

Deborah Liske

Subject: FW: Registration and Tourism Passport Reminder: 2019 Tourism Showcase -
Registration is Now Open!
Attachments: Register-Now-button.png

From: Victoria Guest Services Network <info@vgsn.ca>

Date: April 10, 2019 at 6:19:23 PM PDT

To: <barb.desjardins@esquimaltcouncil.ca>

Cc: VGSN Email <info@vgsn.ca>

Subject: Fwd: Registration and Tourism Passport Reminder: 2019 Tourism Showcase - Registration is Now Open!

Hi Barbara:

This is Cheryl from the VGSN (Victoria Guest Services Network), we met at the Destination Greater Victoria Marketing Morning Talk session last year. I had a brief conversation with you about what the City of Esquimalt offers to tourists to Victoria.

I would like to invite the Township of Esquimalt to participate our showcase this year on May 13th at the Conference Centre (1-6pm). We work with the city of Victoria and destination greater victoria to promote tourism industry in Victoria area. This year is our 23rd annual showcase and last year we had over 80 exhibitors (such as Tourism Victoria city of Duncan, Westshore, Tourism Cowichan, and Gulf Islands...), all our exhibitors are companies or organizations that offer products and services in tourism industry. We had over 600 attendees last year, and our attendees are members that are hotel and accomodation front line workers in Victoria area. Those who have direct face to face interaction with tourists coming to town and provide information and share their knowledge and experience with their guests directly.

The Township of Esquimalt has such as great location, and a lot to offer to tourists. Such as trails, and the North American oldest Japanese Garden, which is the such designer as the Japanese Garden in the Butchart Gardens. We would like to promote the city's attraction along with other sightseeing attractions in Victoria at the showcase this year. So that more of our front line workers know what to offer to their guests when they are looking for something with rich history and local experience!

The registration deadline will be next Monday and the registration fee for this year is \$180. You can go on our website to register and we are looking forwards to having the Township of Esquimalt at our showcase this year!

Cheryl Wang

Director

Victoria Guest Services Network (VGSN)

Bringing the best of Victoria to our guests

P.O. BOX 232, #110-174 WILSON ST, VICTORIA BC V9A 7N7
info@vgsn.ca | www.vgsn.ca

CORPORATION OF THE TOWNSHIP OF ESQUIMALT		
For Information:		
<input type="checkbox"/> CAO	<input type="checkbox"/> Mayor/Council	
<input type="checkbox"/>		
RECEIVED: APR 11 2019		
Referred: <u>Anja</u>		
<input type="checkbox"/> For Action	<input type="checkbox"/> For Response	<input type="checkbox"/> COTW
<input type="checkbox"/> For Report	<input checked="" type="checkbox"/> Council Agenda	<input type="checkbox"/> IC

----- Forwarded message -----

From: **Victoria Guest Services Network** <info@vgsn.ca>

Date: Mon, Apr 8, 2019 at 4:58 PM

Subject: Registration and Tourism Passport Reminder: 2019 Tourism Showcase - Registration is Now Open!

To: VGSN Email <info@vgsn.ca>

Dear Tourism Partners:

Thank you for your continuous support each year for participating our showcase. Below is some information about tourism passport and a reminder for this year's registration.

We had sent out an invite for this year's showcase two weeks ago, so far we have been receiving overwhelming response (over 50 registration, and dozen of new exhibitors).

This year's registration deadline will be **April 15th, 2019**. Spaces are limited (Max 90+), and we are looking forwards to seeing you at our showcase.

Registration information can be found below, if you would like to make alternative payment (cheque), please contact me directly for alternative arrangements.

Again, thank you for participating last year's showcase, please do not hesitate to contact us if your have any questions.

Regards

FREQUENTLY ASKED QUESTIONS

What is the Tourism Passport?

The VGSN issues a Tourism Passport to all front-line hospitality members that attend the Showcase. Tourism Passport holders receive complimentary admission for themselves and a friend to participating attractions in Greater Victoria, as well as discounts for out of town offers.

What are the benefits of participating?

