

2011 - 2012



Cariboo
Chilcotin Coast
REGION



Cariboo Chilcotin Coast Tourism Association

Tourism Partners Plan - Marketing Project Timelines

We can help you market your tourism business!

Market and Promote with one of the strongest and most recognized tourism brands in the world – SUPER, NATURAL BRITISH COLUMBIA! Specially discounted marketing options are available via our connection to BC's Tourism Partners Program. Each venture requires the participation of a minimum of 2 stakeholders* to bring to fruition. (* except for Festival & Events)

***KEY MARKETING OPPORTUNITIES ***

Available in our 2011-2012 Tourism Partners Marketing Plans

2012 Cariboo Chilcotin Coast Travel & Touring Online & Print Guide – The most comprehensive and informative guide representing our region, available on-line around the world! Simply a *must* to showcase your business within!

Sales: July – October 2011

- Print & Distribution: December /January 2012

2012 Cariboo Chilcotin Coast Regional Map Pads – hugely popular at consumer shows and visitor centres. Everyone loves maps and these ones represent the region wonderfully.

Sales: September – November 2011

- Print & Distribution: January 2012

Festivals & Events – Partnered program to promote your festival or event to consumers and markets which are located more than three hours away from your event. (multi-media opportunities available)

Ongoing sales, annual F&E budget limited so **first come, first served.**

Consumer Shows – Exhibit your business at a booth at various shows in BC, Alberta and the USA that will be offered for partnering stakeholders. Great variety of options targeting specific sectors.

Consumer Show Media Kit available July 2011

Application Deadline for 2011-2012 Show Season: Aug.31, 2011

Key CCCTA Marketing Opportunities – Page 2

Black Press (Kamloops Daily News) – Discover the Riches of the Gold Rush Trail. A 16 week 'each Wednesday' full page spread, June - September.

SOLD (July – September Campaign)

Super Camping – BC's RV Adventure and Camping Guide – very popular and sought after by RV travelers promoting private RV, Campground and Lodging operators in BC. (Also available virtually on-line)

Sales: September – December

- **Print and Distribution:** Late winter/Spring 2012

<http://content.yudu.com/A1rovi/SCBC/resources/index.htm?referrerUrl=http%3A%2F%2Fwww.camping.bc.ca%2F>

BC Outdoors Fishing Adventures Magazine– Print & Web

Sales: September – November

- **Print & Distribution:** Spring 2012

www.bcoutdoorsmagazine.com

Weather Network 'Online' - Web; (Vancouver City Page) Big Banner, Skyscraper, Small Banner Options; everybody loves to keep on top of the weather. Great web option promoting to huge Greater Vancouver audience.

Sales: October/November, or November/December FOR: (2 month campaign in Dec.-Jan, or Jan-Feb) <http://www.theweathernetwork.com/weather/cabc0308>

BC Sportfishing Guide – Print & Web (BC Fishing Resorts & Outfitters Assoc.)

Sales: October – December 2011

- **Print & Distribution:** February 2012

<http://www.bcfroa.ca/>

Van Dop Arts & Cultural Guide - Magazine & Web (16th Annual)

Sales for 2012 Edition: November 2011 – February 2012

- **Print and Distribution:** May 2012 <http://www.art-bc.com/>

Angler's Atlas.com – Web (Annual Web Listing Campaigns)

Sales: November 2011 – January 2012 - Annual Web Listings

<http://www.anglersatlas.com/spotlight/cariboochilcotincoast.php>

Angling BC.com – Web (Annual Web Listing Campaigns)

Sales: November 2011 – January 2012 – Annual Web Listings

<http://anglingbc.com/>

SnoRiders West Magazine and Website (Snowmobiling Mag)

Sales: November 2011

- **Print & Distribution** (winter 2012 issue - January)

<http://www.snoriderswest.com/>

Key CCCTA Marketing Opportunities – Page 3

BC Adventure.com (Interactive Broadcasting Corp.) – Web listings and/or Printed Guides; target specific to tourism operations.

Sales: Dec. – February 2012

- Annual Web Listings

<http://www.bcadventure.com/adventure/explore/cariboo.html>

BC Magazine (Spring 2012 Issue) – World renowned magazine with stunning imagery and editorial. Offering opportunity to advertise in CCC Region Double Page Spread leading into summer 2012 tourism season.

Sales: January – March 2012

- Print & Distribution: April/May 2012

<http://www.bcmag.ca/>

RV West Magazine and Website – Opportunity to promote our region and tourism opportunities to the “touring target market”

Sales: January – February 2012

- Print & Distribution: Spring Issue 2012 (May)

<http://www.rvwest.com/>

Canadian Cowboy Country Magazine & Website (April/May issue)

Sales: January – February 2012

- Print & Distribution: April 2012

<http://www.cowboycountrymagazine.com/>

Experience the Mountain Parks Visitors Guide to Western Canada
(*Double Page Spread Feature in Annual Publication*)

Sales: February 2012

- Print & Distribution: April/May 2012

http://www.experiencemountainparks.ca/gold_rush_trail.htm

Rogers Media 7-Week Summer Radio Campaign (Fraser Valley/Lower Mainland) - Currently seeking stakeholder sponsorship of this great radio and web ad campaign on combo stations Star-FM and Country 107.FM.

- Cancelled – lack of stakeholder interest

iScreenworld Interactive Kiosks – Touch-screen technology kiosks (Via Rail, Greyhound, BC Ferries Terminals)

- Cancelled – lack of stakeholder interest

For more info regarding these KEY MARKETING OPPORTUNITIES contact:

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