

PNWER Marketing Panel

Paul Nursey, Trina Mousseau, Glenniss Indreland & Dale Ryan

July 15, 2015 | 9:15 a.m. – 12:15 p.m.



PNWER VALUE OF TOURISM

Paul Nursey
President & CEO
Tourism Victoria

PNWER VALUE OF TOURISM



TOURISM EMPLOYMENT

\$55,032,500,000



TOURISM REVENUE

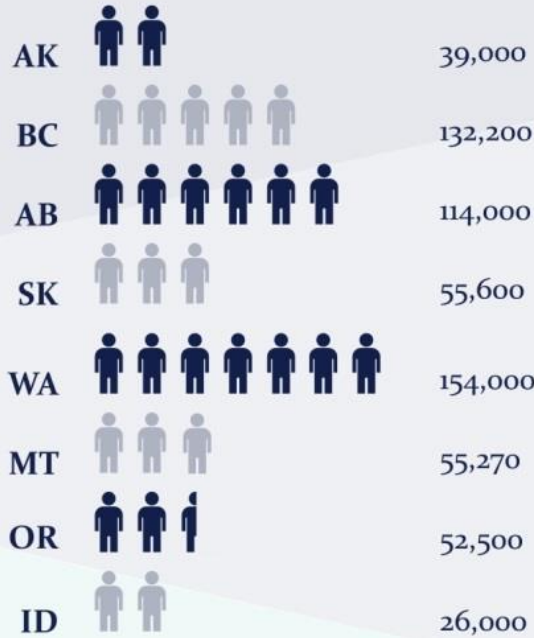


100,497,320

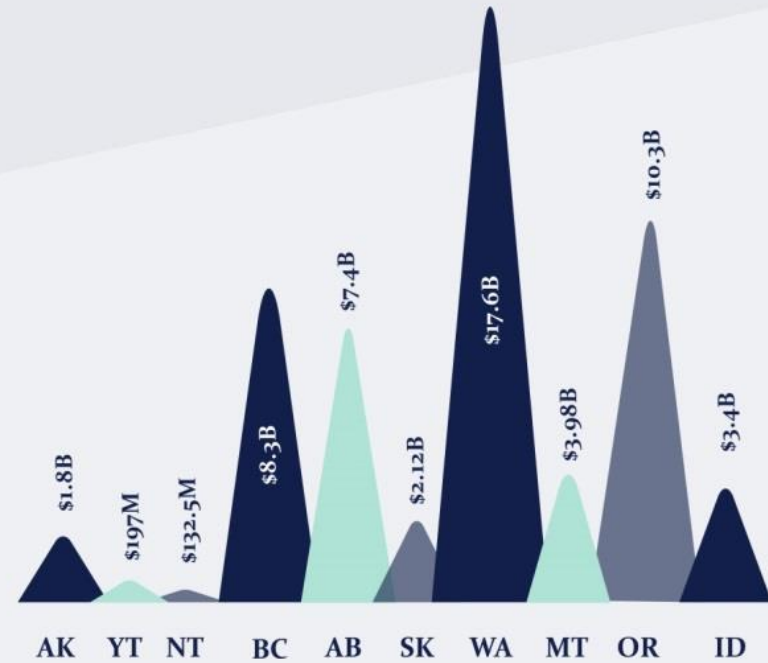
VISITOR VOLUME

PNWER VALUE OF TOURISM

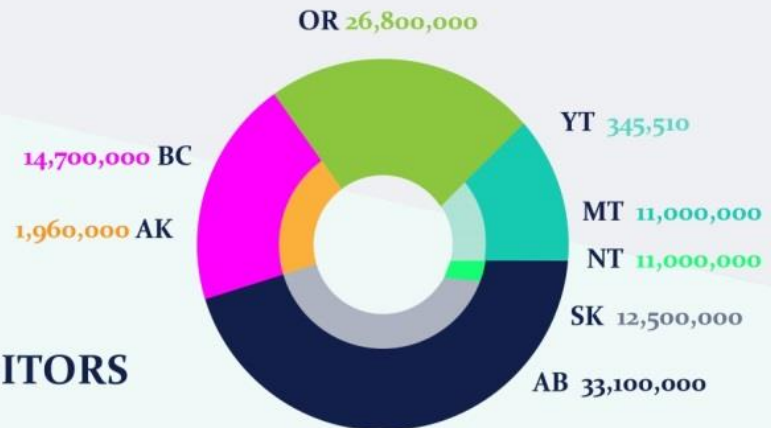
TOURISM EMPLOYMENT



TOURISM REVENUE



TOTAL VISITORS



Pacific Northwest Region

Is an Emerging Tourism Super-Region

Why is Seattle so Awesome?

Here Are Just a Few Reasons Why!



By Kristin Kendle
Seattle/Tacoma Expert

TOP POST
652,795 VIEWS



45 Reasons Why Idaho Is The Most Underrated State In The Country

Or maybe even the [best?](#)

20 Reasons Why Oregon Is The Best State Ever, Period



Like 4k



Hallmarks of Great Tourism Experience

The Pacific Northwest Region has all the hallmarks of a authentic tourism gold!



Blessed with Strong Access

- Border process, ease of access and intermodal transportation brings it all together



What Great Tourism Brands have in Common



MONTANA

It's Not About the Logo and The Tag Line

It's About the Storytelling



The Story Telling is Strong



Province, State or City



10 FOOD & WINE "BEST NEW CHEF" WINNERS

1 MOUTHWATERING TRIP

2DaysInSeattle.com What will you do with your 2?



2 DAYS IN SEATTLE

We want you to experience Seattle.
Our treat.



90 FARM-TO-TABLE RESTAURANTS



1 FOODIE-FRIENDLY CITY

2 DAYS IN SEATTLE

2DaysInSeattle.com

USA

Passenger's Purchase Journey

- Customers do not paint by numbers in terms of geography lessons.
- Marketing by collage or consensus is not effective.
- Market a strong proposition and repeat.
- Unlikely to get 10 jurisdictions to agree to a common brand given all of the politics involved.

Collaboration is Key

Expand Cascadia Region Global Tourism Marketing Coalition


As the appetite grows for tourism collaboration throughout the Northwest and British Columbia, destination marketing organizations in Seattle, Portland and Vancouver and Victoria, B.C. are working closer and more strategically for common success. In 2015, they will work to leverage geographic proximity, cross-border mobility and growing tourism infrastructures to increase incremental tourism for the region as a whole.

Visit Seattle 2015 Annual Report

Collaboration and Marketing Trends

- Tourism Victoria Collaboration and Marketing Trends:
 - Longstanding Collaboration between Vancouver, Victoria and Whistler. Dates back to prior to 1986 and is very healthy and ongoing.
 - Emerging collaboration between Seattle

Two Nation Vacations



Manage your wishlist >

What's Involved | [Make a Booking](#) | [Reviews & Feedback](#)

The Breakdown

Here's a day-by-day guide to your itinerary. Feel free to ask us to add other days or ideas and excursions by adding them to your wishlist, so we can give you the best price.

