

DESTINATION

Think!

Shuswap Tourism

2019 Winter Campaign

Vision

"The Shuswap is a four-season destination where the development of tourism is based on a shared commitment to quality, sustainability, regional collaboration and integrated planning. Its authentic visitor experiences are shaped by its well- managed access to pristine lakes and backcountry, its creative and Aboriginal culture, and its notable sport opportunities."

- Shuswap Tourism Development Plan 2015



SHUSWAP STRATEGY

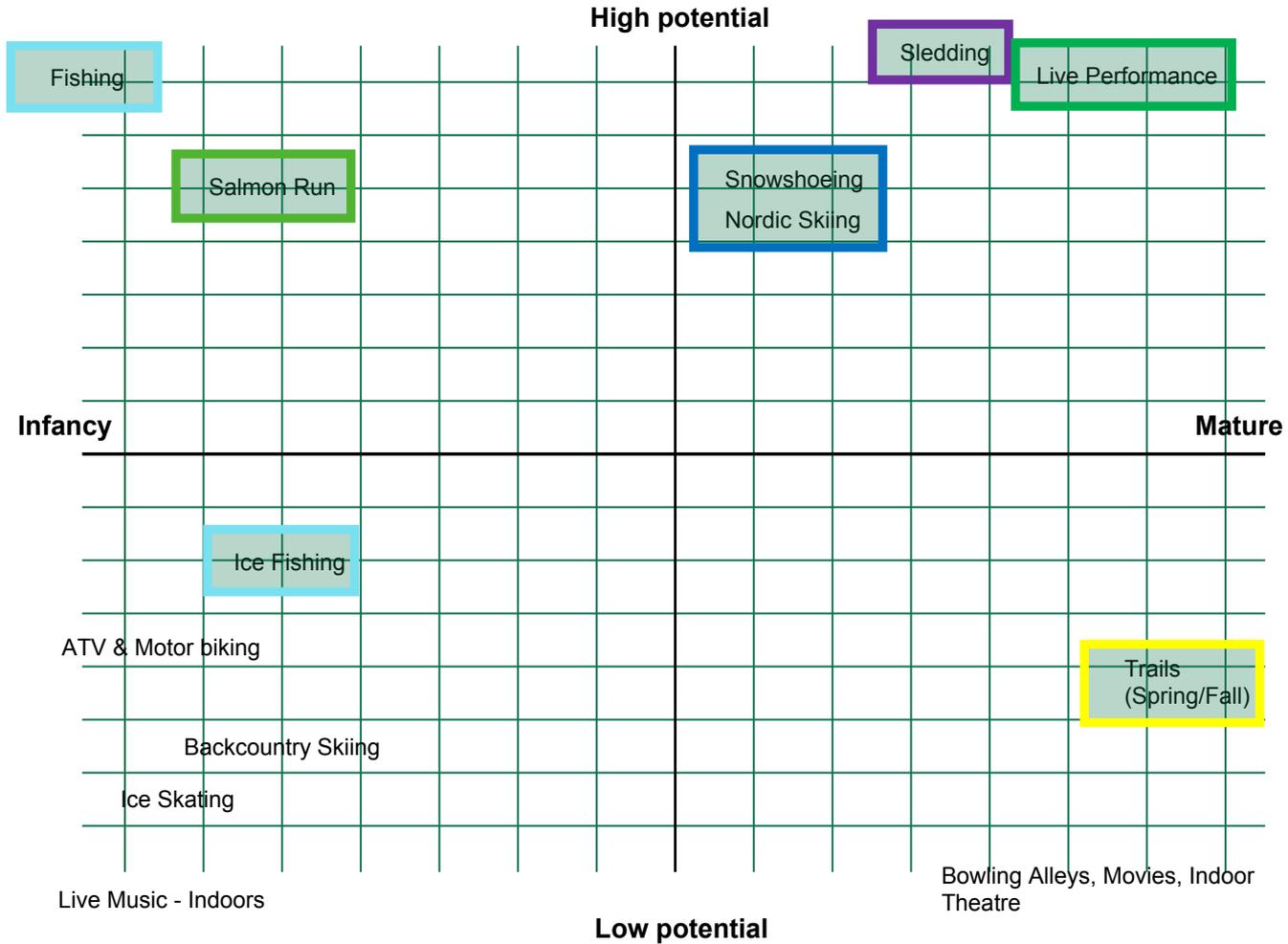


Shuswap Tourism



SHUSWAP

Beautiful. Casual. Down-to-earth.



Five Year Plan

Charming
Winter Town

2018

Trails

2020

Salmon Run

2022

2019

Sledding

2021

Fishing

Goals

- Increase winter visitation
- Build reputation for Shuswap's winter experiences

Key Challenge

- Reduced availability of product





Campaign

Start establishing the Shuswap as a winter destination by using a promotional campaign to help the target audience understand the value proposition and broaden the availability of experiences.

