

ITEM	4
MANAGER'S REPORT NO.	22
COUNCIL MEETING	94/04/05

TO: CITY MANAGER 1994 MARCH 21

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: **TOURISM VANCOUVER
MUNICIPAL INITIATIVE PROGRAM - 1994 FUNDING**

PURPOSE: To obtain Council approval of Burnaby's financial contribution to the 1994 Tourism Vancouver Municipal Initiative Program

RECOMMENDATIONS:

1. **THAT** Council approve payment of \$6,000 to Tourism Vancouver for funding the 1994 Tourism Vancouver Municipal Initiative Program.
2. **THAT** a copy of this report be sent to Tourism Vancouver, Suite 210, Waterfront Center, 200 Burrard Street, Vancouver, B.C. V6C 3L6.

R E P O R T

SUMMARY

This report provides a review of the proposed 1994 Tourism Vancouver Municipal Initiative Program and recommends the manner in which Burnaby should participate. It takes into account the status of Burnaby's tourism promotion efforts and the advantages of the City's participation in Tourism Vancouver's marketing and promotion program. It recommends that Burnaby contribute \$6,000 to the 1994 Program for which funds have been provided in the 1994 Provisional Budget.

1.0 BACKGROUND INFORMATION

- 1.1 Since 1988, Burnaby has participated in the Tourism Vancouver Municipal Initiative Program as a means of marketing local tourist attractions and supporting associated businesses in the community. Until 1990, all Municipal contributions to the program were made to Tourism Vancouver through an intermunicipal contract administered through the GVRD Board. In 1991, the program was changed to become a fee-for-service contract that was established between each participating Municipality and Tourism Vancouver.

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1.2 In 1993, Burnaby contributed \$5,900 to the Municipal Initiative Program which included the following basic components that related to individual participating municipalities:

a) **BASE BUY-IN**

The production of a number of promotional items including maps, brochures, etc., that provide general information about the various attractions, facilities, features and events found within the Greater Vancouver Region.

b) **VISITOR'S GUIDE TO GREATER VANCOUVER**

This document comprised the integration of the former Regional Touring Guide with the Vancouver City Guide. It included a separate section featuring participating municipalities in full page spreads, several Regional Touring itineraries, along with a comprehensive regional map, list of accommodations, restaurants, etc. Widespread circulation of this guide was undertaken including distribution directly to regional households hosting "visiting friends and relatives" (VFR), a market segment representing almost 50% of visitors to Greater Vancouver.

Copies of the various promotional items have been enclosed in Council Members' Agenda for reference purposes. A copy of this material is available for viewing in the Planning and Building Department. Burnaby's promotional spread is found on page 12 of the Visitor's Guide.

1.3 During 1993, the City was in the final phase of completing the Tourism Strategy. Participation in the 1993 Municipal Initiative Program was considered by Council to be an appropriate measure until such time as the Tourism Strategy was implemented at which time it would be determined if and how the program would be relevant to Burnaby's own promotion and marketing efforts.

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2.0 GENERAL COMMENTS

- 2.1 Eight municipalities participated in the 1993 Program. In general, the 1993 Program was well received and provided a responsive approach to the needs of individual municipalities. It is expected that a similar level of municipal commitment will be made to the 1994 program.
- 2.2 Tourism Vancouver's Municipal Initiative Program was considered by the Burnaby Tourism Strategy Advisory Committee during the course of developing the Tourism Strategy. The Committee concluded that the City should continue to participate in the 1993 program in the interim until such time as Burnaby's own marketing and promotional plan is up and running. It concluded that Tourism Vancouver continued to provide excellent international exposure to the Greater Vancouver area which has benefited Burnaby and provided high quality promotion of Burnaby and its attractions for a relatively small budget that would be difficult for Burnaby to produce on its own. The Committee also concluded that consideration should be given to continued participation with Tourism Vancouver to complement Burnaby's future marketing program through its own Tourism Strategy.
- 2.3 The proposed 1994 Tourism Vancouver Municipal Initiative Program is very similar to the 1993 Program. A copy of the 1994 Program outline has been **attached** for reference. The 1994 Program essentially covers five optional packages of products/services that are available for purchase by participating municipalities. These include:
- A. **Base Buy-In** (\$2,700 per participant)
- Includes various maps, information brochures, etc. (similar to those produced in 1993) for distribution and display by individual municipalities, membership in Tourism Vancouver, newsletters, research reports, racking space for municipal information/promotion within Tourism Vancouver's relocated main InfoCentre located in the Waterfront Centre development across from Canada Place.
- B. **The Visitor's Guide to Greater Vancouver** (\$5,900 full page)

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Includes a full page coverage in the Visitor's Guide which will be very similar to the 1993 Guide. The purchase of this package also includes the purchase of the Base Buy-In (Package A). Circulation of the Guide includes meeting and convention delegates and cruise ship passengers; distribution through Tourism Vancouver's InfoCentres, to households throughout the region to cover the "visiting friends and relatives" market segment, plus widespread circulation through the Vancouver Sun and other community newspapers.

