



# **COLUMBIA SHUSWAP REGIONAL DISTRICT**

## **Shuswap Tourism Advisory Committee Meeting**

### **LATE AGENDA**

**Date:** Thursday, May 4, 2017  
**Time:** 1:00 PM  
**Location:** Finz Bar and Grill, 2001 Eagle Bay Road, Blind Bay, BC

**Pages**

#### **1. Call to Order**

##### **1.1 Approval of Agenda**

###### **Motion**

THAT: the agenda of the May 4, 2017 Shuswap Tourism Advisory Committee Meeting be approved.

##### **1.2 Adoption of Minutes**

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###### **Motion**

THAT: the minutes of the March 9, 2017 Shuswap Tourism Advisory Committee Meeting be adopted as circulated.

#### **2. Discussion Items**

##### **\*2.1 Ambassador Program - Michelle Davies - TRU Tourism Program**

Presentation

##### **2.2 Destination BC Program Update**

For information only

##### **2.3 Shuswap Tourism Marketing Strategy Update**

For information only

##### **\*2.4 Annual Report**

For information only

##### **2.5 Shuswap Tourism Marketing Update**

9

For information only -Carmen Massey, Reach Marketing

## 2.6 Itineraries – 14 Itineraries 11

For information only

## 2.7 Rail Trail Announcement 28

For information only - Conditional agreement reached for the purchase of the CP rail corridor between Armstrong and Sicamous

## 2.8 Shuswap Trail Update

For information only - Rail-Trail acquisition including inter-regional meeting with TOTA, Shuswap Trail Strategy updates from the Working Group including Alpine trail management priorities in East Shuswap, Shuswap Trail 2017 Planning and Building updates, and trail-based tourism marketing project updates (Trail Guide, mapping, signage)

## 2.9 Digital Marketing Statistics 2016/17

For information only

## 2.10 Destination BC 2016/2017 Final Report 30

For information only

## 2.11 Sicamous Stomp Proposal 42

The Stomp committee has requested \$3,500.00 sponsorship from Shuswap Tourism for this event. Shuswap Tourism has not supported any Stomp events in the past, due to the nature of events that happen on site.

### Motion

THAT: The Shuswap Tourism Advisory Committee does not support the request from the Sicamous Stomp Committee for funding

## 2.12 Community Roundtable

## 3. Next Meeting

September 7, 2017 at 1:00 PM, Location to be determined

## 4. Adjournment

## Columbia Shuswap Regional District Shuswap Tourism Advisory Committee Meeting

**Date: Thursday, March 9, 2017**

**Time: 1:00pm-4:00pm**

**Place: Village West Urban Market Bistro  
1035 Lakeshore Drive SW, Salmon Arm, BC**

**Attendees:**

<b>Chair:</b>	David Lepsoe	Councilor, Village of Chase
<b>Vice Chair:</b>	Gord Bushell (absent)	The Eagle Valley Snowmobile Club
<b>Directors/Councilor's:</b>	Paul Demenok	Director, Electoral Area 'C'
	Rhona Martin	Director, Electoral Area 'E'
	Terry Rysz (absent)	Mayor, District of Sicamous
	Kevin Flynn	Councillor, City of Salmon Arm
	Rene Talbot	Director, Electoral Area 'D'
	Larry Morgan	Director, Electoral Area 'F'
<b>Tourism Representatives:</b>	Kaylee Wells	Enderby Chamber of Commerce
	Mark Lane	Dreamcycle Motorcycle Museum
	Sebastian Hofstetter (absent)	Prestige Hotels
	Phil McIntyre-Paul	Shuswap Trail Alliance
	Jesse Ziercke	Quaaout Lodge and Spa/Talking Rock Golf
	Karen Brown	Arts Council for the South Shuswap
	Brenda Murray	Chase Chamber of Commerce
<b>Staff:</b>	Robyn Cyr	Economic Development Officer
	Stephanie Goodey	SED Clerical Assistant
	Lana Fitt (absent)	Salmon Arm Economic Development Society
<b>Contract:</b>	Carmen Massey	Reach Marketing

**Meeting Called to Order:      TIME 1:04 pm**

**Approval of Agenda:      M/S Brown/Talbot THAT:**  
The agenda of the Thursday, March 9, 2017, Shuswap Tourism Advisory Committee meeting be approved with the following additions:  
Reorder agenda items, move number 14 to number 1

**CARRIED**

**Adoption of Minutes:      M/S Talbot/Demenok THAT:**  
The minutes of the Wednesday, Thursday, December 1, 2016 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

**CARRIED**

**Shuswap Tourism Advisory Committee Meeting  
Thursday, March 9, 2017**

**Presentation**

**Greg Hopf – Thompson Okanagan Tourism Association – Regional Aboriginal Tourism Specialist**

Greg Hopf presented an update on the development of the Aboriginal Tourism program in the TOTA region.

Highlights of the program are:

- Development of a Aboriginal Cultural Tourism Strategy
- Building relationships with the 32 First Nations communities
- Develop economic opportunities for Aboriginal Tourism
- Maintaining respect and cultural authenticity for First Nations Tourism products.
- To analyze and address the strengths and weaknesses of Aboriginal Tourism
- To assist in planning Aboriginal Cultural Events in gateway location
- Acquire unique stories for Aboriginal Tourism marketing campaigns

Shuswap Tourism will be connecting with Greg to support Aboriginal Tourism development in the Shuswap region.

**Mike Overend – Thompson Okanagan Tourism Association – Rails Trails Coordinator**

Mike Overend presented on the current work that is being completed along the Kettle Valley Rail Trail. The Rails Trails Program is currently in the implementation stage. The overall goal of this program is to take the existing Rail Trail and turn it in to an international export read tourism product.

In 2016 Thompson Okanagan Tourism Association, in partnership with Destination BC, developed the Thompson Okanagan Regional Rail Trails Tourism Strategy.

This strategy was developed with a focus on the Kettle Valley and Columbia Western Rail Trail route (the Trans Canada Trail section in the TOTA region); however it has broader implications for all of the TOTA region's rail trails.

Currently the TOTA team includes two Rail Trails Coordinators and they are taking steps to implement the following in 2016/17.

- Establishment of a Rail Trail Trust Fund
- Develop an MOU with First Nations Partners
- Create partnership with Off Road Vehicle Groups
- Develop Signage Plan
- Create Market Ready Product Inventory
- Align with 150 Celebration Activities
- Develop Rail Trail Website and marketing materials

**Shuswap Tourism Advisory Committee Meeting**  
**Thursday, March 9, 2017**

**Regional Trails Strategy  
Update – Phil McIntyre-  
Paul**

Phil McIntyre-Paul gave the Committee an update on the Regional Trails Strategy. Regional partners throughout the Shuswap have been working hard to develop the first ever multi-user (motorized and non-motorized) trail strategy for the region that includes appropriate acknowledgement of Secwepemc Nation territory, accountable protocols for planning and approvals, a focus on ecology and access management priorities, and a commitment to work together. The result is a renewed commitment to work together on management priorities throughout the Shuswap and the creation of the Shuswap Trails Roundtable formally launched in December 2016. It's a milestone for the region setting a new direction for how we live, move, and relate with each other and the land.

The Shuswap Trails Roundtable meets annually in late November/early December, and a Working Group of representative leadership meets quarterly. The most recent Shuswap Trails Roundtable met November 30th, 2016, at the Splatins Community Centre.

The last working group session was held on Jan. 31, 2017. Phil McIntyre-Paul suggested that anyone who might be interested in the reports from these meetings can visit the Shuswap Trail Alliance website at [www.shuswaptrails.com](http://www.shuswaptrails.com).

**Canoe Proposal – Quaaout  
Lodge and LSLIB**

R. Cyr presented the proposal to the Committee, Quaaout Lodge and Little Shuswap Lake Indian Band (LSLIB) are working together on this project to build a tradition Secwepemc Canoe.

The Secwepemc people of the water have had a long standing relationship with the cotton-wood dugout canoe. The canoe is traditional to the people of the Little Shuswap traditional territory. Surrounded by Little Shuswap Lake, the residents used the canoe to travel in and out of the traditional territory for trade and livelihood; it was used it to hunt and gather; and was also a trade item itself. Losing the practice of the art meant losing the following: Secwepemc protocols; spiritual stewardship; Elder/youth mentorship; and the storytelling of Secwepemc canoe culture.

This project will lead by a core team of Secwepemc Elders: Jules Arnouse, James August, and Ralph McBride who are all experienced carvers and knowledge keepers of the art of carving a cotton-wood dug-out canoe. The Skwalax Elders group proposes to invite renowned Aboriginal Canoe Carver, Frank Marchand to provide 30 days of instruction (ten days per month for three months). When working with the surrounding First Nations youth and their parents to revitalize the cultural, spiritual and traditional practices involved in building a traditional Secwepemc cottonwood dugout canoe. To assist in addressing the cultural transmission of sacred Elder knowledge from one generation to the next, the process will be recorded for future use. Youth representative, Tanner Francois, will be in attendance to assist with recording the project, youth liaison and Elder assistant. Together the team will invite various youth from the surrounding area, communities and school district to partake in the carving process.

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**Canoe Proposal – Quaaout Lodge and LSLIB Cont.**

**M/S - Martin/Brown THAT:**

It was agreed by the committee that Shuswap Tourism provide a sponsorship of \$2000 to Quaaout Lodge and Little Shuswap Lake Indian Band Canoe Project.

Director Talbot opposed.

**DBC Funding -2017/2018**

Destination BC co-operative marketing funding has been approved, in principle, in the amount of \$64,800. The funding will be put towards the implementation of seven marketing tactics. The tactics are:

- **Digital/Online Marketing Campaign** - This on-line marketing campaign will showcase the twelve Shuswap itineraries/experiences. Online marketing campaigns will align with target markets in the Pacific NW US, BC, and Alberta.
- **Video and imagery** - Shuswap region - The development of a video and new imagery for promotional use of the Shuswap region. This video and imagery will showcase the 12 Shuswap itineraries/experiences.
- **Media Tours** - To develop six media tours to showcase the 12 itineraries/experiences and the 2018 “Salute to the Sockeye” Festival at Roderick Haig Brown Provincial Park.
- **Updating Experience Guides** - Update and reprint experience guides to showcase the 12 identified itineraries/experiences. These guides will include the Cycle Touring Guide, Motor Touring Guide, Nordic and Snowshoe Guide, and the Sledding Guide. This will be printed and online.
- **Trail Guide Update and Reprint** - This guide will now be updated to showcase new trail itineraries/experiences and new online mapping is being developed so that all trail routes in the guide can be downloaded to various mobile formats.
- **Consumer Shows** - Shuswap Tourism and Tourism businesses on site at consumer shows in Seattle, Calgary, Edmonton, and Vancouver.
- **Promotion of Local Music Events** - The Shuswap region has an emerging community music scene. Between June-August visitors to the Shuswap can experience live outdoor music events seven nights a week. Community organizations host these events and fund the artists and the venue. Shuswap Tourism’s role is to create the marketing collateral and assist in the marketing of these events. Target markets for these events would be our close in markets of Kamloops, Kelowna, and Vernon.

**Larch Hills Cabin Expansion Funding Request**

The Committee has received a request for funding from the Larch Hills Nordic Club asking for funding for the expansion of Larch Hills Chalet. The project will provide residents of all ages within our region with a community assets that may be used year-round.

