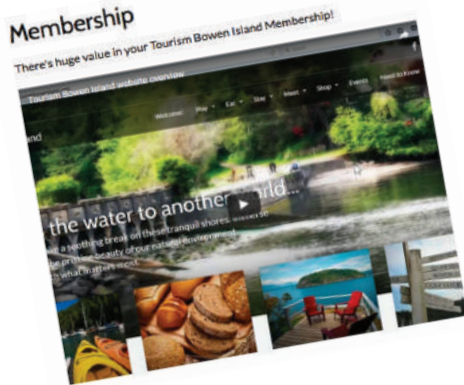


# Membership benefits...

We promote  
your business  
for you

- Our mission is to showcase Bowen Island and promote tourism
- Membership ensures your business is part of our efforts
- Join the Bowen brand today . . . *start benefitting now!*



## Your membership includes valuable opportunities . . .

- Online web listing or web page - depending on which package you select
- Optional online marketing via advertisements and social media
- Promotional e-newsletter
- Priority brochure display and referrals through Visitor Information Services
- 10% advertising discount in official guide - *Secrets of Bowen Island* (35,000) and *new visitor map* (20,000)
- Inclusion in promotional activities including trade shows and travel media
- Networking with local businesses

Here are a few of our 2018 activities . . . with many more to come in 2019

### • Top 2 web results for “Bowen Island” searches

TBI’s website recorded a 100% increase in users and a 110% increase in sessions over the past year – a high of 1,553 page views per day.

### • Social media

Don’t have time? We can help. #Explorebc has over 4 million posts. We can help you tap into the social media hub.

### • Tourism partnerships

Our promotional efforts are leveraged through our collaborations with Destination BC, Destination Canada, Tourism Vancouver, and West Vancouver Chamber.

### • Visitor information services

In 2017 we recorded a 83% increase and this year a 45% increase – over 21,000 individuals assisted. Our year-round promotions and enhanced visitor services are driving increases.

### • Trade and consumer shows

Trade & travel shows included the Outdoor Adventures Show - BC’s largest adventure-travel show - and Tourism Vancouver’s Showcase.

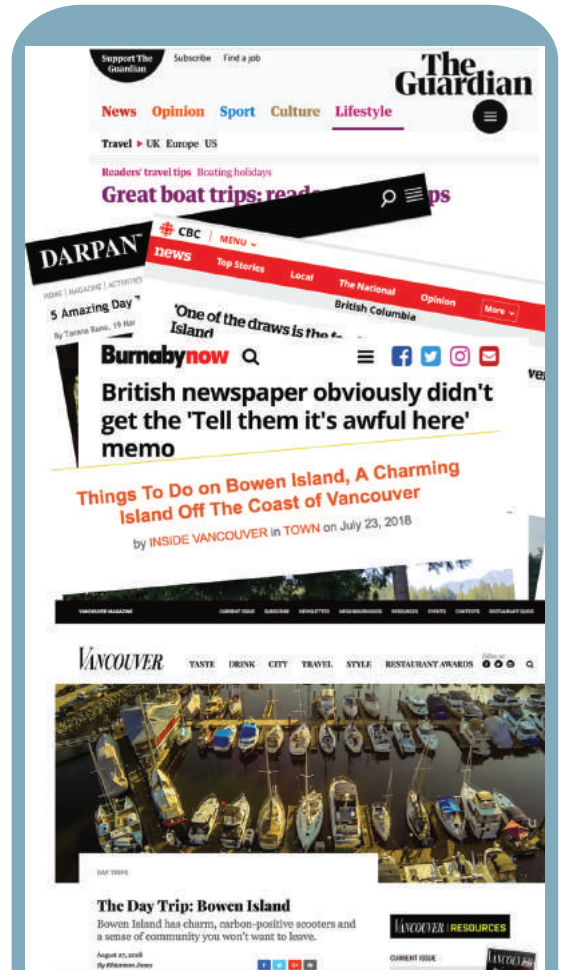
### • Secrets of Bowen Island – official brochure

40,000 copies printed and distributed throughout BC + available digitally on our website for national and international audiences.

