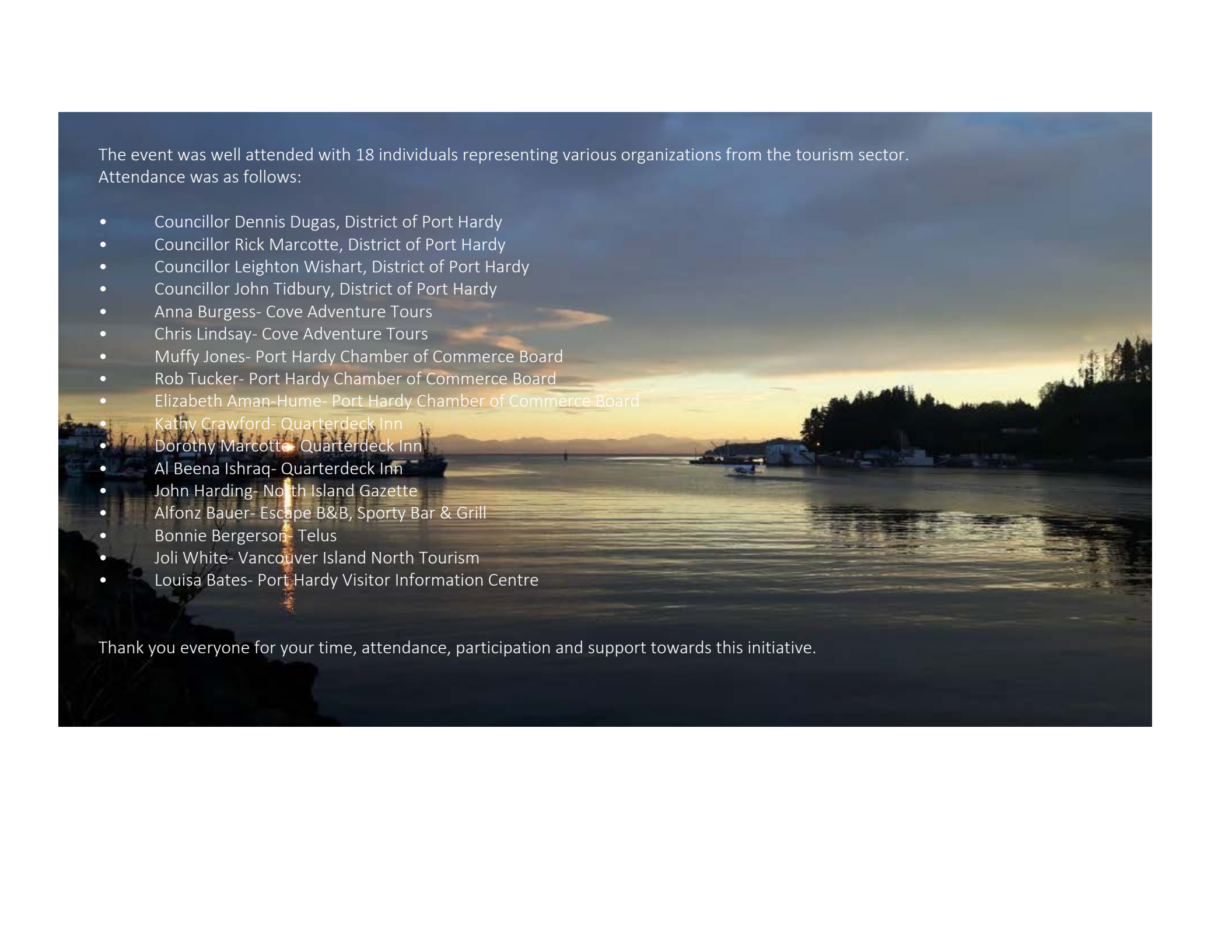


# Open House

April 5, 2017

Port Hardy Tourism Advisory Committee





The event was well attended with 18 individuals representing various organizations from the tourism sector. Attendance was as follows:

- Councillor Dennis Dugas, District of Port Hardy
- Councillor Rick Marcotte, District of Port Hardy
- Councillor Leighton Wishart, District of Port Hardy
- Councillor John Tidbury, District of Port Hardy
- Anna Burgess- Cove Adventure Tours
- Chris Lindsay- Cove Adventure Tours
- Muffy Jones- Port Hardy Chamber of Commerce Board
- Rob Tucker- Port Hardy Chamber of Commerce Board
- Elizabeth Aman-Hume- Port Hardy Chamber of Commerce Board
- Kathy Crawford- Quarterdeck Inn
- Dorothy Marcotte- Quarterdeck Inn
- Al Beena Ishraq- Quarterdeck Inn
- John Harding- North Island Gazette
- Alfonz Bauer- Escape B&B, Sporty Bar & Grill
- Bonnie Bergerson- Telus
- Joli White- Vancouver Island North Tourism
- Louisa Bates- Port Hardy Visitor Information Centre

Thank you everyone for your time, attendance, participation and support towards this initiative.

# Port Hardy Tourism Advisory Committee

## Vision

“That Port Hardy become a premier destination to the world, offering unparalleled wildlife viewing and adventure experiences.”

## Mission

“To facilitate responsible and sustainable growth to the tourism industry within the district of Port Hardy.”

# Goals

1. Increase economic growth in the District of Port Hardy
2. Increase awareness of Port Hardy's natural & cultural assets
3. Maintain current levels of support for the Vancouver Island North Tourism project
4. To maintain sustainable delivery structure for MRDT revenues and program implementation

