

Important Information about Tourism BC's HelloBC® Listings Program

Through its powerful marketing channels and programs, the **HelloBC Listings Program** provides tourism businesses throughout British Columbia with exposure to millions of consumers in the planning and purchasing phases of their BC vacation.

By enrolling in the **2012 HelloBC Listings Program**, your property information will be available to consumers through several different marketing distribution channels and programs including:

The HelloBC.com Website Network

Tourism BC operates an integrated website platform for North America, the United Kingdom, Germany, France, Australia, Japan and South Korea. **In 2010, these websites saw 9 million visitors and 29 million page views.**

In 2010, there were over 5,000 tourism businesses and activities listed on **HelloBC.com**. **These businesses received a combined 4.2 million page views.**

Tourism businesses that purchased web links in 2010 received a combined **998,000 click throughs to their business websites**. In other words, for every two visitors viewing a tourism business listing on the **HelloBC.com** website network, one of them clicked through directly to a tourism business website.

And don't forget that as a **HelloBC Listings Program** participant, you can extend your exposure to consumers by promoting a special offer for FREE in the **HelloBC Special Offers Program**, as well as by enrolling as many festival and events as take place at your property.

1-800 HELLO BC Call Centre

In 2010, the Call Centre received over 27,000 consumer inquiries and generated 2,100 reservation bookings.

Visitor Centres

Tourism BC's network of over 100 Visitor Centres throughout the province (including six Gateway Visitor Centres in Osoyoos, Golden, Coquihalla (Merritt), Peace Arch Border Crossing, Vancouver International Airport (international and domestic terminals) and Mount Robson Provincial Park) welcomed 3 million visitors in 2010.

Marketing Programs

Each year, Tourism BC invests significantly in consumer marketing campaigns to encourage leisure travellers to visit BC by exploring vacation possibilities on **HelloBC.com**. Through television and online advertising, search marketing, social media activities, direct marketing and more, these initiatives feature all aspects of our diverse province, including accommodation. As part of the **HelloBC** Listings Program, your property benefits from these strategic campaigns and their resulting exposure.

New this year is the opportunity for consumers to subscribe to regular emails promoting different Special Offers. Participation in the Special Offers Program is FREE to **HelloBC** Listings participants - sign up now to benefit from this additional presence on **HelloBC.com**, as well as the potential for increased traffic to your listing.

Enroll Now!

Don't miss the opportunity to be part of the exposure generated through Tourism BC's 2012 marketing activities – enroll your property in the **2012 HelloBC Listings Program** at TourismBC.net by **4pm, Wednesday, July 20, 2011**, to receive **two free online photos and one free online weblink – a minimum savings of \$100**.

For more information, please contact Product Services at Tourism BC : 1-800-822-7899.