Shuswap Tourism would like to support the project but we are not able to provide financial support as the budget for 2017 has already been allocated for other projects. R. Cyr has suggested that the LHNS apply to Director Talbot for a grant-in-aid for this project.

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**Larch Hills Cabin  
Expansion Funding  
Request Cont.**

R. Cyr will send a follow up correspondence to the Larch Hills Nordic Club to follow up with this request.

**Shuswap Tourism  
Marketing Strategy RFP**

The Shuswap Tourism Marketing Strategy Request for Proposal development has been awarded to Destination Think!

This project has been identified as one of the top priorities in the 2017 Marketing Plan for Shuswap Tourism. Shuswap Tourism has a well-developed brand that was created in 2011. Shuswap Tourism has been implementing marketing initiatives with the new brand and providing strategic direction to complete the goals of the Shuswap Tourism Development Plan which was created in 2010 and revised in 2015. Shuswap Tourism has been successful in building the marketing foundation for the Tourism Industry over the past six years in the Shuswap region of BC. It is now time to revise our Marketing Strategy to review current marketing initiatives, including the Shuswap Tourism website, and determine a plan for the next 3-5 years to continue to support the Tourism Industry in the Shuswap region.

Destination Think's proposal was not the lowest priced submission but the selection committee determined that they are the best candidate to develop the Shuswap Tourism Marketing Strategy.

Destination Think has worked with Destination BC and many other community destination marketing organizations including Tourism Kamloops, Tourism Sun Peaks, and Tourism Vernon.

Destination Think provided the direction for the consortium Facebook marketing campaign in 2016 which included Shuswap Tourism, Tourism Kamloops, and Tourism Sun Peaks and focused on hiking, biking, and stand up paddle boarding. They did an outstanding job which resulted in a very successful marketing campaign for Shuswap Tourism and a good return on our financial investment in this project.

**M/S Flynn/Demenok THAT:**

The Committee recommend to the CSRD Board that Destination Think! be rewarded the contract for the 2017 Shuswap Tourism Marketing Strategy Based on staff recommendation

**CARRIED**

**Wooden Dragon Boat  
Restoration Project –  
Phase II – Letter of  
Support**

The Committee has received a request for a letter of support from Aspiral Youth Partners Association. They will embark on another exciting initiative that will involve restoring six camphor wood Taiwanese dragon boats and include opportunities for 6 more participants to gain work experience and skill enhancement in wooden boat restoration, media, marketing and community engagement activities.

A letter of support has been requested from Shuswap Tourism in support of the next application for funding from the BC Ministry of Social Development and Social Innovation program.

**Shuswap Tourism Advisory Committee Meeting  
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**Wooden Dragon Boat  
Restoration Project –  
Phase II – Letter of  
Support Cont.**

**M/S Demenok/Talbot THAT:**

A letter of support be provided to Aspiral Youth Partners Association confirming “support in principle” for the application for funding to the BC Ministry of Social Development and Social Innovation Project and to acknowledge the exciting potential this project may offer for increased tourism activity in the Shuswap.

**CARRIED**

**Shuswap Golf Consortium**

Deferred to Carmen’s presentation

**TIABC Board Update**

R. Cyr gave the Committee a brief update regarding her work on the Tourism Industry Association of British Columbia Board. The number one issue at the board is the sharing economy. There are a few issues that are important to this discussion – rental accommodation for staff, and the loss of hotel rooms in larger communities. Although these issues are not prevalent in the Shuswap region, the concern for visitor safety in rental accommodations that have not been subject to building permits, is a concern. R. Cyr brought this issue to the committee for information and just to let them know the larger issues with vacation rentals across BC.

A discussion was held with the committee in regards to vacation rentals and the regulation of vacation rentals. It was determined by the committee that they did not think that Shuswap Tourism should be addressing the issue of vacation rentals. It is not their mandate. The Shuswap Tourism website has a disclaimer that clearly states that they are only recommending accommodation choices and are not responsible for individual accommodation issues. Shuswap Tourism has removed the vacation rental page from their website, at this time.

**TIABC’s Guide to the 2017  
Provincial Election**

The discussion of the update on the TIABC’s Guide to the 2017 Provincial Election was taken off the agenda due to the lack of time.

**Update on the Tourism  
Industry Conference**

The discussion of the update on the Tourism Industry Conference was tabled to the May 4, 2017 Shuswap Tourism Advisory Committee Meeting due to lack of time.

**Marketing Update –  
Carmen Massey**

Carmen Massey of REACH Marketing presented the committee with an update of the current Shuswap Tourism Marketing initiatives. Reach Marketing is assisting Shuswap Tourism on a variety of projects including:

- Guide Updates, the 2017 Vacation Planner is now printed and available along with a new and updated version of the Taste of the Shuswap Guide.
- Consumer Show Attendance - Shuswap Tourism has attended three shows in 2017. The Vancouver Motorcycle Show, the Vancouver Outdoor Show the Calgary Outdoor Show at the end of March.
- Partnerships – Shuswap Tourism has been able to work with multiple local businesses to promote Tourism in the Shuswap. Including, Quaaout Lodge Resort, Noble Adventures, Shuswap Trail Alliance, Salmon Arm Silverbacks, Sled Sicamous, Dreamcycle Motorcycle Museum and The Roots & Blues Festival.



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**Marketing Update –  
Carmen Massey Cont.**

- Shuswap Tourism is hosting a Canada 150 meeting March 22, 2017 to assist with promotion and marketing of local community events.
- Shuswap Golf Consortium - working with the Shuswap Golf Courses to promote golf in the region with online promotion and a golf rack card.
- Promotion of the Shuswap wineries through various print ads, media tours and a rack card.
- Shuswap Tourism has started the process of meeting with local marinas with the intention promoting various types of paddling and use of waterways throughout the Shuswap
- Event attendance, Shuswap Tourism plans to attend a variety of local events this years. Some events included are: The Salty Dog Street Fest, Roots & Blues Festival, Dragon Boat Festival and attendance at this year's Adams Rivers Salmon Run.
- Houseboat Experience promotion - working with the houseboat companies to put on media tours.
- Partnership with Quaaout Lodge Resort to promote Aboriginal Tourism in the Shuswap.
- Promotion of local music events by attending and sponsoring live music events throughout the Shuswap. Including the printing and distribution of the Music Melodies rack card.
- Winter Tourism promotion - Working with the local sledding organizations to promotion sledding in the Shuswap and production and printing of the Shuswap Nordic Guide.

**Shuswap Tourisms 12 Focused Itineraries** The discussion of the Shuswap Tourisms 12 Focused Itineraries was tabled to the May 4, 2017 Shuswap Tourism Advisory Committee Meeting due to lack of time.

**Uninterrupted – Winter 2017 Update** R. Cyr received information from Canada Wild Productions regarding the Uninterrupted project. At this time the information regarding this project has not been released publicly. R. Cyr will remain in contact with Canada Wild productions and will release information regarding this project once it becomes available.

**Community Ambassador Program – Karen Brown** Karen Brown gave the Committee a brief update on the Community Ambassador Program that is taking place in the South Shuswap. K. Brown has been working with a TRU student to develop a program that local businesses can use to train front line staff how to be an ambassador for the Shuswap region and provide outstanding customer service for their business.

K. Brown also presented to the Committee the new Tourism Kiosk boards that will be going up throughout the South Shuswap Region by the end of April.

**Escribe Update to Committee** Stephanie Goodey updated the Committee on the new meeting software that the CSRD will be using for future meetings. All future agendas and minutes will now be published on the web based program Escribe.

**Shuswap Tourism Advisory Committee Meeting**  
**Thursday, March 9, 2017**

**Adjournment:**  
**Time 4:05 PM**

**M/S Flynn/Demenok THAT:**  
The meeting be adjourned

**CARRIED**

**Next Meeting:**

Thursday, May 4, 2017  
Location: TBD

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Chair, Shuswap Tourism Advisory Committee

## **Shuswap Tourism Marketing Activities Update**

April 19, 2017

Tourism Committee Meeting

Prepared by Carmen Massey, Reach Marketing

### **RECENT HIGHLIGHTS (Since March 9, 2017 Report)**

- Vancouver and Calgary Outdoor Shows
- Strategic Plan
- Salty Dog Street Festival
- Canada 150
- 14 Itineraries

### **Vancouver Outdoor Show, March 3-5**

We had a very successful show, from the energy and the interest in our booth.

We distributed:

- over 400 Vacation Planners
- 150 cycle guides
- 200 trail guides
- 600 lip balms (from the "lip balm mine in the middle of the Shuswap", as Peter North told several very amused people)
- at least 100 pens, over 100 Roots and Blues brochures
- various Nordic, Motor touring, wine and golf brochures
- all of the Aboriginal cultural experiences cards Frank brought
- about 150 Noble Adventures brochures
- and a record-breaking 577 surveys collected!

Our story of the Shuswap, featuring tours of the wineries, Aboriginal culture, and live music resonated with the crowd.

### **Calgary Outdoor Show, March 24-26**

Once again, it was our partners who were our strength. Our Shuswap message carries such legitimacy and is highly engaging because our partners are authentic and carry our message so genuinely. There is a single Shuswap call-to-action that is impressive to behold!

I was also pleased to see a couple other Shuswap partners at the show, in their own booths, who we were able to connect with and point to: Skytrek/Enchanted Forest, Waterway Houseboats, and Mountain Bike BC. Our region was well represented at the show and there was strong recognition of our geographic location and our product offering.

I am estimating:

- We talked to at least 2,500 people (collected 586 surveys).
- About 10 of the groups told me they had just booked their 2 week vacation in the Shuswap and were thankful to receive the Shuswap information that would enhance their experience
- About 75 of them told us they were planning a trip out to the Shuswap already this summer and the information we shared certain solidified their intentions
- About 100 were significantly more interested in visiting the Shuswap this summer or in the near future, after visiting our booth.
- I was surprised at the high level of interest in the Roots and Blues Festival, above other years. This was the first year we tested a Shuswap Tourism branded Roots and Blues Brochure.

### **Calgary Outdoor Show, March 24-26 Cont.**

We gave away approx.:

400 Vacation Guides  
200 Trail Guides  
500 Lip balms  
300 pens  
100 Taste brochures  
100 Roots and Blues brochures  
100 Cycle guides  
20 Motor touring guides  
Very little, if any, winter guides.  
10 golf cards  
50 wine cards  
a full pad of maps

Surveys:

Record, record breaking 586

Once again, our booth was well received by the show. Although our location was not ideal, our booth was always full and the people were engaged and interested in what we had to share.

Thank you all for the prize package support. The Shuswap Prizes were certainly well received, and it was good to see the array of choices in the Shuswap. Having Noble Adventures, Quaaout Lodge and Waterway Houseboats on location created a lot of interest and authenticity to the prize packages. The Junior Adventurer package from Three Valley Gap was also a good draw to the booth.

**NOTE: If committee members are interested in receiving copies of the survey results, please let me know and I will email directly to you.**

### **Canada 150 Presentation, March 22**


- Attended by 25 people from across the Shuswap
- Presentation highlighted how to best amplify your Canada 150 messaging.

**NOTE: If committee members are interested in receiving a copy of the Canada 150 presentation, please let me know and I will email directly to you.**

### **14 Itineraries project complete**

- See attached
- Will soon be posted on website.
- Will be using these itineraries in various upcoming marketing projects.