C. Co-Operative Advertising Component (\$6,000 per participant)

This component will include a regional/municipal advertising campaign featuring travel experiences and visitor opportunities in the Greater Vancouver area of a unique nature, activities (golf), events, etc.

The campaign will take place from mid-May to mid-June, and will be marketed towards the close-in drive market (Washington State and possibly Alberta) including the retiree, yuppie and VF&R (Visiting Friends and Relatives) segments. Advertising will use print media, primarily targeted magazines (i.e. AAA Magazine, Pacific Northwest) and include 3/4 to full page colour ads. The campaign will be consistent with the "Super Natural B.C." and "Spectacular By Nature" themes and encourage close-in visitor travel during the "shoulder travel season" (May 15 to July 01).

It is important to note that the purchase of this package for \$6,000 includes Packages A and B.

D. Regional Travel InfoCentre Gateway Concept (\$2,500 per participant)

This includes additional advertising and promotional space for participating municipalities within the new Tourism Vancouver's main InfoCentre located in the Waterfront Centre development. This display space will include a 12 face wall mount display highlighting appropriate tourist related images of participating attractions with the allocation of additional racking space for promotional brochures. A high volume of visitor traffic is anticipated at this InfoCentre given its proximity to Canada Place which generates a large number of convention delegates and cruise ship passengers.

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E. Regional Information Center Research Study (\$800)

Provides access to information and research on visitor demographics and travel patterns.

- 2.4 The total cost of purchasing all five optional packages is \$9,300 (plus GST). For \$6,000 (plus GST) the City could purchase packages A, B and C. In 1993, Burnaby purchased the equivalent of packages A and B for \$5,900.

The Visitor's Guide to Greater Vancouver (Package B) has been a successful component of the 1993 Program. It was an attractive document which provided good exposure to facilities and attractions throughout the region. The suggested half day tour section in the Guide along with the regional map, lists of restaurants, accommodations, events, etc. encouraged travel throughout the region. The general format of the 1994 Visitor's Guide will be retained. This Guide will continue to provide a positive marketing impact since it will have widespread and target distribution and is designed to encourage customer retention for reference purposes. The purchase of this Package at \$5,900 includes the Base Buy-In, Package A.

The Co-Operative Advertising Component (Package C) is a new concept that will market certain attractions within the Greater Vancouver Region to specific target segments and encourage travel during the lower visitor season (May 15 through July 01) when the weather is good and facilities less crowded. This concept is worth pursuing at a small net cost of \$100. As noted above, the purchase of this Package at \$6,000 includes the cost of Packages A and B.

Burnaby's participation in the Regional Travel InfoCentre Gateway Concept (Package D) is not recommended at this time as a City initiative but would be more appropriately utilized by specific attractions such as Burnaby Village Museum, the retail mall(s) in Metrotown, etc. who would provide a better focus for visitors to Burnaby. Staff will pursue this opportunity with the appropriate parties who may wish to participate in this package independently.

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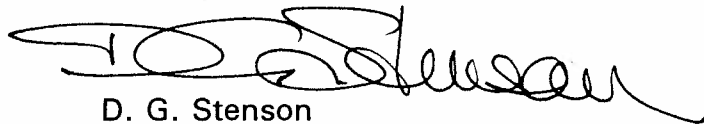
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Package E, the Regional Information Centre Research Study is also not considered to be relevant to Burnaby's requirements at this time.

Burnaby's total costs for participation in the 1994 Program by purchasing Packages A, B and C as outlined above would therefore be \$6,000 plus applicable GST.

3.0 CONCLUSIONS

In view of the foregoing information, it is recommended that Council approve payment of \$6,000 plus applicable GST to Tourism Vancouver which will represent Burnaby's contribution towards the 1994 Municipal Initiative Program for tourism promotion in the Greater Vancouver area. The proposed 1994 Program along with the 1992 and 1993 Programs have been responsive to the needs of individual municipalities and will provide Burnaby with considerable visitor exposure to the Greater Vancouver Region. It will also provide an appropriate marketing and promotional venue until such time as Burnaby has developed its own program.



