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Ms. Robin Thompson  
*Director of Meeting & Convention Sales Development*  
*Canadian Tourism Commission*

May 1, 2011

Dear Ms. Thompson,

As requested ALMS, *Always Love My Stay*, has prepared a proposal for a Vancouver familiarization trip for the group visiting from the San Francisco Bay Area, scheduled for July 29th - 31st, 2011. Vancouver is the prime destination to gain the entire Canadian West Coast experience, and ALMS believes that our Amazing Race theme will be a great fit. From all the specifics that were provided earlier about the ten corporate meeting planners, we have taken the information into consideration and have selected our partners based on their needs.

This package includes the following:

- Partner selection
- Theme elements
- Activity description
- Program itinerary
- Detailed itinerary
- Detailed budget
- Follow-up plan

We look forward to hearing from you soon. If you have any questions regarding this information please do not hesitate to contact our office at 604.285.9999.

Sincerely,

Ashley, Laticia, Megan and Stephanie

*Always Love My Stay*

# Program Grid

	<u>DAY 1</u>	<u>DAY 2</u>	<u>DAY 3</u>
<u>MORNING</u>	<ul style="list-style-type: none"> <li>• Depart San Francisco</li> </ul>	<ul style="list-style-type: none"> <li>• Breakfast at Ginger before site inspection of the Shangri-La Hotel</li> <li>• Begin “Amazing Race”</li> <li>• Transfer to Vancouver Art Gallery (site inspection)</li> </ul>	<ul style="list-style-type: none"> <li>• Breakfast at Giovane at the Fairmont Pacific Rim</li> <li>• Continuation of the “Amazing Race”</li> <li>• Site inspection at the Teat House Restaurant in Stanley Park</li> <li>• Private Cirque du Soleil performance</li> </ul>
<u>LUNCH</u>		<ul style="list-style-type: none"> <li>• Site inspection and lunch at Bridges Restaurant</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch at the Tea House and site inspection</li> </ul>
<u>AFTERNOON</u>	<ul style="list-style-type: none"> <li>• Arrival at YVR and transport to Shangri-La Hotel in Vancouver</li> </ul>	<ul style="list-style-type: none"> <li>• Continuation of the “Amazing Race”</li> <li>• Site inspection of the Granville Island Hotel</li> <li>• Back to Shangri-La Hotel for free time downtown</li> </ul>	<ul style="list-style-type: none"> <li>• Final clue to the “Amazing Race” is given</li> <li>• Site inspection of event venues</li> <li>• Special guest meet and greet</li> <li>• Transfer to YVR for departure to San Francisco</li> </ul>
<u>DINNER</u>	<ul style="list-style-type: none"> <li>• Cocktails at the Shangri-La lounge</li> <li>• Dinner at Market</li> </ul>	<ul style="list-style-type: none"> <li>• Dinner at the Boathouse</li> </ul>	
<u>EVENING</u>	<ul style="list-style-type: none"> <li>• Cocktails and live jazz music at O’Douls</li> </ul>	<ul style="list-style-type: none"> <li>• Board luxury yacht and enjoy the Celebration of Light from English Bay</li> </ul>	

# Itinerary

## *Friday, July 29th 2011*

11:00 AM - Individual departures out of SFO airport.

3:45 PM – Meet and Greet at Vancouver International Airport, Suburban pick-up.

4:30 PM - Check into Shangri-La hotel, and guests settle into their rooms.

5:20 PM - Cocktails in the Shangri-La Hotel lobby lounge before dinner.

6:30 PM - Dinner at Market by Jean-Georges at chefs table. (Vegan Entrees will be supplied)

8:30 PM - Transfer from hotel to O'Douls Restaurant on Robson

9:00 PM - Cocktails and live Jazz music at O'Douls

11:30 PM – Shuttle back to hotel, guests will receive a Shangri-La branded waterproof jacket as a turndown gift.

