



Partnership Opportunities 2020/21

Membership with Tourism Squamish

Tourism Squamish is the voice of the local tourism industry and is 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 571,648 unique visits in 2019)
- ✓ 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 & 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, visit exploresquamish.com/membership

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 **196,000** visitors in **2019**

2020 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

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
- ✓ Racked at over 50 Visitor Centres throughout BC including Vancouver YVR Airport
- ✓ 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
- ✓ Distributed at partnering hotels, attractions and businesses

Website

571,648 Sessions*

440,003 Users*

1,109,509 Page views*

*for 2019

Social Media

18,000 e-Newsletter

Subscribers

24,000 Instagram followers

8,400 Twitter followers

21,500 Facebook likes

Visitor Reach

Print/Digital: 591,648

Visitor Centre: 196,000

Social Media: 71,900

TOTAL BRAND REACH:

859,548



Unique Marketing Opportunities

Sip & Savour Squamish - Fall 2020

A multi-day dine around showcasing local restaurants, cafes and craft makers that features set price menus and celebrates community, collaboration and the emerging Squamish culinary scene. The campaign brings together chefs, brewers, distillers, and culinary enthusiasts to celebrate with creative menus designed to provide consumers with the opportunity to sample the very best flavours of Squamish.

- ✓ Advertise your restaurant or tasting room's feature menu on the campaign specific landing page at exploresquamish.com
- ✓ Receive print & digital exposure via campaign specific branded marketing materials
- ✓ Opportunity to promote your business via prizeing and contests

**Available to Tourism Squamish members only*



Consumer Trade Shows - Spring 2021

2021 Seattle Bike & Outdoor Show | 2021 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 prizeing 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 2021

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 prizeing and contests

**Available to Tourism Squamish members only*

BUY-IN STARTING AT \$500+



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

QUICK STATS SUMMARY

VISITOR GUIDE REACH

Squamish Visitor Guide is the **ONLY** guide distributed at the Visitor Centre and 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 **196,000** visitors to the Adventure Centre, our Visitor Centre team talked to 80,645 visitors who responded to survey questions about their origin and activities while in Squamish.

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

MAINLAND. 30% of visitors qualified at the Squamish Visitor Centre traveled from **OTHER PARTS OF BC.**

TOP REASONS visitors use the guide:

- Adventure recreation
- Attractions
- Dining
- Accommodation
- Itineraries