[+ Add to wishlist](#)

[Printer friendly version](#)

Day 1

Seattle

Your direct flight from London will get you into Seattle in good time to settle in to your downto...

[Read More](#)

Day 2-3

Seattle

Explore attractions of Seattle. Be sure to explore Pike Place Market and find Starbuck's or...

[Read More](#)

Day 4-5

Seattle to Port Angeles




...

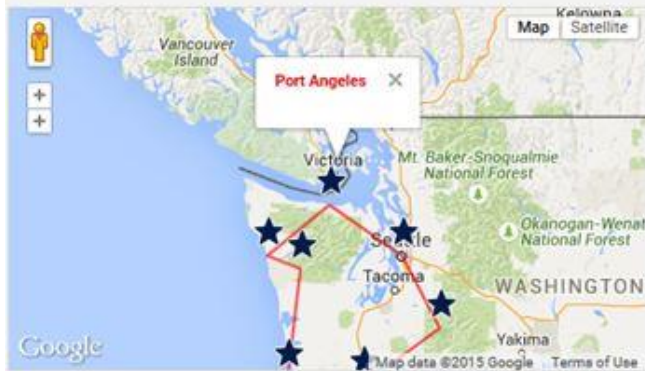
[Read More](#)

© Rectangular Snip

The View

A selection of images representing the areas and places you will be visiting to give you a glimpse of what lies in store during your holiday.





Tailor-making YOUR perfect holiday

Fully bespoke holidays across America

This suggested itinerary is our recommendation but can be tailored to match your wishes and needs



We can change everything from the hotels & tours to the durations & destinations



Just give us a call on 020 8776 8709 or [Email us](#) and we can help

Two Nation Vacations

NEW
ITINERARY

CANADIAN ROCKIES AND PACIFIC COAST

Discover the majestic landscapes, towering peaks and sparkling turquoise lakes of the Canadian Rockies, teamed with the charming and sometimes quirky Pacific Northwest.



Zoom in



Dine at the top of the Space Needle in Seattle

Journey through the s

14/21 Days Premium Journey Exploring British Columbia, Alberta, Montana, Idaho and Washington



DAY 1 – ARRIVE IN VANCOUVER. Welcome to beautiful Vancouver, one of the most eclectic cities in Canada. On arrival, your airport transfer takes you to your tour hotel. At 6.00pm, join your Tour Director for a Welcome Reception and an opportunity to mingle over drinks and a light meal. (WD)
Hotel: Marriott Vancouver Pinnacle Downtown.

DAY 2 – CRUISE THE GULF ISLANDS TO VICTORIA. Embark on a guided tour of Vancouver and all its highlights. Explore Gastown, Chinatown and the diverse community of English Bay. See the famous totem poles in Stanley Park then board the ferry and sail through the beautiful Gulf Islands to Vancouver Island and on to Victoria, British Columbia's stunning capital city. Enjoy the rest of the

evening relaxing or taking in the city as you please. (FB) Hotel: DoubleTree by Hilton Hotel and Suites Victoria (2 nights).

DAY 3 – BUTCHART GARDENS. Start your day with a visit to the world-renowned BUTCHART GARDENS, a National Historic Site of Canada, situated in a former cement quarry covering 55 acres (22 ha) of stunning floral displays. Enjoy a Victoria sightseeing tour with the city's spectacular Inner Harbour, driving past the stately Parliament Buildings, down Government Street to Old Town, Canada's oldest Chinatown and view the last remnants of Fort Victoria. Continue on as you follow Antique Row before passing Craigdarroch Castle and through the Oak Bay residential area. Stop at the summit of

Mount Talmie for a photo opportunity high above the city and continue on to Uplands and along Marine Drive with vistas of the straits of Juan de Fuca and past Beacon Hill Park, the city's largest park, back to your hotel. This afternoon is free for you to relax or explore before an evening of fine dining at a local restaurant. (FB,HD)

DAY 4 – VICTORIA, VANCOUVER'S BRIDGES, VIA RAIL CANADA'S 'THE CANADIAN'. Cruise back to the mainland and head to Vancouver's North Shore to experience the Capilano Suspension Bridges; 7 suspended footbridges, 100 feet above the forest floor. View towering evergreens, gushing streams and breathe in the fresh cedar-scented rainforest air. Enjoy dinner with your travelling companions at a local

To book or for more information, visit insightvacations.com, call 1-866-747-8120, or speak to your local Travel Agent.



Vancouver

Cosmopolitan Vancouver, framed by a spectacular mountain backdrop is the attractive coastal seaport city on the mainland of British Columbia, Canada. For five years now it has ranked highly in the top ten of the world's most livable cities. It has hosted many international conferences and events, including the 1954 British Empire & Commonwealth Games, Expo 86 and the Winter Olympics in 2010.

With the forestry industry still its main export, Port Metro is the busiest and largest seaport in Canada, and the most diversified port in North America with direct links to the Orient, Eastern Canada and London.

4 Day Vancouver Experience

3 nights/4 days from Vancouver

Day 1: Arrive Vancouver

Arrive in Vancouver and check-in to your downtown hotel. Overnight Vancouver

Day 2: Vancouver

Sightsee at your own pace on a hop-on, hop-off trolley tour of Vancouver. Highlights include: Gastown, Robson Street, English Bay, Granville Island, Stanley Park, Dr. Sun Yat-Sen Garden and many more. Overnight Vancouver

Day 3: Victoria Excursion

Travel by coach and ferry to Victoria through scenic Gulf Islands. En route visit the acclaimed Butchart Gardens, then enjoy a tour of Victoria's highlights. Return to Vancouver by floatplane over scenic waters of Strait of Georgia. Overnight Victoria

Day 4: Departure

This tour ends on check out of your hotel

Price per person twin share	3 nights From
Value from	\$662pp
Standard from	\$779pp
Superior from	\$845pp
Deluxe from	\$900pp

Departs Daily 01 May - 28 Sept

Price includes: 3 nights accommodation of your choice including taxes, transfers, admissions & sightseeing as specified, Canadian GST.

