



TOURISM · CANMORE · KANANASKIS  
MOUNTAINS OF ADVENTURE

## 2012 Membership Services

Tourism Canmore Kananaskis membership renewal is currently underway. Membership fees have increased for the first time in 13 years and the duration of membership will be 15 months (October 1, 2011 to December 31, 2012) to align with our fiscal year.

### Full Membership

- Live link on TCK marketing website
- Vacation planner listing
- Unlimited buy-in to marketing initiatives
- Inclusion in media visits
- Further media relations exposure conducted through Travel Alberta and Canadian Tourism Commission
- Receive 3<sup>rd</sup> party media and marketing leads from TCK
- Represented in media materials
- Participation in trade fairs
- Representation and participation in trade and consumer shows
- Brochures displayed at TCK VIC
- Buy-in opportunity for TCK VIC digital display
- Opportunity to display art or items at downtown VIC
- Free attendance at lunches, social, business to business and networking events
- Voting privileges
- Participation in business recognition programs
- Participation and presence at community events
- Participation at TCK booth at Canmore Farmer's Market
- Member news content to be included in monthly newsletter
- Reduced buy-in opportunities for select publications
- TCK to provide industry news and statistics

### Premium Membership

All the full membership benefits

*plus:*

- 15 month VIC digital display (\$2250 value)
- Attendance at one consumer show with TCK (\$600 value)
- 1/5 page advertisement in TCK vacation planner (\$800 value)



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**NON-ACCOMMODATION MEMBERS**

	Seasonal and year-round business and attraction Canmore Kananaskis and out of town
<b>Full</b>	\$500
<b>Premium</b>	\$2,000

**ACCOMMODATION MEMBERS**

	<b>Hotel:DMF</b>	<b>Hotel: Non-DMF</b>	<b>Hotel: 50 kms beyond TCK boundaries</b>	<b>Hostel</b>
<b>Full</b>	\$0	\$30/room (min. \$500)	\$350*	\$500 + \$30/ private room
<b>Premium</b>	\$1,000	\$30/room + \$1,500 (min. \$2,000)	N/A	\$2,000 + \$30/ private room

*\*Amended membership for those outside of TCK boundaries will include a brochure rack in TCK VIC and membership will not include access to media visits, sales initiatives or marketing campaigns.*

**MULTI-OPERATIONAL (3 or more onsite businesses)**

<b>Full</b>	\$1500 or \$1000 + \$30/room
<b>Premium</b>	\$4,000*

*\* Premium includes 3 1/5 page ads in vacation planner, 15 months VIC digital display and one business attendance at one consumer show.*

**MEMBER CONSORTIUM**

<b>Full</b>	\$500
<b>Premium</b>	\$2,000

*One lead contact and one single call to action on marketing materials including website, brochures, etc.*

**EVENTS**

<b>Full</b>	\$250 per event
<b>Premium</b>	N/A

Tourism Canmore Kananaskis membership renewal, applications and inquiries can be directed to:  
**Tulene Steiestol, Manager Member Services and Media Relations 403 678 0030 • [tulene@tourismcanmore.com](mailto:tulene@tourismcanmore.com)**