D. G. Stenson
Director
Planning and Building

PS:lf/ds

Enclosure

1994 Regional/Municipal Initia

as at February 8, 1994

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The 1994 Regional/Municipal Initiative Program will pursue a slightly different course from the 1992 & 1993 programs with revisions resulting from input from the Municipal Initiative Committee. New for 1994 is the introduction of a co-operative municipal advertising component. The programme will remain a contract-based fee for service relationship with optional levels of participation for all Municipalities. All components of the program will be conducted at the direction of the participating Municipalities. It is felt by pursuing this strategy, individual Municipal tourism marketing needs can be adequately represented throughout all aspects of the program.

I. 1994 Program Summary

The 1994 program will consist of four packages of products/services available for purchases by participating municipalities:

1. Base Buy in for Participating Municipalities (\$2,700 per participant)

- ▶ This package will consist of Municipal InfoCentre support material including the supply of tourism promotional materials.
 - i. Detailed Tear Off Maps
 - ii. Lure Pieces (four languages)
 - iii. Greater Vancouver Visitor Guide ("The Vancouver Book"), including advertising placement - see below.
 - iv. Convention Schedule with periodic updates
- ▶ 1994 production quantities of the above materials have not been finalized at this point.
- ▶ Includes also information fulfilment and distribution services for municipal visitor enquiries directed to Tourism Vancouver.
- ▶ Provide Vancouver Facts & Research reports and information on a regular basis.
- ▶ Provide one racking space for each participating municipality in Tourism Vancouver's main InfoCentre, specifically for Municipal information; and
- ▶ Membership in Tourism Vancouver for each Municipality or designated Chamber of Commerce/Tourism Organization including bi-weekly newsletter and participation in Tourism Vancouver events and seminars.

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2. **Greater Vancouver Visitor's Guide Buy-In (\$5,900 full**

- ▶ The 1994 program will again offer Municipal participants an opportunity to receive coverage in Tourism Vancouver's Greater Vancouver Visitor's Guide.
- ▶ All 1993 municipal participants agreed that the Vancouver Book component met the objectives of the program and delivered excellent visitor coverage. With that in mind, *Tourism Vancouver is finalizing negotiations with the Vancouver Book publisher to include the 1993 Greater Vancouver municipal insertions at no additional cost to 1994 participants when the respective participant purchases the Co-operative Advertising component (which also includes the Base Buy-in component)*. Should this change you will be informed promptly.
- ▶ Minor copy (date changes etc) will be permitted to 1993 placements for participating municipalities at no charge. Photo changes will be billed at cost plus GST.
- ▶ Municipalities who have not previously invested in the Vancouver Book will be charged \$5,900 plus GST for a full page insertion. This includes the Base Buy-in component, a \$2,700 value.
- ▶ Particulars of the guide include:
 - i. Circulation to meeting and convention delegates and cruise ship passengers;
 - ii. Distribution as the primary guide book through Tourism Vancouver's InfoCentres;
 - iii. Distribution directly to regional households hosting visiting friends and relatives (a market segment representing almost half our visitors);
 - iv. 200,000+ will be available for distribution in July 1994 including local distribution through the Vancouver Sun or other community newspapers.
 - v. 8 1/2 x 11, four colour, 72-80 page, high quality publication.

3. **Co-operative Advertising Component (\$6,000 per participant) - See Appendix I Attached**

4. **Regional Travel InfoCentre Gateway Concept (\$2,500 per participant)**

- ▶ With the relocation of Tourism Vancouver's main InfoCentre to the Waterfront

Centre development, the accessibility of convention delegates and cruise ship passengers will be substantially enhanced. Tourism Vancouver estimates that visitations by convention delegates and cruise ship passengers could increase by 300 - 400% in 1993 as a result of the relocation. With the close proximity of the Seabus terminal, the Skytrain and other forms of transit, Tourism Vancouver has dedicated a portion of its InfoCentre display space to informing visitors about how they can easily move throughout the region to local visitor attractions and points of interest on public transit. B.C Transit has sponsored the production/installation/maintenance of the "Getting Around Greater Vancouver" wall display.