# HOW DO YOU DO THE SHUSWAP?

EVERY SHUSWAP ADVENTURE BEGINS with a SINGLE STEP. 

*Here's some suggestions on how to begin!*

What do you get if you throw together lakes, rivers, resorts, trails, pies, houseboats, wineries, golf courses, wicked-cool mountain biking, foot stomping musical festivals and a collection of the all-round most down-to-earth folks in the centre of BC? You get the Shuswap.

We can't tell you how to experience the Shuswap, but we can sure share a few ideas about how to get your feet on the ground here, and then suggestions on how best to put your feet up and relax!



We've created a set of sample itineraries that make some suggestions on possibilities of how to enjoy the Shuswap. That's all they are, suggestions! You can use them as a backdrop to create your own adventure. Or share them with others, and point them in the right direction.

*So go on, put one foot in front of the other and begin your Shuswap adventure today!*

Questions?  
Just contact us!  
250.833.5906  
[info@shuswaptourism.ca](mailto:info@shuswaptourism.ca)





# SHUSWAP TOURISM EXPERIENCE ITINERARIES USAGE GUIDE

The Shuswap Tourism Experience Itineraries have been developed to assist with creating Shuswap vacation experiences. The Shuswap is a large region, with many partners and stakeholders, and the idea of a Shuswap vacation, while desirable, can be daunting for potential visitors to realize. The Shuswap Tourism Experience Itineraries provide an overview of sample experiences. They are designed to make creating a Shuswap experience more accessible and approachable.

Suggested uses and placement of itineraries:

- Visitor Centre handouts
- Partner & Stakeholder distribution
- Website display
- E-Newsletters
- Social media links
- Media kits

## VISITOR CENTRE HANDOUTS

Printed copies will be made available to Visitor Centres, and appropriate copies will be circulated to travellers within the region.

## PARTNER & STAKEHOLDER DISTRIBUTION

Printed copies of the itineraries will be made available for partners and stakeholders, such as activity providers and accommodators who can then provide them to regional visitors.

## WEBSITE DISPLAY

The itineraries are available online for visitors. Each itinerary contains links to respective businesses and vendors in the region, proving useful visitor information, while also improving the website's indexing and performance.



## E-NEWSLETTERS

Itineraries can form the backbone of E-newsletters sent out by Shuswap Tourism or by partners (eg. accommodators). E-newsletters would link to the online versions, provide opportunity for further engagement and turn over.

## SOCIAL MEDIA LINKS

Shuswap Tourism and partners can provide direct links to the itineraries via social media. The itineraries are relatively timeless and provide a solid foundation of content to be leveraged.

## MEDIA KITS

Itineraries will be included or referenced in media kits, and can serve as suggestions for story ideas, trips or background information.

For questions or suggestions regarding Shuswap Tourism's Experience Itineraries, please contact Shuswap Tourism:

Phone: 250.833.5906

Email: [info@shuswaptourism.ca](mailto:info@shuswaptourism.ca)







# FOUR DAYS WITH THE FAMILY IN THE SHUSWAP, WHAT COULD BE BETTER?

ZIP LINES,  
MOTORBIKES, GNOMES  
& MORE!

*If you're a choose-your-own-adventure type and would rather chart your own course than have a tour operator set things up, the Shuswap is the perfect place to spend four fun-filled days with the fam.*

**Day 1:** Start in Sicamous and travel east to **Three Valley Gap**, where you may spot spirits at the ghost heritage town and tour the historic trains at their roundhouse. Then, continue to the super high **Crazy Creek suspension bridge**, and be sure to take a dip in the Crazy Creek hot pools. Head to **Skytrek Adventure Park**, which has a thrilling high ropes-course (and a lower ropes-course for those who prefer their adventure volume a little softer!) Then round out the day with a dash of magic in the **Enchanted Forest**, where gnome homes are hidden throughout the trees.

**Day 2:** Pack some snacks, because today's adventures are off the grid! Travel west of Salmon Arm to Skimikin Valley. Along the way you'll encounter prime fishing spots, a **bison ranch**, even a **donkey refuge**! Keep going, and you can hike to a hoodoo and then cap things off with a swim in **Pillar Lake**. Hurry back that evening to Enderby and catch a movie, out-of-doors and under the sky at the delightfully retro **Starlight Drive-in**.

**Day 3:** Start with a short stroll through a magical forest to **Margaret Falls** in Sunnybrae. Then rev things up with a stop at the **Dreamcycle Motorcycle Museum** and **Sprokkets Café**. After lunch, throw on the



swimsuits and hit one of the **nearby beaches**, or rent kayaks from the **Shuswap Marina**. If the clouds set in, drive down to Chase, where you can ride the **Treetop Flyers** zip line, rain or shine! Other options include rafting down the **Adams River** or hiking in **Roderick Haig-Brown Provincial Park**.

**Day 4:** Ditch the car and bust out the bikes. Head for the centre of the Shuswap and pedal the family-friendly **Turner Creek Trail** in Salmon Arm! The trail passes right through town, and there are many other trails that weave through the surrounding area. If the saddle's sore, park the bike and do a walkabout, taking in the various stores, historic locations, art displays and buskers in **downtown Salmon Arm**. Hot outside? Head to **Canoe Beach**. It's a long bike ride for the determined, or just hop in the car for a short drive to the cool waters! And if the rain sets



in, there's always **bowling**, two **movie theatres**, an **indoor pool** and numerous **restaurants**.

As for accommodation, spice things up and stay in a different **hotel or B&B** every night! Or take **camping** to a new level and rent an RV! This is a fun and practical approach that simply requires reserving a campsite to use as a home base. Then call **Country Camping RV**, and they'll deliver one of their luxurious RVs directly to the site!

For more information visit **ShuswapTourism.ca** or call 250.833.5906





# WEEKLONG WANDERINGS IN THE SHUSWAP

*Ready to soak up all the Shuswap has to offer? Camping with the family for a week in the Shuswap means relaxation mixed with adventure; local flavour and some sweet, serious down time.*

With your toes in the sand and your eyes taking in the beautiful surroundings, leave the week up to us with these Shuswap itinerary suggestions. All you have to do is arrive!

**Day 1:** Settle in! Familiarize yourself with **Herald Provincial Park Campground** and set up camp. Spend your first day visiting the beach, skipping rocks into the clear waters and taking a magical evening stroll up to **Margaret Falls** - a short 1km hike from the campground. Then settle in around the campfire, or drift into an early sleep to the scents of fir and cedar.

**Day 2:** Take a morning trip to Salmon Arm to stock up on some fresh vegetables and meats from a one of our seasonal **farmers' markets**; or stores like **DeMille's Farm Market**, **Urban Market**,

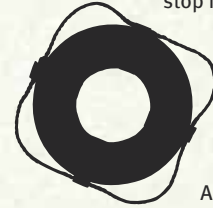
**Pedros** or **Askews Foods**. Now that you're loaded up with yummy goods, take a stroll on the **Marine Wharf** (North America's largest inland curved wharf) before continuing downtown to pick up **beverages**, maybe a beach book at the used **bookstore** and a unique piece

of art from one of the **artisan studios** in town. Afterwards, stop for a swim at

**Sunnybrae Park** before winding down with a barbecue grill back at the camp.

A sunset stroll along the beach makes the perfect wrap-up to a great Shuswap day.

**Day 3:** Grab the kiddos and drive out to East Shuswap for a zip, dip, fish and swing. The **Enchanted Forest** is great for youngsters, and the **Skytrek Adventure Park** is sure to please teens and adults alike. Channel your inner Tarzan by gliding through the forest and testing your courage high amongst the treetops. Next, visit the **3-Valley Gap Ghost Town**: full of relocated buildings and artifacts from the BC interior. Craving some more adventure? Check out the **Crazy Creek Suspension**







**Bridge and Hot Pools** for some hiking, bridge swinging and a cool-down or warm-up in the hot and cold pools. On the way home, enjoy an evening dinner at **Moose Mulligans** while watching houseboats come and go on the water.

**Day 4:** Break out your inner beach bum and get ready to soak up the sunshine. One of the most important activities in the Shuswap is called doing Sweet-Blissful-Nothing-At-All. If you get tired of SBNA, you're either doing it wrong, or you've got something more important on the agenda.

**Day 5:** Go West! Leave camp and head to **Sprokkt's Café** for breakfast, then tour around the **Dreamcycle Motorcycle Museum** next door. Next, take the water route through Blind Bay and over to Sorrento. Check out the

views of Copper Island, or rent a kayak or paddle board at the **Shuswap Marina** and get out on out on the lake. Fancy a thrill? Call ahead to book a 1/2 day **raft trip on the Adams River**, or visit **Treetop Flyers** to zip across Chase Canyon and view the rushing waterfalls below.

Sneak in some golf or a stroll on the beach at **Quaaout Lodge**, on Little Shuswap Lake, before tucking back into camp for the night.

**Day 6:** Got grapes? Enjoy your day with a tour of some of the area's **wineries** (there are 7 in the area), and consider adding **Grass Root Dairy** or **Terroir Cheese** to the itinerary. If you're up for a little stroll and not too full of wine and cheese, don't miss **Mt. Baldy**: a 25 minute drive West of Sorrento. This 6km hike takes you to



a spectacular overlook high above Copper Island and the Adams River. Hallooooo to the views!

**Day 7:** All good things must come to an end, but that's no reason to let your last day be any less awesome! Why not **rent a boat** and visit one of the quiet corners of the lake? Check out the **floating store** at the Narrows, or boat up to **Albas Falls** at the end of Seymour Arm to partake in a 4km hike, waterfall chasing and headfirst dives into

the crystal-clear waters of Shuswap Lake.

Wanderers, wayfarers and vagabonds: fear not! There's plenty of fun for the whole family, much more than we've described here. Your next weeklong Shuswap trip is ready and waiting. Get planning and get here!

Got questions? We'd be happy to provide insight and answers. Give us a holler!

**ShuswapTourism.ca**  
or call 250.833.5906





## A ONE DAY GOLFING ITINERARY



# NOT A NUMBERS GAME!

## SWING INTO GOLF in THE SHUSWAP



*36 holes. 2 cleated feet. 1 day. 0 mulligans permitted. (But hey... we won't tell if you don't).*

What's a day spent golfing the Shuswap look like? It looks like good times and sunshine, greener greens and ample access to post-round wineries and breweries.

To begin a day golfing the Shuswap, consider overnighting at the [Inn at the Ninth Hole](#) - adjacent to the [Salmon Arm Golf Course](#). Breakfast at the Inn is fresh, local, and the perfect start to a day on the links. Plus, the Inn's location ensures you can set your sights on an early first 18 of the day.

Once the first round is in the bag, lunch and relax at [Ironwoods](#) at the [Salmon Arm Golf Course](#) before driving 25 minutes East to Sicamous for your second 18 at [Hyde Mountain Golf Course](#). Wrapping up a



late afternoon round at Hyde Mountain means dinner on the patio overlooking Mara Lake. Note: if you're on a [Shuswap houseboating vacation](#) and yearn to sneak in some swings, you can pull up at the dock below Hyde Mountain and cast off your sea legs while partaking in the Hyde Mountain 18.

