



# Klahowya Village in Stanley Park

2012

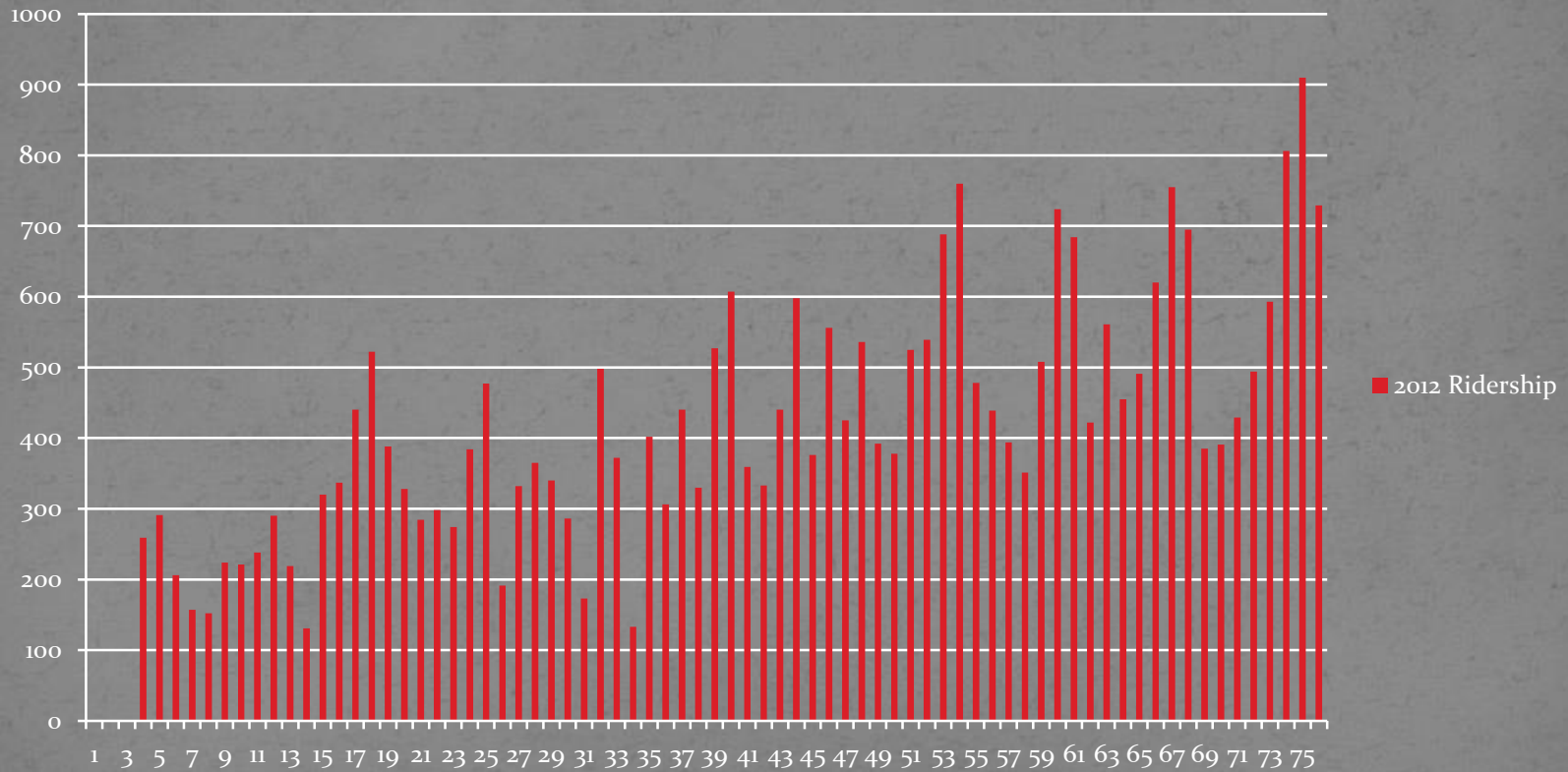


# The Results

Target: 27,500

Outcome: 30,950

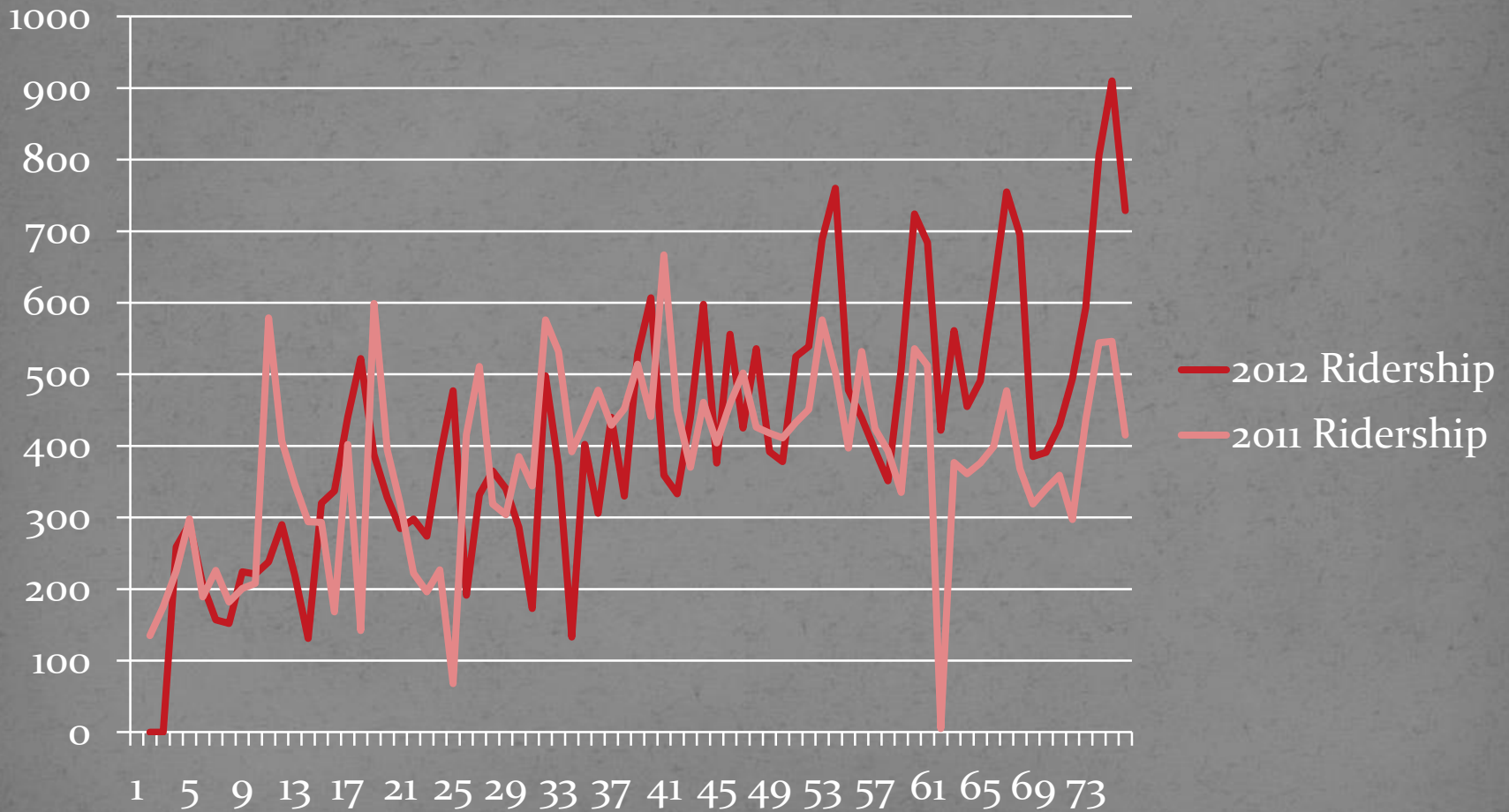
## 2012 Ridership





# Results

- 2011 vs. 2012



# Results

- New Elements
  - Sasquatch Story
  - Aboriginal Visitors Information Centre
  - Special Events weekends
  - Housing Story Boards
  - Artisan Village
  - Stage







# Results

- Marketing Tactics
  - Social Media
  - Marketing Tools/Advertising
  - Sales and Promotional Activities
  - Media Outreach
  - Radio Broadcast
  - Travel Trade



# Results

- As a marketing campaign for AtBC and its stakeholders, Klahowya Village generated:
  - 2700 Facebook fans with a total reach of 548,000 people
  - 15 videos and hundreds of photos
  - More than 12,000 views of the Klahowya Village website
  - Advertising on bus wraps, Park maps, TV commercial, banner ads (90,00+ views)
  - More than 75 partnerships with local concierges, hotels, tour operators, industry partners, visitor centres, RDMOs
  - 9 published stories about Klahowya Village, Aboriginal Tourism and several stakeholders
  - Public service announcements on the Beat, the Peak, Global BC and Shaw TV