Vancouver Day Tours



2 Day Hop on/off
Step on/off - all day
Adult from \$47
Child to 12 yrs from \$27



City Tour
See Capilano Bridge and Granville Island (5hrs)
Adult from \$104
Child to 12 yrs from \$57



Gourmet Tour
Gulby Pleasures Gourmet Food Tour (3hrs)
Adult from \$110

Vancouver Hotels



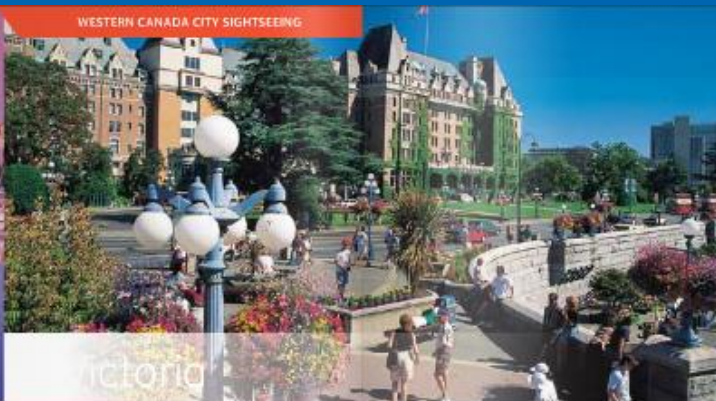
Fairmont Hotel Vancouver
Standard room from \$223 per person twin share



Fairmont Pacific Rim
Standard room \$277 per person twin share



Times Square Suites
Suite from \$100 per person twin share



WESTERN CANADA CITY SIGHTSEEING

Victoria

British Columbia's stately provincial capital, Victoria offers something for everyone including fabulous whale watching, the world famous Butchart Gardens and the remarkable Royal British Columbia Museum.

5 Day Vancouver & Victoria Experience

4 nights/5 days from Vancouver

Day 1: Arrive Vancouver

Arrive in Vancouver and check-in to your downtown hotel. Overnight Vancouver

Day 2: Vancouver

Sightsee at your own pace on a hop-on, hop-off trolley tour of Vancouver. Highlights include: Gastown, Robson Street, English Bay, Granville Island, Stanley Park, Dr Sun Yat-Sen Garden and many more. Overnight Vancouver

Day 3: Vancouver To Victoria

Transfer from Vancouver to Victoria by coach and ferry. Afternoon leisure to explore British Columbia's capital city. Overnight Victoria

Day 4: Victoria

Enjoy a sightseeing tour of Victoria including a visit to the famous Butchart Gardens. Overnight Victoria

Day 5: Victoria To Vancouver

Depart Victoria on your return coach and ferry transfer to Vancouver, where the tour ends. (Late afternoon flight is recommended as passengers will require sufficient time to transfer).

Price per person twin share	4 nights
Economy from	\$588pp
Superior from	\$608pp

Includes: Accommodation of your choice including taxes, transfers, admissions & sightseeing as specified, GST.

7 Day Vancouver, Victoria & Seattle

6 nights/7 days from Vancouver

Day 1: Arrive Vancouver

Arrive in Vancouver and check-in to your downtown hotel. Overnight Vancouver

Day 2: Vancouver

Sightsee at your own pace on a hop-on, hop-off trolley tour of Vancouver. Highlights include: Gastown, Robson Street, English Bay, Granville Island and Stanley Park. Overnight Vancouver

Day 3: Vancouver To Victoria

Travel by coach and ferry to Victoria through the scenic Gulf Islands. En route visit the acclaimed Butchart Gardens then enjoy a tour of Victoria's highlights. Overnight Victoria

Day 4: Victoria

Embark on a whalewatching excursion aboard an ocean cruiser or zodiac boat with commentary by a certified Marine biologist and naturalist. Overnight Victoria

Day 5: Victoria To Seattle

Board the high-speed passenger only Victoria ferry to Seattle, Washington. The journey is a 2.5 hour cruise down the Strait Juan de Fuca and into Puget Sound. Overnight Seattle

Day 6: Seattle

Explore Seattle with a CityPass. Included is admission to some of the best attractions including Space Needle, Experience Music Project and a harbour cruise. Overnight Seattle

Price per person twin share	6 nights
Economy from	\$1,265pp
Superior from	\$1,320pp

Price includes: Accommodation of your choice including taxes, transfers, admissions & sightseeing as specified, Canadian GST.

Victoria Day Tours



City & Gardens Tour
Victoria City Tour & Butchart Gardens Tour (5 hrs)
Adult from \$90
Child to 12 yrs from \$42



Whale Watching Tour
(3hrs)
Adult from \$105
Child to 12 yrs from \$55

Victoria Hotel



The Fairmont Empress Hotel
Standard room from \$124 per person twin share



WESTERN CANADA CITY SIGHTSEEING

Whistler

Located in the spectacular Coast Mountains of British Columbia, and just two hours north of Vancouver, Whistler is Canada's premier year-round destination and the number one mountain resort in North America.

3 Day Discover Whistler by Rail & Floatplane

2 nights/3 days round trip from Vancouver

Day 1 Vancouver to Whistler

Join the Rocky Mountaineer Sea to Sky service for a spectacular 3 hr scenic journey to Whistler. Rest of day free to enjoy the many optional activities available. Overnight Whistler.

Day 2 Whistler

Today there is a 3 hr canoe trip on the "River of Golden Dreams" and a visit to the "Squamish Li'Wan" cultural centre with rest of the day at leisure to enjoy the scenic beauty this alpine village. Overnight Whistler.

Day 3 Whistler to Vancouver

At leisure in Whistler until your mid afternoon scenic floatplane flight to Coal Harbour in downtown Vancouver.

Price per person twin share	2 nights
Standard from	\$758pp
Superior from	\$831pp
Deluxe from	\$913pp

7 Day Vancouver, Whistler & Victoria

6 nights/5 days from Vancouver

Day 1: Arrive Vancouver

Arrive in Vancouver and check-in to your downtown hotel. Overnight Vancouver

Day 2: Vancouver

Enjoy a Vancouver city sightseeing tour, including a visit to the Capilano Suspension Bridge. Overnight Vancouver

Day 3: Whistler

A guided tour takes you on a spectacular drive along the scenic Sea to Sky Highway to Whistler. Afternoon at leisure. Overnight.

Day 4: Whistler

Escape to the peaceful surroundings of Whistler's wetlands and take a guided canoe or kayak trip down the River of Golden Dreams. Enjoy the mountain scenery and observe wild birds and other wildlife. Overnight Whistler

Day 5: Victoria

Take a spectacular floatplane transfer to Victoria (baggage restrictions apply). Afternoon at leisure. Overnight Victoria

Day 6: Victoria

Embark on a whale watching excursion aboard an ocean cruiser with commentary by a certified Marine biologist and naturalist. Overnight Victoria

Day 7: Victoria To Vancouver

Depart Victoria on your return coach and ferry transfer to Vancouver, where the tour ends. (Late afternoon flight is recommended for sufficient time to transfer).

Price per person twin share	6 nights
Standard from	\$1,485pp

Price includes: Accommodation of your choice including taxes, transfers, admissions & sightseeing as specified, Canadian GST.

