



## More web exposure, lower web costs.

GoBC.ca is an attractive, easy-to-navigate tourism web portal, providing your business with great exposure.

GoBC highlights the province's incredible natural beauty and diverse tourist attractions. It will help your business grow through a unique blend of arts & culture, accommodation, environmental attractions and other BC businesses.

### Two languages—triple the exposure

Recognizing the huge European market, GoBC targets more than 100 million German speakers on a third site, [www.urlaub-reisen.gobc.ca](http://www.urlaub-reisen.gobc.ca).

Tourists from Germany, Switzerland, Austria, Holland, Belgium and Luxembourg can explore BC, plan their trip and learn about your business in the comfort of their own language. A professional translation into German for business listings of up to 2,000 characters is included.

Every listing with GoBC is also listed on the Canada-wide website [www.canada-travel.ca](http://www.canada-travel.ca).

### Free for BC artists and cultural events

BC's unique arts and culture sector attracts visitors and benefits the tourism and hospitality industry. To support this, we list BC artists and cultural events—free!

### Commission? Zero. Nichts. Nada.

Commission-free direct bookings and inquiries—because your customers contact you directly. The only cost to you is a low annual fee.

### You're in control

Online access allows you to view your profile activity and web statistics, or make updates to your profile anytime, from anywhere in the world.

The GoBC package offers a complete company profile, web link, and space for lots of your images, as well as complimentary layout and set-up.

Your listing will have high internet visibility—GoBC continually upgrades to ensure maximum search engine optimization (SEO).

Enjoy the benefits that over 900 other BC businesses are already using to their advantage!

*"With GoBC as our marketing partner, it's so easy to promote our studio tour online. Visitors easily find all the information they need to plan their weekend.*

*GoBC has been a lifesaver."*

*—Cindy Gibson, Saanich Scattered Artists Studio Tour*

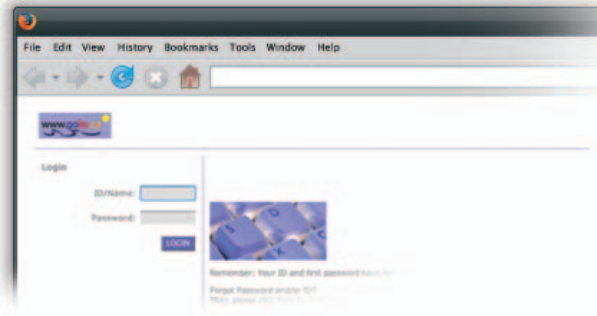
## Easy-to-use CMS (Content Management System)

Your online presence is controlled through an easy to use, web-based content management system (CMS), loaded with features.

Change text when you want. Replace out-of-date images with new ones. Day or night, and no extra charges. Call us to find out what we can do for you!

## Pricing

Affordable first-time listing set-up for \$149\* / \$119\* annual renewal. *Try our 30 day, no-obligation trial!*



## ARTISTS & NON AND NOT-FOR-PROFIT ORGANIZATIONS

To promote your organization, sign up for a free listing on GoBC in the following categories:

- Environmental organizations
- Local tourism organizations
- Healing arts practitioners
- Chambers of Commerce
- Arts Councils and art groups

### BC artists, museums, theatre companies, musicians...

As an artist or artisan, it's absolutely free to list within the Artistic Categories on GoBC! The same free listing applies to any BC based museum, orchestra, theatre or dance company.

Artists participating in Studio Tours in their community receive excellent exposure through GoBC's unique Studio Tour link. Visitors can get previews of your work, as well as maps, before they arrive.

Advertise your upcoming exhibits, shows and performances.

If you have a calendar of events, provide us with your XML data feed and we will promote your events automatically on GoBC as well.

If you don't have an event calendar on your own website, you can use our template and customize it to your needs, then post it directly on your website. Your events will then automatically be updated and included in our Calendar of Events.

## ACCOMMODATIONS / TOUR OPERATORS / RESTAURANTS

- Offer additional images per room-type
- Feature all services and amenities

### Tours

- Offer additional images per tour-type
- List packages and transportation

### Attractions

- Include packages, ticket pricing and events
- Post images and highlights

### Restaurants / Pubs

- Include your menu, live entertainment, schedules and features
- Offer additional images for meals and seating / interior

### Café Hot Spots

If you own a cafe or restaurant and you offer free wireless access to your customers, we offer you free exposure on GoBC. Request our GoBC Hot Spot stickers for your door to make it easy for travelers looking for wireless Internet access, and we will list you for free in our Hot Spot Directory.

## SYSTEM FEATURES AND BENEFITS

- Free Booking / Reservation Calendar (can be included on your own website)
- Use of GoBC's Events Calendar (promote / expose your business & area)
- Elect all applicable categories to increase your 'searchability' (SEO)
- Free BC Image postcards and gifts for your guests
- Free professional translation into German of up to 2,000 characters with initial set-up (for business listings only)

Additional Category listings in other areas of the site are available to you, should your business offer multiple services, e.g. spa / restaurant / tours.

Our Tour Planner is designed for people building their own itinerary. As they select regions and look for accommodation and activities, they will be brought straight to your listing for easy booking.

Maps galore—GoBC has worked to develop one of the most elaborate and efficient maps of BC available on the web.

Events Calendar is open to all businesses, community organizations, artists, Chambers of Commerce, tour guides etc. These entries support the attractiveness of your region. We encourage you to list.

We support Direct Links to your website (versus ineffective re-directed links), using our web-portal to enhance your search-engine exposure.

For tour and accommodation operators, the GoBC Availability Calendar has a free template that you can import and use on your website to display your bookings.

Secure client log-in permits you to update photos, change pricing or packages and execute many other functions.

Free set-up from the information you provide to us, or from your existing website.

Statistics – view online traffic of your listing at any time

Person-to-person technical and service support Monday – Friday, 9 am to 5 pm PST.

\* Prices in Canadian dollars. Prices subject to change without notice.

**GoBC Arts and Cultural Tourism Inc.**  
Sales and Marketing

**T** (250) 592-0546  
**F** (250) 592-0544  
**E** info@gobc.ca

740 Victoria Ave  
Victoria, BC V8S 4N3  
Canada

**www.gobc.ca**