



WANT TOURISTS TO TRY YOUR BUSINESS?

WE CAN MAKE THAT HAPPEN!

If you are like most business owners, you are forever challenged to know how your customers hear about you. You want to spend your marketing dollars and efforts wisely, striving to get the "best bang for your buck."

You also know that word-of-mouth marketing is the best form of marketing, and usually it is the least costly.

With these business facts in mind, we would like to introduce you to a group of business owners who are in a position to spread the word about your business in the community, but especially to tourists.

The Comox Valley B&B Association is a group comprised of nearly 20 properties--from Buckley Bay to Black Creek.

As you may know, one of the primary benefits of a B&B experience, from the guest perspective, is local knowledge. **B&B owners are in the position to take the trial-and-error out of their guests' experiences by recommending tried-and-tested businesses in the area...talking about the experience, the products, or the food.**

To that end, we are inviting you to participate in our **Concierge Program**, so you can get more referrals of tourists who visit the Comox Valley.

The program is very loose and intended to work for you...to send business your way that you can actually track. You can choose to just work with the B&Bs in your immediate area or our group as a whole.

Here are some ideas of how you may choose to participate, but know we are open to your ideas, too.

1) Invite B&B owners to "try" you so they can say they have been to your business, not just know about it.

Examples: One restaurant invited B&B owners to enjoy a complimentary meal (up to two per B&B) through the redemption of a letter. Another offered a 2-for-1 option.

A whale-watching tour boat invited members to come on any tour as long as they were not sold out.

An artist put framed photos in a B&B for guests to ask, "Oooh, who took that?"

2) Host a reception or open house before the busy season so owners can see what you offer or even sample/experience it at reduced or no cost.

3) Create a coupon, business-card size card, gift certificate with an offer on it and a place to write the B&B name.

B&B owners can give these to guests. At some point in the future, you may want to then "thank" the B&B owner with a freebie if a lot of cards come from a particular property, but that is up to you.

4) You can also create a more formal version of this, with an offer to the B&B owners, such as "For every X-number of guests you send us (or parties), you (the B&B owner) get a ____."

You get the idea. Get our members into your business and then arm them with trackable marketing pieces that they can provide to guests.

Our owners want to refer business to businesses they have tried, and you want good word-of-mouth marketing that you can track.

If this nearly free marketing concept appeals to you, please contact Carolyn at Two Eagles Lodge ([250-335-2342](tel:250-335-2342) or HaveFun@TwoEaglesLodge.com) and discuss the details of your participation in our Concierge program.

Together, we can make memorable experiences for those who come to the Comox Valley, hoping they return and tell others about our slice of paradise in the meantime.

Best wishes for success during another summer season in the Valley.

The Comox Valley B&B Association