Remember, 36 championship holes in one day can be a lot. For those less enthusiastic golfers who wish to break away from the group after the morning round, head for a wander through [Salmon Arm's downtown shops](#) and boutiques and check out the views and perhaps even wildlife at the wharf and the [waterfront trails](#). Craving a little more action? Rent a kayak or SUP from [Copper Island Diving](#), or sip away the afternoon at [Marionette](#) or [Larch Hills](#) wineries while the rest of your group swings into their second 18.

36 holes down and still hankering for more? Extend your stay and golf 72! With 5 [championship](#)

[courses](#) to choose from within the Shuswap, planning a multi-day golf vacation here is easy. This collection of great courses is situated in a region that's home to warm lakes, plenty of sun, incredible wineries and a casual approach to just about everything. Everything except your game, that is.

So, come and golf the Shuswap! Out here, what goes around often goes another round. Because once you've started golfing the Shuswap, you may not want to stop.

For more information pick up a copy of the [Shuswap Golf Guide](#), visit [ShuswapTourism.ca](#) or call 250.833.5906



### TIP:

Contact golf courses directly to book tee times or to schedule a lesson with a golf pro.





# STEP INTO THE SHUSWAP

## WALK, TREK or TAKE A HIKE IN BC'S INTERIOR

*Here in the Shuswap, we've been known for our warm lakes and friendly folks. But that's only part of our colourful picture.*

Beyond the vibrant communities and idyllic cafés is a place where the wild and wonderful come together in mossy forest floors, alpine meadows and expansive wetlands. With over 700 km of authorized trails, this is a place where front-country and remote wilderness meet; a place where restless explorers can find their own version of relaxation atop mountain vistas or among towering trees. Any warm-blooded adventurer in these parts knows that, here, a walk, stroll or hike worth remembering can be added to even the busiest itinerary.

One foot in front of the other: that's how every day starts. But if you're



after some fresh air out-of-doors and a tromp on a trail, then start your day by grabbing breakfast and a hefty bag lunch at [Blue Canoe](#) in Salmon Arm or [Cliff's Bistro](#) in Enderby. Or consider stopping at one of the region's [farmers' markets](#) for fresh, local food to fuel your foray and to enjoy on the way. Then, make sure you've collected the [Shuswap Trail Guide](#), available at visitor centres, or ready to download at [ShuswapTourism.ca](#)

For an iconic full day Shuswap hike, make the panoramic view atop [Enderby Cliffs](#) your destination. Journey through lush wilderness, volcanic rock, and fossil sites on this moderately difficult 13 km hike overlooking Enderby and the Shuswap River valley. Views from the top include Vernon and Okanagan Lake. Spec-tacular!

If you survive the cliffs and still have energy to burn, further adventures can be found. A refreshing dive into Mable Lake or Shuswap River may

be just what is needed on a hot summer's day. For more relentless adventurers, lace the hiking boots back up and finish the day with a meander through the cool, green, wetland ecosystem of [Hidden Lake](#).

There are over 50 trails in the Shuswap Trail network, and they range from gentle strolls to multi day romps in the highlands. Check out the [Shuswap Trail Guide](#), and discover where your feet are gonna land next!

For more information visit [ShuswapTourism.ca](#) or call 250.833.5906



### TIP:

Good hiking shoes, water, snacks, and ample preparation for variable mountain weather make for wonderful wanderings!





# AHOY! A HOUSEBOATING ADVENTURE AWAITS ON SHUSWAP LAKE.

YOU'RE THE CAPTAIN NOW  
—AND THERE'S NARY  
A PIRATE IN SIGHT!

*The weather's warm, the water's high, and the Shuswap is in full swing. With over 600 km of shoreline, what better way to explore the area than on a houseboat?*

Here's a little description of what a fun-filled, four-day adventure exploring Shuswap Lake by houseboat could look like!

**Day 1:** Before hitting the gangplank, hit the [local stores](#) to stock up on food, drinks, and any other provisions you'll need on your epic voyage. Then hoist anchor, and set sail!

While you're getting your sea legs under you, set your course for Marble Point, a pristine beach situated in [Shuswap Lake Marine Park](#) that is only accessible by boat. Once there you can stroll the beach, swim, paddle or, if you're a wakeboarder or surfer, take advantage of the evening calm.

Of course, when you're hungry, eat, eat and eat. Houseboats have full-sized kitchens, fridges and BBQs, and there's nothing crankier than a hungry sailor.

In the evening, enjoy the sunset from your rooftop hot tub, or build a fire on the beach and pull out the guitar.

**Day 2:** Set your course for [Herald Park](#), where an easy 1 km hike through a magical forest with huge trees and stunning cliffs takes you to [Margaret Falls](#). Remember, you won't see any mythical creatures unless you look for them!

If you'd like to burn off more of last night's supper, bring your mountain

bike and test your mettle on the [Reinecker Creek trail](#), 14 km of challenging, technical single-track riding. By the time you're finished, a plunge into Shuswap Lake might seem like a good idea!

Motor a bit further on the lake and tie up in front of [Sunnybrae Winery](#), the only Shuswap winery accessible by boat! Sail, sip, sunset, sleep!

If you're in the area, remember that The [Salmon Arm Wharf](#) is a great place to do a bit of shopping. If you're there on a Wednesday evening, you can catch live music with their [Wednesday on the Wharf concert series](#). Tie up for the night just north of Herald Park.

**Day 3:** Chart a course for the Narrows, where you can visit one of the [floating stores](#), and then claim a spot on the beach. Swim, paddle, read,

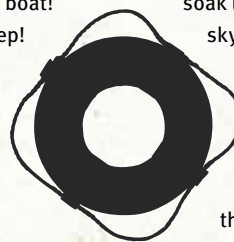
play volleyball, [fish](#), rent a Sea-Doo or surf, courtesy of one of the [local adventure companies](#).

Toast your final evening on board with a glass of [local wine](#). Take a moment to smell the meat grilling on the BBQ, listen to the kids laughing in the water, and soak up the warmth as the sky turns pink. Ahh . . .

does it get any better than this?

**Day 4:** Set out early so you're in time for the train bridge to open, allowing you to slip back into anchorage. Sip your coffee and eat your breakfast en route as you sit on the roof and enjoy the early morning light, already planning your next voyage!

For more information visit [ShuswapTourism.ca](#) or call 250.833.5906







# FEET ON THE PEDALS & THE PEDAL to the METTLE

## A MOUNTAIN BIKER'S GUIDE TO A DAY OF RIDING THE SHUSWAP

*Mountain biking in the Shuswap is about epic, forested trails, a cool breeze brushing by, expansive views as far as the eye can see and two feet planted firmly on the pedals.*

First time rider? You're in a good place. Intermediate biker? No worries. Seasoned rider seeking thrills and a solid challenge? We've got trails for you, too. A full day of mountain biking the Shuswap is as easy as pulling up to a network of trails, hopping on and taking off full speed ahead.

Before the biking begins, swing by [Skookum Cycle](#) to pick up spare tubes, trail maps and any other bike accessories possibly forgotten along the way. Need a jolt to get you going? A morning java and trail snack can be found right next door to the bike store at [Blue Canoe Bakery](#). They'll ensure you're fueled and full before you head to the [South Canoe Trailhead](#) parking area. Note: before setting off, snap a picture of the map at the Trailhead Kiosk for reference, or link to the mobile maps at [ShuswapTrails.com](#). Or simply check out the riding details on the [Trailforks app](#)! They're all on there!

For a good intermediate ride at the South Canoe Trailhead, start your mountain bike journey by heading up The Climb Trail, crossing through Malibu Landing onto Troll Trail, then linking onto the XCut Trail before taking a left onto Triangle Trail. Looking for a shorter, easier option? From Triangle Trail, head to P2 and onto Undercut. Afterwards, link back to Malibu Landing/Troll Bridge before descending down either Flying Nun or PPT (your choice)! This 1-1.5 hour ride and is best suited for people who are familiar with singletrack and staying comfortable in the saddle.

Looking for something a little longer and more difficult? From Triangle Trail, cut onto Prudential, and then onto Forestry Road Climb. Next, head to Lower Schizo, Paranoia Right and Banjo, before opting for a



fast and flowy downhill on either Flying Nun or PPT.

For the most hard-core of bikers looking for a challenging ride that will last a good 2.5-3 hours, try this: from Triangle Trail, take Prudential before heading onto Forestry Road Climb. From there, cut onto Flip Side, slide over to Lumby or KC, then to Paranoia Right and Banjo before heading back to the trailhead via a downhill cruise on PPT or Flying Nun.

Take a lunch break on the [public beach at Canoe](#), and heck - take a cool-down dip in the lake while you're at it! Cooled down and re-fueled, consider heading



up to [Rubberhead](#) on the mountainside above the lake for an afternoon of breezy, downhill riding. If you're gonna cruise DH trails, then a good friend with a tough truck will be a major asset to your afternoon session! Suggested rides on Rubberhead include Muffintop and Veggie Delight. Have time and energy for one more? Hit Superman's for the perfect wrap up to a day of biking the Shuswap.

When the day is done and the trails have been crushed, stop in at the [Barley Station Brew Pub](#) to wash away the trail grime and enjoy a cold one and great local food. There's always a seasonal brew on tap and like-minded bikers keen to recount the adventures of the day. Roll on up here, and get out there!

For more information pick up a copy of the [Shuswap Trail Guide](#), visit [ShuswapTourism.ca](#) or call 250.833.5906





# PUT YOUR ROOT DOWN

## AT THE SALMON ARM ROOTS & BLUES FESTIVAL

*If your inner Muddy Waters has been dying to belt out some blues, or you've always wanted to sing some Celtic, the Salmon Arm Roots & Blues festival is the place for you!*

There's everything from blues to bluegrass, afro-beats to Cuban. If you don't catch yourself wanting to stomp your feet at some point in the day, it's likely you're already dancing!

**This. Event. Rocks!** The festival opens at noon, but the main stage doesn't start rockin' until 6 PM. With four stages and numerous acts playing simultaneously throughout the afternoon, not to mention workshops and other events, it pays to plan your day. While you're nosing through the program, wander the festival grounds and survey the many incredible food options available, not to mention the vendor and merchandise area. Go old school and buy a CD, or snap up a T-shirt to wear for the day. When the main stage opens, settle in with a lawn chair, or spend the evening wandering from stage to stage, catching an earful of each act.

The Roots & Blues Festival attracts thousands of visitors each year, so [book your accommodation](#) early. You can snag a campsite right next to the festival grounds, or, if you prefer more refined accommodation, stay at one of the area's numerous [hotels or motels](#). This event's a hot ticket, so remember to cool off with a dip



in the hotel pool—or Shuswap Lake itself at nearby [Canoe Beach](#).

Use the morning before the festival to take in the local sights. Start with breakfast at one of Salmon Arm's many [excellent restaurants](#), where you can treat yourself to blueberry and cream cheese-stuffed French toast or a scrumptious breakfast sandwich.

Take your coffee to go and stroll down to the waterfront, which features the [longest curved inland wharf in North America](#). On your way back, check out the many downtown [shops, boutiques and stores](#).

The Roots & Blues Festival isn't the only way to get your groove on in the Shuswap. Every summer day of the week features [live, outdoor music](#) somewhere—on the beach, in the park, by the river, or on the wharf. Get your groove on, get a move on, and get

out here for the best tunes in the centre of BC!

### What not to forget:

Comfortable walking shoes (you may kick them off at the festival, but you need them to get there!), a hat for the sun (soak it at one of the many on-site misting stations), tie-dyed anything (you want to fit in, right?)

