

Supports Item No. 5
CS&B Committee Agenda
July 24, 2008

5. Marketing Grant to Tourism Vancouver

At its meeting on Tuesday, July 22, 2008, Vancouver City Council referred the following motion to the Standing Committee on City Services and Budgets meeting on Thursday, July 24, 2008, in order to hear from speakers.

MOVER: Councillor Tim Stevenson
SECONDER: Councillor Heather Deal

WHEREAS Vancouver is the fourth-most preferred place to travel for gay and lesbian travelers in the US;

WHEREAS Vancouver is the number one international destination for lesbian travelers in the US;

WHEREAS some of the funding used by Tourism Vancouver to focus on the GLBT market comes from Tourism BC's City Stay program, which may soon be mandated to develop mainstream markets for the 2010 Olympic audience;

WHEREAS Toronto and Montreal invest anywhere from three to six times as much in an annual GLBT marketing budget;

AND WHEREAS Toursim Vancouver's budget commitments to the GLBT market are maximized based on the current funding model, and partner support is also uncertain for the remainder of 2008 and into next year;

THEREFORE BE IT RESOLVED THAT

The City of Vancouver provide a one-time investment of \$25,000 to Tourism Vancouver to undertake a campaign to strengthen our city's positioning around the lesbian tourism market in the United States.

referred

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Tourism Vancouver Funding Request to the City of Vancouver GLBT Niche Marketing Campaign

Project Description & Rationale:

Survey results recently collected through Community Marketing Inc. annual survey¹ of gay and lesbian travellers in the U.S. have provided strong evidence that Vancouver continues to be a very popular destination. On an international scale the City was ranked fourth as the most preferred place to travel after Paris, London and Puerto Vallarta.

Among the lesbian segment of the GLBT market the results for Vancouver were even stronger; with the City ranked as the number one international destination by the majority of the respondents.

On this basis, and with the City's support, Tourism Vancouver would like to develop a new 2008 program that is targeted exclusively to the US lesbian community.

What is proposed is a campaign that will bring a strong Vancouver message to one million lesbian consumers with a call to action to visit our City this year. The campaign will complement, and be incremental, to the ongoing investments in GLBT marketing that have currently been budgeted by Tourism Vancouver for 2008, and will help to stimulate travel from this important segment.

Tourism Vancouver feels it is important to promptly acknowledge the lesbian traveller and to begin to build equity within this highly supportive consumer group.

Project Objective:

- Generate 1 million impressions from lesbian travellers in the US, annually.

Project Strategies:

- Build a presence through a multiple insertion campaign in a well-distributed, subscriber-based travel publication catering to the lesbian tourism segment.
- Leverage investment into an online web presence that will complement the print campaign
- Utilize an existing, and recently developed full page ad template for the GLBT market, preferably laying in Vancouver-specific, same-sex, female imagery (photo project to be developed).

Media:

Curve Magazine is an appropriate counterpart to the male publication *Passport* Magazine which Tourism Vancouver currently employs for its GLBT strategies.

¹ Community Marketing Annual Survey on Gay & Lesbian Travel, 2007

The readership for each issue of *Curve* magazine is approximately 244,450. Because it is a subscriber-based publication it is a qualified audience, and with four insertions, Tourism Vancouver has the opportunity to reach its goal of 1 million impressions in 2008.

Curve publishes ten times per year, and its full page rate is \$6,831 per issue for a three time insertion rate. Tourism Vancouver is confident it can negotiate a fourth complimentary insertion as well as additional online exposure on *Curve's* website at no additional cost.

Budget:

Three insertions (and one complimentary)			
at \$6,831 per issue	\$20,493 US	(City of Vancouver)	
Production costs	\$ 2,500	(Tourism Vancouver)	
Other expenses - Photography	<u>\$10,000</u>	(TVAN and City)	
Total campaign investment	<u>\$32,993</u>		

Summary:

Tourism Vancouver is seeking funding support from the City of Vancouver to undertake an incremental campaign to strengthen our City's positioning among the potentially lucrative lesbian tourism community in the US. An investment of \$25,000 would allow this non-budgeted project to take place without jeopardizing the existing initiatives in the GLBT market that are already underway. It would also provide us with valuable insights into a growing niche market that has a strong interest in visiting our City.