- ▶ Creation of six (twelve faces) wall-mounted displays highlighting participating municipalities.
- ▶ Certain municipalities may choose to "share" participation costs for this option.
- ▶ The allocation of additional racking space for participating municipalities to include information specific to their own municipalities.
- ▶ Research studies show that 43% of all Greater Vancouver visitors visit the Canada Place area where Tourism Vancouver's InfoCentre is now located. Utilization of InfoCentre display space by participating Municipalities will be a cost effective way of providing municipal tourist information to the highest number of regional visitors and thereby encouraging redistribution of visitors throughout the region.

5. Regional Information Centre Research Study (\$800 per participant)

- ▶ The objective of the programme would be to allow participating municipal InfoCentres an opportunity to obtain information on travel patterns and demographics of Municipal InfoCentre visitors. The research information would be compiled by Tourism Vancouver's in-house market research group Vancouver Facts & Research. Information gathered from this research study will provide base-line information on visitor demographics as well as information for assessing tourism industry economic impact for each municipality.
- ▶ Vancouver Facts & Research will manage the project in conjunction with the Municipal Initiative Committee.

Several new concepts have been introduced for the 1994 program in response to input from the Committee. We welcome feedback on the proposed 1994 programme and would be happy to make modifications, based on your input, to ensure the continued growth and success of the programme.

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REGIONAL/MUNICIPAL TOURISM INITIATIVE PROGRAM

SUMMARY OF BUY-IN OPPORTUNITIES

I. FOR MUNICIPALITIES THAT PURCHASED AN INSERTION IN THE 1993 VANCOUVER BOOK

Participating Municipality	Base Buy-In	Vistrs Guide	Co-Op Advert	I/Cntr Display	Rsrch Project
Individual Item Costs	\$ 2,700	\$ 5,900	\$ 6,000	\$ 2,500	\$ 800
Package #1	Incl	\$ 5,900	N/A	Separate	Separate
Package #2	Incl	Incl	\$ 6,000	Separate	Separate

II. FOR MUNICIPALITIES THAT DID NOT PURCHASE AN INSERTION IN THE 1993 VANCOUVER BOOK

Participating Municipality	Base Buy-In	Vistrs Guide	Co-Op Advert	I/Cntr Display	Rsrch Project
Individual Item Costs	\$ 2,700	\$ 5,900	\$ 6,000	\$ 2,500	\$ 800
Package #1	Incl	\$ 5,900	N/A	Separate	Separate
Package #2	Incl	\$ 5,900	\$ 6,000	Separate	Separate

Note > Applicable taxes will be added to all purchases.

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REGIONAL/MUNICIPAL TOURISM INITIATIVE PROGRAM

APPENDIX I

CO-OPERATIVE ADVERTISING COMPONENT

February 8, 1994

Tourism Vancouver is proposing the introduction of a co-operative regional/municipal advertising element as the focal point of the 1994 Regional/Municipal Tourism Initiative program.

This document will serve as a brief outline to the program. A more comprehensive program summary will be compiled pending participation confirmation.

I. Product to be Advertised:

The Campaign will feature the travel experiences and visitor opportunities available in the municipalities of the Greater Vancouver Regional District with particular emphasis on the unique attractions, activities (golf), events and communities that make the GVRD an attractive destination. Visitors will be asked to book their next vacation in the GVRD with Discover B.C. to take advantage of good value at a preferred time along with the incredible diversity of opportunities in Greater Vancouver.

II. Campaign Period:

The Campaign will take place from mid-May to mid-June due to the high frequency of local festivals and events during and around this period, the low (relatively) level of visitors and the availability of good value accomodation. (Research shows that rates and occupancy in the GVRD are relatively low despite the good weather and wealth of available visitor opportunities.) The awareness generated by this program will carry-over into the peak summer months.

III. Target Group:

The Campaign will target primarily the close-in drive market - in particular:

- Retirees (golf & antique crowd) who have a high propensity to travel in non-peak periods;
- Yuppies & Near-do-wells (particularly as it relates to soft adventure travel); and
- VF&R market (encourage them to "visit friends but stay somewhere else...").

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IV. Desired Geographic Market:

The Campaign will run in Greater Vancouver's primary geographic drive market of Washington State and possibly Alberta (depending on available funds). The Campaign will capitalize on the high propensity to travel to the Lower Mainland which both markets have historically displayed.

V. Choice of Media:

The Campaign contemplates the use of print media using primarily targetted magazine placements (e.g. AAA Magazine, Pacific Northwest) is preferred to convey maximum impact and information. Other media vehicles may be considered. The campaign will utilize a trackable, call-to-action message in order to evaluate the success of the program and generate consumer market research information.