When individuals experience a product or service first-hand, they can heedfully relate to it. Knowledge of their experience is then shared with others and recommended with confidence. Consequently, the Tourism Passport simulates booking referrals and word-of-mouth exposure, while at the same time, strengthens the relationship between tourism employees and business owners/operators.

The Tourism Passport is the primary incentive for front-line hospitality members to attend the Tourism Showcase.

How much does participation cost?

Participation in the Tourism Passport is complimentary and exclusive to exhibitors of the Tourism Showcase.

Can I set restrictions on my offer?

Yes, we want both attendees and participating businesses to benefit from the Passport. Therefore, we will work with you to establish parameters which make sense for your business (within reason).

Examples of restrictions could include: "only valid Monday – Friday and same-day reservations required" or "only valid on morning tours", etc.

How do I set restrictions?

Please enter them on your online booking form. A member of our team will contact you shortly to verify the information is correct. You will have the opportunity to proof your offer before we print the final. Please visit <https://www.vgsn.ca/passport-participation> to complete the online registration form.

Can I change my offer at a later date?

Once the Passports are approved for printing, all offers are final. We will verify all of the information with you before we approve printing.

When is the Passport valid from?

May 15th, 2018 – April 30th, 2019

I have other questions about the Tourism Passport....

Please reply to this email, or forward them to info@vgsn.ca – we're here to help!

Cheryl Wang

Director

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From: **Victoria Guest Services Network** <info@vgsn.ca>

Date: Mon, Mar 25, 2019 at 6:00 PM

Subject: 2019 Tourism Showcase - Registration is Now Open!

To: VGSN Email <info@vgsn.ca>

Dear Tourism Partners,

Registration is now open for the 23rd annual Tourism Showcase, hosted by the Victoria Guest Services Network (VGSN). The Tourism Showcase will take place at the Victoria Conference Centre on **Monday, May 13th**. As the largest tradeshow of its kind on Vancouver Island, this event will expose your company to approximately 600 hospitality employees from the region. Registering for an exhibitor table will give you the exclusive opportunity to connect with and educate the very people whom will be recommending your business to Victoria's visitors in 2019. The 2018 edition of the Showcase was the most successful to date.

2018 Showcase Highlights

- 84 exhibitor tables

- 32 passport offers
- Attractions, restaurants, education, vehicle rental, spas, retail, airlines, chambers of commerce, tour, resort, brewery & transportation companies were among those represented
- approx. 600 attendees (up from 490 the previous year)
- 517 VGSN Tourism Passports issued (up from approximately 460 the previous year)

During the Tourism Showcase, the VGSN issues the annual Tourism Passport to hospitality-employed attendees. The Tourism Passport provides excellent exposure to participating attractions while educating Victoria's front-line hospitality employees. Further, the passport offers an incentive for Showcase attendees to stay longer, and to speak with more exhibitors than they otherwise might consider. Participating businesses provide complimentary admission to the passport holder and a guest. Although participation in the passport is not mandatory to exhibitors, we highly encourage exhibitors to represent themselves in the passport. There is **No Cost** to participate in the Tourism Passport, and it will help our members to better understand and recommend your product and service after they gain the experience!

Registration for both the Tourism Tradeshow and the Tourism Passport is now available through our newly designed website (\$180 per exhibitor table). Please complete the appropriate booking forms which will redirect you to Paypal for payment. The deadline for registration is **Monday April 15th**, and the deadline to participate in the Tourism Passport is **Monday April 22nd** and spaces are first come first serve. You will receive a confirmation letter once you complete registration.

On behalf of the Board of Directors, I look forward to seeing you on Monday May 13th and am excited to work together to help make 2019 the best year yet for Victoria's tourism industry.

Regards,

The 2019 Victoria Guest Services Network Board of Directors:

- Cheryl Wang, VGSN Director, Comfort Inn & Suites Victoria
- April Utu, Vice Director, Pendray Inn & Teahouse
- Ron Kirstein, Secretary / Social Media Communications Officer, Van Isle Tourism
- Victoria Zsombor, Member of the Board, Delta Ocean Pointe Resort
- Michelle Mosher, Member of the Board, The Dashwood Manor
- Lena Wang, Member of the Board, Comfort Inn & Suites Victoria
- Mary Fang, Visitor Centre

Cheryl Wang

Director

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