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NATIONAL

Brand Canada



OTTAWA

Striking the Right Note

RENDEZ-VOUS CANADA

Saskatoon Wrap-Up

PRINCE EDWARD ISLAND

Follow the Winding Road



Out 'n' About, Eh!

Two Awards for Golf Vancouver Island

Golf Vancouver Island, a marketing consortium of 10 golf courses, 22 accommodation partners and five transportation partners, has captured two Tourism Vancouver Island industry excellence awards. The award winners were announced at a gala ceremony held during Tourism Vancouver Island's annual general meeting and conference in May.

For its innovative Vancouver Island Golf Trail, Golf Vancouver Island took the Raising the Bar Award, which recognizes a business or organization that has developed or renewed a tourism product or package that captures the attention of travellers and thus increases the desirability of the Vancouver Island region as a destination. The Vancouver Island Golf Trail offers travel itineraries throughout the island. Popular stops on the trail include Fairwinds Golf Club in Nanoose Bay, Arbutus Ridge Golf and Country Club in Cobble Hill, Morningstar International Golf Course near Parksville, Crown Isle Golf Resort in Courtenay, Bear Mountain Golf and Country Club near Victoria, and the recently revamped Pheasant Glen Golf Resort in Qualicum Beach. The Golf Trail packages include everything from accommodations and airfares to tee times and ferry reservations. Golf Vancouver Island also captured the Multi-faceted Advertising Award, which recognizes a business or organization for

its innovative use of various forms of advertising mediums in a campaign and was successful in attracting travelling consumers to their business or organization. Golf Vancouver Island was singled out for its Spring Golf Show series in Canada and the United States. Before each of the six consumer golf shows they attended, the organization sent email invitations to Emerald Club Members and used radio, newspaper and web media to promote the golf show. Sales figures for the period of January to March 2005 were up significantly over the same period in 2004: Hotel nights were up 62 per cent, golf rounds up 48 per cent, and packages sold up 39 per cent.

Golf Vancouver Island is owned and operated by the courses themselves. 🍁

For Information

www.golfvancouverisland.ca