# Municipal Regional District Tax Application

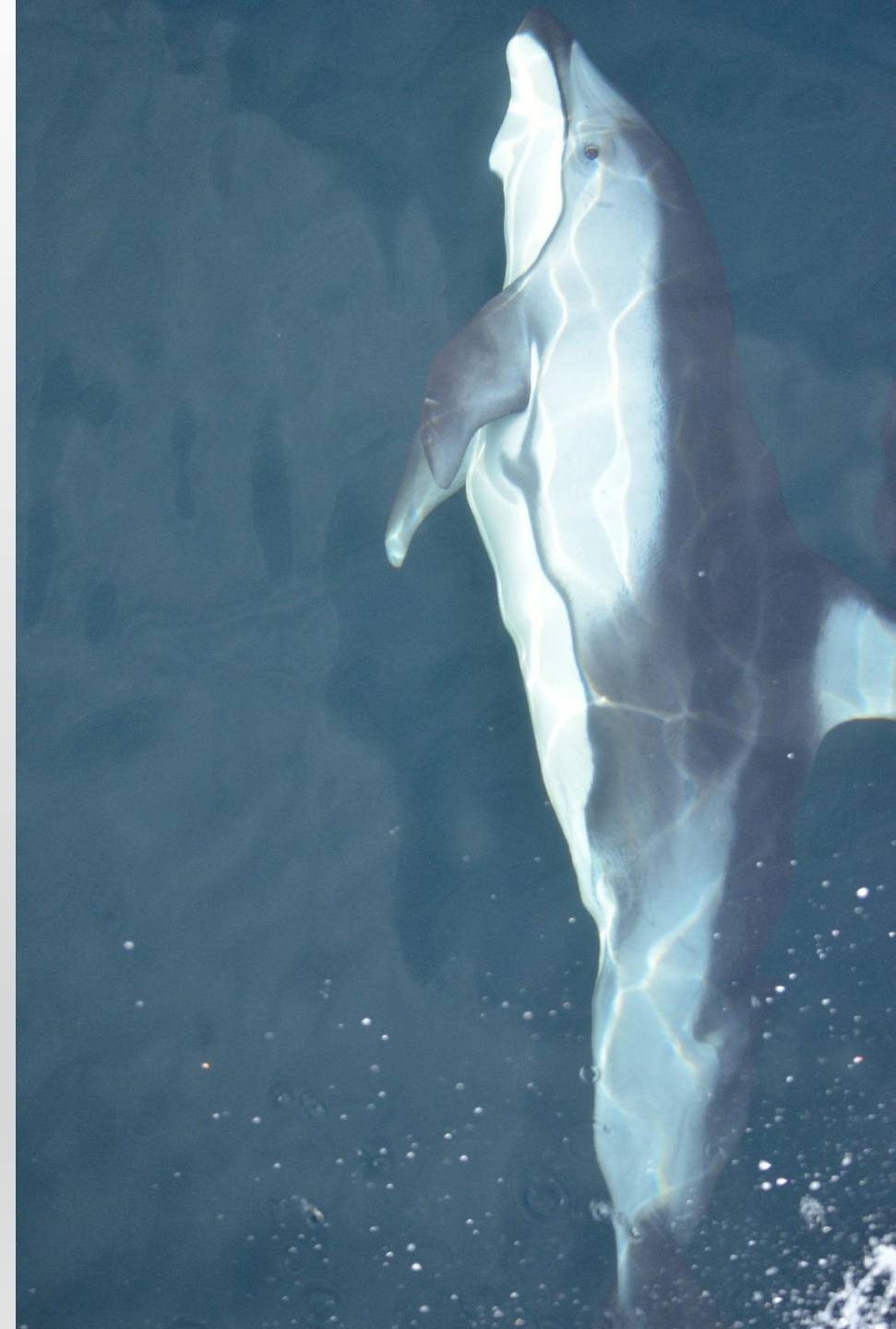
- MRDT application submitted November of 2016
- Approved at 3%
- New rate implemented on June 1<sup>st</sup>, 2017



# Port Hardy at 3%

- Increase marketing opportunities to promote Port Hardy
- Maintain support to Vancouver Island North Tourism
- Improve support for local tourism operators
- Research & awareness opportunities, identify target markets
- Raise awareness about Port Hardy's natural assets

*Implement Port Hardy's Tourism Strategy*



# Marketing Port Hardy

Social Media - #VISITPORTHARDY

Visitor Webpage

Print advertising

Promotional Materials

Cooperative Opportunities

# Facebook



Facebook Sponsored Ads:  
19,566 people reached  
2,410 post engagements






# #VISITPORTHARDY

## Facebook

**Port Hardy Visitor Centre** shared Kwa'lilas Hotel's photo.  
April 2 at 7:32am · 🌐

Looking for a place to recharge for your next Port Hardy adventure? Take in accents of culture & tastes of tradition during your stay at the Kwa'lilas Hotel!  
<https://kwalilashotel.ca/>



**Get More Likes, Comments and Shares**  
This post is performing better than 80% of other posts on your Page. Boost it to get more great results.

929 people reached [Boost Post](#)

**Port Hardy Visitor Centre**  
February 3 · 🌐


Have you started planning? Find all the ingredients for the perfect adventure in #porthardy!  
#visitporthardy #gonorthisland #exploreVI #shareVI #explorethecoast #2017adventures #exploreBC #exploreCanada #Canada150 #yourbcpark



896 people reached [Boost Post](#)

**Port Hardy Visitor Centre** shared God's Pocket Diving Resort's photo.  
March 16 at 3:56pm · 🌐

Lucky guests of God's Pocket Diving Resort take in some unbelievable sights of marine life found in our own backyard of the Pacific northeast!



**God's Pocket Diving Resort** with James McDonald at [God's Pocket Diving Resort](#).  
March 16 at 10:41am · Port Hardy, BC · 🌐