### Good to know:

Buy tickets in advance online to get in on early bird rates. The festival grounds are in the centre of town, and you can walk to several amenities from there. A bicycle is an asset if you don't want to deal with driving a car around town (and the festival features a lock-up facility).

For more information visit [RootsAndBlues.ca](#) or [ShuswapTourism.ca](#) or call 250.833.5906








## A SERIES OF HALF-DAY MUSIC ITINERARIES



# LISTEN UP! THE SHUSWAP SOUNDS INCREDIBLE.

CAN YOU HEAR IT? 

*Music lovers, find yourself here. There's no shortage of melodies or venues, and with enough live music to rock the Shuswap all year long, it's always a good time to plan a visit and soak up the sweet Shuswap sounds.*

During the Summer, expect **live outdoor, lakeside music** every day of the week. The world-famous **Roots & Blues Festival** and the **Nimblefingers Old-Time Bluegrass Festival** are not to be missed events. Plus, music can be heard trickling from local restaurants and pubs all summer long (such as the **Shuswap Pie Co.**, **the Hive**, **Bahama John's**, **Lorenzo's Cafe** and the **Riverfront Pub**).

For music lovers seeking a melodic Tuesday afternoon, begin your journey at the **Quaaout Lodge** on Little Shuswap Lake. Book a



**Music-on-the-Lake** tour through the Lodge, then have an early appetizer on the outdoor, lakeview patio at **Jack Sam's** restaurant. On the tour, a local Scwepmc guide paddles along the shore of Little Shuswap Lake in a 15 person voyageur canoe, while singing and story-telling from the helm. The 1-hour journey ends in the town of Chase, where you can stroll up the beach to the lakeside port and enjoy an evening of live music by the water, before shuttling back to the Quaaout Lodge.

Visiting in the Winter? Enjoy live music from the **Met Opera** nearly every Saturday morning at the **Salmar Classic Theatre**, located in Salmon Arm. Every Saturday evening in the non-summer months features a community coffee house jam, and live music in restaurants, pubs and halls throughout the region throughout the season.

Love live music? So do we. And with merry melodies echoing throughout the region all year long, the Shuswap is the perfect place to find your rhythm and soak up the sweet Shuswap sounds.

Of course, there's a couple sounds we haven't mentioned. One is the gentle sounds of minds blowing: it's a bit like this... Boooooommmmmppphhh. Don't ask. It just happens. Things are pretty nifty here. The other sound is the sound of nothing at all. Because, sometimes sitting by a lake under the stars listening to silence is the most magical of all.

Listen up, we think you'll love the sound of the Shuswap

For more information check out the music section in our Vacation Planner or visit **ShuswapTourism.ca** or call 250.833.5906







## A ONE DAY ROAD CYCLE ITINERARY



# TWISTS, TURNS & TOURS: A CYCLING ADVENTURE in the SHUSWAP

## REVOLUTIONARY ROAD BIKE EXPLORATIONS

*Looking for a holiday full of twists and turns? Road warriors rejoice! With over 1,500 km of quiet, scenic, paved backroads, the Shuswap is the place to plant your feet on the pedals and break away from the pack.*

Over 30 out-and-back and looped cycling routes, averaging 40 to 50 km each, are sprinkled throughout the Shuswap's diverse, rural



landscapes. Unsure where to begin? Fuel up with a good breakfast at a local hotspot — think **Pink Cherry** in Salmon Arm, **Blondie's Café** in Sicamous or **Cliff's Bistro** in Enderby. Pack a snack in your pannier, grab a copy of the **Shuswap Cycle Tour Guide/Map** and orient yourself to the region. Then head out to the south Shuswap, and get ready to hop on!

To begin a quintessential full day of Shuswap cycling, set your sights first on **Cycle Route #6**: the White Lake to Notch Hill Tour. This 48-km figure-eight loop meanders past lakes, through farmland, along the CP Rail line and through historic Notch Hill before ending back at **Sprokkt's Café**. Break up your day by grabbing a midday bite and refilling water bottles at Sprokkt's. Need a few more minutes to stretch tiring legs? Take a peek into the **Dreamcycle** Motorcycle Museum to check out the vintage motorcycles and

learn the story behind each rare bike.

After breaking for lunch, tackle Cycle Route #5: a 50-km out-and-back route from Blind Bay to Wild Rose Bay. This route alternates between lakeside meandering and forest climbs and features stunning views of Shuswap Lake throughout. Take

a break on a beach or dive in for a refreshing dip at one of the area's many water-access parks. Finish off the day by cycling into the sunset while you finish up

the route, or wind things up at Finz Bar and Grill to watch the sky catch fire while enjoying a post-ride patio pint. After all, a pint is often where the plan for the next road ride begins. (We still have 30 more routes to explore!)

For more information visit **ShuswapTourism.ca** or call 250.833.5906







# SALMON & THE GREAT CIRCLE of LIFE

## WITNESS THE ADAMS RIVER SALMON RUN

*Each fall, the quiet waters of the Adams River teem with bright red Sockeye Salmon as they return to their home waters to spawn.*

Salmon are an integral part of the Shuswap's story. Their presence has sustained ecosystems for millennia. And today this epic journey and return of the Salmon reminds us of our roots, our life, and is one of the most extraordinary natural displays Mother Nature has to offer. The BBC even describes witnessing this experience as one of the [Top 50 reasons to "love the world."](#)

Sockeye Salmon born in the Shuswap's Adams River embark on a



4,000-km river journey down into the Pacific Ocean, up into Alaska and then return back to the Adams River, this time swimming upstream all the way! This upstream journey is called a 'salmon run' and it is one of nature's most epic undertakings. En route to their birthplace, now their nesting grounds where they will return to spawn and die, the salmon must evade killer whales, bears, eagles, and other natural predators.

You can witness the survivors of this epic journey by visiting the Adams River in the month of October. And don't forget, while the river turns red with the salmon-run each fall, the very biggest salmon runs happen only every four years. In 2018 there will be a month-long celebration: [The Salute to the Sockeye festival](#), that will include artisans, music, guided tours, food trucks, aboriginal displays, and interpretive tours.

If you're planning to make a day of salmon viewing, consider arriving the night before and staying in one of the Shuswap region's many hotels, such as [Quaaout Lodge](#). If it's still warm enough to camp, put down stakes at [Shuswap Lake Provincial Park](#) or park your RV at [Cottonwood Cove RV Resort](#).

Spend the morning [hiking](#) beside the spawning beds of Roderick Haig-Brown Provincial Park and taking in the various interpretive displays. After passing through fir, cedar, and cottonwoods, you'll emerge at water's edge, where you'll find flashing red and green spawning salmon, and likely witness bald eagles attracted to so many fish! If you stroll further up river to the [Adams River Gorge](#), about 4 km, you'll find far fewer people and better views from higher up



on the banks, where you can watch salmon whirling in the eddies and fighting to swim upstream. If you'd rather not venture so far, you can witness the fish from a viewing platform just 200 m from the parking lot.

In the afternoon, book [Quaaout Lodge's Canoe with the Salmon experience](#). The two-hour trip will take you through the mouth of the Adams River, where the salmon congregate before heading up to the spawning beds, and then down Little River before arriving at Quaaout Lodge. Along the way, you will discover the cultural significance of the salmon to the Secwepemc people.

**Good to know:** If you go on a weekend, you can visit interpretive displays in the [Adams River Salmon Society](#) cabin at [Roderick Haig-Brown Provincial Park](#). On Thanksgiving weekend, expect a celebration, including special tours.

**What not to forget:** Polarized sunglasses to help you see through the water to the fish, good walking shoes, camera, jacket for cool weather, bottle of water, and a bag lunch—you will want to be out there for longer than you might expect!

For more information visit [SalmonSociety.com](#) or [ShuswapTourism.ca](#) or call 250.833.5906





## A ONE DAY TASTE ITINERARY



# A TASTE OF THE SHUSWAP

## RELAX & SAVOUR THE FLAVOUR

*What does the Shuswap taste like?  
Think crisp, tart fruits and farm-fresh goodness.  
Think local flavours and tastebud tingles.*

Fancy yourself a foodie? Tuck in! Simply an appreciator of all things delicious? You're in for a treat, too. The tastes of the Shuswap cater to good-food-appreciators of all ages and appetites, but are particularly best suited for folks looking to experience authentic, regional flavours, found nowhere else!

To munch your way through a taste-tour of the Shuswap, one might start by checking out the [Enderby Open Air Market](#) for the freshest farm goodies around. After stocking up on picnic-perfect fares, head down the road to the [Shuswap Pie Co.](#) for a local lunch, or to grab some frozen pies for later on. Next, pop next door to [Chicken Direct](#): a boutique shop selling fresh, non-GMO, grain-fed chickens. Stroll over to the [Candy Vault](#) for a sweet treat to savour while you make your way to the [Tea & Spice Shoppe](#), then grab one of the delicious loose-leaf blends



“to go” before hopping in the car and continuing on your Shuswap taste-tour.

Next, head West to Sorrento to visit [Crannog Ales](#). Sip on the beloved Backhand of God Stout, or enjoy a tour of the brewery. If you're lucky, you'll be visiting on the weekend of the 100 Foot Diet: a special feast in which all ingredients are gathered a mere 100 feet from the dinner table!

Happy with the hops? Now head over to the North Shuswap to sample some award-winning wines at North America's most northerly winery: [Celistia Winery](#).

Stomach still grumbling? Why not swing by the [Barley Station](#) back in Salmon Arm for a late night appy, paired with a seasonal craft beer.

Finally, for the real down-to-earth tastes, consider heading right to the source. The Shuswap is home to numerous orchards, ranches, dairies and apiaries, and many welcome visitors. Check out the [Shuswap's Taste Guide](#) to discover the 'gates' that lead to your plate!



Fresh and flavourful, the tastes of the Shuswap are for every hungry palette. Just bring along your appetite, an appreciation of local flavours, and of course, a designated driver if you're sampling the happy stuff!

For more information visit [ShuswapTourism.ca](#) or call 250.833.5906



### TIP:

Don't forget to call ahead to confirm open hours! We're on Shuswap time out here!





## A HALF-DAY ON-THE-WATER ITINERARY



# OUR WATER WILL FLOAT YOUR BOAT



## GET ON IT! GET IN IT!

### SHUSWAP LAKE BOAT BASED ADVENTURES

*Boats and the Shuswap go hand-in-hand for good reason. It's no secret that we've got water—and lots of it! Shuswap Lake is big, beautiful, calm and warm. If you can't spend a whole day testing the Shuswap waters, try the next best thing and just take a half day!*

Here are some ideas on how best to cast off and cruise into an afternoon boating adventure on Shuswap Lake.

If you have your own boat, then you're set. If you need a boat, simply stop by [Shuswap Marina](#) in Blind Bay. Here, you can rent a motorboat,



or launch your own. Don't forget to pick up lunch fixings at the [Village Grocer](#), and double check you have a healthy supply of water, sunscreen and wide brimmed hats. It's likely it's going to be warm!



If you're an early riser, try taking a morning cruise, the ideal time to find calm, still waters; perfect for water sports and wildlife observing.

Afternoon adventures more your style? Then get ready for warm air, hot sun and a fiery sunset on the lake.

