

Destination BC Marketing Activity Calendar
2014 - 2015

	2014					2015											
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Global Ski Marketing 2014/15 season																	
North America consumer direct activities																	
Washington																	
California																	
Ontario																	
British Columbia, Alberta																	
Australia																	
UK, Germany, Japan, China																	
2015 Spring Summer																	
North America campaign consumer direct activities																	
Washington																	
California																	
British Columbia, Alberta																	
Australia																	
UK, Germany, Japan, China																	
CTC Consumer Campaigns																	
Australia																	
UK and Germany																	
China																	
Online Travel Agencies and Review Site																	
North America - all markets																	
Paid Search Marketing																	
North America - all markets																	
Overseas																	
Email Marketing																	
North America - all markets																	
Social Channels - all markets																	
Community Engagement, social content curation																	
Promotion of #exploreBC and #skiBC																	
Social Media activities - overseas markets																	
Coop Marketing with Tour Operators																	
North America																	
Australia																	
UK, Germany																	
Japan, China																	
Travel Media Trips and Familiarization Trips in BC																	
Ski/Winter																	
Spring/Summer/Fall																	
Travel Media Marketplaces																	
Canada Media Marketplace 2015																	
GoMedia Canada Marketplace 2015																	
Tradeshows																	
Canada's West Marketplace 2014																	
Rendez-vous Canada 2015																	
North America																	
Asia																	
Europe/South Pacific																	

Colour key: level of activity and investment:

Heavy

Medium or ongoing

Light