

Destination Vancouver Membership Benefits Summary

Member Benefits	Standard Tier	Premium Tier ¹
Qualified Business/Group Sales Leads & Service Requests for Meetings, Conventions, Travel Trade		<input checked="" type="checkbox"/>
Priority access to Destination Vancouver team		<input checked="" type="checkbox"/>
Priority access to familiarization visits and industry site inspection participation & Product Presentations		<input checked="" type="checkbox"/>
Business Category Listing in Visitor, Leisure, and Meetings & Conventions sections of website.	<input checked="" type="checkbox"/> x1	<input checked="" type="checkbox"/> x2
Official Visitor Guide Listing**		
Marketing & Media Leads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion on Business Supplier Referrals Lists	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Referrals from Visitor Information Volunteers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invites to Member Networking Mixers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Calendar of Event Listing access via Extranet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media Resources (image gallery & B-roll)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Convention Calendar & Research Data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to BC Content Hub	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Insights & Market Update Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Member Enews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marquee Networking Events	\$	\$
Show your Badge & Destination Experience Pass programs*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In-Market sales missions* (at discretion of Destination Vancouver)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Member add-on options (\$)

- Web advertising
- Additional category listings
- Dine Out Vancouver Festival participation
- In-Market Sales Missions (by invitation only)

Non-Member Buy-in opportunities (\$)

- Online profile on destinationvancouver.com
- Dine Out Vancouver Festival participation

¹ Also applies to the Premium-Multi Tier

*Specific Member Categories Only. | ** Currently Unavailable

Definitions

Qualified Business/Group Sales Leads & Service Requests for Meetings, Conventions, Travel Trade: Pertain to specific qualified business sales leads provided to members by Destination 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 Destination Vancouver Team Members. They may also be generated through a direct email from Destination 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 Destination 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 Destination Vancouver and the intent here is marketing and exposure. FAM tours are often used for destination training purposes.

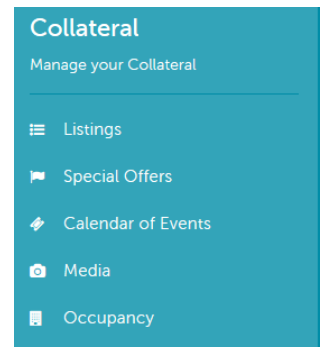
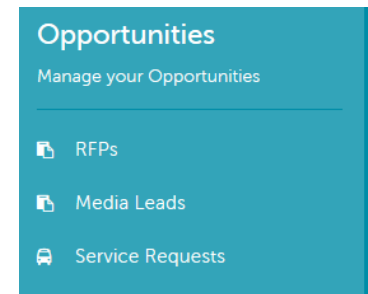
Business Insights & Market Update Webinars Destination Vancouver offers industry insight and training webinars as a benefit for our Premium members each year. To find out more about upcoming webinars check out the Destination Vancouver *You're Invited* or *eNews* monthly newsletter. Standard tier Members and non-Members will be able to access the workshops for an additional fee. Rates will vary depending on content. **These are currently complimentary for all members.**

Priority Access to Destination Vancouver Team: 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 Destination 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 Destination Vancouver website is designed to provide content for three core markets: visiting independent leisure travelers, leisure travel trade (group tour operators, and travel agents) and meetings and conventions trade. Standard Members will receive one listing per market while Premium Members may have two category listings in each section of the Destination 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 destinationvancouver.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 Destination Vancouver Extranet that their business was included in a referral that may result in future new business (i.e. Following a client request, Destination 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.

Invites to Member Networking Mixers: Destination Vancouver coordinates member networking events to facilitate industry networking and showcase a member venue. Spotlight Members can be 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.

Referrals from Visitor Information Volunteers: The priority of our Visitor Services program 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 Information Volunteer referrals. **Currently, Destination Vancouver does not operate a physical Visitor Centre location** – instead deploying its roster of over 100 volunteers to engage with Visitors on the ground with information and suggestions on where to visit and where to dine.

Listing in Official Visitor Guide (OVG): Destination 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. **This benefit is currently not available.**

Media resources: 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 Destination Vancouver Extranet Reports Tab.

BC Content Hub: Destination Vancouver members can access the BC Content Hub – a Province-wide library of high-rez images and b-roll (including HD content) that they can use, free of charge, for marketing purposes in their own marketing content including promotional videos, brochures, and websites. Members are encouraged to upload high-rez content that they create to the Content Hub for cross-promotional purposes and for use by travel media and wholesale tour operators.

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.

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

Marquee Networking Events: Members enjoy invitations to Destination Vancouver's most anticipated and highly attended industry events of the year. Most marquee events have an additional fee, and may have limited capacity. Events include the Nooner at the Nat, Annual

General Meeting, and Christmas Luncheon – the largest tourism industry networking event in Vancouver. Fees may apply.

‘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 a digital pass 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

Destination Vancouver’s sales teams lead in-market sales missions to key international markets. Members may participate by responding to RFP requests sent by Destination Vancouver staff. Inclusion in sales missions is at discretion of Destination 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 Destination Vancouver website by purchasing advertising space. Rates vary based on size, and placement on the website.

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

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. Participation fees vary.

Non-Member Buy-in opportunities (\$)

Web-listing on Destination Vancouver website: The Destination 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.

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.

(updated April 2022)