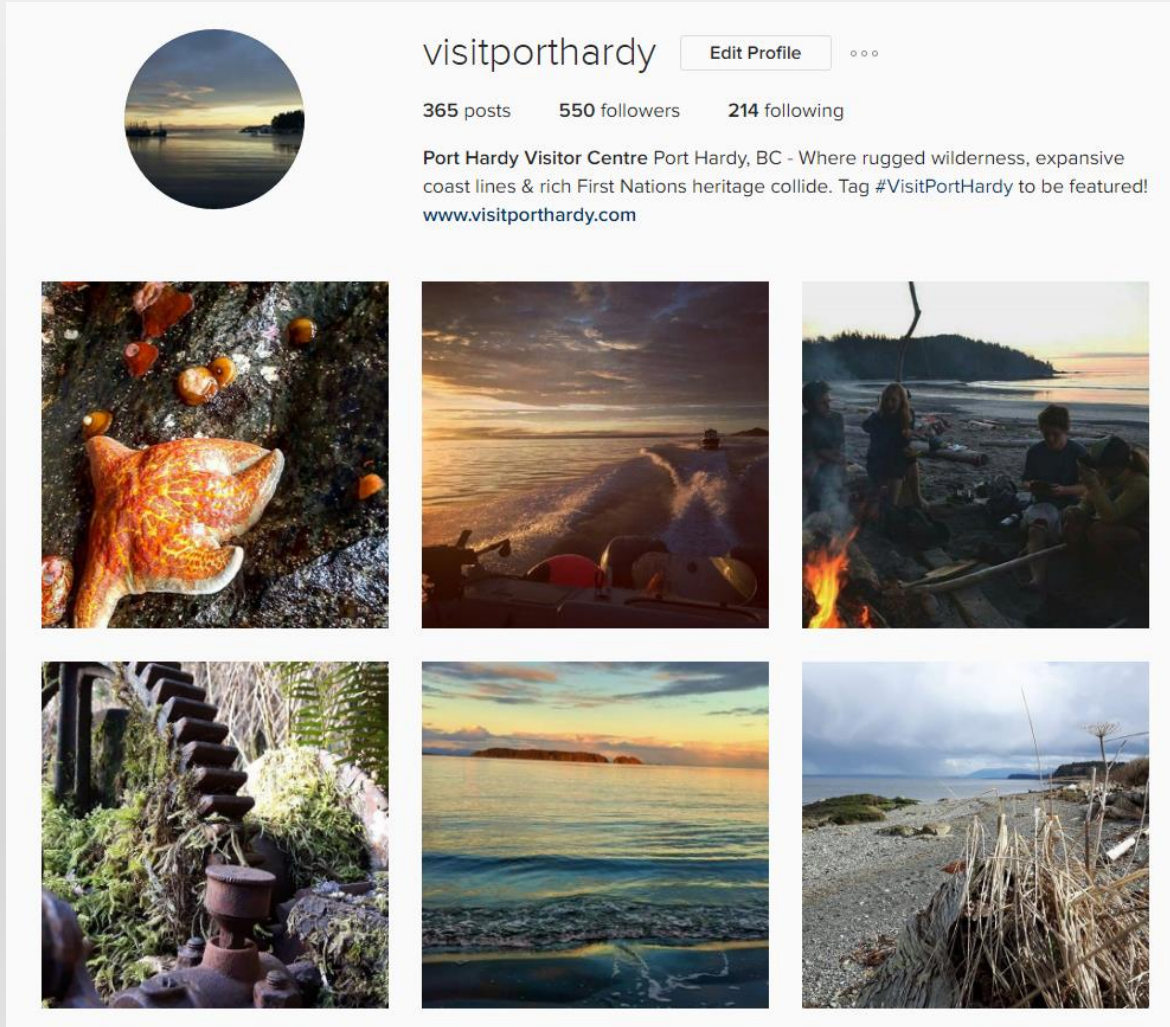
Our season is officially back in full swing! We are excited to share a new season with all of our wonderful guests in 2017 and post their incredible photographs...  
[See More](#)

343 people reached [Boost Post](#)

# #VISITPORTHARDY

Instagram

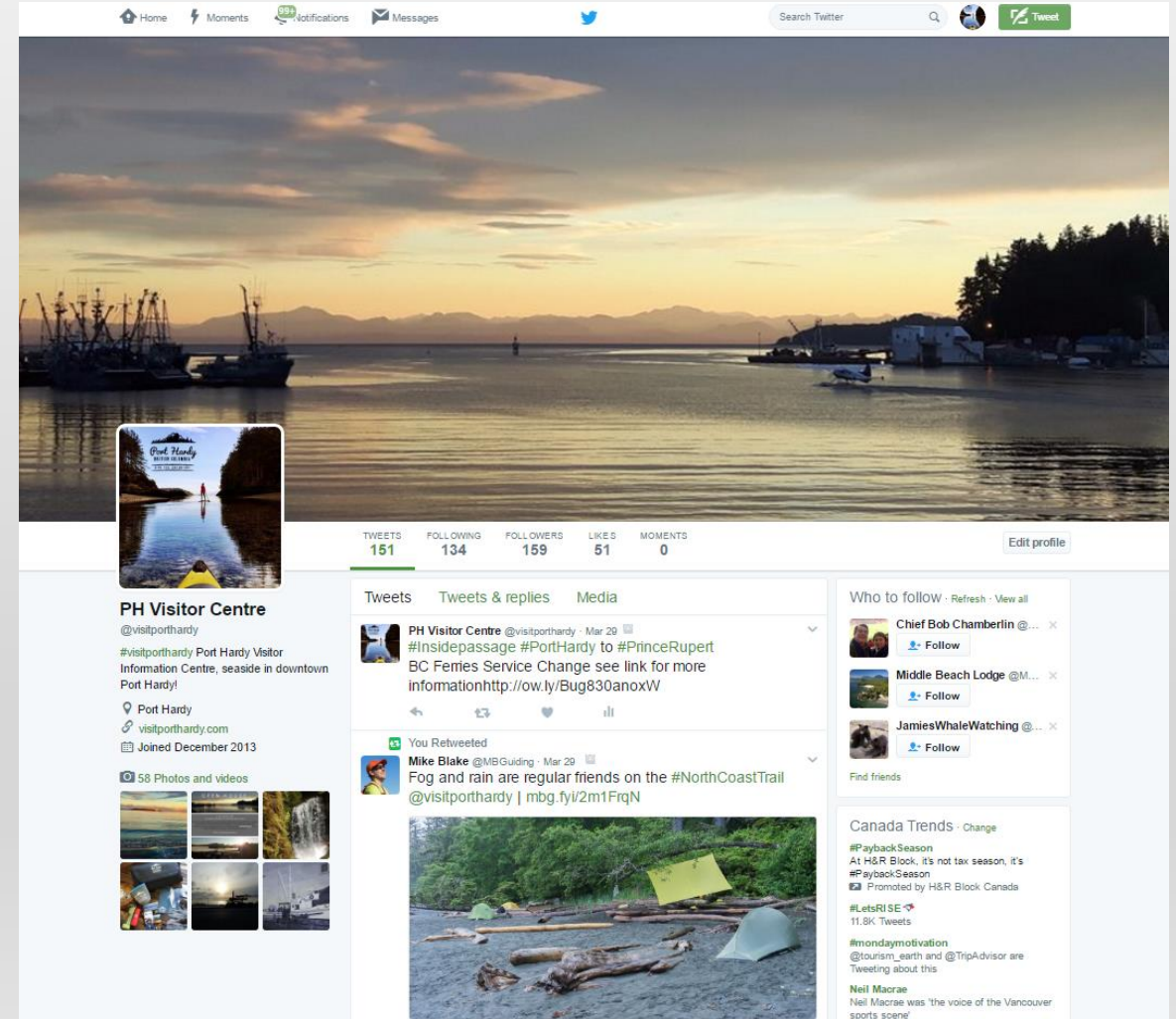
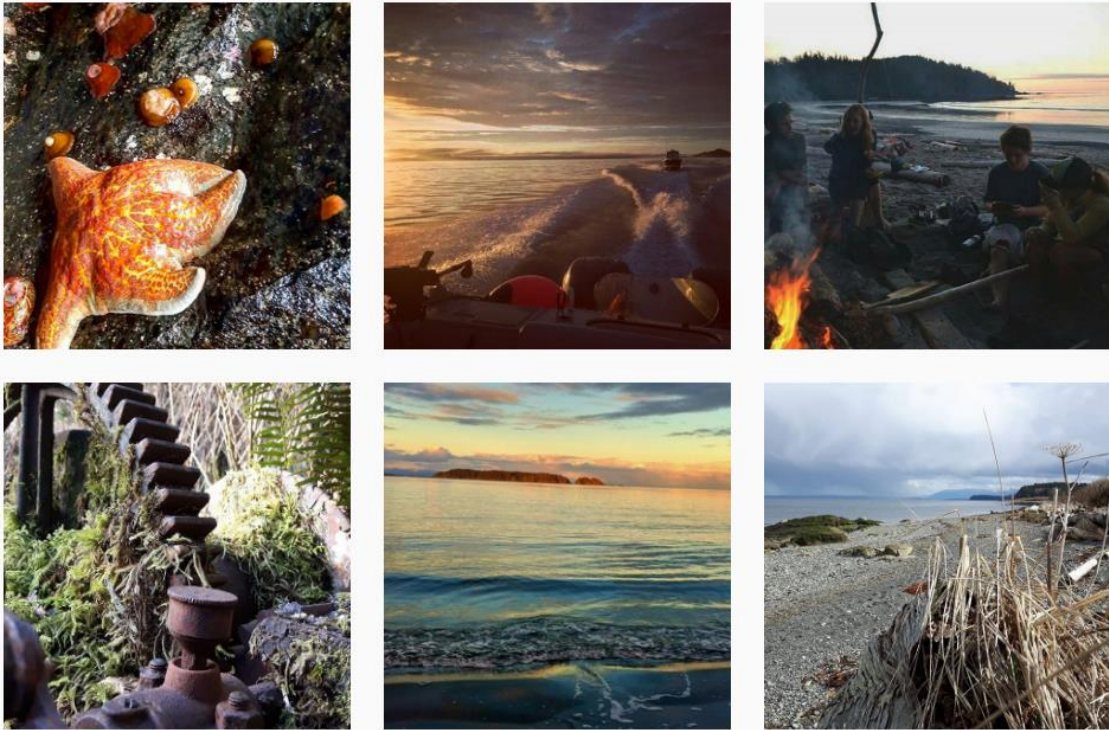
Twitter