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## *Saturday, July 30th 2011*

8:00 AM - Breakfast at Ginger (lobby of Shangri-La Vancouver)

9:45 AM - Site inspection at the tallest building in Vancouver, the Shangri-La Hotel.

10:55 AM - Guests will be divided into 2 teams and the Amazing Race rules will be explained. First clue will be given and reads “I am the old Provincial Courthouse Building and am home to over 200 Emily Carr pieces.”

11:10 AM - Transfer via team shuttles to the Vancouver Art Gallery (VAG). Each member of the first team to arrive will win a Soapstone Inukshuk provided by the UBC Museum of Anthropology.



11:30 AM - Site inspection of the 5th largest Art Gallery in Canada with the VAG Rental Coordinator.

12:15 PM - Shuttle will take guests from VAG to Bridges Restaurant on Granville Island where guests will be given a tour of the meeting space and sample menus.

12:30 PM - Lunch at Bridges Restaurant. (Vegan Entrees will be provided)

2:00 PM - Clues will be given to the teams reading "Take a shuttle to the Islands favorite brewery and take the brewery tour. After completion of tour, next clue will be given".

2:45 PM - After completion of the tour a clue reading "Hop in your shuttle and travel to the Island's only hotel" will be handed out. The first team to arrive at the Granville Island Hotel will all win Hudson's Bay Company Multi Stripe Point Blankets.

3:00 PM - Site inspection at the Granville Island Hotel will take place.

3:30 PM - Free time to explore Granville Island.

4:30 PM - Shuttles take guests back to Shangri-La Hotel for free time or shopping at Pacific Centre.

6:00 PM - Shuttles depart for dinner at the Boathouse English Bay, for a private rooftop dining experience. (Vegan Entrees will be provided)

7:30 PM - Guests will be shuttled to waiting Spirit of Twenty Ten, a luxury yacht, where they will be treated to cocktails, hors d'oeuvres and music, while they tour English Bay and the surrounding area while waiting for the Celebration of Light to begin.



10:15 PM - One of Vancouver's favorite summertime activities starts, the 21st Annual Celebration of Light.

11:30 PM - Yacht docks and guests will board shuttle to hotel.

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*Sunday, July 31st, 2011:*

8:30 AM - Breakfast at the Giovane at Fairmont Pacific Rim and after breakfast guests are invited to walk around the Pacific Rim hotel.

9:45 AM - Clue will be given to teams after loaded into the shuttle. Clue reads "Travel to the Gardens named after the Father of Modern China". Teams will travel to the Dr. Sun Yat-Sen Classical Chinese Garden. Each member of the first team to arrive will receive \$250 to spend on classical Chinese gifts in the gift shop.



10:00 AM - Site inspection of the Ming-Dynasty style Chinese garden rental venue.

10:45 AM - Shuttle to Cirque Du Soleil tent.

10:55 AM - Private presentation and behind the scenes look at Cirque Du Soleil show "Totem"

12:15 PM - Shuttles to the Tea House Restaurant in Stanley Park. Upon arrival, guests will have a short site inspection of the many different venues at the Tea House.

12:30 PM - Lunch at the Tea House. (Vegan Entrees will be provided)

1:45 PM - Teams will load into shuttles and be given final clue, reading "Stay within in the Park and come find me! - Baby Beluga". The first team to arrive at the Vancouver Aquarium will receive Canadian Flag Lululemon hoodies.

2:00 PM - Guests will receive a site inspection of the vast array of event venues offered by the Vancouver aquarium.

2:30 PM - A stop will be made at the beluga tank where guests will have the option of getting up close and personal in an encounter with either the Belugas or Sea Otters.



3:30 PM - Shuttles depart for Vancouver International Airport.

