



NANAIMO



BONJOUR!
P R O G R A M

Explanatory Booklet

This pilot project is a *Tourism Nanaimo* initiative with the goal of attracting Francophone tourists in the Nanaimo region and is issued by an action plan with the same goal that was developed by L'Association des francophones de Nanaimo (L'AFN) in partnership with the British Columbia Economic Development Society from 2004 to 2009.

PURPOSE

The purpose of the “Bonjour !” Program is to encourage businesses in Nanaimo to provide customer service in French in order to attract national and international French-speaking markets to British Columbia.

However French-speakers consider the lack of French services here to be a significant barrier to travel. This pilot project is about removing those barriers for francophone travelers from Canada and Europe. At the same time, work to increase the ability of BC tourism operators to offer services in Canada’s other official language will lead directly to better skills in providing services to other language groups of importance to BC tourism including German, Chinese, Japanese and Korean”.

TARGET GROUP

The “Bonjour !” Program is aimed primarily at tourism operators and service providers in the following industry categories:

- Accommodation
- Pubs / Restaurants
- Transportation
- Attractions and cultural tourism
- Adventure tourism and outdoor activities
- Travel agencies
- Visitor services
- Events and conferences

It is also intended for other retailers who draw on tourism, i.e., whose products and/or services may be of interest to tourists (e.g., hardware stores, pharmacies, beauty salons, grocery stores, gift shops, arts and crafts shops, liquor stores, toiletry and cosmetics vendors, vehicle-rental outlets, gas stations, automotive service providers, etc.).

WHY JOIN THE “BONJOUR !” PROGRAM?

A. Presentation of advantages to a company of joining the “Bonjour !” Program

- The program is free and voluntary.
- It allows businesses to increase their visibility with value-added services.
- It enables businesses to target Francophone markets nationally and internationally and increase their customer numbers and profit margins, thus contributing to the economic development of their communities.
- Offering bilingual service pays off. While it requires time and effort at first for a business to offer service in French, the fact is that communicating with customers in the language of their choice is *always* profitable.
- Businesses can take advantage of marketing programs in partnership with destination marketing organizations such as Tourism Nanaimo, Tourism Vancouver Island, etc.
- Businesses can appear in the tourism guide published by Tourism Nanaimo, entitled *Travel Planner And Accommodations Guide* and/or *Nanaimo Map And Attractions Guide*. Thousands of copies of these guides are distributed every year.
- The “Bonjour !” symbol will raise the profile of Nanaimo businesses, and the logo will appear on their websites and promotional material (pamphlets, business cards, napkins and menus in restaurants, buttons, badges, pins, etc.). They will also increase their visibility with the “Bonjour !” sticker on their doors or windows. Eventually, these visuals will come to be recognizable symbols throughout the city of Nanaimo, the region, Vancouver Island, all of British Columbia and even across Canada and in Francophone countries abroad.
- Businesses will benefit from the annual surveys conducted to assess the “Bonjour !” program and evaluate the level of services offered in French;
- Being united under a “common banner” (the “Bonjour !” logo) will encourage businesses to network and perhaps even exchange services (customer referral);
- A pilot project resulting in recognition of Nanaimo as a city that is welcoming to Francophone amounts to free publicity for the city;

- Companies that participate in the program will enjoy increased business opportunities as a result of national and international Francophone markets coming to Nanaimo.

B. Brand visibility offered to businesses who offer services in French :

- Businesses who participate in the “Bonjour !” Program will see their business or services listed along with the FR logo in guides and tourism documents created by Tourism Nanaimo;
- The list of participating businesses and services will also be listed online on Tourism Nanaimo’s website on a page dedicated to the “Bonjour !” Program;
- Participating businesses who are also Tourism Nanaimo members will have the opportunity to add a description of their French services offered on their dedicated page on Tourism Nanaimo’s website;
- Participating businesses will also benefit from additional visibility, as their “Bonjour !” Program participation will be displayed on marketing material available to tourists on the Nanaimo – Hoseshoe Bay and Nanaimo – Tsawwassen ferry routes;
- These same brochures and marketing material will also be distributed to certain travel organizations in Quebec and France;
- The list of participating businesses will also be published on the SDECB’s (Société de développement économique de la Colombie-Britannique) website located at <http://www.tourisme-cb.com> .

