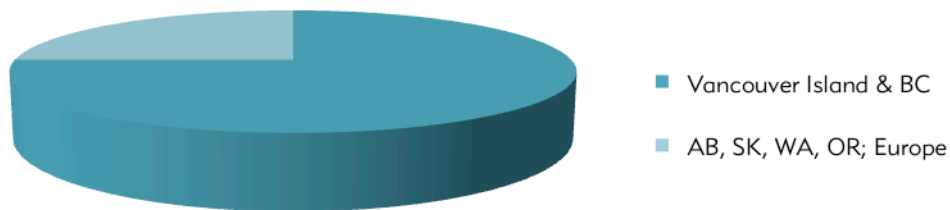




Marketing Plan 2012

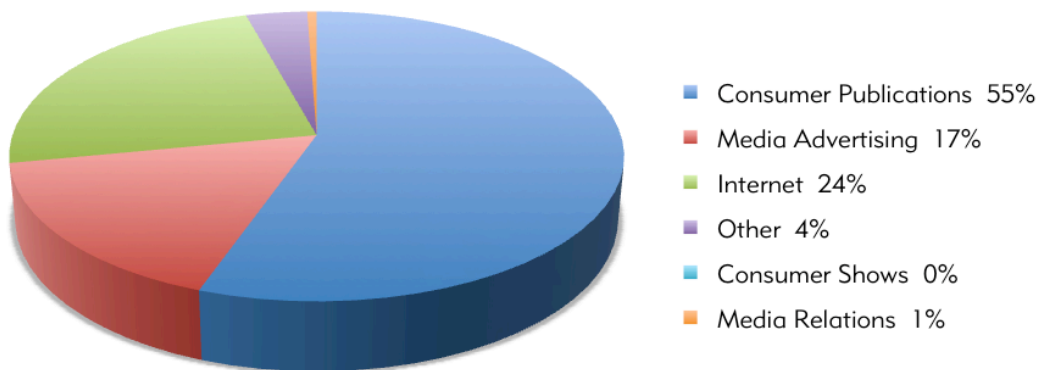
Geographic Target Market

PRIMARY MARKET:	
Vancouver Island & BC	75%
SECONDARY MARKET:	
Alberta, Washington, Oregon, Saskatchewan	25%
Europe	



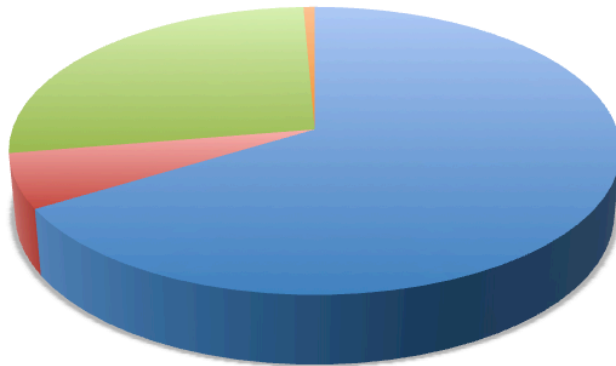
Marketing Activity

Overall Tactics, Total \$175,475



CONSUMER PUBLICATIONS	55% @ \$ 97,225
MEDIA ADVERTISING	17% @ \$ 29,000
INTERNET	24% @ \$ 41,750
OTHER	4% @ \$ 6,500
CONSUMER SHOWS	0% @ \$ 0
MEDIA RELATIONS	1% @ \$ 1,000

Primary Tactics Total \$146,725



- Consumer Publications 66%
- Media Advertising 6%
- Internet 27%
- Other 0%
- Consumer Shows 0%
- Media Relations 1%

CONSUMER PUBLICATIONS

66% @ \$97,225

Vancouver Island North Visitors Guide	\$80,000
Vancouver Island North Visitors Map	\$17,225

INTERNET

27% @ \$39,525

Itinerary Building & Travel Planning Tool	\$19,000
islandMOMENTS e-newsletter	\$ 675
Website Updates & Maintenance	\$ 2,000
AdWords: VIN Brand Awareness	\$ 6,125
AdWords: Stakeholder Cooperative	\$ 2,500
Search Engine Optimization	\$ 4,000
Facebook Advertising: European market	\$ 1,500
Just In Time	\$ 200
HelloBC Listing	\$ 2,275
Vancouver Island North Visitors Guide	\$ 500
Vancouver Island North Visitors Map	\$ 500
European Wildlife/Travel Publication	\$ 250
Social Media; Facebook, Twitter, Trip Advisor, Blog	N/C

