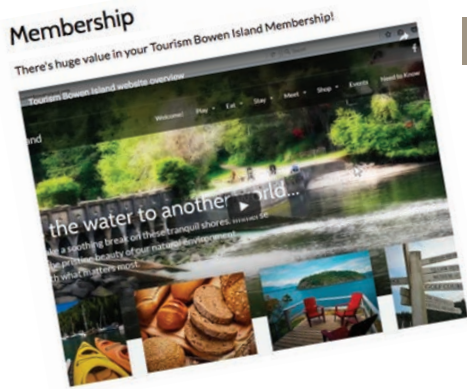


# Membership benefits...

We promote your business and increase customers

- Our mission is to showcase Bowen Island, support economic development, manage tourism, and foster sustainability and community wellbeing.
- Membership ensures your business is part of our efforts, that you benefit from our programs and services, and that you contribute to a responsibly managed tourism ecosystem.
- Tourism Bowen Island is a member-based nonprofit organization. We're your association!



## Your membership includes valuable opportunities . . .

- Online **map listing** and **web page** - depending on membership level.
- Optional on-line marketing – social media and other opportunities.
- **Priority business referrals** throughout the year and via visitor services.
- Member **discounts**.
- Opportunities to participate in promotions, trade shows and travel media.
- Access to tourism programs, services and supports via industry network.
- Networking with local businesses.

## A few of our recent highlights . . .much more to come

### ● #1 Website for "Bowen Island" searches

TBI's website recorded over 88,000 users in the last 6 months of 2023. A new website with enhanced features, including a member map, will be launched soon. Updates to Google Maps, too.

### ● Social media

Active social presence on Instagram, Facebook and Youtube.

### ● Bowen Food Fest 2023 & Promotional Campaigns

Promotional initiatives to drive shoulder & off-season economy.

### ● Visitor services and referrals throughout the year

Visitor inquires and member referrals 365 days. TBI manages the Visitor Centre, May – Sept. Served over 25,000 visitors in 2023.

### ● Visitor Survey

Currently conducting a visitor survey to gather important data and determine the value of tourism to Bowen Island.

### ● Tourism Master Plan

Nearing the completion of Bowen's first tourism master plan, a community-based 10-year strategy.

### ● Tourism partnerships

Strengthening industry partnerships with local and regional benefits, such as *Don't Love it to Death* campaign. Our promotional efforts are leveraged through Destination BC, Destination Canada, and Tourism Vancouver.



2023 Visitor Map, including responsible visitor guidance. 40,000 printed & distributed.

# Membership Details

Membership connects you to customers and supports you throughout the year.

Be part of  
Bowen's  
brand



- **Annual memberships renew May 1**
- Let's talk about how membership benefits your business and also supports Bowen's tourism economy and community.
- Contact Jody to renew or purchase membership. Email [info@tourismbowenland.com](mailto:info@tourismbowenland.com) or Jody's cell #604-812-5041.
- Membership ensures you don't miss important opportunities.
- Individual supporter and nonprofit memberships available, too.

## Basic • \$150/year

- **Website Listing:** with map, photograph, description and link to your website or social channels.
- **Business Referrals** throughout the year and priority distribution at Visitor Centre.
- **Member Discounts:** on promotions and advertising.
- **Tourism Industry:** connected and supported beyond Bowen.

## Plus • \$250/year

### Basic Membership +

- **Business Web Page:** your dedicated web page with up to 300 words. Plus an additional photo and a Google map identifying your location.
- **Social stories:** your social channels will be monitored and at least one share on TBI's social channels.

## Premium • \$350/year

### Plus Membership +

- **Priority Access:** to new opportunities and offers.
- **Social post:** one business post with photographs/video posted on TBI's social channels.



● **Who:** Tourism Bowen Island Association (TBI) is a registered non-profit and members-based organization. We are your association! TBI operates both as a community destination marketing and destination management organization (CDMMO). Our mandate is to provide professional services that promote sustainable tourism, responsible visits and foster economic development through tourism.

● **What:** We target-market Bowen to preferred audiences, shoulder and off-season travel. Through a wide range of efforts and services, we strive to ensure Bowen's tourism ecosystem is resilient, sustainable and responsible. We support our members and the community. Through the visitor centre, our website, social channels and marketing efforts, we provide valuable information services to visitors from around the world.

● **Why:** As a member, you receive many direct benefits, business referrals, and promotional exposure through our marketing and visitor services. We are your connection and voice to Bowen's community and BC's tourism industry, advocating on your behalf and collaborating with stakeholders. Tourism faces many challenges, but together we can all prosper. Your membership is vital to our work and we support your success.