

## SCTP RECREATION MAP & ACTIVITY GUIDE • Distribution Summer 2005

### Advertise and Place Your Map Order Today!

The second edition of the Official Recreation Map is now in production. 20,000 copies will be printed as well as 2,000 posters.



The Official Recreation Map and Activities Guide is a community owned product. By supporting this project, the Sunshine Coast Tourism Partnership continues to market the Sunshine Coast as a visitor destination, bringing new business to you! The map is promoted through the Vancouver Coast and Mountains Sunshine Coast Experience Guide and the new SCTP website. The map is sold at retailers throughout the Sunshine Coast and through the Visitor Info Centres.

Display advertising space is limited, so book today. 1/4 spot \$500, 1/2 \$1,000, 3/4 \$1,500, Full \$2,000. Your logo is placed on the community map with a minimum purchase of a 1/4 spot.

Order your maps wholesale for \$1.00 each, before May 31, 2005 or costs go up to \$1.25 each; minimum order 100 maps. You choose the retail price, or gift them to your customers.

A limited number of free poster versions of the map are available for display purposes.

### New with this edition:

- Main highway and secondary routes highlighted
- More detail on community maps
- Web versions of the regional and community maps will be available for your own use on your web site for no charge
- Customized versions of the community maps will be available in PDF format for use on your web site using your logo and directional information to your business (\$75.00)

- Poster versions of the map are available for re-sale (wholesale cost \$3.50 each, laminated \$8.00 each)

Key features of the map include:

- Full tourism business list by sector and map locator
- Descriptions of key places to visit
- Regional map supported by inset community maps
- List of key trails, parks and activities with access routes
- Design is topographic and true scale

### New Regional Mapping Project

In partnership with Tourism Powell River and Vancouver Coast and Mountains Tourism, the Sunshine Coast Tourism Partnership has developed a regional map of the Sunshine Coast from Howe Sound to Desolation Sound. This map artwork is available to community groups for special mapping projects and for use on the web.

This community project is sponsored by:

### Sunshine Coast Tourism Partnership

- Capilano College
- Coast Cultural Alliance
- Community Futures Development Corporation of the Sunshine Coast
- Gibsons & District Chamber of Commerce
- Gibsons Economic Development Partnership
- Gibsons Landing Business Association
- Pender Harbour and Egmont Chamber of Commerce
- Pender Harbour Growth & Development Partnership
- Sechelt & District Chamber of Commerce
- Sechelt Downtown Business Association
- Sechelt Economic Development Partnership
- Sechelt Visitor Info Centre
- Spirit of BC Community Committee Sunshine Coast
- Sunshine Coast B&B and Cottage Owners Association
- Tourism Powell River
- Vancouver Coast & Mountains Tourism Region

### Contact:

Project Manager: **Simone Carlyle-Smith**, Tourism Consulting • Phone 604-885-5924 Fax 604-885-5970 or email [simonecs@telus.net](mailto:simonecs@telus.net)

# RECREATION MAP & ACTIVITY GUIDE



www.sunshinecoastcanada.com

Available ► Summer, 2005

## The second edition of the recreation map goes to press next month!

The Sunshine Coast Tourism Partnership (SCTP) continues the process of promoting the Sunshine Coast as a visitor destination with the second edition of the recreation map & activities guide.

The map serves as a promotional tool to encourage visitors who have arrived on the coast to stay another day. It provides an overview of the tourism products and services available on the lower coast for use by both visitors and local residents. Presented in an easy to use pullout format the 24" x 36" map folds down to 4" x 9" for easy racking. A minimum of 20,000 maps will be re-printed subject to sales.

The regional map shows year-round recreation areas, points of interest, cultural and natural attractions, retail areas, major

road and marine ways, regional orientation with town site insets of Gibsons, Roberts Creek, Davis Bay, Sechelt, Egmont and Pender Harbour. Icons used throughout the map show select types of information. Topographically accurate, the map lists the 400+ tourism businesses from the SCTP inventory by geographic area, sector classification with a map locator.

Revenue to produce the map is generated by limited advertising with 12 premium display ad spots (\*corporate logos appear on the inset maps) and prepaid wholesale map sales to the tourism industry, retailers and local Visitor Info Centres for \$1.25 each. Order before May 31/05 and maps are \$1.00, you set the retail price. A limited amount of maps will be distributed for no charge through the SCTP partners who attend travel shows and marketing partnerships.

## How you can participate:

- Purchase display advertising with a bonus of your company logo on the inset map section in full color with a minimum 1/4 spot. (These spaces are sold on a first come first serve basis.)
- Purchase the maps as a sales tool for your business and provide them free to your customers or guests.
- Purchase the maps and re-sell them; you set the retail price.

**Please note: Order before May 31/05 and receive a discount on wholesale price (\$1 instead of \$1.25).**

- Ensure your tourism business is listed on the map by remitting a listing submission form.
- Review the map and submit corrections or changes (request a form).
- Use the map to show visitors and residents what there is to see and do - encouraging them to stay another day!
- Display a poster in your business.
- Sell posters, laminated or unlaminated.

## Costs: ad spots, 1/4 - \$500, 1/2 - \$1000, 3/4 - \$1500, full size - \$2000

- \*Minimum 1/4 spot purchase required to get your company logo on the inset maps (includes ad design).
- Wholesale map: \$1.25 per map, minimum order 100, additional

quantities can be purchased in increments of 50. First edition maps available while quantities last. First edition \$1.00 wholesale, \$1.50 retail. GST all transactions, PST if not being resold.

## Deadlines:

- There is limited display ad space: First come first served.
- Wholesale map orders and payments (minimum order 100 maps):

**Please note: Order before May 31/05 and receive a discount**

- on wholesale price (\$1 instead of \$1.25).**
- Bulk map orders (1000 and up): Terms negotiable.

Supporting this project allows the SCTP to develop new online maps, maintain the tourism industry inventory, and market the Sunshine Coast as a visitor destination through our web site. **Thank you for your support.**

## Contact:

Project Manager: **Simone Carlyle-Smith**, Tourism Consulting • Phone (604) 885-5924 or email [business\\_systems@sunshine.net](mailto:business_systems@sunshine.net)