PARKSVILLE QUALICUM BEACH TOURISM STAKEHOLDER BUNDLES

CONNECTIONS THAT MATTER

PARKSVILLE QUALICUMBEACH

BENEFIT	CONNECT	ENGAGE	INFLUENCE
Welcome			
Subscription to stakeholder newsletter	✔	✔	✔
Website / Extranet			
Business listing on VisitParksvilleQualicumBeach.com	✔	2	Unlimited
Business listing on myPQB app	✔	2	Unlimited
Number of categories business listing may be featured in directory	Unlimited	Unlimited	Unlimited
Promote an unlimited number of specials online and on app	✔	✔	✔
Specials posting service		✔	✔
Access to extranet to manage website listing	✔	✔	✔
Access to PQBTA statistics and databank	✔	✔	✔
Advertising & Promotion			
Save at least this amount on cooperative advertising	5% discount	10% discount	15% discount
Complimentary grid/directory listings in Discovery Guide	✔	✔	✔
Eligible for your specials to be posted to social media	✔	✔	✔
Eligible to offer exclusive deals through the Savings Pass	✔	✔	✔
Eligible to participate in the Destination Signals program	✔	✔	$500 credit
Boost your Facebook post to a wider audience with this credit		$50	$100
Include your brochure in Discovery Guide mail-outs			✔
Networking, Learning & Resources			
Attend the AGM as a voting stakeholder	✔	✔	✔
Access Parksville Qualicum Beach brand tools, photos, and more*	✔	✔	✔
Attend workshops and coaching sessions*	✔	✔	✔
Participate on committees and / or roundtables		✔	✔
Potential Value	over $1100	over $2200	over $4200
Annual Cost	**$130**	**$360**	**$720**

*some additional fees may apply

Prefer to start small - a free, basic web listing is available to any local tourism business.
Bundles add the marketing tools, savings, and visibility shown above.

Whether you are a small retail business or a large resort you will receive essential benefits and significant cooperative advertising discounts that more than pay for your bundle cost. Tap into learning opportunities, familiarization events and tours, and marketing resources. And at the **Engage** and **Influence** levels, input sessions will give your business a more competitive edge and a chance to help shape the future of tourism in Parksville Qualicum Beach.

For details contact:
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