



\$50 EXPLORE SQUAMISH OFFER

Tourism Squamish is seeking expressions of interest from partners to participate in a **\$50 Explore Squamish Adventure Card** promotion.

Launching July 13 and running until August 15, visitors who book a 2+ night stay directly at participating accommodation providers in Squamish will be eligible for a free \$50 Explore Squamish card to be used at any participating Squamish activity, tour, attraction or transport operator.

When

- July 13 – August 15, 2020 (potential for extension based on the redemption rate of vouchers and feedback from participating businesses)

Who

- Squamish accommodation providers
- Squamish activity, tour, attraction or transport operators

How

- Guest will book a 2+ night stay at a participating accommodation partner using Promo Code: **EXPLORESQUAMISH** (direct bookings only).
- The accommodation partners will notify Tourism Squamish via email when a reservation is made using the promo code: **EXPLORESQUAMISH**. The hotel will provide Tourism Squamish with the guest name, guest email, and dates of stay.
- Tourism Squamish will email the guest the unique booking code from their Explore Squamish card along with information on how to redeem their \$50 credit at participating activity, tour, attraction, or transport operators.
- Upon check-in, guests will receive a \$50 Explore Squamish card with a unique tracking number to use at participating businesses.
- Guests will be encouraged to pre-book their activity, tour, attraction, or transport via email or phone quoting the unique number to receive \$50 off their booking.
- Guests will present the card when they check-in for the activity, tour, attraction, or transport.
- Activity, attraction, tour, and transport partners will collect the Explore Squamish cards and invoice Tourism Squamish \$30.00 per redeemed card.

Participation Requirements

- Participating accommodation providers to provide two complimentary nights for future use by Tourism Squamish (host media etc.)
- Participating activity, tour, attraction, or transport operators will receive a \$30 reimbursement from Tourism Squamish for each \$50 card redeemed. \$20 of the card will be covered by the operator.

Why

- Encourage overnight visitation in Squamish
- Encourage participation in Squamish experiences

To participate in the promo or for further information, please contact Heather Kawaguchi, Director of Member Relations by email heather@tourismsquamish.com



OFFER FAQs

\$50 Explore Squamish Card promotion?

A summer promotion to encourage visitors to spend more than one night in Squamish and to do an activity while they are visiting.

When?

Book 2 + nights with an arrival date between **July 15 and – August 15, 2020**, and receive a free \$50 Explore Squamish credit.

I am an accommodation, activity, tour, attraction, or transportation business and I want to participate. What do I need to do?

- Register your participation by **July 10, 2020**, to Heather Kawaguchi, heather@tourismsquamish.com
- Reach out with specific questions to heather@tourismsquamish.com or 604-815-4975.

More information can be found in the Tourism Squamish members section: www.exploresquamish.com/members

What is the cost to be part of the promotion?

- Participating accommodation providers must provide two complimentary nights for future use by Tourism Squamish (host media etc.)
- Participating activity, tour, attraction, or transport operators will receive a \$30 reimbursement from Tourism Squamish for each \$50 card redeemed. \$20 of the card will be covered by the operator.
- There is no cost to your business if no cards are redeemed for your activity.

What is the deadline for participating businesses to express interest?

The deadline for a business to be included in this promotion is **July 10, 2020**. This will ensure that all partners can receive maximum exposure across our marketing channels.

When can I start taking bookings for the \$50 Explore Squamish Card promotion?

Accommodation Partners:

As soon as the campaign is launched on July 13, you may make reservations for stays between July 15 - Aug 15 using the EXPLORESQUAMISH booking code.

1. You will email Tourism Squamish the reservation confirmation number, along with the guest name, guest email, and dates of stay.

2. Upon check-in, guests will receive a \$50 Explore Squamish card with a unique tracking number to use at participating businesses.



OFFER FAQs

Activity, Attraction, Tour, and Transport Partners:

Accommodation partners will notify Tourism Squamish via email when a reservation is made using the promo code: EXPLORESQUAMISH.

1. The hotel will provide Tourism Squamish with the guest name, guest email, and dates of stay.
2. Tourism Squamish will email the guest the unique booking code from their Explore Squamish card along with information on how to redeem their \$50 credit at participating activity, tour, attraction, or transport operators.
3. Guests will be encouraged to pre-book their activity, tour, attraction, or transport via email or phone quoting the unique number to receive \$50 off their booking.
4. Guests will present the card when they check-in for the activity, tour, attraction, or transport.

How will businesses be reimbursed \$30 from Tourism Squamish for each card redeemed?

Collect each of the redeemed \$50 Explore Squamish cards and at the end of the promotion period (Aug 15) submit an invoice plus the redeemed Explore Squamish cards, for reimbursement by Tourism Squamish.

Please note: All cards and invoices for this promotional offer period must be received by Tourism Squamish no later than September 1, 2020.