



Sunshine Coast Tourism

Who we are

We are a non-profit member-based destination marketing organization (DMO) marketing the Sunshine Coast, BC to the rest of the world. We are a young DMO with a passion for the Sunshine Coast and promoting its many attractions and natural gems. Formed in 2007, our mission is to build a strong tourism economy on the Sunshine Coast consistent with the values of its residents. We do this through:

- Shoulder season marketing campaigns including magazine, newspaper, radio, and online advertising
- Attendance at consumer & media trade shows
- Daily conversations via social media with over 10,000 followers
- Quarterly newsletters to over 1,500 off-coast subscribers
- Averaging more than 15,000 website visits per month
- Distributing lure brochures in Visitor Centres across BC, AB & WA, as well as, ferries and airports.

Sunshine Coast Tourism represents more than 250 members who own, manage and operate properties, businesses, and organizations including: accommodations, tour and activity operators, festivals and events, restaurants, visitor services, and retail shops. Our funding model is a 50/50 partnership between public and private resources. Every membership directly affects the size and reach of our marketing campaigns and media efforts. We cannot exist without the support of our members.

Media representation

With a dedicated staff member devoted to communications and media representation, we work hard to increase awareness and raise the profile of the Sunshine Coast. In 2 years, the Sunshine Coast has been featured in over 400 articles and blog posts including every major newspaper in Canada. This coverage is worth hundreds of thousands of dollars when you translate the editorial coverage into advertising dollars. Coaster's Corner is our media newsletter delivering story ideas, itineraries, news and events to travel, lifestyle and culinary journalists to entice them to visit and write about the Sunshine Coast.



WWW.SUNSHINECOASTCANADA.COM

Membership benefits

- Website listing in our online Member Directory promoting your business with contact information, website and social media link, photos, and description
- Advertising your special or promotion on our popular Specials web page
- Discounted cooperative advertising opportunities in print, online and radio campaigns and industry trade shows
- Exposure in our social media network buzz on Facebook, Twitter and Pinterest
- Access to educational workshops, business development events and informative newsletters
- Inclusion in media hosting and itineraries
- Knowing you are helping to market the Sunshine Coast

“THE ART OF LIVING WELL”

Membership investment

Business Membership: \$175.00 / year

Accommodators: \$175.00 / year + \$10.00 / room per year

Non-Profit Associations: \$85.00 / year

Invoices are available and payable by cheque or online payment with PayPal.

How to join

Want to sign up or learn more?
Email info@sunshinecoastcanada.com.

We hope you will join in the effort of promoting the Sunshine Coast by signing up today!

Sunshine Coast Tourism

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