As currently contemplated, the formatted advertisements will be 3/4 to full page, colour and specifically identify participating municipalities (photo and copy). Two or three separate ads will be produced depending on the number of municipal participants. (See attached conceptualization.)

VI. Marketing/Communication Objective:

The Campaign will specifically feature the non-urban experiences (the "Nature" in "Spectacular by Nature") and activities of the GVRD and invite visitors to take advantage of these experiences during their stay in the Region. This objective is consistent with the Province's "SuperNatural British Columbia" and Vancouver's "Vancouver. Spectacular by Nature." It will build upon the off-season (October - May) destination awareness created in both markets by Tourism Vancouver's Discover-the-Spectacular consumer campaign and will seek to encourage greater shoulder season travel from the two priority visitor markets. Value and product excitement will drive the call-to-action rather than specific price point.

The Campaign will serve to reinforce Tourism Vancouver's positioning of Greater Vancouver as "Spectacular by Nature" in priority consumer drive markets. The Campaign will also introduce the Discover B.C. service as the conduit for consumer access to the "spectacular" visitor experiences in the Region and throughout the Province.

The business objectives of the Campaign are to:

- (i) Generate additional visitations in the GVRD between May 15 and July 1, 1994 through the DBC service;
- (ii) Generate consumer responses (phone calls) and respond with suitable fulfillment information through the DBC service; and
- (iii) Increase general consumer awareness of the visitor opportunities in the municipalities of the GVRD.

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VIII. Participation Costs:

To generate the required impact and corresponding consumer response, eight to ten separate insertions during the campaign period are required. Cost per participating municipality for specific coverage will be \$6,000 plus GST. (This amount assumes the participating municipality has also invested in the Base Buy-In amount of \$2,700 plus GST.)

To augment the media impact of the campaign, Tourism Vancouver has received confirmation of participation from Discover British Columbia (B.C. Tel Advanced Communications) - the new provincial central reservation system - for an additional \$30,000.

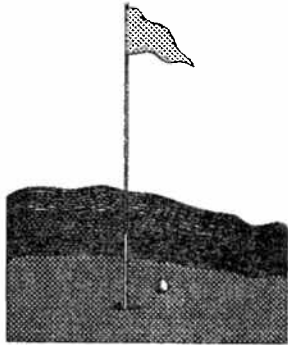
Tourism Vancouver will feature the Campaign as part of its other ongoing sales initiatives and general consumer fulfillment initiatives. A travel media FAM will also be considered to obtain additional unpaid media coverage.

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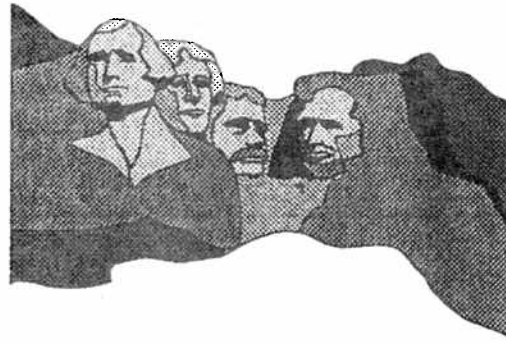
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VANCOUVER IS GREATER THAN YOU THINK

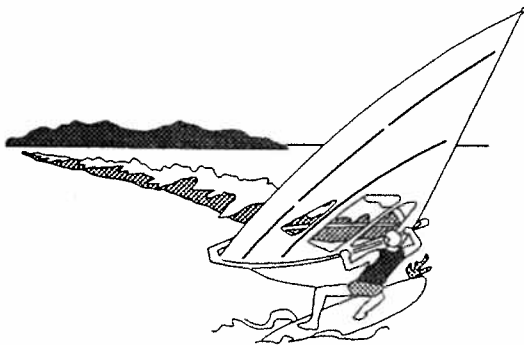
THE EXCITEMENT AND VALUES ARE ON
NOW!



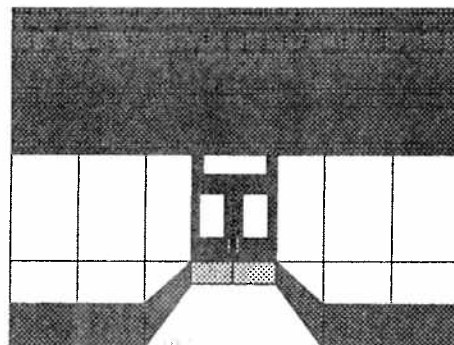
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