

AtBC  SocialMedia

Social Media is a process whereby people engage in conversations online.

**Social Media is the new
“word-of-mouth”
advertising.**



With 10 iterations

**1024 people would be a
part of the conversation**

Social Media Version

**You have 100 people
in your network and
they each have 100
people in their
networks**

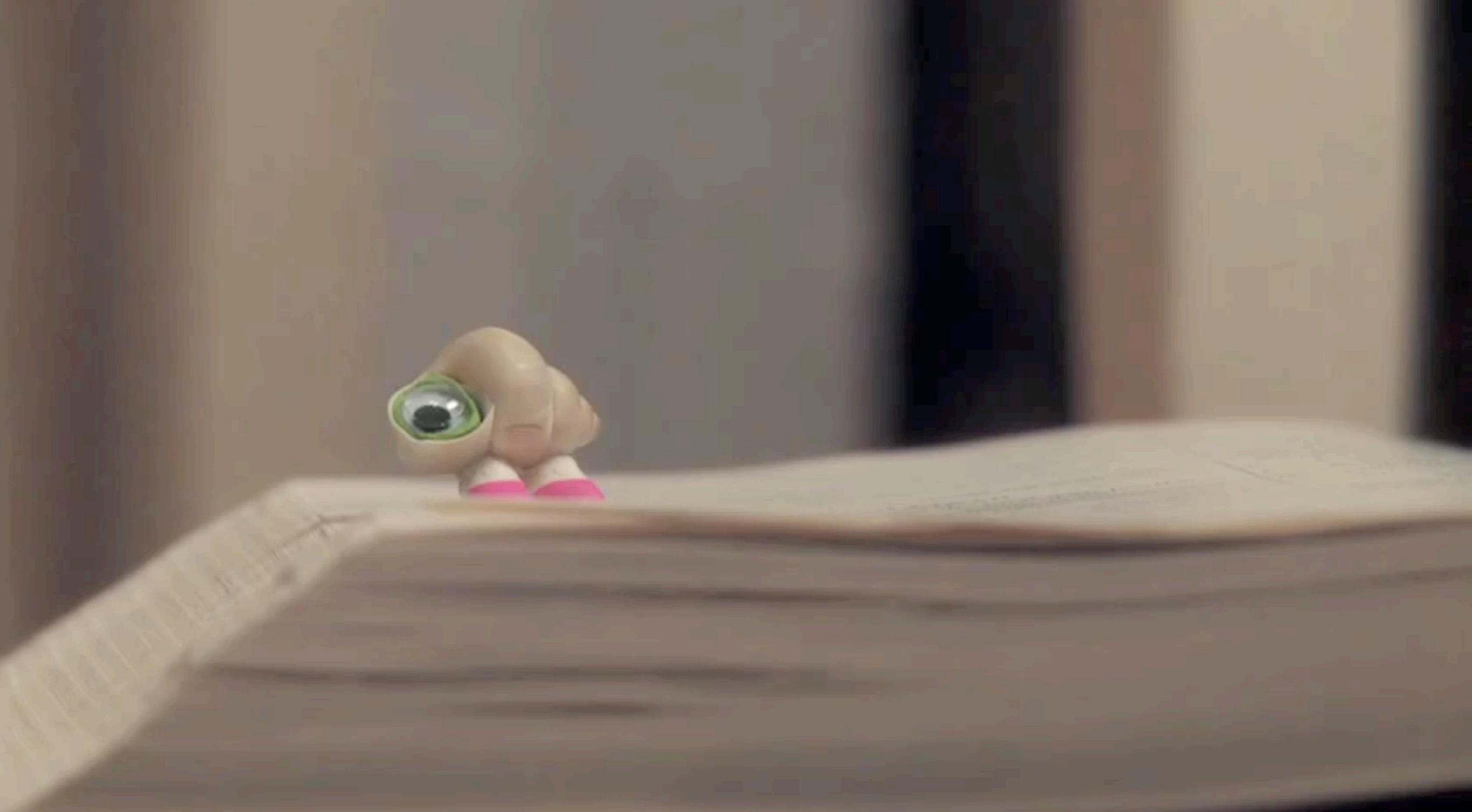
Social Media Version

**If only 10% of your
network passes on
the message....**

Social Media Version

**you will reach 1000
people in the first
iteration**

**Social media has
huge potential!**



Marcel the Shell with Shoes On
Viewed 700,000 times in 3 days

**Social media has
huge potential!**

facebook.

You  Tube

flickr

 tripadvisor

twitter

Linked  in

**Two years ago social
media activity was
optional for your
business.**

**Today - social media
activity is essential
for your business.**



It's too new.

Takes too much time.

I don't understand it.

It's too hard.

**You used to say
the same things
about email!**



Email is not hard.

**Social media
is not hard.**

**AtBC is committing to
providing Marketing
Stakeholders with:**

One-on-One Support

+

Regional Workshops

**Starting
January 2012**

facebook.