Whistler Day Tour



Peak to Peak Gondola
(2 hrs)
Adult from \$57
Child to 12 yrs from \$28

Whistler Hotels



Whistler Village Inn
Standard room from \$64 per person twin share



Fairmont Chateau Whistler
Standard room from \$158 per person twin share



Seattle, Victoria & Vancouver Voyager

Highlights

- Seattle
- Mount Rainier
- Victoria
- Vancouver

Brochure



Order »

Multi Centre Holiday | 12 days/11 nights

from £1284

[View Map](#) [Image Gallery](#)

[BOOK THIS TOUR »](#)



[Introduction](#)

[Itinerary](#)

[Prices](#)

[Flights](#)

[Unmissable Experiences](#)

Days 1-2 **Seattle**

Seattle offers an urban playground surrounded by natural beauty. After relaxing on your first evening, the next day get your bearings and visit landmarks such as bustling Pike Place Market and historic Pioneer Square. Ascend the iconic Space Needle for spectacular views of the city and surrounding ocean.

Day 3 **Mount Rainier**

Take a full day trip out of the city to visit stunning Mount Rainier National Park. Enjoy guided hikes with an experienced naturalist guide taking in cascading waterfalls and dramatic mountain scenery. Your tour ends back in Seattle early evening, so it's time to explore the city's vibrant restaurant and bar scene.

Day 4 **Seattle**

Start your final day in the city with a well-deserved coffee break. Seattle is home to the first ever Starbucks, as well a huge variety of independent coffee shops and cafés. This afternoon, visit one of the city's museums or take a stroll along the waterfront.

Day 5 **Seattle to Victoria**

It's an early start this morning for your transfer to Victoria. Departing from Seattle's waterfront, the Victoria Clipper is a high-speed

Services

- Sign up to our Latest Offers Email
- Order a Brochure
- Travel Services
- Visas
- Travel Clinic
- Wedding & Gift list
- Group Travel
- Gift Cards

People think the world of us!

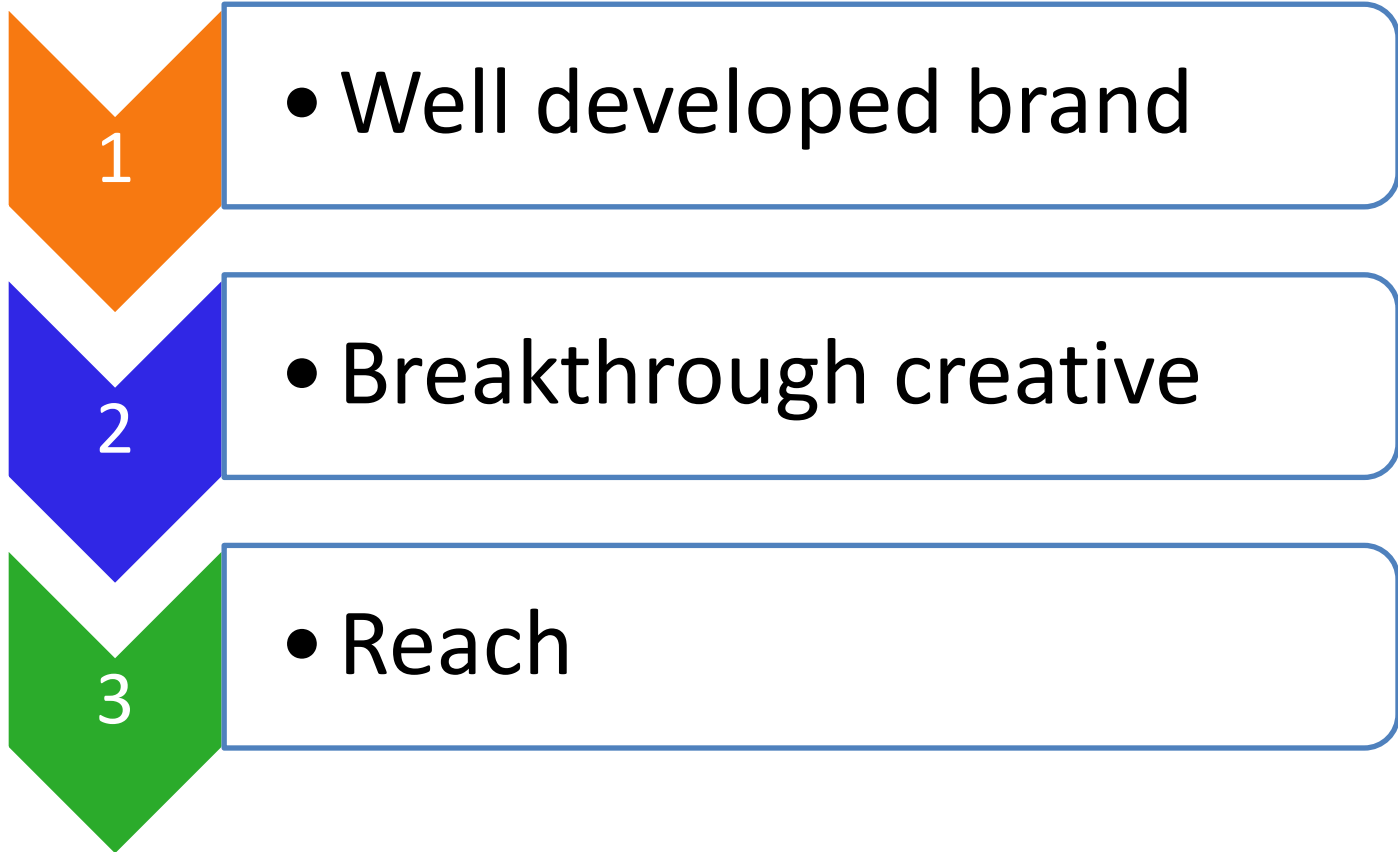
Conclusion

- Pacific Northwest of North America is an emerging tourism superpower.
- Collaboration is taking place
- Customer experiences are meeting customer expectations.
- We have what today's traveller wants.
- Success will be based on collaboration

