

Tourism Vancouver Membership and Benefits Summary

Member Benefits	Standard	Premium ¹
Qualified Business/Group Sales Leads & Service Requests		✓
Complimentary Business Development Workshops	\$	✓
Priority access to Tourism Vancouver staff		✓
Priority access to familiarization visits and industry site inspection participation & Product Presentations		✓
Business Category Listing in Visitor, Leisure, or Meetings & Conventions sections of website.	✓	✓ X2
Official Visitor Guide Listing*	✓	✓
Marketing & Media Leads	✓	✓
Inclusion on Business Supplier Referrals Lists	✓	✓
Visitor Centre Referrals and Commissioned Sales	✓	✓
Access to all Member 2 Member Mixers	✓	✓
Calendar of Event Listing access via Extranet	✓	✓
Media Resources (image gallery & B-roll)	✓	✓
Access to Convention Calendar & Research Data	✓	✓
Visitor Centre Brochure Racking*	✓	✓
Industry Newsletter (eNews)	✓	✓
Marquee Networking Events	✓	✓
Show your Badge & Experience Pass programs	✓	✓
In-Market sales missions (at discretion of Tourism Vancouver)	✓	✓
Member add-on options (\$)		
<ul style="list-style-type: none"> • Web advertising • Digital display advertising and brochure racking in the Visitor Centre • Workshop individual or bundled registration • Additional category listings • In-Market Sales Missions (by invitation only) 		
Non-Member Buy-in opportunities (\$)		
<ul style="list-style-type: none"> • Online profile on tourismvancouver.com • Dine Out Vancouver Festival participation • Visitor Centre Digital Display advertising • Visitor Centre Brochure Racking * • Workshop registration 		

¹ Also applies to the Premium-Multi Tier

*Specific Member Categories Only

Definitions

Qualified Business, Group Sales Leads & Service Requests:

Pertain to specific qualified business sales leads provided to members by Tourism Vancouver's Meetings & Conventions and Leisure Travel sales teams. These leads may be generated through site inspections and business lead visits where direct introductions of meeting, convention and travel planners to members are facilitated by Tourism Vancouver employees. They may also be generated through a direct email from Tourism Vancouver's extranet and require a response from the business. They are generated from Meetings & Events Sales/Services or Leisure Travel business units and pertain to definite and immediate sales opportunities.

Lead recipients should monitor their leads through the Member Extranet via the Opportunities tab. <https://vancouverbc.extranet.simpleviewcrm.com/>.

Marketing & Media Leads: Both Standard Members and Premium Members will receive notice on the Tourism Vancouver Extranet that their business was included in a media lead or familiarization tours that result in marketing exposure for your business. New business may result, but is not prequalified or tracked by Tourism Vancouver and the intent here is marketing and exposure. FAM tours are often used for destination training purposes.

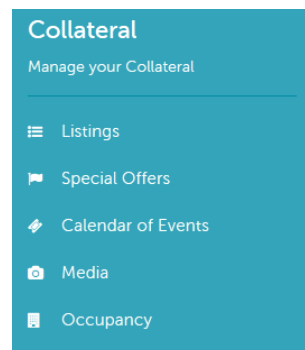
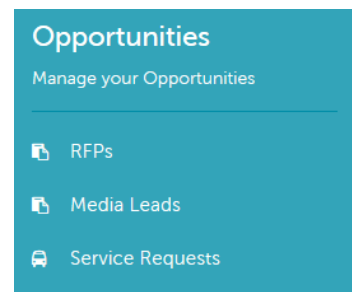
Access to all Business Development Workshops: Tourism Vancouver offers industry insight and training workshops as a benefit for our Premium members each year. To find out more about upcoming workshops check out the Tourism Vancouver *You're Invited* or *eNews* monthly newsletter. Standard tier Members and non-Members will be able to access the workshops for an additional fee. Rates will vary depending on content.

Priority Access to Tourism Vancouver Staff: Looking for expertise in working with the leisure travel market or optimizing your visitor servicing in destination? If Members have questions, ideas or challenges they would like to discuss with Tourism Vancouver staff, our Membership Specialists can assist. Priority will be given to Premium Members.

Priority access to familiarization visits (FAMs), industry site inspections and product presentations: Sharing knowledge of your products and services with key industry influencers and decision makers will assist in raising your profile. Premium Members will be given priority consideration when our staff prepare itineraries and presentations.

Category listing in the Visitor, Leisure and Meetings & Conventions market sections of the Website: The Tourism Vancouver website is designed to provide content for three core markets: visitor consumers, leisure travel trade and meetings and conventions trade. Standard Members will receive one listing per market while Premium Members will have two category listings in each section of the Tourism Vancouver Website. Note that it is also possible to purchase additional listings.

Calendar of Events Listings on Website: This is a listing of events on the website that can be updated by the member independently on the Member Extranet. If your business is hosting a unique seasonal event, then you may use this tool to showcase your event on tourismvancouver.com



Business Referrals: Both Standard Members and Premium Members may be included in a supplier referral list to clients. The member will receive notice on the Tourism Vancouver Extranet that their business was included in a referral that may result in future new business (i.e. Following a client request, Tourism Vancouver will create a short-list of businesses able to provide the product or service they are seeking). This is tracked as service requests and can be viewed on the Member Extranet. No action is required by the business.