# Event Description

This familiarization trip will have a central theme which plays upon the idea of the reality TV show, The Amazing Race. ALMS's Amazing Race will begin on the second day of the trip, when trip attendees will be divided into two teams, each with their own shuttle SUV. The Amazing Race activity allows guests an opportunity to meet and better get to know each other, while also providing them with a fun way to experience and learn about the city of Vancouver.

On the second day, the teams will be given three clues which they must decipher together. The three clues will take them to three of Vancouver's favorite attractions; the Vancouver Art Gallery, Granville Island Brewery, and Granville Island Hotel. Each member of the first team to arrive at the Vancouver Art Gallery will receive a Soapstone Inukshuk, provided by the UBC Museum of Anthropology. From here all guests will partake in a site inspection of the Vancouver Art Gallery. After arriving at the Granville Island Brewery, all teams will be invited on the brewery tour before heading off towards their next clue, which leads them to the Granville Island Hotel. The first team to arrive at the Granville Island Hotel will be awarded with Hudson's Bay Company Multi Stripe Point Blankets for each of its members. From here attendees will perform a site inspection of the hotel before having free time to walk about the island and experience it for themselves.

On the third and final day, teams will load their shuttles after breakfast to receive their next clue. The clue will take them to the Dr. Sun Yat-Sen Classical Chinese Garden, where all teams will be able to experience the Ming-Dynasty style Chinese Gardens. The first team to arrive will each receive a \$250 gift card to be used in the gift shop. After lunch at the Tea House, teams will board the shuttles again, and be given their final clue. This final clue will lead teams to the Vancouver Aquarium, where the members of the first team to arrive will each receive Canadian Flag Lululemon Hoodies. When all guests arrive at the aquarium they will take part in a site inspection, before getting up close and personal with Vancouver Aquarium's own Beluga Whales and Sea Otters.

Our goal is for all guests to leave with a wonderful experience that they can share with their friends, family, and clients. We hope that through the Amazing Race we are able to showcase some of the best and most fun elements that Vancouver has to offer.

# Theme Elements

## *The Amazing Race*

One of the most innovative and popular reality TV series is now available for our teambuilding needs in the Vancouver area. The newest in our series of trips is, “The Amazing Race”, an outstanding teambuilding and FAM trip event combining communication skills, planning, strategy, friendly competition and teamwork. Anyone can participate as no special skills, athletic ability or experience is required. This popular and unique event is available 12 months of the year; therefore seasonality is not an issue.

**Suggested Items:** Camera, daypack, sunglasses, sunscreen, notebook, pen, water bottle

**Suggested Clothing:** Comfortable casual clothes and shoes

**Difficulty:** Easy

**Guide Information:** Experienced volunteer facilitators will be your Amazing Race Hosts stationed at each check-point to help assist teams and to provide them with the next clue. Clue Cards are important because these are given to the players and contain clues for the next destination. You can create riddles for them to guess on the next location or be poetic in giving the instructions.

**Weather Information:** Summer temperatures range between 15 and 25 degrees Celsius.

**Directions:** Trail markers that will be shown to the teams will be along the driving routes to ensure teams that they are headed in the right direction.

When ALMS’s created The Amazing Race as a FAM theme, we add the following elements to the recreational components:

- Pre-briefing to tie the race theme to your business issues, challenges and opportunities
- Checkpoints with investigative missions to discover more about your industry and market
- Mini-presentations from venue, and event professionals along the race route.
- A debriefing.



# Partners

## Hotels

### *Shangri-La Hotel*

Vancouver is known to have a wide variety of accommodations available, but none are as luxurious as the Shangri-La Hotel. Located in the vibrant downtown core, this sixty-one-storey building is the tallest in the city. The hotel consists of 119 gorgeous rooms, occupying the first fifteen floors, with many of

