EXIT THROUGH THE GIFT SHOP

1. “I was on a mountain behind Machu Picchu, checking out the view and thinking about my trip. And I just thought, ‘this has been the time of my life . . . I want to be able to work and travel, whenever I want, whenever I want.’”

2. “[I was surprised by] how kind everyone is all over the world and how willing people are to help you. Honestly, I asked and received so many times . . . Whether it was hitchhiking across countries or asking for help translating, so many experiences were made possible thanks to the help of others.”

3. “Our goal in sharing our story is always to help other local businesses enter the market. It’s a competitive industry, so that may seem surprising, but we know that without our local partners and community we would not succeed. Learning and reciprocity is at the heart of what we do.”

4. “I believe in experiences, those moments that make one’s life prettier. Today my ‘product’ is people, whether that’s locals or tourists, and I love it.”

5. “Customer perception is reality, in the world of service.”

6. “We do have incredible gardens and a vibrant, iconic Inner Harbour, but tourism isn’t something that just ‘happens’ because these things are here.”

7. “My feeling is, why would you need to cook when there are world-class restaurants that are brought to your door?”

Name one business in this issue that uses the idea of the “sharing economy.”

BONUS

Have you read this issue cover to cover? Pair the quotable phrase with the article it came from.

Q & A with travel marketer NEAL BUTTERFIELD

W ith more than 22,000 people directly employed by the tourism industry in Greater Victoria, the sector is undeniably a key driver of the local economy. Some of the city’s popularity with travellers is due to its unique history and temperate climate, but there are also organizations dedicated to ensuring Victoria remains top of mind as a year-round destination.

Michelle Butterfield, BCom ’14, in her role as content marketing specialist at Tourism Victoria, supports the organization’s objectives through strategic use of their digital marketing channels. Business Class met up with Butterfield to get a feel for the shape of her days as a digital storyteller in this booming sector.

Q What is one mark of “success” in your current role?
A Success to me means that someone who was not aware of Victoria is now considering booking their next vacation here, or that someone who has already been to Victoria is compelled to return. Part of my role is to use social media and platforms such as TripAdvisor to tap into traveller conversations. This is hugely important in understanding what questions travellers are asking, and connecting with them through inspiring visuals and stories. When I’m successful, it’s because I was able to deliver the right information to the right people at the right time, motivating them to visit and making it as simple as possible to book their trip.

Q What have you learned about Victoria through marketing it to visitors?
A Victoria is widely known as a tourist destination, but since being at Tourism Victoria my eyes have been opened to what a fundamental economic driver it is for our city. We do have incredible gardens and a vibrant, iconic Inner Harbour, but tourism isn’t something that just “happens” because these things are here.

There is a ton of work that goes into driving year-round visitation. As a member-based, not-for-profit organization, Tourism Victoria promotes more than 950 business members with the ultimate goal of cementing the city as a must-visit destination. Victoria also has some of the best marketers, meeting planners and researchers who work hard to make sure that Victoria remains a compelling, differentiated place to visit.

Q What elements of your education at Gustavson contributed to your current success?
A The wonderful thing about the Gustavson program is that it allows students to take classes in a broad range of topics before choosing an area of specialization. I took everything from operations and marketing to finance and accounting. Through this, I realized that I love the creativity of marketing and the science of market research, both of which I put into practice every day in my current position.

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