

WHEN PLANNING FOR 2011...

CONSIDER THE FOLLOWING OPPORTUNITIES TO WORK WITH US

Tourism BC and TOTA offer a range of programs and services to assist communities, from tourism planning and mentorship to tactical marketing opportunities. Please contact the Community Development department for more information on how we can work together.

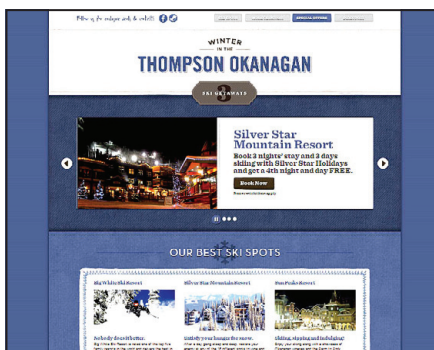
TOURISM BC PROGRAMS

- Community Tourism Foundations – tourism planning
- Community Tourism Opportunities – tourism project implementation co-op funding
- Consumer Marketing
- Experiences BC
- Hello BC / Blogs / Business Listings / Community profiles / Special Offers / Reservations / Festivals and Events Listings
- Image Bank
- Industry Newsletter
- Provincial Commercial Accommodation Survey
- Sport Tourism
- Tourism Business Essentials – workbooks and workshops
- Tourism Industry Resources – New for 2011
- Value of Tourism
- Visitor Centre Network
- WorldHost® training
- Research & Planning Notifications

TOTA ACTIVITIES FOR COMMUNITIES

TO KEEP IN MIND WHEN PLANNING FOR 2011

- Advisory Services
- Media FAM support
- Mobile Application – listing, advertising, special offer features – New for 2011
- Regional pad map for Visitor Centres – New for 2011
- Social Media workshop – New for 2011
- TOTA Summit and Golf Tournament Registration and Prize/ Auction Donations
- Tourism Partners Program – Consumer Marketing
 - > Festivals and Events
 - > Seasonal Campaigns
 - > Consumer / Tradeshows
 - > Resort TV



The landing page for TOTA's Winter marketing campaign, at www.thompsonokanagan.com.



New for 2011 – TOTA's Vacation Guide features all Visitor Centres listed with photographs.

- Travel Trade FAM support
- Travel Trade Itineraries
- Vacation Guide

TOTA COMMUNICATION ACTIVITIES THAT KEEP COMMUNITIES CONNECTED

- Annual Community Forum
- Annual direct mail to all community leaders
- Annual Golf Tournament
- Annual TOTA brochure
- Annual TOTA Summit
- Collect and disseminate new tourism product information
- Community Development E-Newsletter
- Community Development section on the TOTA website at www.totabc.org/trellis/commdev
- Community meetings and workshops
- Enhanced social media presence on Facebook, Twitter and YouTube for both consumers and stakeholders – New for 2011
- Enhanced website experience and upcoming Resource Centre – New for 2011
- Marketing Strategy webinar – New for 2011
- Regularly scheduled stakeholder online surveys (topic specific)
- Sponsorship of regional conferences
- TOTA Newsletter with Community Development section
- Tourism Awards program