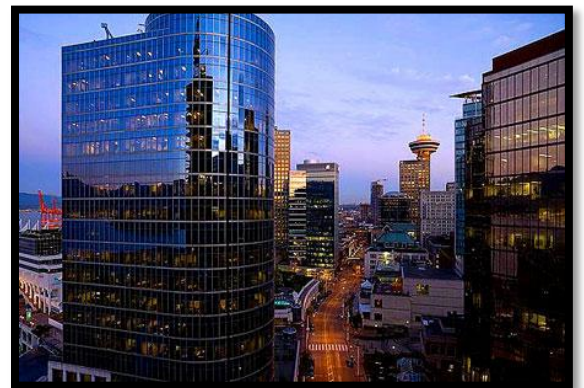
the rooms featuring private balconies and amazing views of the city. The Shangri-La Hotel brand is recognized for its luxurious guestrooms and suites that reflect a contemporary Asian style, which has been incorporated at the Vancouver location. Guests will also experience delicious fine dining with regionally inspired dishes at MARKET by Jean-Georges.



### *Pacific Rim Hotel*

Another recommended luxurious hotel in the downtown Vancouver area is newcomer Fairmont Pacific Rim. Situated in the heart of the historic Port of Vancouver and urbanized district, the 377-room luxury hotel features gorgeous views of the North

Shore Mountains, Stanley Park and Coal Harbour. With the sophisticated and cosmopolitan, yet casual and modern design, the hotel can provide the perfect combination of accommodations for the San Francisco clients. The Pacific Rim also offers a wonderful blend of Asian and west coast culture to its decor and culinary.





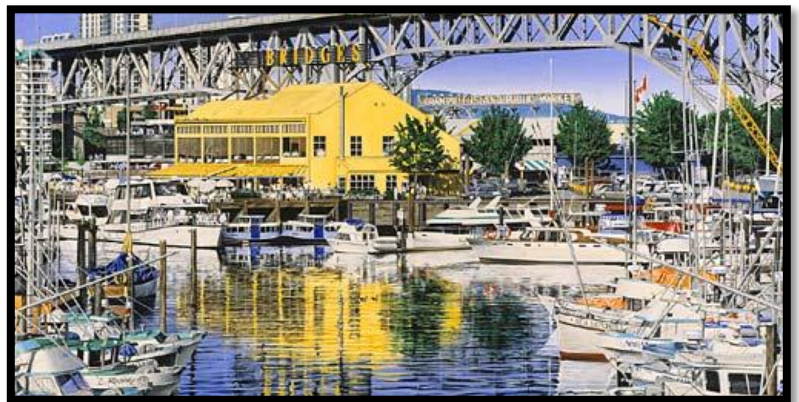
## Transportation

Star Limousines is a Vancouver based company, established in 1980. Star Limousine has a large fleet of vehicles including luxury sedans, stretch limousines, SUVs, vans and mini buses and offer transportation services through Vancouver, the Lower Mainland, Vancouver Island and Whistler.

## Restaurants

### *Bridges*

As a popular choice when in the Granville Island area, Bridges is recognized for its beautiful location. Nestled on the water's edge, the menu features a variety of ocean wise seafood. Bridges offers the unique dining experiences of in the restaurant, the bar, or outside on the deck. During the sunny season, the patio is the best place to enjoy a meal because of the priceless landscape of False Creek, the mountains, and downtown Vancouver. The restaurant holds an excellent upscale relaxing ambiance for the summer time, which is exactly what the client should experience at this destination.



### *The Teahouse in Stanley Park*

Located on Ferguson Point, the Teahouse Restaurant offers an unforgettable dining experience. The scenery consists of refreshing forestry, and beautiful view of English Bay and the North Shore, guests can enjoy the exquisite seafood cuisine and excellent service. This site provides a comfortable and contemporary atmosphere perfect for all tourists who are interested in enjoying the "West Coast" experience. The restaurant can also cater to group events, with "The Tea Room" being an ideal space for semi-private functions and suitable for the FAM trip.