Access to all Member 2 Member Mixers: Tourism Vancouver coordinates ten mixer events per year to facilitate industry networking and showcase a Member venue each month. Spotlight Members are featured with trade show tables at the events. All Members with suitable space may request to host a Mixer. If your business is not able to host you may request to be a Spotlight Member at the Mixer.

Visitor Centre Referrals and Commissioned Sales: The priority of the Visitor Centre is to extend visitor stay, increase spend and encourage return visits. All Members with product and services that are visitor-focused may be part of Visitor Centre staff referrals and commissioned sales where appropriate. All Members who wish to sell their product through the Visitor Centre should contact their Tourism Vancouver Membership Specialist.

Listing in Official Visitor Guide (OVG): Tourism Vancouver's Official Visitor Guide is published annually. To be eligible for a listing in the guide, memberships must be paid and in good standing before January 31st of the year of issue. One listing is available per membership. If Members have multiple business activities to list in the Official Visitor Guide they will need to purchase a Multi membership for the additional business activities.

Media resources: Includes BarberStock, Tourism Vancouver's image and B-roll bank. Members are encouraged to share press releases and other product, service and experience announcements with their Membership Specialists for further distribution to our Media Relations and Communications team.

Convention Calendar via Extranet: Stay on top of the dynamic development of conventions and Citywide meetings coming to Vancouver by regularly checking the Tourism Vancouver Extranet Reports Tab.

Industry Research data via Extranet: Exclusive access to current industry research including: annual visitor profile, statistics, hotel occupancy, air traffic reports (inbound tourism), cruise ship data and meetings and conventions economic impact data.

Industry Newsletter (eNews): Tourism Vancouver publishes a monthly newsletter with all the most relevant industry news, partner opportunities and upcoming events. Publication sent exclusively to Members.

Marquee Networking Events: Members enjoy invitations to Tourism Vancouver's most anticipated and highly attended industry events of the year. Some member events have an additional fee, and may have limited capacity. Events include the Open House, Nooner at the Nat, Annual General Meeting, Christmas Luncheon.

Show your Badge & Destination Experience Pass programs: The Show your Badge program is offered to convention delegates. Members can opt to participate by offering complimentary or discounted products or experiences to delegates with convention badge. The program is designed to encourage delegates to stay longer and experience more in the destination.

The Destination Experience Pass is designed to showcase Vancouver experiences to travel media, tour operators, travel wholesalers, destination ambassadors and other travel influencers. Members offering experiential or retail products may participate by offering passholders complimentary experiences or products.

In-Market sales missions

Tourism Vancouver's sales teams lead in-market sales missions to key international markets. Members may participate by responding to expression of interest requests sent by Tourism Vancouver staff. Inclusion in sales missions is at discretion of Tourism Vancouver staff and usually require an investment by the member to participate.

Member add-on options (\$)

Web advertising: Members may increase their profile on the Tourism Vancouver website by purchasing advertising space. Rates vary based on size, and placement on the website.

Digital display advertising and brochure racking in the Visitor Centre:

Tourism Vancouver's Visitor Centre welcomes over 100,000 visitors annually. Digital display advertising is available on both the linear wall which is composed of six 46" screens on the linear wall as well as the feature wall which is composed of nine 46" screens.

Limited brochure racking is available to select Member categories and additional racking spaces can be purchased. The following membership categories will be prioritized for racking:

- Attractions
- Adventure
- Sightseeing
- Tours
- Activities
- Museums
- Transportation
- Restaurants
- Maps and Guides
- Regional Guides and Community guides
- BIAs

Workshop individual registration: Members in the Standard tier are able to purchase tickets to individual workshops.

Additional category listings: Members may purchase additional listings on the website.

Dine Out Vancouver Festival participation: Dine Out takes place each year at the end of January and runs for 17 days. Restaurant Members may participate by designing a three-course menu for the festival. Registration fees are published on the website in the fall preceding the Festival. Other Member categories may participate by hosting or contributing to festival events.

Non-Member Buy-in opportunities (\$)

Web-listing on Tourism Vancouver website: The Tourism Vancouver website is designed to provide content for three core markets: visitor consumers, leisure travel trade and meetings and conventions trade. Non-Members may purchase a listing in each of the sections in the categories that best fit their line of business. Fees are dependent on number of listings and placement. Please refer to the “Non-Member Opportunities” section of the website for further detail. Fees apply.

Brochure racking in the Visitor’s Centre: The opportunity to purchase racking space is based on availability and only open to specific categories. Priority reserved for members and categories listed above. Please refer to the “Non-Member Opportunities” section of the website for further detail. Fees apply.

Member events: Non-members may purchase entry to Tourism Vancouver workshops and networking events. Fees will vary based on event type and inclusions. Events are listed on tourismvancouver.com/rsvp. Fees apply.

Dine Out Vancouver participation: Participation in the Dine Out Vancouver Festival is open to non-member businesses. Restaurants may participate by designing a three-course menu for the festival. Non-member registration fees are published on dineoutvancouver.com in August. Non-restaurant businesses wishing to get involved may participate by hosting or contributing to festival events. Please contact the Dine Out Festival coordinator to learn more. Fees apply.