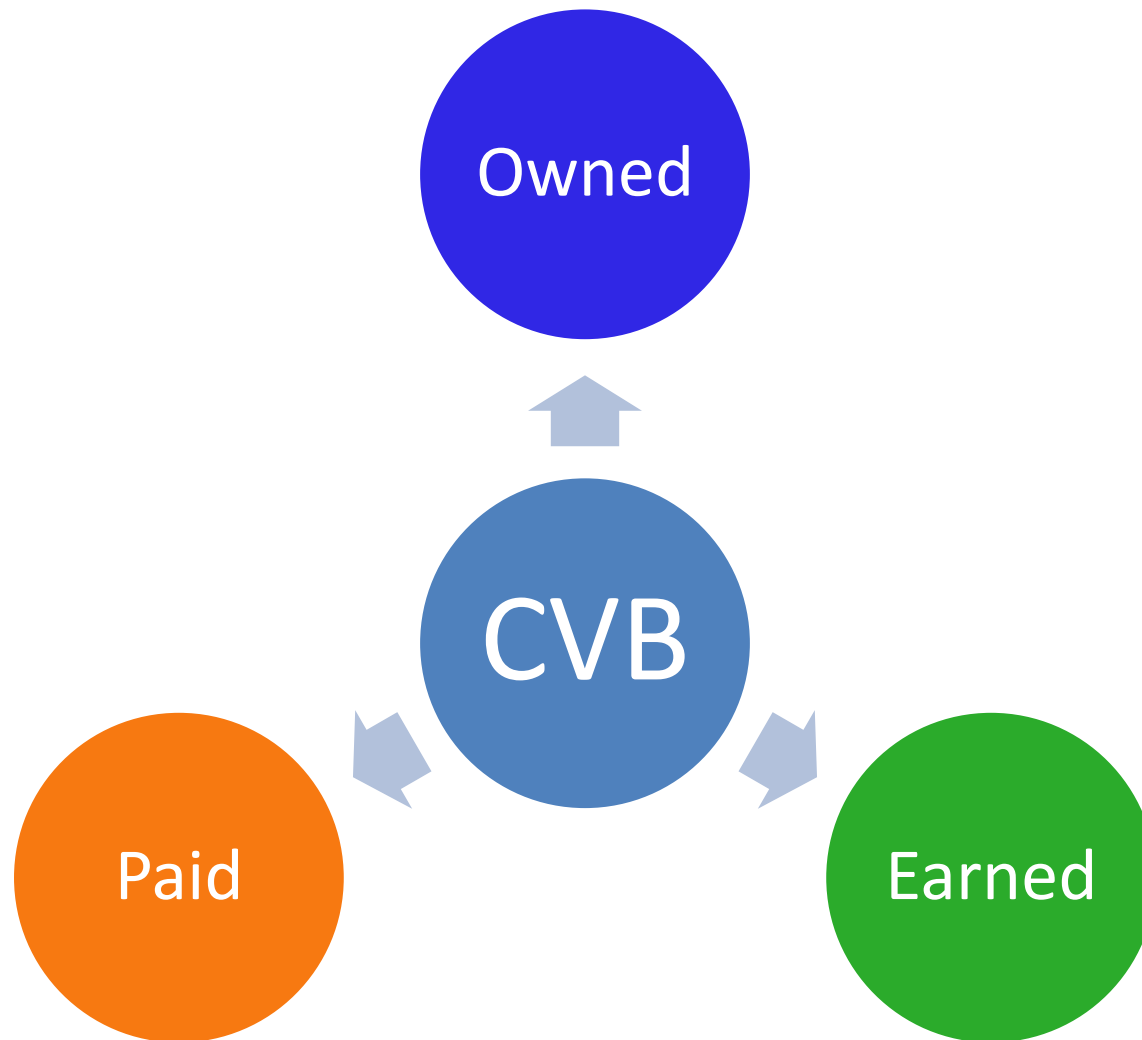
Effective Destination Marketing Principles

Trina Mousseau
Chief Marketing Officer
Tourism Victoria

Destination Marketing Foundations



Cohesive Content Strategy



Blurring of the Lines

The image shows a screenshot of the CNN website's travel section. The browser address bar shows www.cnn.com/travel. The navigation bar includes the CNN logo and links for News, Video, TV, Opinions, and More... Below this, there are category links: U.S., World, Politics, Tech, Health, Entertainment, Living, Travel, Money, Sports, and Watch Live TV. The main content area is titled "Best of Travel" and is divided into two columns. The left column is titled "Across America" and features a large image of a bison. Below the image is the headline "50 states, 50 spots: Natural wonders" and a list of sub-articles: "How to live the California beach dream", "10 best U.S. beaches for families", "See America's coolest small towns", and "10 U.S. spots turning 100". The right column is titled "Around the World" and features a grid of smaller articles. A red circle highlights the first article in this grid, which has a thumbnail image of a woman and the headline "Victoria BC, it's beyond words". Other articles in the grid include "13 breathtaking buildings that defy gravity", "The hidden city where time stands still", and "30 inspiring island escapes". At the bottom of the page, there are two more sections: "Rest and Relax" and "Taste Sensations".

www.cnn.com/travel

News Video TV Opinions More...

U.S. World Politics Tech Health Entertainment Living Travel Money Sports Watch Live TV >

Best of Travel

Across America

Around the World

Victoria BC, it's beyond words

13 breathtaking buildings that defy gravity

The hidden city where time stands still

30 inspiring island escapes

50 states, 50 spots: Natural wonders

How to live the California beach dream

10 best U.S. beaches for families

See America's coolest small towns

10 U.S. spots turning 100

Sleeps + Eats

Rest and Relax

Taste Sensations

5 tips

To maximize results



Chuck Schouwerwou



Chuck Schouwerwou added 2 new photos.

May 4 at 1:56 PM · 👤

Talk about the KEWLEST most AWESOME and UNIQUE welcome gift ever received in my entire career - a pair of custom printed Converse Runners featuring Mooch da Cat!!!! Thanks **Susan Nickerson, Rob Ringma & Team Victoria!** Brilliant! Now Mooch can go with me everywhere! *LOL*