### *Boathouse English Bay*

Famous for providing Vancouver with the best local waterfront dining, the Boathouse stays true to its

roots of a West Coast restaurant. There are several Boathouse locations in the Lower Mainland; however at the English Bay location guests can enjoy a fantastic landscape of one of Vancouver's most popular beaches and amazing coastal views. The Boathouse specializes in seafood, however compliments the menu with the highest quality steaks, as well as an extensive wine list containing the best British Columbia selections.

### *Market*

Internationally acclaimed chef and entrepreneur Jean-Georges Vongerichten made his Canadian debut with the launch of MARKET by Jean-Georges at the Shangri-La Hotel, Vancouver. It is the hotel's signature restaurant, featuring four distinct dining experiences: an intimate and casual cafe, an outdoor terrace, a premium bar, and a modern dining room featuring two private rooms. Jean-Georges focuses on a culinary style that reflects the seasonal, regional ingredients by emphasizing fresh, local seafood.



### *O'Douls Restaurant & Bar*

This elegant restaurant is popular for not only its gourmet menu and impressive wine selection. With the bar scene and sophisticated decor, the ambiance at O'Douls Restaurant is perfect for the Vancouver nightlife along Robson Street. The restaurant is a prime downtown spot for dining at any time of day, however during the evening O'Douls presents the very best live local jazz performances that Vancouver has to offer.

## Venues

### *Vancouver Art Gallery*

In the centre of downtown Vancouver, nestled along Robson Street is the largest public art museum in Western Canada. The Vancouver Art Gallery is a fantastic site holding an incredible collection of work by various artists. Visitors can discover a number of famous pieces, especially by well-known British Columbian, Emily Carr. Visitors can explore the three-floor building on their own, through lectures, or

in tour groups.

### *Spirit of Two Thousand and Ten*

The Spirit of Two Thousand and Ten is a 120 foot, luxury yacht based in Vancouver. The boat can hold up at 100 people and is the first true mega-yacht in the Pacific Northwest that is available for charter. The yacht is equipped with 12 plasma televisions, surround sound systems throughout, wireless internet, a 900 gallon hot tub - just to name a few! The Spirit can be rented for dining cruising, day tours or even overnight excursions.

### *Dr. Sun Yat-Sen Classical Chinese Gardens*

Located in the heart of Vancouver's Chinatown, the Dr. Sun Yat-Sen Classical Chinese Gardens were built in 1985 and operates now as a not-for-profit organization. The gardens are built in Ming-Dynasty style using time honoured traditions and techniques. The architecture is so precise that the buildings surrounding the garden are held together without nails, screws or glue. The gardens is home to a fantastic event venue that can accommodate groups of many sizes.

### *Vancouver Aquarium*

Home to more than 70,000 animals, the Vancouver Aquarium is the largest marine wildlife museum in Canada. Situated in Stanley Park, this popular tourist attraction showcases whales, otters, snakes, dolphins, belugas, and many more to amaze the hundreds of visitors each day. The exhibits include a variety of elements, ranging from the Amazon Rain Forest room to the outdoor tanks where performances held. The Aquarium is definitely always a must-see destination to have an entertaining and lively Vancouver experience. The Vancouver Aquarium is also proud to offer a wide selection of one of a kind venues for all types of events.

## Prizes Suppliers

### *University of British Columbia – Museum of Anthropology*

The Soapstone Inukshuk prizes will be provided by the UBC Museum of Anthropology. The museum is located on the cliffs of Point Grey, and is home to some of the most renowned collections and exhibitions representing indigenous people from all over the world. Founded in 1949, today the Museum of Anthropology is regarded as Canada's largest teaching museum. The Soapstone Inukshuk is an original piece of art, and a great representation of First Nation life in British Columbia.

### *Hudson Bay Company*

The Multi Stripe Point Blankets supplied by The Hudson's Bay Company have become one of the most recognizable items from HBC, and in turn Canada as well. The Multi Stripe pattern was first commissioned by HBC in 1800 and has since become a company staple.

