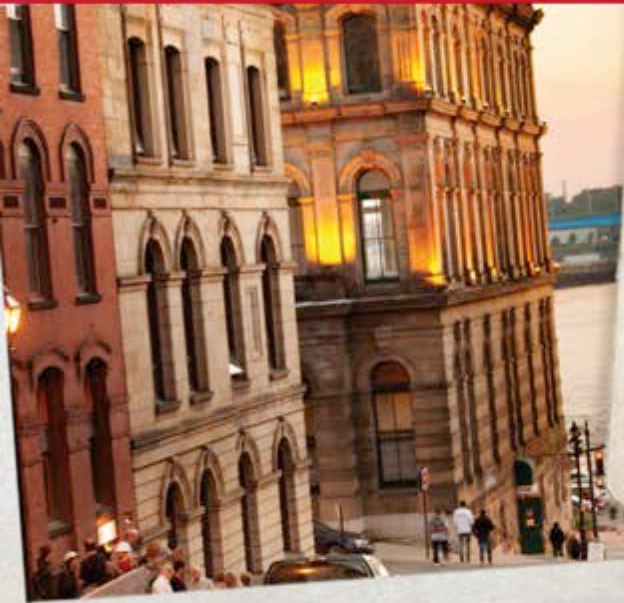




SAINT JOHN

Expect only to be delighted.



Packaging

# Why Packages?



# Why Packages?



- Moving potential visitors further down the path to purchase by offering time specific/price specific opportunities to come to Saint John.
- Opportunity for Discover Saint John to showcase more of their members to potential visitors.
- Opportunity to encourage potential visitors to spend more and stay longer or return, based on the various package opportunities available.

# Package Development Criteria



# What constitutes a package?



A package promoted by Discover Saint John is an offer that is of significant value to the visitor, either by:

- 1) Being something that otherwise would not be available to the visitor; or,
- 2) Representing a significant cost savings for the visitor.



# What constitutes a package?



A minimum discount value would be associated with each package:

- This value needs to be a significant enough savings that visitors would be more inclined to purchase the package, over purchasing the items included separately.
- A minimum perceived value of a 10% savings for the visitor will be the threshold for package participation.

# Who is eligible to participate?



## Industry Members of Discover Saint John.



# Number of Participants



A package must be a partnership between MORE THAN ONE member of Discover Saint John.

Participants can participate in more than one package, but each package must represent a different theme.



# Number of Packages



The number of packages will not be limited, as long as they are of significant value, and specific enough, to:

- 1) Be meaningful to the visitor purchasing the package;  
and,
- 2) Be represented under a specific package theme.

# Package Logistics



# Types of Packages



- With Accommodations
  - Includes a form of accommodation.
  - Fits one of the themes.
  - Provides purchaser with a cost savings on activities and accommodations (one or multi-night).
  
- Without Accommodations
  - Does not include an accommodation.
  - Fits one of the themes.
  - Provides purchaser with a cost savings on activities.

# Event Specific Packages



- Event must be happening in Saint John.
- The host of the event must be a member of Discover Saint John.
- Event must be of interest to a broad audience:
  - Only happening in Saint John or of significance to the visitor.
- Awareness of the event and package availability must be developed at least 3 months prior to the start of the event.

# Package Themes



Suggested themes:

- Culinary/Food & Drink
- History & Culture
- Entertainment, Festivals and Sporting Events
- Outdoor
- Romance
- Family Fun
- Spa/Relaxation
- Girls Weekend
- Seasonal Getaway
- Shopping



# Package Tracking



- Packages will need to be purchased from one of the participating vendors and tracked.
- It is suggested that packages would be purchased through the package participant who is representing the majority of the package in terms of costs – in many cases this will be the accommodations provider.

# Package Submission



# Application Process



- Application must be submitted and approved before the package is promoted by Discover Saint John.
- Applications will need to be submitted by the end of April 2014 for review in time for inclusion in a promotional piece for 2014.



# Approval Process



- Packages will be reviewed within one week of their submission.
- Packagers will know whether their package was approved within two weeks of their submission.

# Package Promotion



# 2014 Package Promotion



- A printed piece that will be sent to visitors with mail-out requests.
- A new section on the DSJ website, located in the drop down menu in the Accommodations and/or Things To Do sections.
- Online promotional tactics through the 2014 Mass Marketing Campaign.

Thank you.

Enjoy the Workshop!

