tourism Squamish offers a wide array of resources to support and assist members with their sales and marketing initiatives and help reduce operating costs.

- Statistics, reporting & analytics
- Image & video library
- Events & Member Education Series
- Industry focused e-newsletter "The Wire"

TOURISM COMMUNITY

Tourism Squamish is an industry lead nonprofit society dedicated to destination marketing and management. With over 100 members from various sectors of the tourism industry, we are in the business of building business for our members.

Tourism Squamish

MARKETING & PARTNERSHIP OPPORTUNITIES

Membership with Tourism Squamish

Tourism Squamish is the voice of the local tourism industry committed to, being an exceptional destination marketing and visitor servicing organization. There are many benefits of being a member of Tourism Squamish, including:

- ✓ Consumer website: business listing in appropriate category on exploresquamish.com (which received over 471,785 unique visits in 2018)
- ✓ Meeting planner website: business listing on meetinsquamish.com, if applicable
- ✓ Ability to load product into the Tourism Squamish online booking engine (sales are subject to commission)
- ✓ Promotion through Tourism Squamish's monthly consumer e-news and social media channels
- ✓ Access to Destination BC co-operative marketing, media and group lead opportunities
- ✓ Voting rights for Tourism Squamish's Board of Directors at the Annual General Meeting
- ✓ For a full list of benefits, see the 2019 Membership Package

2019 ANNUAL MEMBERSHIP FEES STARTING AT \$100

Brochure Racking

- ✓ Tourism Squamish manages the brochure racks at the Squamish Adventure Centre
- ✓ Put your business in front of thousands of visitors and locals by racking your brochure at the Squamish Visitor Centre
- ✓ The Adventure Centre welcomed over **210,000** visitors in **2018**

2019 ANNUAL RACKING RATES

Standard Brochure size > \$180 (Local business)*

Standard Brochure size > \$300 (Out of Area business)

8.5" x 11" Booklet size > \$360 (Local business)*

*Local = Furry Creek to Upper Squamish Valley

**BUNDLE
& SAVE!**

Global TV Co-op Advertising

- ✓ Partner with Tourism Squamish to purchase spot buys (7 seconds, 3 image rotation) during select news programming

**Available to Tourism Squamish members only*

BUY-IN STARTING AT \$2,500

Transit Co-op Advertising

- ✓ Advertise your company with Tourism Squamish on Transit busses in Vancouver and the Lower Mainland
- ✓ Contact Heather at Tourism Squamish for more details

** Available to Tourism Squamish members only*

BUY-IN STARTING AT \$5,000

Consumer Trade Shows

2020 Seattle Golf, Bike & Outdoor Show | 2020 Vancouver Outdoor Adventure & Travel Show

Each year, Tourism Squamish strives to attend one or more consumer trade shows targeting the sport and leisure travel markets. There are opportunities available for partners to join us, often at a reduced rate or shared cost with other partners. Together we present our destination as a cohesive, well-branded "Explore Squamish" zone.

- ✓ 10 x 10 booth space to showcase your business
- ✓ Branded, destination signage in a zone highlighting Squamish activities and attractions
- ✓ Opportunity to promote your business via prize and contests
- ✓ Receive contact information for all contest participants for future sales leads & follow up
- ✓ Additional promotion via tradeshow bag inserts, flat sheets, consumer e-newsletters

**Available to Tourism Squamish members only*

BUY-IN FOR EACH SHOW STARTING AT \$1,200

Showcase Squamish Roadshow Event - Spring 2020

This annual event takes Squamish "on the road" to Vancouver and is designed to highlight Squamish activities, accommodations, attractions and transportation providers to key meeting planners, group incentive companies, travel trade and concierge based out of Vancouver.