visitporthardy Edit Profile

365 posts 550 followers 214 following

Port Hardy Visitor Centre Port Hardy, BC - Where rugged wilderness, expansive coast lines & rich First Nations heritage collide. Tag #VisitPortHardy to be featured!  
[www.visitporthardy.com](http://www.visitporthardy.com)



Home Moments Notifications Messages Search Twitter Tweet




TWEETS 151 FOLLOWING 134 FOLLOWERS 159 LIKES 51 MOMENTS 0 Edit profile

**PH Visitor Centre**  
@visitporthardy  
#visitporthardy Port Hardy Visitor Information Centre, seaside in downtown Port Hardy!  
Port Hardy  
visitporthardy.com  
Joined December 2013  
58 Photos and videos

Tweets Tweets & replies Media

**PH Visitor Centre** @visitporthardy · Mar 29  
#Insidepassage #PortHardy to #PrinceRupert BC Ferries Service Change see link for more information <http://ow.ly/Bug830anoxW>

You Retweeted  
**Mike Blake** @MBGuiding · Mar 29  
Fog and rain are regular friends on the #NorthCoastTrail @visitporthardy | mbg.fyi/2m1FrqN



Who to follow - Refresh · View all

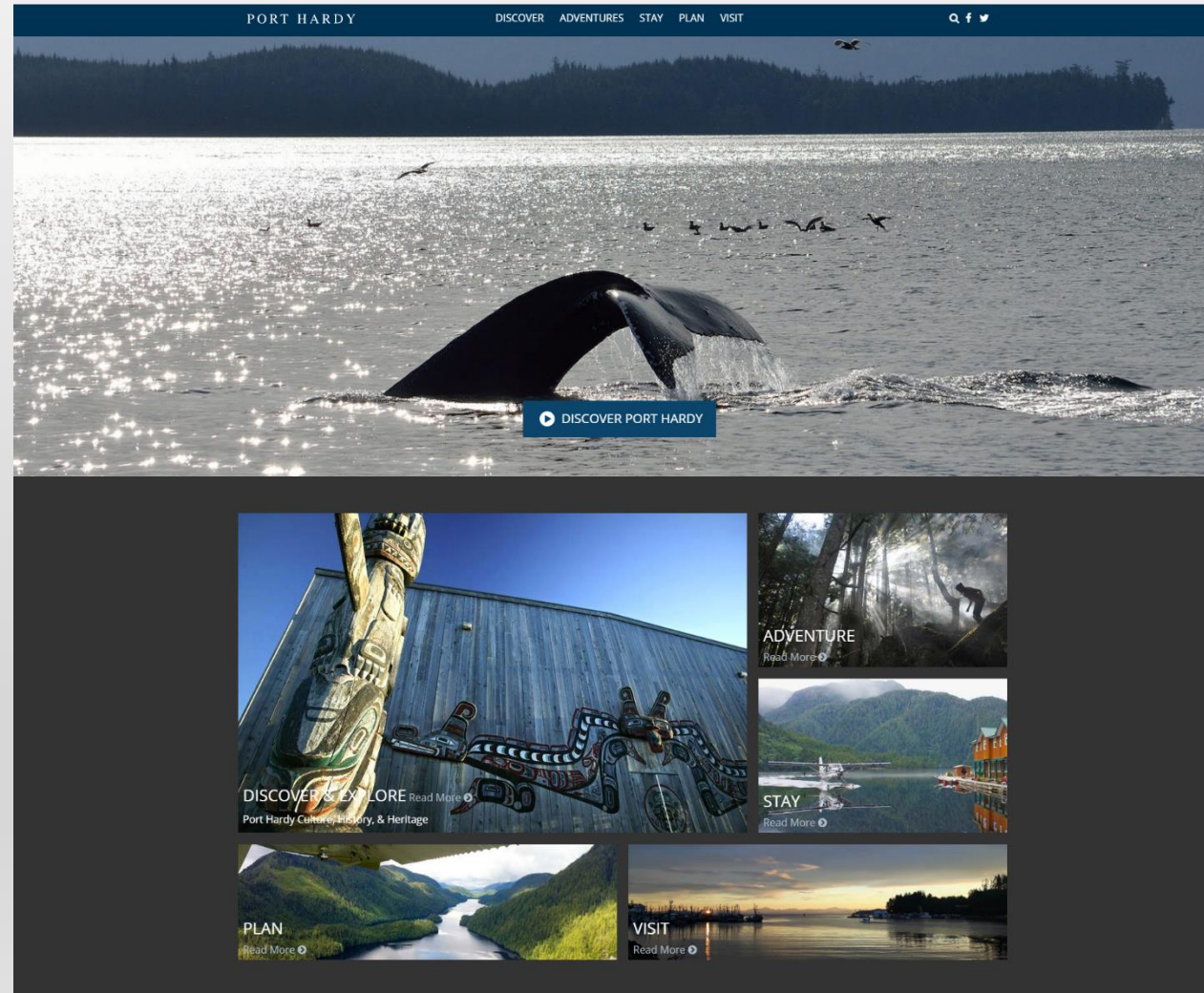
- Chief Bob Chamberlin @... Follow
- Middle Beach Lodge @M... Follow
- JamiesWhaleWatching @... Follow