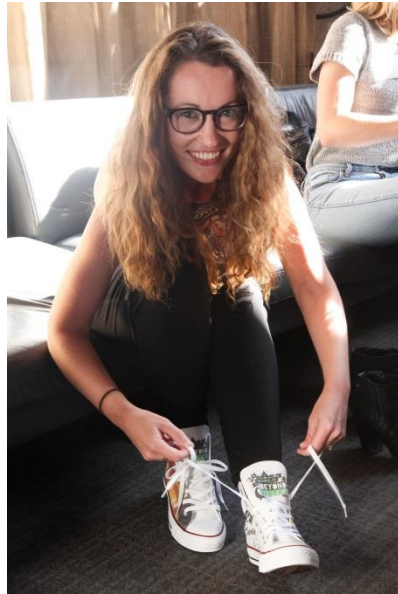
51 Likes 22 Comments

Like

Comment

Share

Do it if it is worth talking about





Don't
outspend,
outsmart



Provide
constant
reasons to
consume
your
product

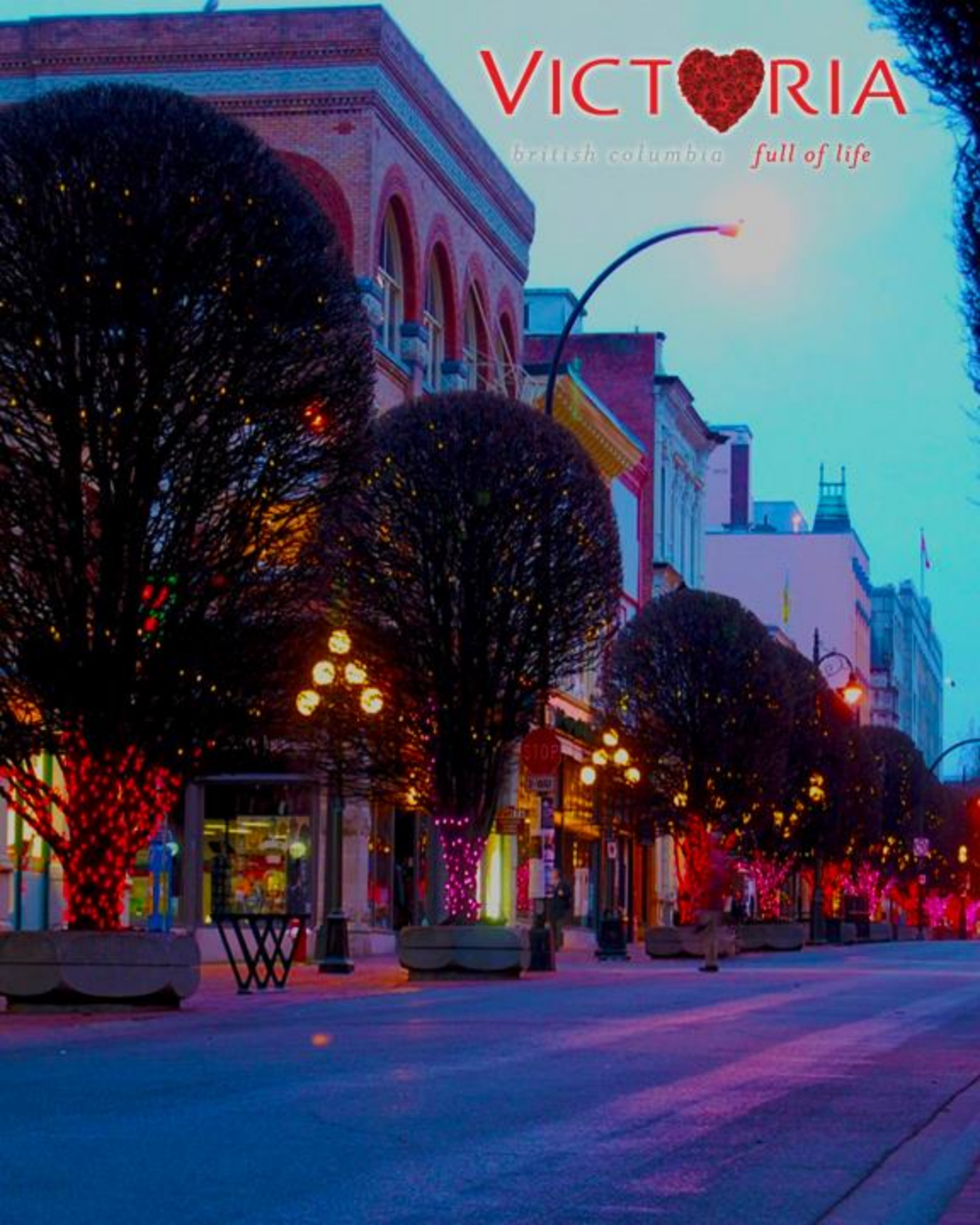
2015



TOURISM VICTORIA 
MARKETING CALENDAR



VICTORIA
british columbia full of life



Inspire
your
partners
to play
with you



	Ad Clicks	Impressions
OMD Proposal	10,000	10,300,000
War Room Proposal	36,663	11,455,754
Actual Results	158,143	42,751,739

Be
chronic
about
your
results

TOURISM
VICTORIA



TOURISM IN MONTANA

Glenniss Indreland
Brand Manager
Big Sky

Montana Office of Tourism

- Consumer marketing ad samples
- Joint ventures

It's time.

MONTANA | *More out'is Glaciers National Park*
| VISITMT.COM |



Instagram



visitmontana

1 month ago · 📍 Mission Mountains

On a mission to the Mission Mountains in northwestern #Montana. Adventure uncovered. #MontanaMoment

👍 saeedrazaghpour, wilo.kronos, feris8383 and 35.1k others like this.



miserable_men

@timelinewood



patrickdimarchi

@laticris @espenguin89



stylebyanthony

@janellepr_ put this on our list of beautiful places in America to visit



dawnveselka

@bluefeatherdream 😊💙💚👍



rosemarysbaby16

@amandagdavis



eternalchild

@epistance take me



adrodriguez17

@mcb979



mcb979

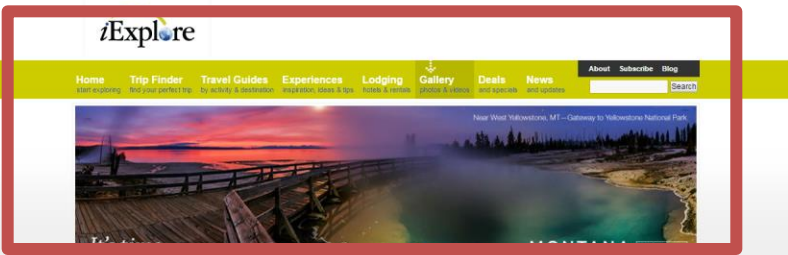
@adrodriguez17 road trip!