If you're keen to continue your day, stop at one of the [CSRD beaches](#) in Blind Bay to build sandcastles with the kids or swim out to a dock for another immersion into the warm, clean Shuswap waters. Finish off the evening at [Finz](#): sipping a cold one and dining on their fully covered patio.

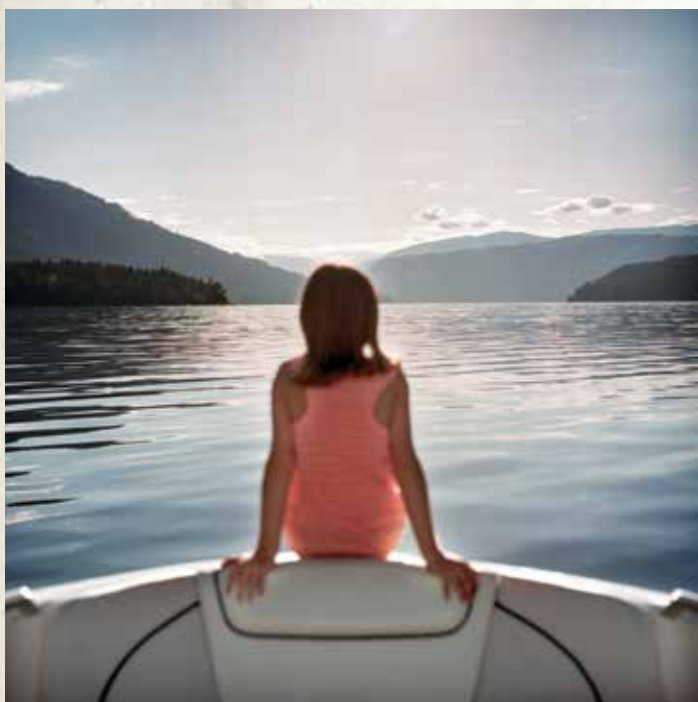
So, anchors away! Come and cruise on Shuswap Lake. We'll see you on the water!

For more information visit [ShuswapTourism.ca](http://ShuswapTourism.ca) or call 250.833.5906

All set? Good. You're ready.

Start your epic lake journey with a jaunt around Copper Island - the only island in the expansive Shuswap Lake. From Copper Island cruise up the lake to the narrows, where all the arms of the Shuswap Lake meet. Tie up at the [Shark Shack](#), a floating store in the middle of the lake, to refuel with ice cream, snacks and gas.

On the return trip, keep your eyes peeled for the well-loved rope swing dangling nearby. Water skiers and tubers aboard? Watch for smooth water in the many bays you pass by - these make for great behind-the-boat gliding zones.







## A ONE DAY WINERY ITINERARY



# RARE VINTAGE? WINE NOT?

## SHUSWAP SECRETS & AN ADVENTURE BEYOND THE BOTTLE.

*Do you have superhuman powers that let you move at the speed of light? Good - you'll need them to get to all the Shuswap wineries in one day.*

While visiting all our wineries in one day might not be feasible, a full day is still ample to sample some of BC's most secret and beautiful, casual and down-to-earth wineries.

An easy way to check out the amazing wines of our region, is to consider booking a wine tour through [Noble Adventures](#) or [MOJO Tours](#). This option makes for a stress-free day with transport, picnic spots and viewpoints included (also, wine!). With Noble Adventures, a day tour often includes visiting three wineries, hiking and sightseeing at your leisure, and checking out a farm along the way.

If you feel adventurous, looking to break away from the pack and embark on a self-guided tour, start by snagging a copy of the [Shuswap Wineries Guide](#) to help you along the way.

Start your self-guided grape tour at [Café Tasse](#), a French sidewalk café that sets the scene for wine country exploration. Next, head to [Marionette Winery](#) to glimpse Shuswap's newest, artistic winery that champions non-invasive growing practices and puppeteering. Intrigued? We thought so. You'll have to see for yourself!



For the next stop on your tour, consider Shuswap's oldest winery: [Larch Hills](#). Larch Hills also happens to be one of the highest wineries in North America, which makes for stunning views of the Shuswap River Valley and the Enderby Cliffs from the top of the vineyard.

After basking in the Larch Hills views, drive down the "far side of the mountain" into the Grindrod community to dine on a locally-sourced lunch at the beloved [Riverfront Pub](#). Enjoy the river views before gearing up for an afternoon of wine-touring.

From Grindrod, drive South through Enderby and stop for a quick sip at the [Waterside Winery](#) before following Highway 97 to [Ovino Winery](#) in Deep Creek.

Full of wine and looking to mix some grains into your fruit-filled day? Head to Salmon Arm and relax on the patio at

the [Barley Station Brew Pub](#). Still have room for more wine? Drive West to Tappen to visit [Recline Ridge Winery](#) and revel in your day of fermented fun while watching the evening sun sink from the patio.

If there's more time for wine exploration, consider visiting the equally comfortable and approachable and [Celista Estates Winery](#) and [Sunnybrae Vineyards & Winery](#).

For more information pick up a copy of the Shuswap Wineries Guide or visit [ShuswapTourism.ca](#) or call 250.833.5906



## REMEMBER:

If you're wining and dining through the region remember to bring along a designated driver and your Shuswap Tourism Wine Tour Guide!





# STROLL INTO WINTER THE SHUSWAP WAY

## A LITTLE WINTER MAGIC!

*Did you know that winter in the Shuswap isn't cold? It's actually really chill.*

It's dense forests capped in powder and a fireside warm-ups. It's relaxing with a steaming mug of something warm and tasty from the [Blue Canoe Bakery](#) or [Pink Cherry](#) in Salmon Arm. Or it could be breaking trail and making tracks in a winter wonderland, on [skis](#) or on a [snowmobile](#)! There's no full-season commitment required to winter here. Simply take a day, slip on your winter boots, and jump deep into winter, the Shuswap way.

A winter morning in the Shuswap begins by grabbing a fresh bagged lunch, embracing the snow and embarking to [John's Ski Shack](#) to pick up a pair of XC skis or snowshoes. Hit the trails at a relaxed pace and head to Pentl's Shelter at the South Hub. Feel extra energetic? Got your fast wax on? Then continue all the way to Cec's Cabin, or explore any of the other [150 km of trails](#) in the Larch Hills area.

Does winter rev you up? Then consider [snowmobiling](#) at some of our incredible riding areas, including Blue Lake, Eagle Pass, Owlhead,



Queest and Hunter's Range near Sicamous. Or check out the groomed trails near Salmon Arm, from [Fly Hills](#) to Skimikin where there's great free-riding through open meadows and clear cuts, as well as room to rest in one of several warming huts!

For non-snow-savvy winter-seekers, strolling through the quaint boutiques of [downtown Salmon Arm](#) makes for a warmer style of wintering (and the perfect chance to grab a used book to curl up with next to the fire later on).

Round out an afternoon with a post-adventure warm-up back at the chalet. A cozy wood stove, some hot chocolate and a warm



slice of pie from Salmon Arm's famous [Shuswap Pie Co.](#) are the perfect compliments to a Shuswap winter day.

For more information visit [ShuswapTourism.ca](#) or call 250.833.5906

### TIP:

Bring along a warm pair of boots, some gloves and a toasty toque that will keep you extra warm, and maybe even look a little cool as you chill out in the Shuswap.



## MEDIA RELEASE

### REGIONAL DISTRICT OF NORTH OKANAGAN

9848 Aberdeen Road  
Coldstream, BC V1B 2K9

#### FOR IMMEDIATE RELEASE

DATE: April 20, 2017  
 MEDIA CONTACT: David Sewell, RDNO Administrator  
 PHONE/EMAIL: 250-550-3700 / info@rdno.ca

#### **Conditional agreement reached for the purchase of the CP rail corridor between Armstrong and Sicamous**

The Board of Directors of the Regional District of North Okanagan (RDNO) has authorized the execution of a Conditional Purchase and Sale Contract for the CP Rail corridor that runs from Sicamous and Armstrong, excluding a number of sections owned by the Splatins, in partnership with the Columbia Shuswap Regional District (CSR).

While the agreement is subject to a final, satisfactory legal and environmental examination of the property by the Regional District partners, along with the establishment of the necessary bylaws to purchase and operate the property, RDNO Board Chair, Bob Fleming, is cautiously optimistic: "We have achieved two of the key steps toward this potential purchase, being the successful contract negotiation with CP, and the required one-third funding contribution from a senior level of government," said Fleming. "The next step will be an Alternative Approval Process, which is necessary to provide the RDNO with the authority to establish a North Okanagan / Shuswap Rail Trail service and borrow the required \$2.17 Million dollars to finalize the purchase." The RDNO participants included in the service area are: electoral areas of "D" and "F"; the City of Armstrong; the City of Enderby; the Village of Lumby; and the Township of Spallumcheen.

In partnership with Splatins and their segments of rail corridor, this proposed land acquisition is intended to ensure public ownership of a key linear corridor that could be used for recreational opportunities, including walking and cycling, while retaining it for future transportation and economic development needs. There is also long-term potential to connect this corridor to the Okanagan Rail Trail, which is currently under development and connects the City of Kelowna to the District of Coldstream.

The total cost of the purchase is \$6.5 million dollars, and with the Provincial Government's contribution of \$2.17 Million dollars announced in March 2017, the RDNO and the CSR have agreed to split the remaining cost on a 50:50 basis, each paying \$2.17 Million dollars.

Both Regional Districts are proposing to fund their contribution through borrowing, which will require elector authorization through an alternate approval process. The CSR has proposed to fund \$1,838,384 from borrowing, with the remaining portions coming from the Sicamous/Area "E" Economic Opportunity Fund (\$250,000), and a the Revelstoke/Area "B" Economic Opportunity Fund (\$100,000). "This opportunity is a great fit for funding from the Economic Opportunity Funds," says CSR Chair Rhona Martin. "We expect that this corridor will result in some significant Tourism revenue." The proposed CSR service area includes the City of Salmon Arm, the District of Sicamous, and CSR electoral areas "E," "D," "C," and "F." The RDNO has proposed to borrow the full portion of their contribution, and- will be conducting their AAP for the entire proposed RDNO service area, with more voting information expected to be available in

MEMBER MUNICIPALITIES:  
 CITY OF ARMSTRONG  
 DISTRICT OF COLDSTREAM  
 CITY OF ENDERBY

VILLAGE OF LUMBY  
 TOWNSHIP OF SPALLUMCHEEN  
 CITY OF VERNON

ELECTORAL AREAS:  
 "B" – SWAN LAKE  
 "C" – B.X. DISTRICT  
 "D" – LUMBY (RURAL)

"E" – CHERRYVILLE  
 "F" – ENDERBY (RURAL)

May, 2017. Repayment of the RDNO's loan is proposed over twenty years, so it is estimated that the total annual payment will be \$159,000 a year (based on 3.5%).

For further information, please call 250.550.3700.

## COOPERATIVE MARKETING PARTNERSHIPS PROGRAM

### POST PROJECT REPORT

Please provide the Post-Project report in the format provided below.

Random audits will be performed. If a project is chosen for an audit, the lead organization will be required to submit copies of all claimed invoices and/or proofs of payment (for audit of financials) and performance measurement statements (for audit of reported results).