Find friends

Canada Trends - Change

- #paybackSeason  
At H&R Block, it's not tax season, it's #paybackSeason  
Promoted by H&R Block Canada
- #LetsRISE  
11.8K Tweets
- #mondaysmotivation  
@tourism, earth and @TripAdvisor are Tweeting about this
- Neil Maorae  
Neil Maorae was 'the voice of the Vancouver sports scene'

# Visitor Website



# VINT Explorer Guide

# Wild Coast Publication



## Visit Port Hardy

**Discover**



**Explore**



**Play**



**Stay**



From a rugged coastal shoreline surrounded by wilderness to the vast watery depths of the Pacific, Port Hardy has all the ingredients for the perfect outdoor adventure!

#VisitPortHardy  
#LiveTheAdventure



[www.visitporthardy.com](http://www.visitporthardy.com)



Photo credit: Storeys Beach Ryan Dickie; Hiker Angela Smith; Hardy Bay Steve Finns



## Discover the Port Hardy Experience!

From a rugged coastal shoreline to the vast watery depths of the Pacific, Port Hardy has all the ingredients for the perfect wilderness adventure. Visit Port Hardy today!

**1.866.427.3901**

**[visitporthardy.com](http://visitporthardy.com)**

# Cooperative Marketing Opportunities

Social Media - Sponsored Posts

Print Advertisements - Ad Buy-ins

Visitor Website - Enhanced Listings

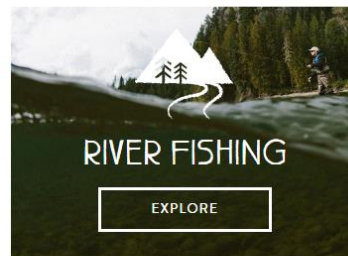
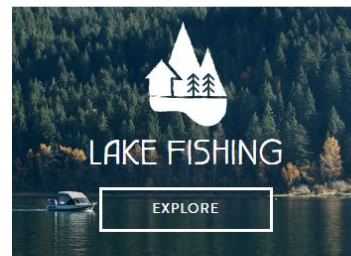
BC Fishing Community Partnership Buy-In Program



# Community Partnership Buy-In Program

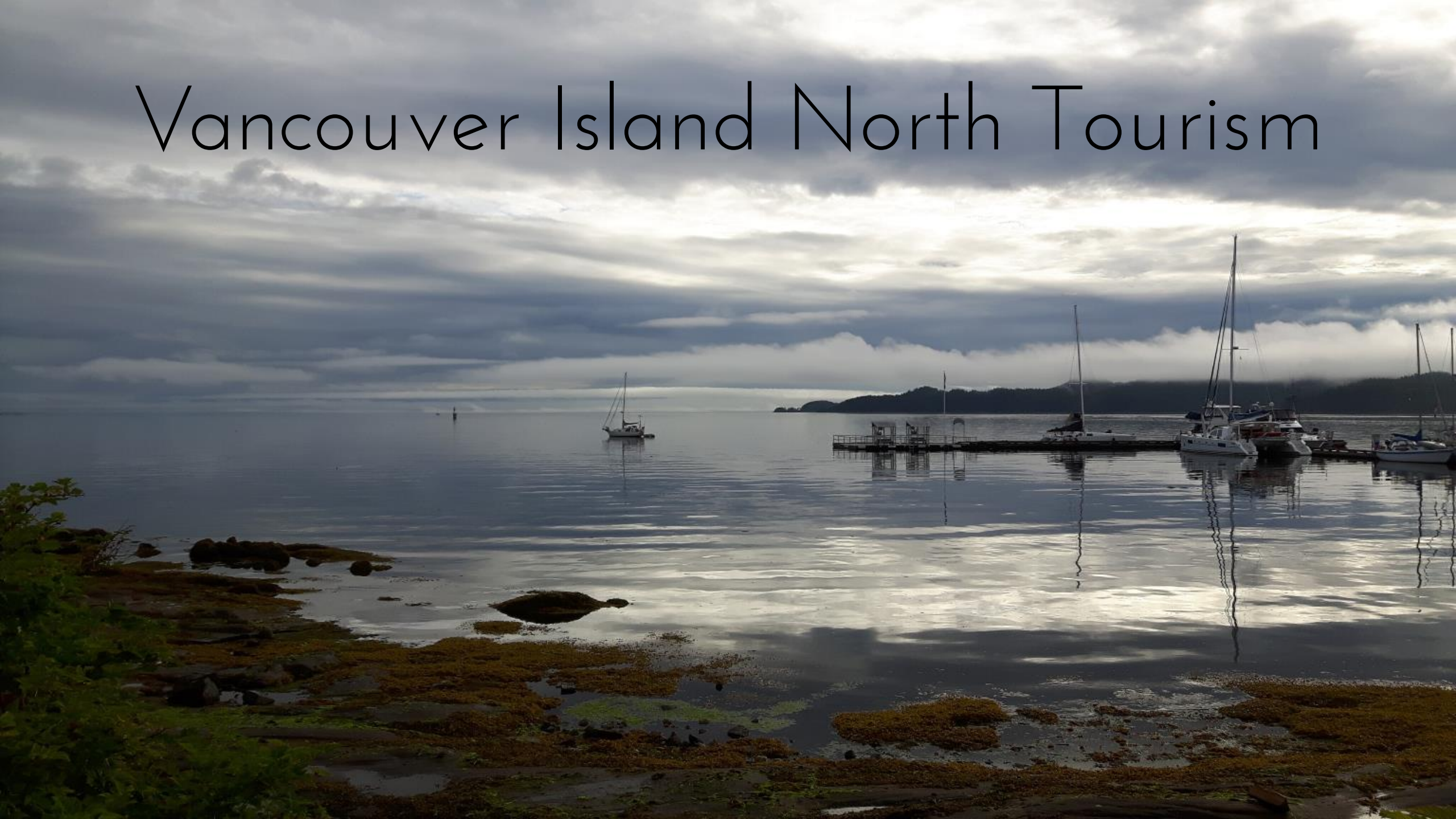


## EXPERIENCES



## FISHING STORIES FROM ACROSS BC

# Vancouver Island North Tourism



A scenic view of a rocky coastline with evergreen trees and waves crashing against the shore. The foreground shows a sandy beach with white foam from the waves. The middle ground features large, dark, jagged rock formations. The background is filled with dense evergreen forests on a hillside under a hazy sky.