**PRESENTATION
OF THE “BONJOUR !” LOGO**



The logo chosen by Tourism Nanaimo for its pilot project “Bonjour !” campaign is based on the one that was created in 2004 by the SDECB to identify, in its guides, tourism businesses offering services in French. It is also based directly on the logo used for the same purposes in Yukon, with a different illustration in the centre.

The coloured circle shape was inspired by the logo used by International Francophonie, but for this project has been modified to better personify Nanaimo.

In that respect, the logo is especially apt for identifying services in French offered by the businesses and community organizations of Nanaimo, as the three pictured islands inside the circle could well be the ones that surround the city, namely Gabriola, Protection and Newcastle.

**CLASSIFICATION SCALE FOR FRENCH SERVICES:
CATEGORIES AND ELIGIBILITY CRITERIA**

The four-level French services classification scale (with eligibility criteria) applicable to businesses and organizations wishing to enroll in the “Bonjour !” Program was introduced in a report commissioned by the “Réseau de développement économique et d’employabilité” (RDÉE Canada) and drafted by a tourism consulting agency, Marie-Andrée Delisle, Tourism Consultant, after consultation with the RDÉE’s industry-sector agents in all of the Canadian provinces and territories (except Quebec).

Owners/operators who advertise where their business stands on the French services classification scale are essentially:

- Defining the extent of information that will be offered to Francophone customers;
- Ensuring that the expectations of their Francophone customers will be met;
- Encouraging Francophone customers to choose their business over the competition.

The French services classification scale will be applied to Nanaimo businesses and community organizations as a pilot project and will serve as a model leading up to its application provincially and nationally. It will give a very unique profile to Nanaimo.

Description of the four categories of French service and their respective eligibility criteria:

Category 1 : French spoken at all times



Eligibility criterion:

At least one French-speaking staff member (or the equivalent of 10% of the number of employees in a company of 10 persons or more) must be on duty at all times during business hours, able to carry out all front-line duties (direct contact with customers), such that the advertised service is available to customers at all times.

Category 2: French spoken in peak season and on request



Eligibility criterion:

At least one French-speaking staff member on duty at all times and able to carry out all frontline duties during peak season (dates to be determined by the merchant) such that the advertised service is available to customers at all times.

Category 3: French spoken on request




Eligibility criterion A :

Present a list of bilingual persons able to fulfill specific roles who can be or who must be contacted in advance depending on demand and the nature of the service they provide. e.g., adventure guide, city tour guide, etc.

or

Eligibility criterion B :

Access to a frontline person who can speak at least rudimentary French and serve as an intermediary for requests made on site. For this category (3B), the business must present a list of partners with whom they can share a Francophone resource when requests are made on site. The list must be up to date and available at all times (with names and phone numbers) so that the frontline employee is able to reach these partners.

Category 4: Documentation in French and/or phone service in French 

Eligibility criterion:





Ability to provide documentation in French at all times on the site of the business or, as needed, the ability to send documentation in French by mail, e-mail or via a website.

Examples :

- Accommodations: hotel description and instructions in rooms
- Bars and restaurants: rules, menus, etc.
- Transportation: safety/security pamphlets
- Attractions and cultural tourism: informational pamphlets, signs and interpretive panels.
- Adventure tourism and outdoor recreation: directions and instructions
- Travel market: brochures, programs, forms, contracts
- Visitor services: various documents
- Events and conferences: programs
- Retail businesses: labeling of products, business cards

In addition, to be eligible for this category, the business must make a phone line available to customers and be able to provide them with a phone number allowing them to contact a person from the “Bonjour!” Program who will provide them with service in French during business hours.

In the brochures, guides, directories, pamphlets, databases, etc. with the list of businesses offering service in French, the category of service will be indicated by a coloured FR logo next to each business name.

Category 1: green logo 	Category 3: yellow logo 
Category 2: blue logo 	Category 4: red logo 

“BONJOUR !” PROGRAM WORKSHOPS

Businesses can take part in two types of workshop relating to the “Bonjour !” Program:

1. ***Awareness Workshop*** – Explaining the “Bonjour !” campaign action plan, its various phases, including this program, and introducing the campaign partners. Each workshop has a maximum of 8 participants to allow the program coordinators, leaders and speakers to get to know the participants individually (their operations, motivation, needs in terms of French language and staff, etc.). These workshops will be conducted in English unless all participants are able to speak French.

2. ***French Instruction/Improvement Workshop(s)*** for those who would like to participate in the program but are not yet able to offer customer service in French. These workshops will focus on customer-service vocabulary: industry jargon and terminology, communicating with customers, customer needs, handling requests, complaints, etc.