Applicant(s):	Shuswap Tourism Columbia Shuswap Regional District		
Representatives:	Robyn Cyr, EDO, Columbia Shuswap Regional District Manager – Shuswap Tourism		
Lead Organization:	Same as above		
Authorized Authority:	Robyn Cyr, EDO, Columbia Shuswap Regional District Manager – Shuswap Tourism		
Mailing Address:	555 Harbourfront Drive NE, Box 978 Salmon Arm, BC V1E 4P1		
Telephone:	250-833-5928	Email:	rcyr@csrd.bc.ca
Contact Person: (if different from above)			
Telephone:		Email:	



Name of Initiative	Provide the name of the initiative, if applicable. <b>Shuswap Tourism: Communication Strengthening &amp; Outreach</b>																								
Contract Number	Identify the Contract Number (found on page 1 of your Agreement). C17D24053																								
Approved Budget	Identify the amount of funding allocated, per the Destination BC Funding Notification letter. \$46,500.00																								
Project Cost	Identify the total money spent, excluding GST. <table border="1" data-bbox="477 596 1127 672"> <tr> <td>Consortium</td><td>DBC</td><td>Project Total</td></tr> <tr> <td>\$39,154.70</td><td>\$39,154.70</td><td>\$78,309.40</td></tr> </table> GST is not an eligible expense.	Consortium	DBC	Project Total	\$39,154.70	\$39,154.70	\$78,309.40																		
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Partner Contributions	Identify each funding partner and contribution amounts. <table border="1" data-bbox="477 842 1429 1205"> <thead> <tr> <th>Partner</th><th>Contribution as identified in application</th><th>Actual contribution received</th></tr> </thead> <tbody> <tr> <td>Consortium Partner</td><td>\$46,500</td><td>\$39,154.70</td></tr> <tr> <td>Consortium Partner</td><td>\$</td><td>\$</td></tr> <tr> <td>Consortium Partner</td><td>\$</td><td>\$</td></tr> <tr> <td>Destination BC</td><td>\$46,500</td><td>\$39,154.70</td></tr> <tr> <td>Private sector – business name</td><td>\$</td><td>\$</td></tr> <tr> <td>Private sector – business name</td><td>\$</td><td>\$</td></tr> <tr> <td><b>Total</b></td><td><b>\$93,000</b></td><td><b>\$78,309.40</b></td></tr> </tbody> </table> Private sector is defined as individual businesses and should not include funding from DMOs, MRDT, Regional districts, Trusts, etc.	Partner	Contribution as identified in application	Actual contribution received	Consortium Partner	\$46,500	\$39,154.70	Consortium Partner	\$	\$	Consortium Partner	\$	\$	Destination BC	\$46,500	\$39,154.70	Private sector – business name	\$	\$	Private sector – business name	\$	\$	<b>Total</b>	<b>\$93,000</b>	<b>\$78,309.40</b>
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Expenditure Summary	Provide a summary of expenditures. Please follow the format headings below to enable Destination BC to combine with other application projects for provincial reporting.  Please provide an <u>estimate</u> , to the best of your knowledge, of costs in the 3 markets eligible under this program. <table border="1" data-bbox="477 1621 1435 1871"> <thead> <tr> <th>Marketing Tactic</th><th>Project Total Spend</th><th>BC</th><th>AB</th><th>WA</th></tr> </thead> <tbody> <tr> <td>Consumer Print Publications</td><td>\$</td><td>\$</td><td>\$</td><td>\$</td></tr> <tr> <td>Paid Advertising: Magazine</td><td>\$</td><td>\$</td><td>\$</td><td>\$</td></tr> </tbody> </table>	Marketing Tactic	Project Total Spend	BC	AB	WA	Consumer Print Publications	\$	\$	\$	\$	Paid Advertising: Magazine	\$	\$	\$	\$									
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Consumer Print Publications	\$	\$	\$	\$																					
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	Paid Advertising: Radio	\$	\$	\$	\$
	Paid Advertising: Newsprint	\$	\$	\$	\$
	Paid Advertising: TV	\$	\$	\$	\$
	Paid Advertising: Internet/Online/Search	\$26,500	\$8833	\$8833	\$8834
	Paid Advertising: Social Media	\$	\$	\$	\$
	Consumer Show	\$	\$	\$	\$
	Website	\$	\$	\$	\$
	Email Marketing	\$	\$	\$	\$
	Social Media	\$	\$	\$	\$
	Direct Mail	\$	\$	\$	\$
	Research	\$	\$	\$	\$
	Travel Media / Influencers	\$	\$	\$	\$
	Asset Development: Content- Itinerary/Exp	\$20925	\$	\$	\$
	Asset Development: Photography	\$11755	\$	\$	\$
	Asset Development: Regional Awareness	\$5000	\$	\$	\$
	Other (eg Billboards, etc.):In Region Promotion,	\$14129	\$	\$	\$
	<b>SUBTOTAL</b>	<b>\$78309</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
	Marketing Coordination	\$0	\$	\$	\$
	<b>TOTAL</b>	<b>\$78309</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

Results/Key Learnings should be captured in order to:

- Create recognized benchmarks to utilize for assessing performance.
- Capture valuable information about which marketing tactics are most effective, and how the market in general develops over time.
- Support future informed decision-making and planning.

Evaluation	<p><b>Image Acquisition –</b></p> <p>We acquired images in June 2016 of experiences that we did not have in our image bank. I have attached a dropbox file that showcases some of the images. They include wineries, beaches, houseboating, boating, stand up paddle boarding, families, and others.</p> <p>These images have been used in our marketing for 2017. Our regional vacation planner has these images in the new 2017 Shuswap Tourism Vacation Planner – this can be viewed at the link below:</p> <p><a href="http://issuu.com/breezeweb/docs/shus_03501_vp17_issu?e=2419025/2">http://issuu.com/breezeweb/docs/shus_03501_vp17_issu?e=2419025/2</a></p>
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	<p><a href="#">619838</a> . These images have also been used in the development of our itineraries to showcase our experiences and in our online marketing. Our 2017 marketing is being implemented and statistics will be ongoing. Preliminary data for our website indicates that there has been an increase of 12% of new users since the planner was released at our consumer shows. Current statistics on our on line marketing, which used many of these new images will be attached to this document. Our online statistical marketing report for March 31<sup>st</sup> is currently being developed.</p> <p><b>On-Line Marketing Campaign:</b></p> <p>The statistics below are the results of our on line marketing campaigns to November 27, 2016. A statistical report is currently being developed as the current marketing campaign was completed on February 28, 2017.</p> <p><b>Shuswap Tourism – Destination BC Campaign Statistics</b></p> <p>The primary geographic markets for the 2016-17 digital advertising campaigns have been:</p> <ul style="list-style-type: none"> <li>• Pacific Northwest USA</li> <li>• British Columbia Interior</li> </ul> <p>with secondary geographic markets of:</p> <ul style="list-style-type: none"> <li>• Alberta</li> <li>• Metro Vancouver</li> </ul> <p>Campaign advertising has been geographically targeted, activity-interest targeted and demographically targeted in order to provide the maximum return on investment.</p> <p>By focusing advertising budget on those audiences most likely to become 'on-the-ground' visitors to the Shuswap, we have seen significant website traffic increases, with conversion goal increases outpacing website traffic growth in each of our defined target markets.</p> <p>The digital advertising campaigns ran from July 19, 2016 to February 28, 2017.</p> <p><b>Campaign KPIs</b></p> <p><b>Display Advertising</b>  Impressions – 10,994,267  Click Through Rate – 0.15%  Cost Per Click - \$0.50  Bounce Rate – 69%</p>
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	<p>Time On Site – 00:00:46 Pages Per Visit – 1.91</p> <p><b>Gmail Ads</b> Impressions – 35,830 Interaction Rate – 44.23% Cost Per Click - \$0.27 Bounce Rate – 51.05% Time On Site – 00:01:55 Pages Per Visit – 3.16</p> <p>NB: For Gmail ads, a 'click' measures clicking on a collapsed ad in Gmail and expanding that ad to full size. The click 'interaction rate' measure the percentage of users who viewed an expanded ad after clicking on the collapsed ad.</p> <p><b>Traffic Growth From Targeted Geographic Markets</b> <i>July 19, 2016 – February 28, 2017 vs. Same Time Last Year</i></p> <p><b>Conversion goals</b> are defined by website visitor activities such as clicking on a Member's listing link or viewing a visitor information guide.</p> <p><b>US Pacific Northwest</b> Website traffic from the US Pacific Northwest (Washington, Oregon, Idaho) is up 186.6% year over year. Conversion goals from this group are up 424.75% year over year.</p> <p><b>British Columbia Interior</b> Website traffic from BC visitors outside of Metro Vancouver is up 35.51% year over year. Conversion goals from this group are up 68.98% over last year.</p> <p><b>Alberta</b> Website traffic from Alberta is up 29.83% year over year. Conversion goals from this group are up 46.9% over last year.</p> <p><b>Metro Vancouver</b> Website traffic from Metro Vancouver is up 32.44% year over year. Conversion goals from this group are up 91.24% over last year.</p> <p><b>Traffic Growth From Interest Segments and Demographic Markets</b> <i>July 19, 2016 – February 28, 2017 vs. Same Time Last Year</i></p>
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	<p>Advertising has been directed at those groups with the strongest potential to convert into on-the-ground visitors to the Shuswap. We have seen significant growth in In-Market and Affinity audience groups that show a strong potential for generating ongoing growth in actual visitor numbers to the Shuswap.</p> <p><b>In Market Audiences</b>  <i>In-Market Audiences</i> are researching products and are actively considering buying a service or product like those you offer. For Shuswap Tourism that meant advertising budget was weighted in favour of audiences actively planning vacations and travel.</p> <p><b>Overall Growth</b>  Website traffic from travel related In-Market Audiences is up 214.79% year over year. Conversion goals from this group are up 267.85% over last year.</p> <p><b>US Pacific Northwest</b>  Website traffic from travel related In-Market Audiences in the Pacific Northwest is up 600.75% year over year.  Conversion goals from this group are up 500.78% over last year.</p> <p><b>BC Interior</b>  Website traffic from travel related In-Market Audiences in the BC Interior is up 208.38% year over year.  Conversion goals from this group are up 253.98% over last year.</p> <p><b>Alberta</b>  Website traffic from travel related In-Market Audiences in Alberta is up 177.76% year over year.  Conversion goals from this group are up 231.19% over last year.</p> <p><b>Metro Vancouver</b>  Website traffic from travel related In-Market Audiences in Metro Vancouver is up 268.85% year over year.  Conversion goals from this group are up 334.89% over 2015.</p> <p><b>Affinity Audiences</b>  <i>Affinity audience</i> targeting uses someone's overall interests, passions, and lifestyle to get a better sense of their overall identity. For Shuswap Tourism, advertising was weighted to family-related affinity audiences in order to align with the goal of attracting family visitors to the Shuswap.</p>
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	<p><b>Overall Growth</b></p> <p>Website traffic from family-related Affinity Audiences is up 160.28% year over year. Conversion goals from this group are up 214.37% over last year.</p> <p><b>US Pacific Northwest</b></p> <p>Website traffic from family related Affinity Audiences in the Pacific Northwest is up 400.81% year over year. Conversion goals from this group are up 579.07% over last year.</p> <p><b>BC Interior</b></p> <p>Website traffic from family related Affinity Audiences in the BC Interior is up 164.44% year over year. Conversion goals from this group are up 225.02% over last year.</p> <p><b>Alberta</b></p> <p>Website traffic from family related Affinity Audiences in Alberta is up 144.90% year over year. Conversion goals from this group are up 161.97% over last year.</p> <p><b>Metro Vancouver</b></p> <p>Website traffic from family related Affinity Audiences in Metro Vancouver is up 168.46% year over year. Conversion goals from this group are up 265.54% over last year.</p> <p><b>Experience and Itinerary Development</b></p> <p>Fourteen experiences/itineraries have been developed that will showcase authentic experiences in the Shuswap region. These experiences will resonate with our EQ visitors – Authentic, Cultural, and Free Spirits. These experiences provide an overview of Shuswap experiences. They are designed to make a Shuswap experience more accessible and approachable. They can be used for:</p> <ul style="list-style-type: none"> <li>- Visitor Center handouts</li> <li>- Stakeholder and Partner distribution</li> <li>- Website display</li> <li>- E-Newsletters</li> <li>- Social Media links</li> <li>- Media kits</li> </ul> <p>A dropbox link that shares the itineraries with documentation on how they will be used is being sent to <a href="mailto:coop@destinationbc.ca">coop@destinationbc.ca</a>.</p>
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	<p><b>Regional Awareness/Interpretation Development</b></p> <p>Designs and standards developed for banners, regional entrance and exit signs, community signs and specifications for production. We currently have produced two signs – one is a billboard in Sicamous and the other is a display stand with the Shuswap brand, a map of the Shuswap, and space to hold the Shuswap Vacation Planner. Documentation and pictures of the billboard and the display stand is in the dropbox file that provides the recommendations for signage.</p> <p><b>Regional Brand Promotion</b></p> <p>The continual development of community engagement with businesses/stakeholders to adopt our brand has been successful this year. With new material that is useful to our stakeholders, brand awareness has been successful. Community stakeholders now are adopting our brand – the community of Chase will be adopting this work into their work with new business development and to showcase that they are part of Shuswap Tourism. The City of Salmon Arm is also looking to create a brand for Salmon Arm which will incorporate the Shuswap Brand and the materials that have been created through the development of the tools in this project.</p> <p>The 2016 Shuswap Tourism Vacation Planner was our #1 guide this year. We printed 40,000 and for the first time we were out of stock by November. We also did a survey of the visitor centers and businesses where they were being distributed and they were out of stock. Online views of our guides has increased and we are looking into if we will not print some brochures but only have them online. Downloads of all of our guides online was much higher than 2015. Although the numbers are still not where we would like to see them, it shows a definite improvement over 2015.</p> <p><b>Shuswap Tourism Guides downloaded</b></p> <p><b>June 1 to September 30 2016 compared to same period in 2015.</b></p> <ul style="list-style-type: none"> <li>• <b>Shuswap Vacation Planner</b> 3014 views vs. 752 – up 301% 558 PDF downloads vs. 231 - up 142%</li> <li>• <b>Shuswap Trail Guide</b> 2527 views vs. 407 – up 521% 330 PDF downloads vs. 150 - up 120%</li> <li>• <b>Shuswap Cycling Tour Guide</b></li> </ul>
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	<p>1563 views vs. 203 – up 670%</p> <p>186 PDF downloads vs. 77 - up 142%</p> <ul style="list-style-type: none"> <li>• <b>Full Circle Farm Tour Guide</b> (this is now has been revised to the “Taste of the Shuswap” 992 views vs. 133 – up 646% <p>137 PDF downloads vs. 52 - up 163%</p> </li> <li>• <b>Shuswap Wineries –</b> 294 views vs. 82 – up 259% <p>184 PDF downloads vs. 68 - up 171%</p> </li> <li>• <b>Shuswap Motor Touring Guide</b> 240 views vs. 75 - up 220% <p>102 PDF downloads vs. 45 - up 127%</p> </li> </ul>
Key Learnings	<p>Identify any Key Learnings, especially by geographic market. Please identify tactics you felt were successful and will carry forward, and ones you will change/modify.</p> <p>I think there are a few Key Learnings from this project. They are:</p> <ol style="list-style-type: none"> <li>1. More community and business stakeholder involvement.</li> <li>2. More direct involvement from the projects from the Shuswap Tourism staff.</li> <li>3. Less involvement from a contracted creative company.</li> </ol> <p><b>Image Acquisition:</b> This project is required in an ongoing basis to keep our images fresh and attractive for our target markets. This project enabled Shuswap Tourism to obtain photography of experiences that we had not previously shot. It also adds to our image database as these images are important to our overall marketing. We will continue to refresh our pictures annually – but certain sectors or seasons will only be refreshed bi-annually.</p> <p><b>On-Line Marketing Campaign:</b> This project will definitely be continued into the future. The return on our financial investment into these marketing campaigns is so much higher than any investment that we put into print. We will continue to work towards maintaining a strong online presence with strategic online marketing campaigns.</p> <p><b>Experience &amp; Itinerary Development:</b> We will continue to focus on experience and itinerary development as this provides our visitors, visitor centers, business and community stakeholders, and media, with authentic Shuswap experiences that they can experience. These will be used and revised as required to ensure that we are providing a truly unique Shuswap experience.</p>