# **VISION**

**Vancouver Island North is recognized as a world-class tourism destination**

# **MISSION**

**To increase the benefits to the Vancouver Island North region through tourism**



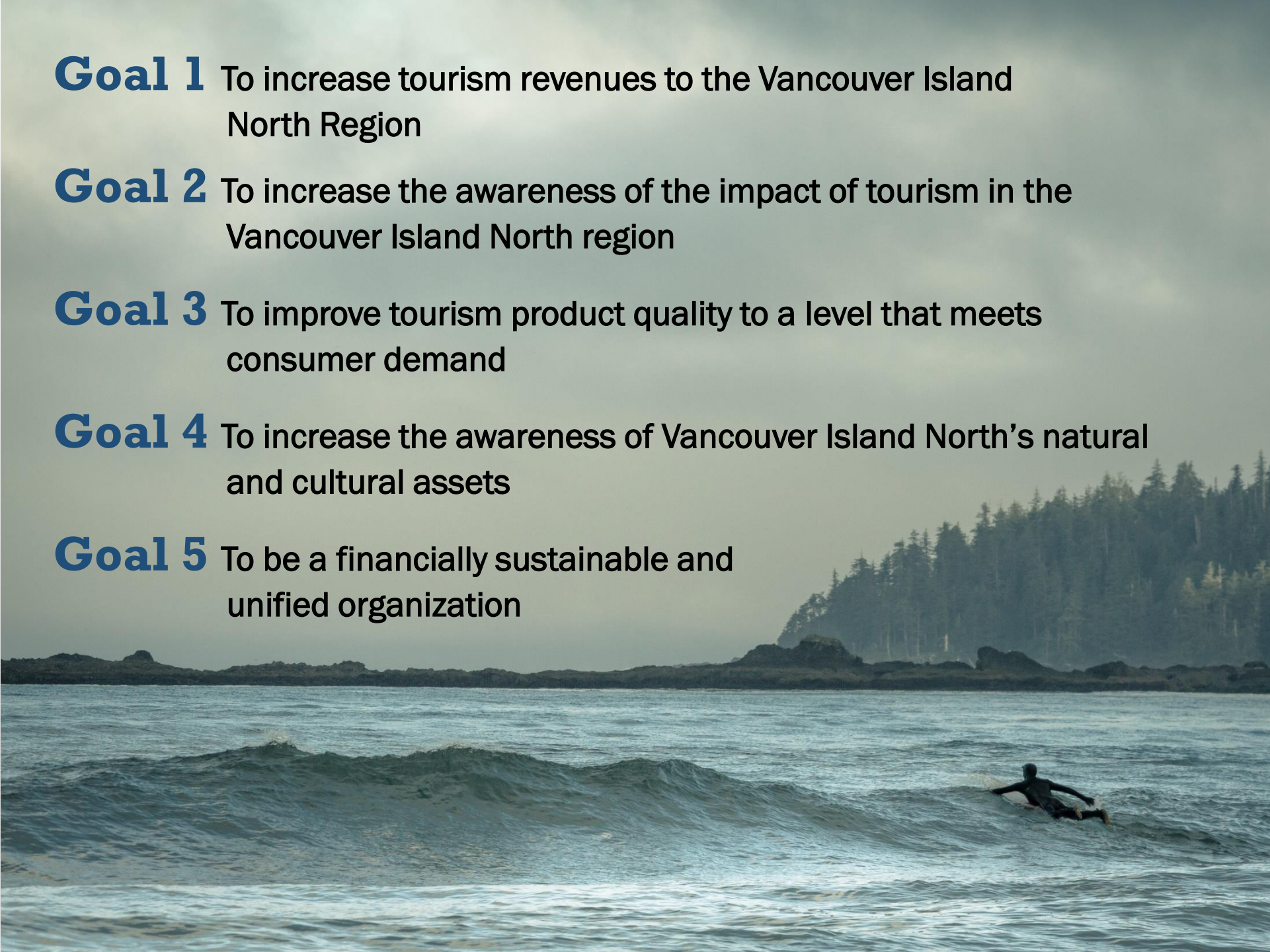
**Goal 1** To increase tourism revenues to the Vancouver Island North Region

**Goal 2** To increase the awareness of the impact of tourism in the Vancouver Island North region

**Goal 3** To improve tourism product quality to a level that meets consumer demand

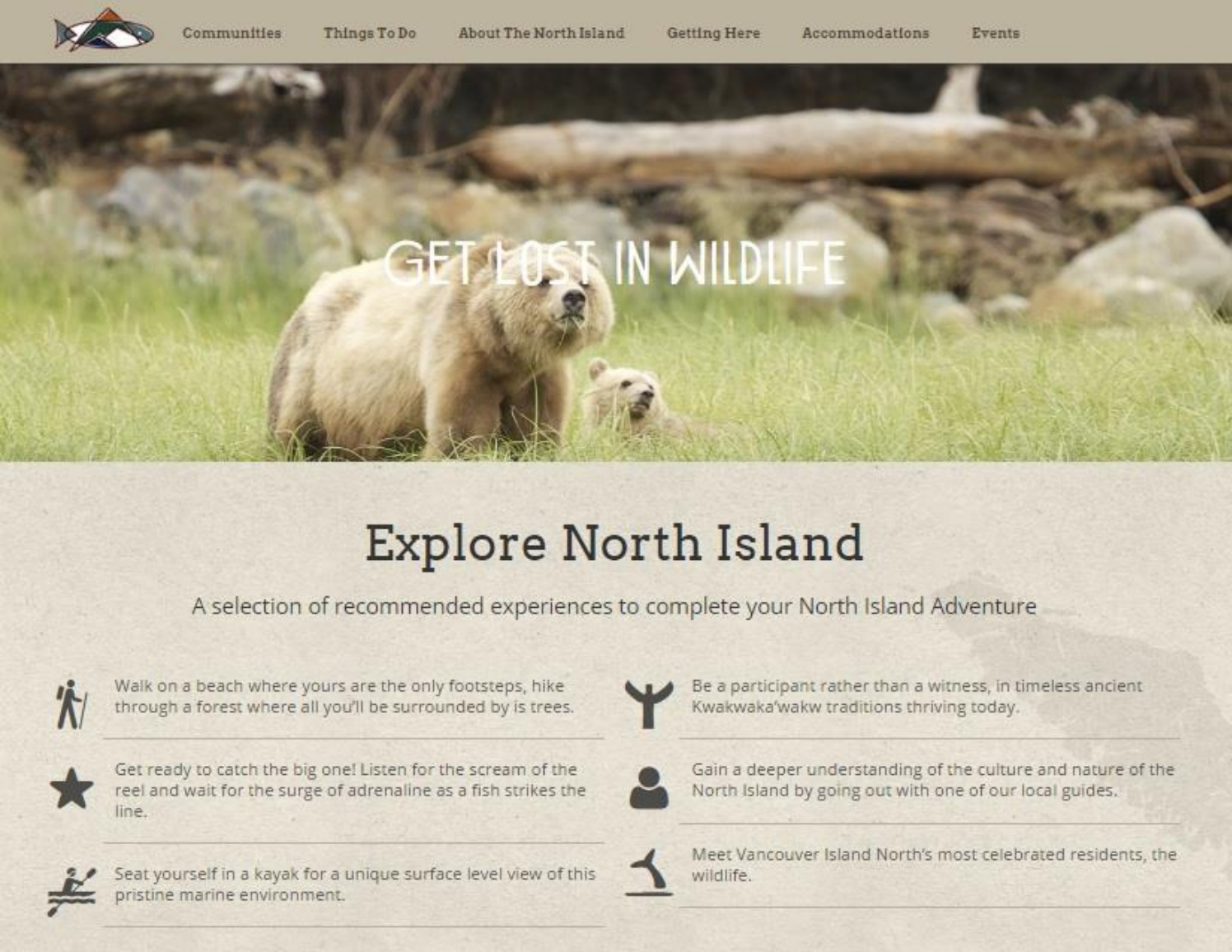
**Goal 4** To increase the awareness of Vancouver Island North's natural and cultural assets