This second workshop will also provide information to participants on the services and tools required for recruiting and/or training bilingual personnel, based on their needs.

APPLICATION PROCEDURE AND FOLLOW-UP MECHANISMS

Once the registration form is completed and submitted, Tourism Nanaimo will verify the information by phone and then visit the business/organization to ensure that the eligibility criterion for the French service category identified by the owner/operator has actually been met. If everything is in order, Tourism Nanaimo will finalize the application process.

The business will then receive a participant kit containing promotional tools to advertise the services offered in French and the business' adherence to the "Bonjour !" Program.

In the year following membership, particularly during peak season, an "undercover" customer sent by Tourism Nanaimo will visit the business to confirm the accuracy of the assigned French service category and recommend adjustment, if necessary.

Registration can be done at any time and membership is valid for one (1) year.

It is recommended that the business/organization register in the fall to ensure that the French services offered can be listed in all of the appropriate promotional tools (tourist brochures, directories, Internet sites, etc.)..

Membership is valid for the entire year or season of operations as long as the information regarding the French service category is accurate. If there is a change or concern, Tourism Nanaimo should be informed so that the membership status can be adjusted, or, as may be appropriate in certain cases, cancelled.

At the end of the first year of membership, the owner/operator will be contacted by Tourism Nanaimo to answer a questionnaire regarding the amount of Francophone business received and impacts on company sales figures.

If at the end of the first year the company is re-accredited by Tourism Nanaimo, it will receive a new membership information booklet with confirmation of membership renewal, updated member/partner lists, information on the status of the program and a new supply of promotional materials if needed or if new visuals have been designed.

PARTICIPANT KIT

Once the registration form is completed and the French service category is validated, the company will receive a participant kit indicating what services it can offer in French and advertising its participation in the “Bonjour!” Program pilot project.

Content of the kit:

- **“Bonjour !” Program Membership Booklet** with the following information:
 - member identification with all contact information and details of business activities and services;
 - proof of registration, indicating French service category;
 - date of annual membership renewal;
 - list of benefits (inclusion on various Web sites and in tourist guides, directories, etc.);
 - list of businesses and community organizations that have joined the “Bonjour !” Program;
 - list of program partners;
 - a vocabulary with everyday French words and phrases for use in customer-service settings;
 - certain requirements regarding statistics members are expected to record.

- **Promotional material :**
 - one or two stickers showing the “Bonjour !” logo to be displayed on the door or window of the establishment;
 - Access to Tourism Nanaimo's website to upload Bonjour Program logo onto the website of the business or organization and transferring onto its materials (e.g., menus, napkins, business cards, pamphlets, etc.);
 - pins or buttons to be worn by French-speaking employees;
 - for customers: a listing of Nanaimo businesses offering services in French

N.B.: besides the “Bonjour !” Program stickers, which already exist, production of the other promotional materials will depend on the resources available to Tourism Nanaimo and its partners.

PROMOTION OF THE “BONJOUR !” PROGRAM

Promotion of the “Bonjour !” Program is aimed at informing Nanaimo and surrounding area businesses and community organizations of the existence of the program and encouraging them to sign on. The promotional activities will therefore be limited to that geographical area and carried out in French and English.

The organizations in charge of promotion will be Tourism Nanaimo and some of its partners, including Tourism BC, the BC Francophone Affairs Bureau, the BC Ecoeconomic Development Society, L'Association des francophones de Nanaimo, Educacentre College and other provincial marketing organisations (PMO).

Program marketing activities could include:

- Advertising inserts printed in English and French distributed at regular intervals to subscribers of regional and local newspapers;
- Listing the participating businesses and organizations on the Tourism Nanaimo website and on those of its “Bonjour !” Program partners;
- Direct-mail advertising (bilingual postcards) to targeted businesses and organizations;
- E-mail advertising by Tourism Nanaimo;
- An ad on the Tourism Nanaimo and partner websites;
- Commercials on the Vancouver Island TV station and on BC Radio-Canada television;
- Advertising on local community radio stations and on Radio-Canada of BC;
- Advertising in specialized provincial and national tourist industry trade publications (e.g., *Tourism* (CTC magazine), local newspapers, etc.
- Program advertising in provincial, regional and local tourist guides published by the PMOs* and DMOs*.

* **PMO** = Provincial Marketing Organization

* **DMO** = Destination Marketing Organization

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