- ✓ Network with attendees and introduce your Squamish product
- ✓ Receive a post event contact list of all attendees for future sales referrals and follow up
- ✓ Opportunity to promote your business via prize and contests

**Available to Tourism Squamish members only*

2020 SHOWCASE SQUAMISH ROADSHOW RATE

BUY-IN STARTING AT \$500+

Visitor Guide

- ✓ Tourism Squamish creates Squamish's Official Visitor Guide
- ✓ This full colour publication has less than 50% advertisements and is full of articles, maps, coupons and photography promoting Squamish
- ✓ This key publication is a pillar of Tourism Squamish's marketing program
- ✓ The guide is racked at over 50 Visitor Centres throughout BC including:
 - Vancouver YVR Airport
 - Golden
 - Osoyoos
 - Pr. George
 - Whistler
 - Pemberton
 - North Vancouver
 - Vancouver
 - Victoria
 - Kamloops
 - Kelowna
 - Penticton
 - Lytton
 - and many more
- ✓ The guide is used as the official fulfillment piece for all online, phone, mail and in person inquiries via Tourism Squamish and the Visitor Centre
- ✓ The guide is distributed at partnering hotels, attractions and businesses

bundle AND SAVE

PREMIUM BUNDLE

- ✓ Full page ad in 2019 Visitor Guide
- ✓ Coupon
- ✓ Business listing + location pinned on pull out map
- ✓ Tourism Squamish Membership 1-year
- ✓ Brochure racking at the Squamish Adventure Centre

Total Value: \$2,355

Bundle Price: \$2,000

SAVE 15%

ENHANCED BUNDLE

- ✓ 1/2 page ad in 2019 Visitor Guide
- ✓ Business listing + location pinned on pull out map
- ✓ Tourism Squamish Membership 1-year
- ✓ Brochure racking at the Squamish Adventure Centre

Total Value: \$1,430

Bundle Price: \$1,150

SAVE 20%

VALUE BUNDLE

- ✓ 1/3 page ad in 2019 Visitor Guide
- ✓ Business listing + location pinned on pull out map
- ✓ Tourism Squamish Membership 1-year

Total Value: \$1,060

Bundle Price: \$900

SAVE 15%

TOP 5 REASONS To Advertise in TOURISM SQUAMISH GUIDE

It is **SQUAMISH'S OFFICIAL GUIDE**

YOUR MONEY GOES FARTHER

Tourism Squamish is a Non-Profit Society. Therefore, all proceeds from the guide go directly back to marketing Squamish.

VISITOR CENTRE

Tourism Squamish operates the Visitor Centre. Therefore, visitor centre staff only use and hand out the Tourism Squamish Guide at the Adventure Centre.

GET ON THE MAP

Visitor Centre staff use the map in the guide for showing visitors where to go in Squamish. All advertisers in the guide, receive a pin on the map.

DISTRIBUTION

Tourism Squamish is printing 20,000 copies of the guide. They will be distributed at all major Visitor Centres in BC, throughout Squamish, and it is the official fulfillment piece for all online, phone, mail and in-person inquiries via Tourism Squamish and the Visitor Centre.

TOURISM SQUAMISH QUICK STATS SUMMARY

Visitor Guide Reach

Squamish Visitor Guide is the **ONLY** guide distributed at the Visitor Centre. Tourism Squamish distributes **20,000** copies annually.

Distribution to 50 Visitor Centres in BC, partnering hotels, attractions and businesses throughout Squamish and the Sea to Sky Corridor.

Founded in 2014
100% owned and created in Squamish with less than 50% ads, all of the proceeds from the guide are reinvested into marketing Squamish.



Visitor Profile

Of the **210,000** visitors to the Adventure Centre, our Visitor Centre team talked to **74,000** visitors who responded to survey questions about their origin and activities while in Squamish.

20% of visitors qualified at the Squamish Visitor Centre traveled from the Lower Mainland

35% of visitors qualified at the Squamish Visitor Centre traveled from Europe

Top reasons visitors use the guide is to find reliable information on:

- Adventure recreation
- Attractions
- Dining
- Accommodation

Visitors use the coupons, itineraries and "what's new" features to check out local businesses.

9 out of 10 visitors feel the adventure guide inspires them to try additional activities and experiences while visiting Squamish.

Website

471,785 Sessions*
343,638 Users*
1,022,115 Page views*
*for 2018

Web Audience

2018 traffic to *Exploresquamish.com* revealed that visitors sessions are generated from

All **13** Canadian Provinces & Territories

All **51** US States

181 Countries

Social Media

15,000 e-Newsletter Subscribers
17,800 Instagram followers
8,300 Twitter followers
19,000 Facebook likes

PRINT/DIGITAL: 387,238
VISITOR CENTRE: 74,000
SOCIAL MEDIA: 60,100
TOTAL BRAND REACH=
521,338

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TOURISM 
SQUAMISH
HARDWIRED for ADVENTURE

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