	<p><b>Regional Awareness/Interpretation Development:</b> We will continue to work on this development but it will require more consultation with our community and business stakeholders. This will create more awareness and partnership with these stakeholders.</p> <p><b>Regional Brand Promotion:</b> This project will be continued and we hope to continually increase our regional brand promotion.</p>
Marketing Outputs	<p>The marketing outputs for this project have been put in a dropbox link and has been sent to <a href="mailto:coop@destinationbc.ca">coop@destinationbc.ca</a>. Please let me know if you need any further information.</p>

## 2016/2017 Co-operative Marketing Partnerships Program

### Project Costs

**Community/Consortium/ Sector:** Shuswap  
Tourism  
Shuswap  
**Lead Organization:** Tourism  
**Last updated:** 16-Mar-17

Instructions: If you need more lines in one or more sections, simply insert a new row.

**Marketing Tactic:** List each marketing tactic as described in Appendix A of your Shared Cost Agreement (contract) with Destination BC.

**Item Purchased:** List each item purchased, e.g. online advertising, search engine optimization, etc.

**Supplier Name:** Name of the Company that the items or services were purchased from.

**Invoice Date:** Date on invoice or transaction date on credit card.

**Invoice Number:** Unique number on invoice document.

**Amount:** Cost of item purchased, including PST, but excluding GST.

**Cheque/Authorization number (proof of payment):** Please indicate a cheque number, confirmation number or authorization number, identifying the payment that was made to the supplier.

**Maximum Destination BC Funds:**

Destination BC will contribute up to 50% of eligible costs, up to the maximum dollar amount shown in the Shared Cost Agreement (contract).

Marketing Tactic	Item purchased	Supplier Name	Invoice Date	Invoice number	Amount (Excluding GST)	Cheque/authorization number
Image Acquisiton	Honararium - Photo Shoot	Storm Dafoe	June 22/16	June 22/16	150.00	91026
Image Acquisiton	Accomodation Photographer and support	Artists House B and B	June 15/16	June 15/16	300.00	91084
Image Acquisiton	Food for Photographer and Models	Shuswap Pie Company	June 15/16	June 15/16	29.55	00408-0027
Image Acquisiton	Food for Photographer and Models	Shuswap Pie Company	June 15/16	June 15/16	12.60	00408-0027
Image Acquisiton	Food for Photographer and Models	The Blue Canoe Bakery	June 16/16	ST0002	129.20	0408-0009
Image Acquisiton	Photo Shoot Organization	Reach Marketing	June 15/16	174	518.00	00408-0066
Image Acquisiton	Food for Photo Shoot	Reach Marketing	June 15/16	176	327.32	00408-0066
Image Acquisiton	Food for Photo Shoot	Shuswap Pie Company	June 15/16	Credit Card	29.00	00417-0001
Image Acquisiton	Props for Photo Shoot	Winners	June 15/16	101131	54.54	00417-0001
Image Acquisiton	Props for Photo Shoot - Local Beer	Barley Station Brew Pub	June 15/16	424229	14.89	00417-0001
Image Acquisiton	Props for Photo Shoot - Local Wine	Salmon Arm Liquor Store	June 15/16	1199403	39.81	00417-0001
Image Acquisiton	Props for Local Shoot	Canadian Tire	June 15/16	58	7.42	00417-0001
Image Acquisiton	Lunch for Staff	Shuswap Pie Company	June 15/16	262559	15.24	00417-0001
Image Acquisiton	Accomodation Photographer and support	Prestige	June 17/16	47765	226.8	00417-0001
Image Acquisiton	Fuel for Houseboat	Waterway Houseboats	June 16/16	2404	357.77	00417-0001
Image Acquisiton	Photographer	Kari Medig	August 29/16	160829_3	6042.96	91371
Image Acquisiton	Photography Creative Direction, Onsite Management and Image	Story & Co.	Sept 15/16	4829	1750.00	00432-0105
Image Acquisiton	Photography Creative Direction, Onsite Management and Image	Story & Co.	Feb 27, 2017	4879	1750.00	00485-0068

[illegible]

**\$ 78,309.40**

We the Directors of Summer Stomp Committee, (a non-profit Society) are involved with some upcoming events to be held at The Burner Grille in Malakwa, B.C.

We would like to request funding in support of these events to be held at The Burner Grille in Malakwa, B.C. (The Gateway to Sicamous and The Shuswaps)

June 15-18/2017, Spring Opener Chainsaw Carving Exhibition

- 5 Carvers @ \$500.00/carver = \$2,500.00

This event proved to be a great community and tourist venue last fall (even though Mother Nature did not cooperate)

Chronologically it falls perfect timing for the Pre-Stomp advertising and assorted Valley events, Sicamous bike week etc.

July 18-23/2017, Malakwa Days, Bike Week, Stomp

- 2 bands @ \$500.00/band = \$1,000.00
- Stage and Special event rentals = \$1,000.00
- Total \$2,000.00

July 20-23/2017 Sicamous Stomp, Mainstreet Extravaganza, Nitromethane 101 – Special Event, Bike Show n Shine & Meet the Pilots

- We are attempting to attract 6 Nitro Bikes @ \$500.00/Bike = \$3,000.00

October 6-8/2017, Thanksgiving Chainsaw & Pumpkin Carving Exhibition

- 5 Carvers @ \$500.00/carver = \$2,500.00

June – September/2017

As the Stomp has been, is and shall be focused on two wheel enthusiasts and all they bring to our Valley.

The Stomp has opportunity to publicize and assist financially with the Canadian Motorcycle Drag Racing Association ("CMDRA"). This organization is recognized Nationally and Internationally. A prime opportunity for larger exposure over the entire summer appealing to enthusiasts to visit our Valley even more.

The assistance given would be specifically through the Nitromethane 2wheel class, similar to the bikes campaigned at downtown events of Sicamous Stomp 2016 mainstreet extravaganza.

We feel this is excellent exposure to Western Canada, Seattle and more. Similar events such as The Black Hills Bike Rally in South Dakota and Daytona Beach Bike Week both started small but now bring large crowds to their areas, we believe this is a great way to bring people into our spectacular Towns which will bring new money to support local businesses and more.

Projected cost of support \$3,500.00

Please contact myself, Steve Hammer @ [bchammer59@gmail.com](mailto:bchammer59@gmail.com) for clarification or questions.

Sincerely,

Steve