**Goal 5** To be a financially sustainable and unified organization



# Website: [www.vancouverislandnorth.ca](http://www.vancouverislandnorth.ca)

Over 108,000 visits in the past year    78% new sessions



# Microsite: [www.getlostfindyourself.ca](http://www.getlostfindyourself.ca)

GET LOST  
IN VANCOUVER  
ISLAND NORTH

FIND YOURSELF.

CULTURE  
EXPLORE

NATURE  
EXPLORE

WILDLIFE  
EXPLORE

Looking to "get lost"? Sign up for our newsletter and discover all the possibilities the North Island has for finding yourself again.

Email Address

© 2017 Vancouver Island North. All rights reserved. | Website design by Eclipse Creative.

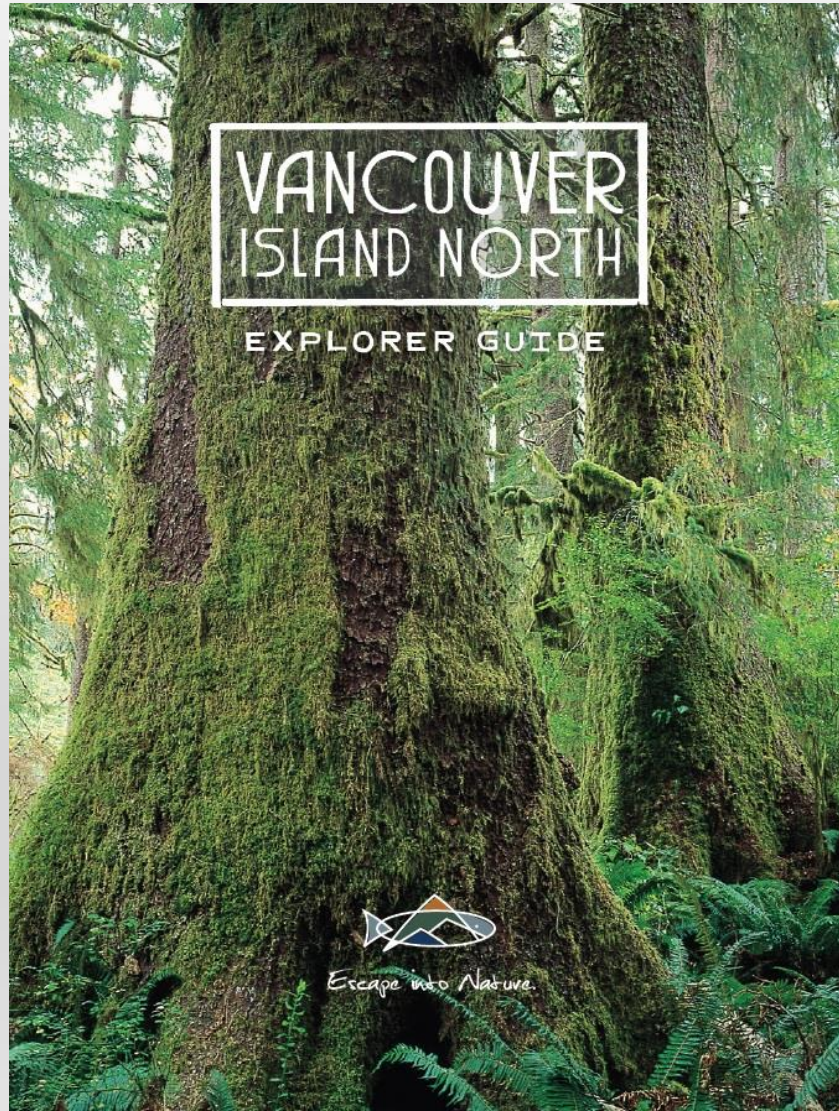
EXPLORE SUPER. NATURAL BRITISH COLUMBIA CANADA

# Trail Guide: Web & Mobile App

The screenshot displays the web application interface for the Trail Guide. At the top, a navigation bar includes a fish logo and menu items: Communities, Things To Do, About The North Island, Getting Here, Accommodations, and Events. The main content area is split into two panels. The left panel features a search bar with the text "FIND YOURSELF ALONG RUGGED TRAILS" and "NORTH ISLAND TRAIL GUIDE". Below the search bar are several filter icons: a green 'i' in a circle, a blue 'i' in a square, a black diamond with a white 'i', and a black diamond with a white 'i'. Below the filters are two buttons: "OUR PARTNERS" and "ABOUT US". At the bottom of the left panel, it says "©2017 Vancouver Island North Tourism. All rights reserved." The right panel shows a topographic map of the North Island with various trail markers. A "Warning" icon is in the top left of the map area. The map includes labels for locations such as Allison Harbour, Port Progress, Sullivan Bay, Kingcome Inlet, Nigei Island, Broughton Island, Gifford Island, Turnour Island, Port Alice, Port Neville, Brooks Peninsula Provincial Park (A.K.A. Muggiwn Provincial Park), and Checleset Bay Ecological Reserve. A "Show legend" button is located in the bottom right of the map area. At the very bottom of the map area, it says "© Mapbox © OpenStreetMap Improve this map".



