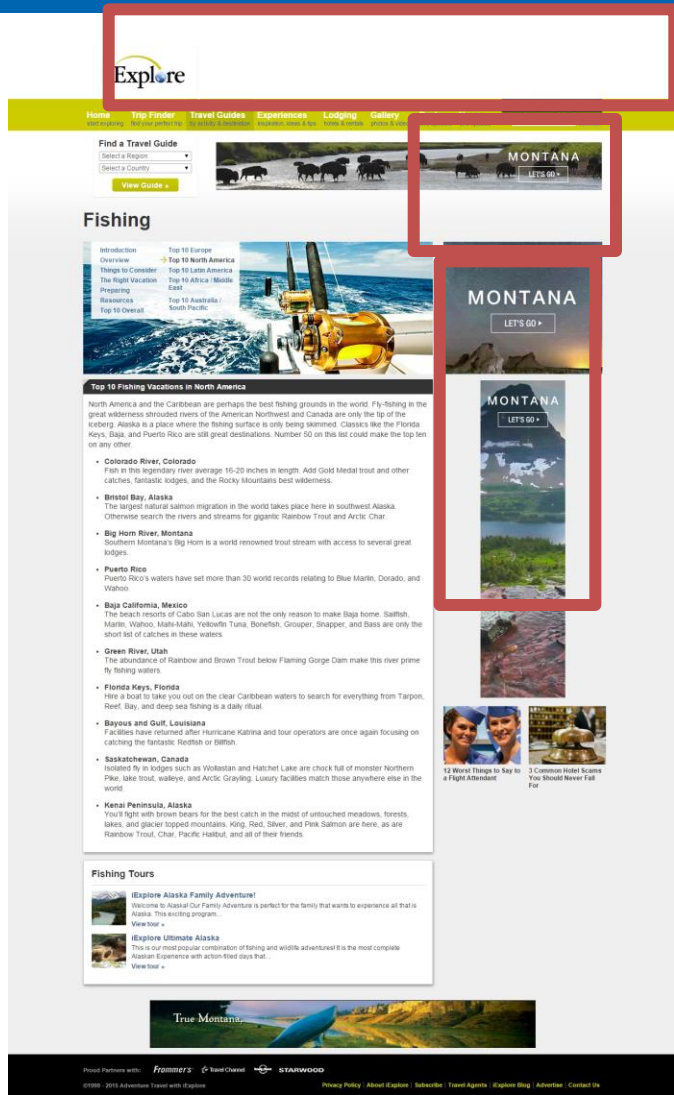
Leave a comment...



IEXPLORER



Montana Photos



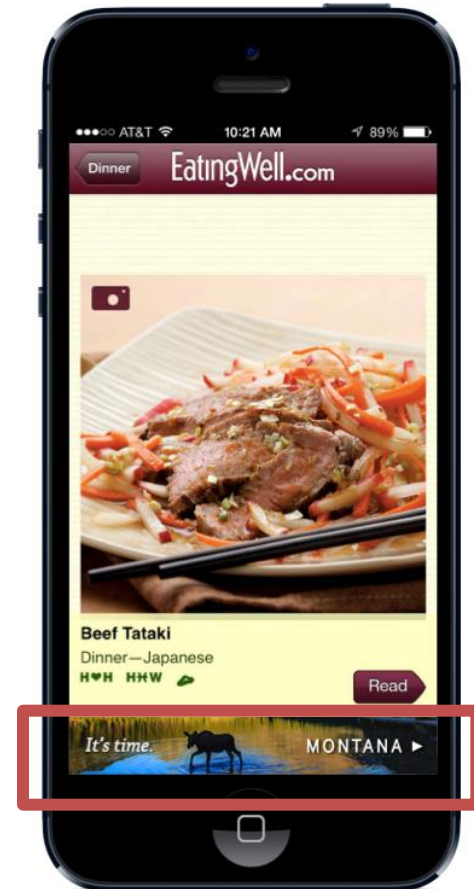
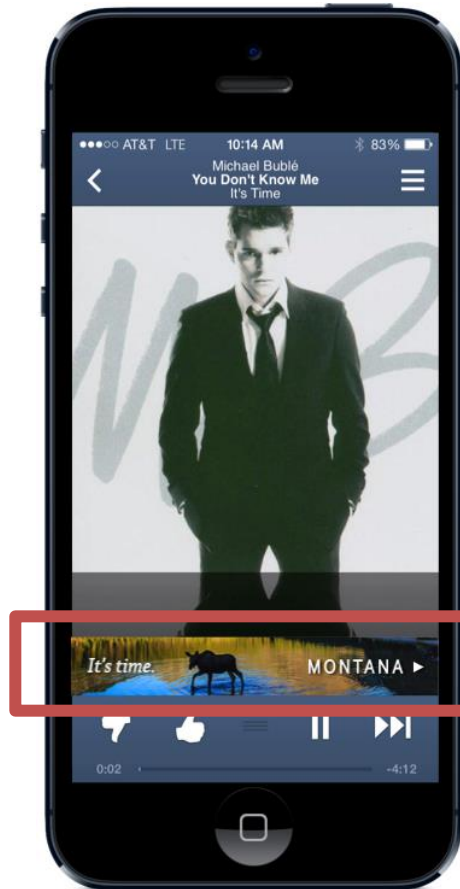
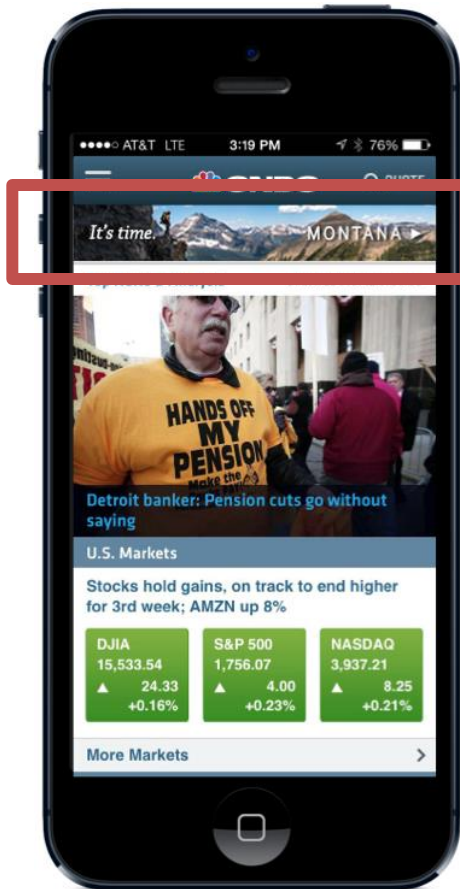
NATIONAL GEOGRAPHIC TRAVELER

The screenshot shows the National Geographic website's 'Your Biking Photos' section. At the top, there's a navigation bar with 'Go RVing' and 'Subscribe \$12' banners. Below the navigation, the main heading is 'Your Biking Photos'. A large photo of a person biking on a trail is featured. To the right, there's a 'MONTANA' banner with a 'CLICK TO EXPAND' button. Below the main photo, there's a section for 'Adventure Favorites' with a list of items like 'Hiking and Camping' and 'Gear of the Year 2014'. At the bottom, there are sections for 'Your Adventure Photos', 'Have a Great Adventure Photo?', and 'Adventure Photos'.

The screenshot shows the 'Summer in Montana' article page. The main heading is 'Summer in Montana' with a 'SPONSORED BY MONTANA' banner. Below the heading is a large photo of people on horseback in a field of sunflowers. To the right, there's a 'MONTANA' banner with a 'CLICK TO EXPAND' button. Below the main photo, there's a 'Share' section with social media icons. Further down, there are sections for 'Discover More Local Gems in Big Sky Country' and 'Where the Locals Go Montana'. At the bottom, there's a 'More From National Geographic Travel' section with a grid of travel-related images.