### • New Visitor Map/Guide

New 2019 user-friendly visitor map distributed at Visitor Centre and other locations on Bowen.

Save 10%  
Bowen Island  
brochure • new  
visitor map

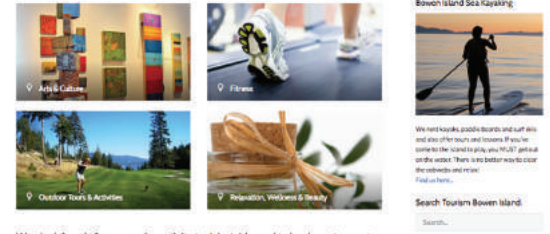


Recent media includes *The Guardian*, *Darpan*, *CBC*, *Burnaby Now*, *Tourism Vancouver* and *Vancouver Magazine*, plus others and various blog articles.

# Membership Sign Up

*Purchase your membership today to receive your benefits and be part of Bowen's brand*

**Members Save 10%**  
Bowen Island brochure



Wander leisurely from engaging activity to delectable meal to local event, repeat.

- Annual memberships renew October 1
- Did you know our individual supporter and nonprofit organization memberships start at \$49.00?
- Our website membership page has more information as well as a really informative video. Please visit: <https://www.tourismbowenisland.com/membership/>
- Let's talk about how you will benefit from membership. You can reach us at 604-200-2399 or email [info@tourismbowenisland.com](mailto:info@tourismbowenisland.com).

## Basic \$99/year

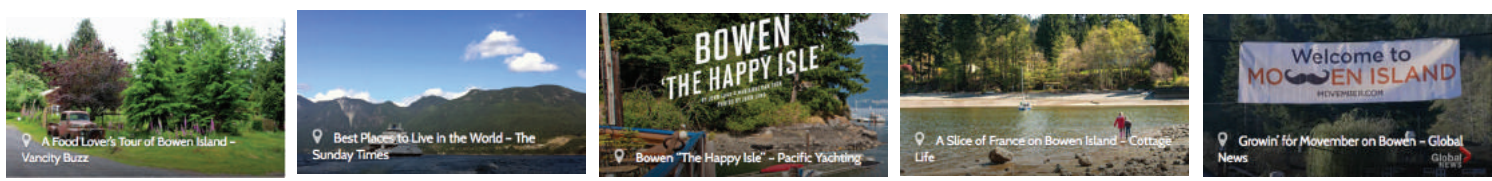
- **Listing:** name & phone number in the TBI directory with a link to your website.
- **Trade Shows:** opportunity to distribute your promotional materials.
- **Distribution:** priority distribution at Visitor Information Centre and at Welcome Kiosk.

## Plus \$199/year

- Basic Membership and**
- **Web Photo:** your business photo in the TBI website directory that links to your dedicated web page.
  - **Web Page:** your dedicated web page with up to 300 words. Plus an additional photo and a Google map identifying your location.

## Premium \$299/year

- Plus Membership and**
- **Web Ad:** your colourful, professional advertisement in the sideboard of a website page.
  - **Social Media:** posts promoting your business posted to Facebook, Twitter, Instagram or e-newsletter.



**Who:** Tourism Bowen Island Association is a registered not-for-profit membership-driven destination marketing organization (DMO). Our mandate is to promote tourism on Bowen Island; to provide a centralized structure for tourism on Bowen Island; to provide effective management and oversight of tourism on Bowen Island.

**What:** We promote Bowen Island to leisure travelers, meeting planners, travel and social media, and tourism professionals. Through a wide range of efforts and services we help build a strong tourism economy on Bowen and we help support the success of our members. Through the visitor centre and our website, we provide valuable information services to visitors from all around the world.

**Why:** As a member, you receive many direct benefits, such as an online website listing and promotional exposure through our marketing efforts. We are your connection and voice to BC's tourism industry, advocating on your behalf and collaborating with government, tourism agencies, industry professionals and the media. Membership offers many benefits and, in return, it's an important support of our work. Please join today.