# Vancouver Island North 2017 Explorer Guide



# Tourism Vancouver Island Touring & Exploring Guide 2017



 <p><b>SAILCONE'S GRIZZLY BEAR LODGE</b></p> <p>We offer multi-day grizzly bear and whale watching trips from our small lodge located in Knight Inlet BC. Trips include float plane transportation to our lodge, gourmet meals and full day wildlife viewing trips. Grizzly bears, black bears, Orca, Humpback whales, dolphins and more.</p> <p>250.334.8858   <a href="http://grizzlybearwatching.com">grizzlybearwatching.com</a></p> <p>  </p>	 <p><b>JOURNEY INTO THE GREAT BEAR RAINFOREST</b></p> <p>Get up close and personal with British Columbia's grizzly bears on an intimate and immersive wildlife watching experience. Join First Nation guides on a tour through the awe-inspiring waterways of their people's traditional territories.</p> <p>250.902.WOLF (9653)   250.230.2388  <a href="mailto:info@seawolfadventures.ca">info@seawolfadventures.ca</a>   <a href="http://SeaWolfAdventures.ca">SeaWolfAdventures.ca</a></p> <p>  </p>
 <p><b>DISCOVER PORT HARDY</b></p> <p>Rich. Rugged. Resilient. From rugged coastal shorelines to the vast watery depths of the Pacific, Port Hardy has all the ingredients for your perfect wilderness adventure. From hiking and kayaking to wildlife viewing and fishing, immerse yourself in the Port Hardy experience. Discover nature, find culture and visit Port Hardy today!</p> <p>1.866.427.3901   <a href="http://visitporthardy.com">visitporthardy.com</a></p> <p>  </p>	 <p><b>KINGFISHER WILDERNESS ADVENTURES</b></p> <p>Imagine waking one morning to the sound of a humpback whale's blow as it swims past your ocean-side tent. Later that same day watch in awe as a pod of killer whales swim past your kayak as a bald eagle swoops down to catch a salmon. This can all happen on a kayak tour with Kingfisher Wilderness Adventures.</p> <p>250.956.4617   1.866.546.4347   <a href="http://kingfisher.ca">kingfisher.ca</a></p> <p>  </p>

## GET LOST IN VANCOUVER ISLAND NORTH

[WWW.GETLOSTFINDYOURSELF.CA](http://WWW.GETLOSTFINDYOURSELF.CA)

 <p><b>KWAKWAS HOTEL</b></p> <p>The Kwakwaka'wakw Hotel is a premier First Nations four-star destination hotel located on the North Island. The hotel features a curated selection of authentic local Aboriginal art, 85 guest rooms, high-end amenities, and meeting space to accommodate up to 150 people.</p> <p>1.855.949.8525   <a href="http://kwakwakahotel.ca">kwakwakahotel.ca</a></p>	 <p><b>ALERT BAY CABINS</b></p> <p>Alert Bay Cabins offers 14 modern cabins that provide safe, clean and comfortable accommodation with fully equipped kitchens. Enjoy ocean and coastal mountain views from your own deck. Friendly and historic Alert Bay is a major center of First Nations Culture and is also the home of the killer whale.</p> <p>250.974.5457   1.877.974.5457  <a href="mailto:alertbaycabins@gmail.com">alertbaycabins@gmail.com</a>   <a href="http://alertbaycabins.net">alertbaycabins.net</a>          390 Poplar Road Alert Bay, Box 470</p>	 <p><b>TIDE &amp; RIP GRIZZLY ADVENTURES</b></p> <p>Day trips to majestic Knight Inlet to seek out grizzly bears in their natural habitat.</p> <p>1.888.643.9319   <a href="http://grizzlycanada.com">grizzlycanada.com</a>   <a href="mailto:tiderip@telus.net">tiderip@telus.net</a></p>	 <p><b>TELEGRAPH COVE MARINA &amp; RV PARK</b></p> <p>Location, location! 48-space RV Park features views of historic Telegraph Cove and Johnstone Strait. All RV sites have 30A power &amp; sewer hook ups. Newly rebuilt Tel. Cove Marina features wide, stable floats, shore power, all-side double-wide boat launch, slips up to 65'. Top quality potable water.</p> <p>250.928.3163   1.877.TELCOVE   <a href="http://telegraphcove.ca">telegraphcove.ca</a></p>
 <p><b>K'AMAT'SI TOURS</b></p> <p>250.230.3574   <a href="http://kawatstours.ca">kawatstours.ca</a></p>	 <p><b>QUATSE RIVER REGIONAL PARK &amp; CAMPGROUND</b></p> <p>1.866.949.2395   <a href="http://quatsecampground.ca">quatsecampground.ca</a></p>	 <p><b>SEASHOKE WHALE WATCHING</b></p> <p>800.668.6722   <a href="http://seashokewhalewatching.com">seashokewhalewatching.com</a></p>	<p><b>NORTH ISLAND KAYAK TOURS</b></p> <p>Keyaking with Killer Whales</p> <p>Guided kayaking tours focused on low impact viewing of the spectacular Northern Vancouver Island wildlife and fun for all. Frequent sightings of Orcas &amp; Humpback Whales, Sea Lions, Seals, Dolphins, Porpoises, Bears &amp; Eagles. Daily departures. Trips of 2 hours to 8 days.</p> <p>250.928.3114   1.877.949.7707   <a href="http://KayakBC.ca">KayakBC.ca</a>   <a href="http://TelegraphCove, BC">Telegraph Cove, BC</a></p>

# Image Acquisition





# **2017 Tourism Season Launch Event**

## **Thursday May 5, Kwa'lilas Hotel**

**1:30 – 4:30 PM**

**Educational Sessions & Networking**

**4:30 – 6:30 PM**

**Tourism Social**







# **2017 Cooperative Marketing Opportunities**

Trail Guide Advertising

Recreation Map Advertising

2018 Vancouver Island North Explorer Guide

Facebook Boosted Posts

Tourism Vancouver Island Touring & Exploring Guide 2018

Print Advertising: *Wild Coast, Coast Mountain Culture,  
Comox Valley Collective*





## **2017 Trade & Media**

**Tourism Vancouver Island Site Visits; Mid-May**

**Tourism Vancouver Island & Destination BC  
Group Media Visit; October**

**Canada's West FAM Tour; November**