The screenshot shows a video player on the National Geographic website. The main video is titled 'MONTANA GATEWAY TO YELLOWSTONE NATIONAL PARK'. Below the main video, there's a row of smaller video thumbnails. At the bottom, there's a 'SHOW MORE VIDEOS' button. The footer contains the National Geographic logo and various links like 'Home', 'Video', 'Photography', 'Animals', 'Environment', 'Travel', 'Adventure', 'Television', 'Kids', 'Shop', 'Sign Up', and 'Join'.

PLACE IQ



KEY MARKET



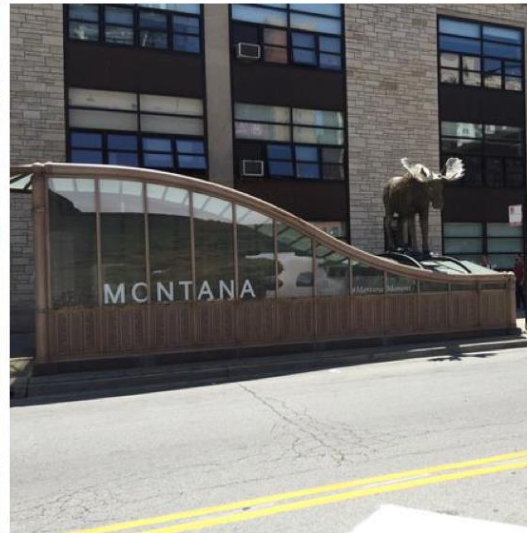
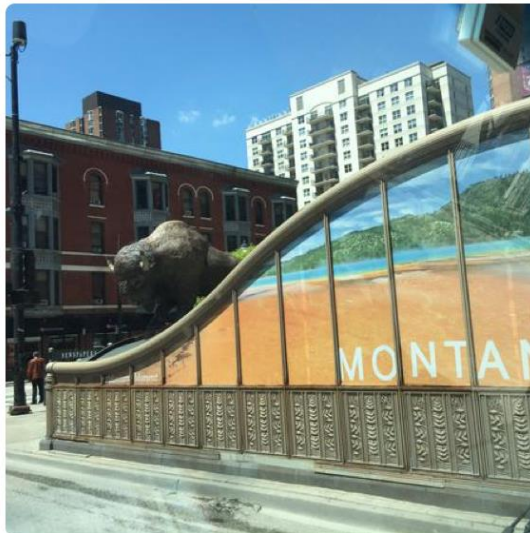
Joe Peterson -BTPpod

@jopesays



Follow

@visitmontana had a #MontanaMoment while stuck in #Chicago traffic today...



Amber King

@MsAmberKing



Follow

A #MontanaMoment in an urban jungle 🏙️ 🏠



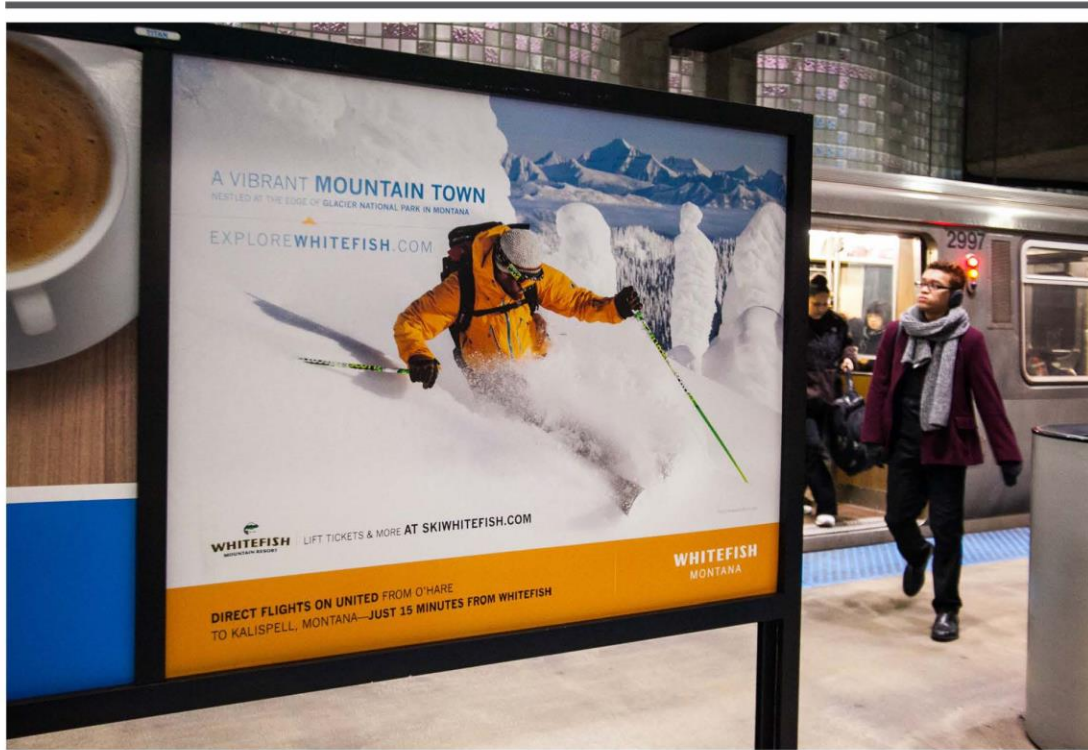
Lincoln Park, Chicago



WINTER



JOINT VENTURE - WHITEFISH



chicago

montana tourism

rail 2 sheet

TITAN



JOINT VENTURE - BILLINGS





SO WHY IS A *GARDEN* A
MEMBER OF PNWER?

Dale Ryan

Director of Public Relations, Sales and Marketing

Or.....



This is all good, but what's in it for me?????

As a major attraction.....

- Butchart Gardens understands the importance of collaboration at all levels.
- We rely on visitation from international, PNWER regional travellers, and local residents alike.
- A thriving national, regional, provincial and local tourism industry is good for the economy—it drives employment, supports ancillary industries, and contributes significant tax revenue.

Tourism.....*its all about the customer experience*

- Pacific Northwest.....it's a unique 'go to' destination with an abundance of 'under-crowded', sustainable adventures.
- The terrain can be 'rough' and access is multi-national and multi-modal.
- Smooth, worry-free travel and seamless border experiences are essential to compete with other destinations (Europe).
- Cross-border and 'cross-experiential' collaboration is key.

Our goal (through PNWER)

- Develop unique, interesting and sustainable itineraries that encompass the PNWER region as a 'whole.' (NorPass Phase 1 & 2, 2 Nat/Vac, Marine Tourism, etc.) *Preclearance, Transportation, Workforce Development*
- Become a world-class destination 'case study' on doing it right. *Border, Trade, Innovation, Sustainability*
- 'Smooth-out' the travel experience for the visitor. *Preclearance, Transportation, etc.*

Collaboration and Integration - PNWER