### *Eight Treasures Gift Shop*

The Eight Treasures Gift Shop is located at the Dr. Sun Yat-Sen Chinese Garden is filled with collectible merchandise perfect for unique and authentic gift ideas. The Garden is the first of its kind outside of China, signifying old garden tradition of the Ming Dynasty.

### *Lululemon*

Now in locations throughout the world, Lululemon originated in Vancouver, and is providing winners with original Canadian Flag Hoodies. This local company started on the beaches of Kitsilano and has since expanded, making practical and fashionable athletic apparel, while maintaining its Vancouver-based culture.

# Follow Up Plan

Follow up will take place 4 weeks after the completion of the FAM experience. At this time, personalized cards will be sent to each of ten corporate meeting planners who were involved in this FAM trip. Each card will have a thank-you message addressed to each individual and will be signed by all staff members at our company. Alongside the card, we will also include a brief feedback form in the envelope for each trip participant to fill out and forward back to us. The form will include the following questions;

1. What did you like best about your trip to Vancouver in July 2011?
2. What did you like least about your Vancouver 2011 trip?
3. Have you made any reservations based on any locations that you visited while on your familiarization trip? If no, do you plan to?
4. Being a well-travelled individual, what did you learn and/or discover about Vancouver, BC that you did not know prior to your trip?
5. What was *the* most important aspect that you took away from your overall FAM experience?
6. What different activities or venues would you like to see if you returned to Vancouver?

By getting these individuals to fill out evaluation forms we hope to gain a better understanding of the areas our company excelled in and the areas we need to improve upon in order to prepare and package together better FAM trips for clients in the future.

As a little something extra, we will be sending each individual a miniature trophy, to follow with our Amazing Race theme, which will be personally engraved with their name, the event name and dates. We feel the extra gift will serve as a nice keepsake for the FAM trip participants and are small enough to place on their desks at work where they can be on display as well as a constant reminder of their unforgettable FAM experience in Vancouver, BC.

The final step of our follow up will include an invitation to join us for a formal evening at the Gary Danko Restaurant, one of San Francisco's most popular and top rated dining locations, located at 800 North Point Street, San Francisco where we will be hosting the one year reunion of the Vancouver Amazing

Race trip. We feel this secondary part of the follow-up plays an important and crucial role in reconnecting these ten individuals in a relaxing and intimate atmosphere, in the comfort of their own city, where they will have the opportunity to be reacquainted with one another outside of the work setting and reflect back on the memorable moments from their familiarization experience they shared one year ago. The invitation for this event will come in the form of a 8x10 group photo taken during the FAM trip and will have the event information professionally written on the photo itself to serve not only as an invitation but also as another memorable keepsake piece given to each of the ten Amazing Race FAM trip participants.

The Amazing Race Vancouver  
Familiarization Trip July 29-31, 2011  
Budget

Transportation (Including 18% Gratuity)	
Luxury SUV Rental	\$2,407.20
Spirit of Twenty Ten Luxury Yacht	\$1,888.00
Dining (Including 18% Gratuity)	
O'Douls on Robson	\$826.00
Bridges	\$1,817.20
Boathouse	\$1,519.84
Giovane	\$231.28
Tea House in Stanley Park	\$1,057.28
Gary Danko Restaurant	\$1,414.82
Events	
Private Cirque du Soleil Performance	\$3,500.00
Sea Otter & Beluga Experience	\$845.60
Prizes	
HBC - Multi Stripe Blanket	\$937.50
Museum of Anthropology - Inukshuk	\$625.00
LuluLemon - Canadian Hoodie	\$200.00
Dr. Sun Yat-Sen Chinese Garden - Gift Card	\$325.00
Other Costs	
Trophy Cost	\$336.00
Invitation/Follow Up Letters	\$110.00
Contingency	\$1,650.00
Total Cost	<hr/> <hr/> \$19,690.72