You  Tube

flickr

 tripadvisor

twitter

Linked  in

**AtBC has a vision for
social media in BC's
Aboriginal cultural
tourism industry.**

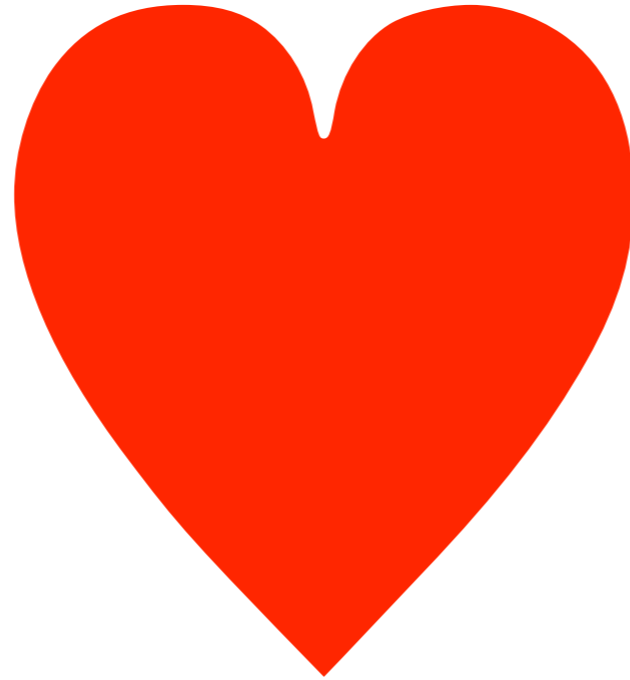
**The best
tourism industry
communication and
support network in
Canada.**

Stakeholders. Staff.
Directors. Travel Trade.
Travel Media. DMOs.
Non-Aboriginal
Tourism Operators.
Government.

**AtBC is committing
staff time to daily
social media activity.**

**Starting
December 2011**





Linked 

**The best network of
engaging tourism
content in Canada.**

Events. **Promotions.**

New Products.

Reviews. **Videos.** Images.

Moments. Contests.

**AtBC is committing to
formalizing a
comprehensive social
media strategy.**

**Complete
January 2012**

**Social media will be
integrated into all
of our marketing
campaigns in
2012-2013**

**Customers will
discover your
business via social
media.**

**Success stories from
the Klahowya Village in
Stanley Park.**



Klahowya Village in Stanley Park

#7 Attraction in Vancouver

**#2 Commercial Tourism
Destination in Vancouver**


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Klahowya Village in Stanley Park

 9

[Photos \(26\)](#)

#7 of 160 Attractions in Vancouver

52 Reviews | 91%

 Type: Educational Sites
Cost: Free

 Pipeline Road
Stanley Park Vancouver, British Columbia V0R 1S0
Canada
778-968-1070
<http://www.aboriginalbc.com/klahowya-village>
info@aboriginalbc.com

Owner description: The Klahowya Village in Stanley Park will be closing for the summer at 6PM on Monday, September 5, 2011. The Klahowya Village in Stanley Park in Vancouver, British Columbia is an authentic Aboriginal tourism experience like no other you've seen. We welcome you to visit, celebrate and experience our vibrant culture through song, dance, art and cuisine! Cultural tours and demonstrations as well as storytelling and performances are available daily. The General Admission fee for the Klahowya Village is waived with the purchase of a Spirit Catcher Train ticket. [less](#)

Reviews you can trust

 Sort by [Date](#) [Rating](#)
[English first](#)

1-10 of 52

< 1 2 ... 6 >


 May H
Vancouver, Canada
1 review

"This should be in Xwayxway all the time"

 Reviewed September 25, 2011 **NEW**

My husband and I and our grown-up daughter spent a sunny afternoon at the site - visited last year as well. We spent most of our time in the Métis exhibit and were privileged to have a few minutes chatting with the artist with his sculpture installations. The story-telling on the train ride was as much fun for us as...

[more](#)

"This should be in Xwayxway all the time"

 May H
Sep 25, 2011

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10/7/2011	10/9/2011	2

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Get the best picks for where to eat, sleep, and play.

OVER 85,000 DESTINATIONS

23 REVIEWS & OPINIONS PER MINUTE



Klahowya Village in Stanley Park

**Sold over 1000 packages
in 2 days.**

Vancouver

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Klahowya Village in Stanley Park – Stanley Park

Spirit Catcher Train Ride. Three Options Available.

from **C\$10**

No Longer Available

Value	Discount	You Save
C\$20	50%	C\$10

[Give as a Gift](#)

This deal ended at:
11:59PM
08/02/2011

Over 1,000 bought



The deal is on!

Tipped at 6:32AM with 25 bought

[Send](#)[Like](#)[81](#)

Highlights

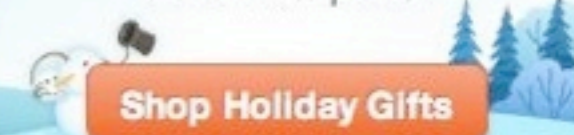
- 13 min. ride through Stanley Park on a covered mini train
- Family-friendly storytelling
- Explore Klahowya Village

The Fine Print

Expires Sep 5, 2011
 Limit 3 per person. Valid only for option purchased. Children must be 17 or younger for family options. Immediate family members only for family options.
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Killer!

- Jenny Mack, Groupon

AtBC  SocialMedia

One-on-One Support
+
Regional Workshops
+
Daily Activity
+
Social Media Strategy

AtBC  SocialMedia

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