



WestCoast Treasures cdrom

CD-ROM Vacation Planner Guide for British Columbia
Just The Facts

WestCoast Treasures cdrom - Vancouver, British Columbia

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The Customer

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1. Who are our customers? They are:
Vacationers from abroad (International visitors to BC. (China).)
Vacationers from other provinces
People moving to British Columbia
Convention Planners
People of all ages (16 - 60) including students and researchers
Retirees, Baby-Boomers
2. The person most likely to buy our product?
Travel Agents, Car Rental Companies, RVers?
Adventurers
Real estate agents (gift package)
Cruise ship Passengers
3. Why should they want to buy our product?
Clearly the content
Canadian Made
Momento of visit to B.C. or a gift for a loved one at home
Easy to use
Chaulk-full of British Columbia information
One-of-a-kind product
Convenient for the whole family
Have disposable Income
A new method of vacation planning
Always available for vacation planning off-line
Educational
The CD brings the province together in one amazing platform
Everyone will find the CD convenient and educational

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