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: 628,570

TOURISM REVENUE: $55,032,500,000

VISITOR VOLUME: 100,497,320

*Estimates based on select key indicators of the size of the tourism industry in the PNWER region
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

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
Hallmarks of Great Tourism Experience

The Pacific Northwest Region has all the hallmarks of an 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

It’s Not About the Logo and The Tag Line
It’s About the Storytelling

The Seven Wonders of Oregon™
Province, State or City
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

What's Involved

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.

Day 1
Seattle
Your direct flight from London will get you into Seattle in good time to settle in to your downtown...

Day 2-3
Seattle
Explore attractions of Seattle. Be sure to explore Pike Place Market and find Starbucks or...

Day 4-5
Seattle to Port Angeles

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

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.

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 Tolmie 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, OD)

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 restaurant.

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

Vancouver Day Tours
2 Day Hop-on Hop-off
Stop and go - all day
Adult from $57
card to $12 per person from $27

City Tour
See Capilano Bridge and Granville Island (Ski)
Adult from $104
card to $27 per person from $55

Gourmet Tour
Get to Seattle
Gourmet Food Tour
Adult from $110

Vancouver Hotels
Fairmount Hotel
Vancouver
Standard room from $52 per person twin share
Fairmont Pacific Rim
Standard room from $277 per person twin share
Times Square Suites
Suite from $199 per person twin share

British Columbia’s gateway to the Pacific, Victoria is the capital of B.C. and offers everything you could want in a coastal city. From vibrant beaches to historic neighborhoods, Victoria has something for everyone.

5 Day Vancouver & Victoria Experience
4 nights/5 days from Vancouver

Day 1: Victoria
Arrive in Victoria and check-in to your downtown hotel. Overnight Victoria

Day 2: Victoria
Sightseeing at your own pace on a hop-on-hop-off trolley tour of Victoria. Highlights include: Butchart Gardens, Fisherman’s Wharf, Empress Hotel, Johnson Street, Craigflower Farm, Craigdarroch Castle, and many more. Overnight Victoria

Day 3: Victoria to Vancouver
Transfer from Victoria to Vancouver by coach and ferry. Afternoon leisure at leisure and Victoria.

Day 4: Victoria
Enjoy a full-day tour of Victoria, including a visit to the Victorian Butchart Gardens. Victoria

Day 5: Victoria to Vancouver
Transfer from Victoria to Vancouver by coach and ferry to the Victoria Harbour. The tour ends at the Victoria Harbour. Lunch and dinner are provided.

Day 6: Victoria
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Seattle, Victoria & Vancouver Voyager

Highlights
- Seattle
- Mount Rainier
- Victoria
- Vancouver

Multi Centre Holiday | 12 days/11 nights
from £1284

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
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

1. Well developed brand
2. Breakthrough creative
3. Reach
Blurring of the Lines
5 tips
To maximize results
Do it if it is worth talking about.
Don’t outspend, outsmart
Provide constant reasons to consume your product.
Inspire your partners to play with you.
Connecting people, stimulating ideas
Be chronic about your results

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<th>Impressions</th>
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<td>Actual Results</td>
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<td>42,751,739</td>
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TOURISM IN MONTANA

Glenniss Indreland
Brand Manager
Big Sky
Montana Office of Tourism

- Consumer marketing ad samples
- Joint ventures
It’s time.

MONTANA

Moose calf in Glacier National Park

VISITMT.COM
visitmontana

1 month ago · Mission Mountains
On a mission to the Mission Mountains in northwestern Montana. Adventure uncovered. #MontanaMoment

❤️ saeedrazaghpor, wilo.kronos, feri8383 and 35.1k others like this.

miserable_men
@timelinewood

patrickdimarchi
@latiscris @espenguin89

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

dawnveselka
@bluefeatherdream 😊💙❤️👍

rosemarysbaby16
@amandagdavis

eternalchild
@epistance take me

adrodiguez17
@mcbr979

mcb979
@adrodiguez17 road trip!

Leave a comment...
PLACE IQ
@visitmontana had a #MontanaMoment while stuck in #Chicago traffic today...
JOINT VENTURE - WHITEFISH
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, 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

- Transportation
- Workforce Development
- Border Issues
- Tourism
- Market Access
- Economic Development
- Sustainability & Environment