



Circle Farm Tour 2011 - Launch

May 5, 2011

We were happy to have representation of all the 5 communities and each table was overflowing with goodies and product from the Fraser Valley. Although the weather was a little chilly we huddled together to hear presentations from Deborah Kulchiski - Tourism Langley, Jayne Lloyd Jones & Liz Sperandeo – Spectacular Ink, Alf Krause – Krause Berry Farms and Tawnya Walsh from Rustic Soap Co.. Goodies were thankfully provided by Otter Co-op and we enjoyed hot coffee and networking after the presentations.... a vital part of the success of the Circle Farm Tour.

Key points:

- Agri-tourism has become the fastest growing sectors in BC's \$10 billion tourism industry
- Hit's to the Circle Farm Tour website have been increasing at a rapid rate ... since January 3, we have had 4682 visits, with 12,729 page views
- The CFT Facebook page has 150 followers, there is definitely room for improvement here and we are all encouraged to utilize this site
- Participants are encouraged to communicate via the CFT newsletter – next edition will be sent May 31st... it was suggested this be also available for the general public, please feel free to pass along to your mailing list.
- 2011 Marketing Initiatives
 - Advertising in Edible Vancouver
 - Attending EPIC! Sustainable Living Expo
 - Attending Eat! Fraser Valley
 - Working with Spectacular Ink (more info to follow)
- Distribution – this year the CFT brochures will be found in; Visitor Centres, partner & sponsor locations, local hotels & B&B's, Whole Foods, Fairmont Pacific Rim and there was a drop of the rack card via Canada Post to North & West Vancouver
- A reminder to use the CFT logo in your ads to leverage the power of the program (high res file attached)
- Keep your racks full and contact your regional representative if you need more brochures!

Spectacular Ink

A good portion of this year's budget will be spent working with Spectacular Ink to maximize the exposure of Circle Farm Tour. Spectacular Ink is a public relations and marketing agency specializing in tourism and hospitality

Services include: Public Relations, trade marketing, social media marketing and strategic consulting.

- They work with travel media writer associations, tourism industry associations (CTC, Tourism BC and VCMBC) and travel trade, tour operators, travel agents and industry associations
- Clients represented have been featured in magazines such as Western Living, WestJet Up magazine and Tourism Harrison was featured in British Columbia magazine
- They also work with newspapers, online travel guides and bloggers
- Current clients include; California Travel & Tourism Commission Tourism Harrison and Victoria's Historic Inns among others
- Social Media Marketing, set up strategies, plan campaigns, create daily content and monitor and maximize brand exposure
- Attend events such as Travel Media Association of Canada Conference, CTC Canada Media Marketplace, the Travel Bloggers Exchange

So what are they going to do for us?

- Organize a group press trip
- Individual media visits
- Send out press releases
- Social Media Marketing
- Media Outreach
- Represent CFT at Major Media Exchange Events
- Provide us with monthly reporting

Spectacular Ink wants your story ideas and events... if you have any ideas please send to Jodie at Tourism Abbotsford (JJacobsen@tourismabbotsford.ca), and she will forward on to Spectacular Ink.

They key themes of the messages from Alf and Tawnya were the value that CFT brings to the marketing of their business, the quality and diversity of the products represented and the important history of the Circle Farm Tour – thank you both so much for speaking!

A very special thank you to Thunderbird Show park for hosting the event, and Otter Co-op for the amazing goodies! Take a look at some of the photos of the day here...

<http://www.dropbox.com/gallery/4404321/1/CFT%20launch?h=318cc0>

Chelsea Forrester
Marketing Coordinator

Tourism Langley

7888 200th Street
Langley BC V2Y 3J4
P: 604.888.1477
F: 604.888.1462

www.tourism-langley.ca