MEDIA ADVERTISING

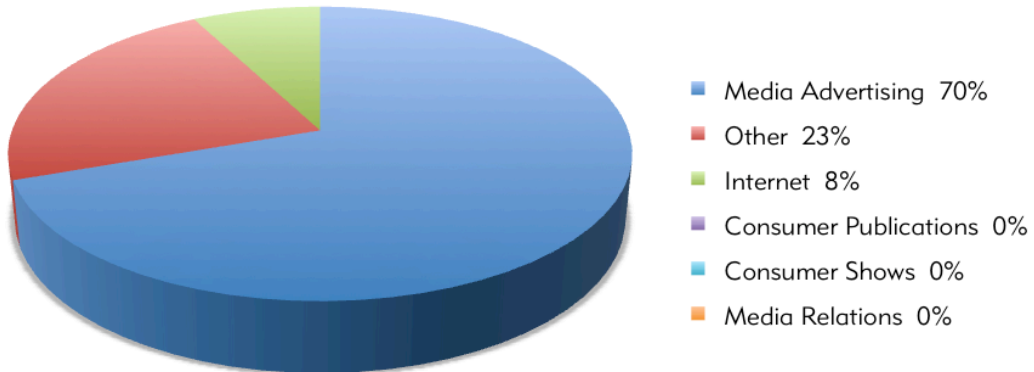
6% @ \$8,975

European Wildlife/Travel Publication	\$ 4,750
TBC Accommodation Guide	\$ 4,225

MEDIA RELATIONS

1% @ \$1,000

Contingency Tactics Total \$28,750



MEDIA ADVERTISING

70% @ \$20,025

TVI Vacation Guide	\$ 7,515
TVI Outdoor Guide	\$ 5,220
TBC Outdoor Adventure Guide	\$ 7,290

OTHER

23% @ \$ 6,500

BC Ferries Travel Counsellors	\$ 6,500
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INTERNET

8% @ \$ 2,225

TVI Vacation Guide	\$ 835
TVI Outdoor Guide	\$ 580
TBC Outdoor Adventure Guide	\$ 810

2012 Projected Leveraging & Stakeholder Contribution Summary

Primary Tactics	Gross Project Cost	VINT Investment	Leveraging (VINT %)	CTO Investment	Leveraging (CTO %)	Net Stakeholder Investment	Project Admin Fee	Gross Stakeholder Investment
2013 Vancouver Island North Visitors Guide	\$80,500	\$27,750	34%	-		\$52,750	-	\$52,750
Itinerary Building & Travel Planning Program	\$19,000	\$9,950	52%	\$9,050	48%	-	-	-
Media Relations	\$1,000	\$1,000	100%	-		-	-	-
Visitors Map	\$17,725	\$-	0%	\$6,450	26%	\$11,275	\$1,773	\$13,048
Coodination of European Wildlife/Travel Publication	\$5,000	\$500	10%	-		\$4,500	\$500	\$5,000
islandMOMENTS [TVI e-newsletter; 3 issues]	\$675	\$675	100%	-		-	-	-
Website Updating & Maintenance	\$2,000	\$1,000	50%	\$1,000	50%	-	-	-
AdWords: VIN Brand Awareness	\$6,125	\$3,625	59%	\$2,500	41%	-	-	-
AdWords: Stakeholder Cooperative	\$2,500	\$-	0%	\$1,000	40%	\$1,500	\$250	\$1,750
Search Engine Optimization	\$4,000	\$2,000	50%	\$2,000	50%	-	-	-
Social Media: Facebook, Twitter, Trip Advisor, Blog	\$-	\$-	0%	-		-	-	-
Facebook Advertising: European Market	\$1,500	\$1,500	100%	-		-	-	-
Just In Time [TVI virtual guide ads]	\$200	\$200	100%	-		-	-	-
TBC Approved Accommodation Guide	\$6,500	\$1,300	20%	-		\$5,200	-	-
Primary Tactic TOTAL	\$146,725	\$49,500	34%	\$22,000	15%	\$75,225	\$3,173	\$78,398
Contingency Tactics	Gross	VINT Investment	Leveraging (VINT %)	CTO Investment	Leveraging (CTO %)	Net Stakeholder Investment	Project Admin Fee	Gross Stakeholder Investment
BC Ferries Travel Counselors	\$6,500	\$6,500	100%	-		-	-	-
TVI Vacation Guide	\$8,350	\$3,650	44%	-		\$4,700	\$835	\$5,535
TVI Outdoor Guide	\$5,800	\$2,275	39%	-		\$3,525	\$580	\$4,105
TBC Outdoor Adventure Guide	\$8,100	\$3,075	38%	-		\$5,025	\$810	\$5,835
Contingency Tactic TOTAL	\$28,750	\$15,500	54%	\$0	0%	\$13,250	\$2,225	\$15,475
OVERALL TOTAL	\$175,475	\$65,000	37%	\$22,000	13%	\$88,475	\$5,398	\$93,873