

CITY OF BURNABY

ECONOMIC DEVELOPMENT &
TOURISM STRATEGY COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

Re: 1998 Tourism Implementation Program - Current Status

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting on 1998 June 29 the Economic Development and Tourism Strategy Committee adopted the *attached* report providing an update on the 1998 Tourism Program. The report also contains information regarding two new initiatives, which are an expansion of the existing marketing program, to include the display of the Burnaby Visitor's Guide in Burnaby hotel rooms and lobbies and on the Washington State Ferry system.

Staff will provide a more detailed report on the 1998 program, following its conclusion, later this year.

Respectfully submitted,

Councillor D.N. Johnston
Chair

Councillor D.R. Corrigan
Member

Councillor C.M.H. Redman
Member

COPY - CITY MANAGER - DIRECTOR PLNG. & BLDG.

TO: CHAIR AND MEMBERS OF THE ECONOMIC
DEVELOPMENT AND TOURISM STRATEGY
COMMITTEE

DATE: 1998 JUNE 18

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: 1998 TOURISM IMPLEMENTATION PROGRAM
CURRENT STATUS

RECOMMENDATION:

1. THAT this report be received for information purposes.

R E P O R T

1.0 BACKGROUND:

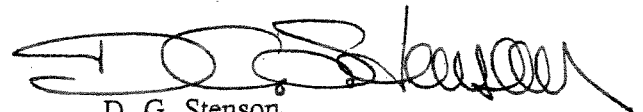
- 1.1 On 1998 February 02, Council approved the 1998 Burnaby Tourism Program. The main components of the 1998 Program include the operation of the seasonal tourist information centre in the Metrotown Retail Complex, a more modest year-round tourist information service at City Hall and a marketing and promotion campaign.
- 1.2 Arising from discussion of the Tourism Program Report, Council requested that the marketing component of the program be expanded to include the display of the "Burnaby Visitors' Guide" brochure (*attached*) on the Washington State Ferries and in all lobbies and rooms of Burnaby hotels.

2.0 CURRENT STATUS - 1998 TOURISM PROGRAM:

- 2.1 Pursuant to the additional marketing initiatives outlined above, the City has contracted with Certified Folder Display Service Inc. of Kent Washington to display the Burnaby Visitors' Guide on all runs and terminal facilities of the Washington State Ferry System from 1998 April 01 through 1998 September 30. This includes seven separate routes and three terminal locations. This initiative will complement the current display of the Visitors Guide on the three most heavily traveled B.C. Ferry routes between Nanaimo and Tsawwassen, Swartz Bay and Tsawwassen and Horseshoe Bay and Nanaimo.
- 2.2 The display of the Visitors' Guide in Burnaby hotel lobbies and rooms was pursued with a letter and a follow-up telephone call to all of the Burnaby hotels outlining the reasons for this proposal. Some of the hotel operators agreed to display the Burnaby Visitors' Guide in both their lobby and hotel rooms while others were unable to display in both areas. However, the larger hotels were enthusiastic about this initiative. Staff will continue to monitor this situation and continue to supply the hotels with the brochures as required.
- 2.3 The Metrotown Tourist information Centre located in the pedestrian concourse connecting Metrotown Centre and Eaton Centre Metrotown officially opened on 1998 May 01 and operates 7 days a week during peak retail hours until 1998 September 30. The Centre is staffed by four auxiliary City employees who work on a shift basis. Three of the employees are currently midway through a two year Tourism Marketing Program at BCIT and the other has taken tourism courses at another local institution and was previously employed at another Tourist Information Centre.

- 2.4 The Metrotown Tourist Infocentre operates in a manner similar to previous years. The facility is clearly identified as the "Burnaby Tourist Infocentre" with large banners and a wide selection of key Burnaby and Province wide tourist brochures, information items, attraction materials, maps, ferry and bus schedules, etc. that are racked and dispensed free of charge. Burnaby related attractions, brochures, the Burnaby Visitors' Guide, etc. are allocated to the most visible section of the brochure display area. Staff at the Tourist Infocentre provide information, advice, suggestions, directions, etc. on a variety of tourist related topics covering Burnaby events, attractions, accommodations, restaurants and facilities as well as those around the Lower Mainland and B.C.
- 2.5 Promotion of the services offered by the Metrotown Tourist Information Centre is provided through the "Burnaby Visitors' Guide", the 55,000 copy newsletter "Focus" published and distributed by Eaton Centre Metrotown, by information signs located throughout the Eaton Centre Metrotown mall and through "Information Burnaby" published by the City and distributed to every household and business in Burnaby.
- 2.6 In addition to the display of the Burnaby Visitors' Guides on the B.C. and Washington State Ferries, at the Tourist Information Centres and in Burnaby Hotels as outlined above, the brochures are also distributed and displayed in the following additional locations:
- At approximately 270 established tourist outlets throughout the Lower Mainland for a six month period (May through October), to selected Tourist Infocentres around the Province, to the Vancouver International Airport Infocentre Tourist Infocentre on a year-round basis and to the Cruise Ship Terminal at Canada Place from May 15 through September 15. Distribution is provided by Interwest Brochure Marketing Inc.
 - At all Burnaby Libraries, Recreation Centres and other community facilities. Distribution is provided by the City.
 - To hundreds of members of the public (residents and non-residents), and various organizations and associations who request copies of the brochure for upcoming events, for friends and relatives and their own travel purposes. Distribution is provided by the City.

A further more detailed report on the 1998 and proposed 1999 Tourism Program will be submitted to the Committee later this year after the Metrotown Tourist Infocentre has been closed for the season.


D. G. Stenson
Director Planning and Building

PS/ds
Attachment