Insights

Most winter experiences are resort-based; High energy, busy and bustling.

Not everyone is looking for this.

- Christmas and New Year's Eve can be a very busy and exhausting time, especially if you're hosting guests, that you need time off to recover afterwards.
- Often people take the week off following the Christmas and New Year's holiday.
- People have carry-over holidays from work to use in January.
- Family Day often gets forgotten. We can make a last-minute trip very simple.
- The Shuswap experience offers quality time to connect with the entire family.



Strategy

- Position the Shuswap as an alternative winter destination to recharge, reboot and reconnect.
- Communicate to audiences throughout authentic storytelling and engaging content that the Shuswap is a destination to have a great winter experience in a quiet, calm, small community with memorable cultural and outdoor experiences.



The Target Audience

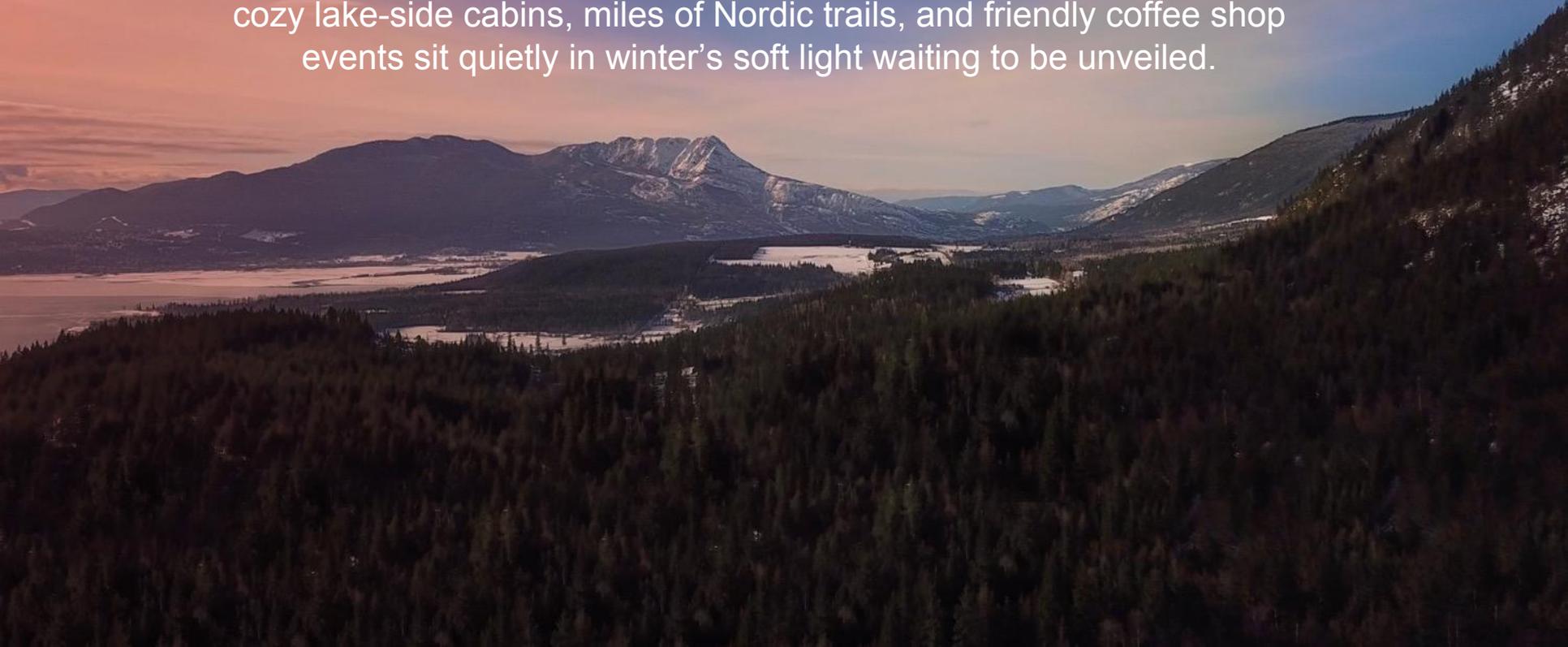


INTRODUCING
WINTER IN
THE SHUSWAP

 **SHUSWAP**
Beautiful. Central. Open to all.

The billboard features a photograph of two people snowmobiling through a snowy forest. The person in the foreground is wearing a bright blue jacket and a helmet with orange goggles. The person in the background is wearing a black and yellow jacket. The snowmobiles are white with yellow accents. The background shows snow-covered evergreen trees. The billboard is mounted on a grey metal pole and has a wooden-textured base.

After the houseboats dock for the season and the trees along our trails turn golden, the first snowfall opens the door to the enchanted world of Winter in the Shuswap. It's a secret not many yet know of, but our cozy lake-side cabins, miles of Nordic trails, and friendly coffee shop events sit quietly in winter's soft light waiting to be unveiled.

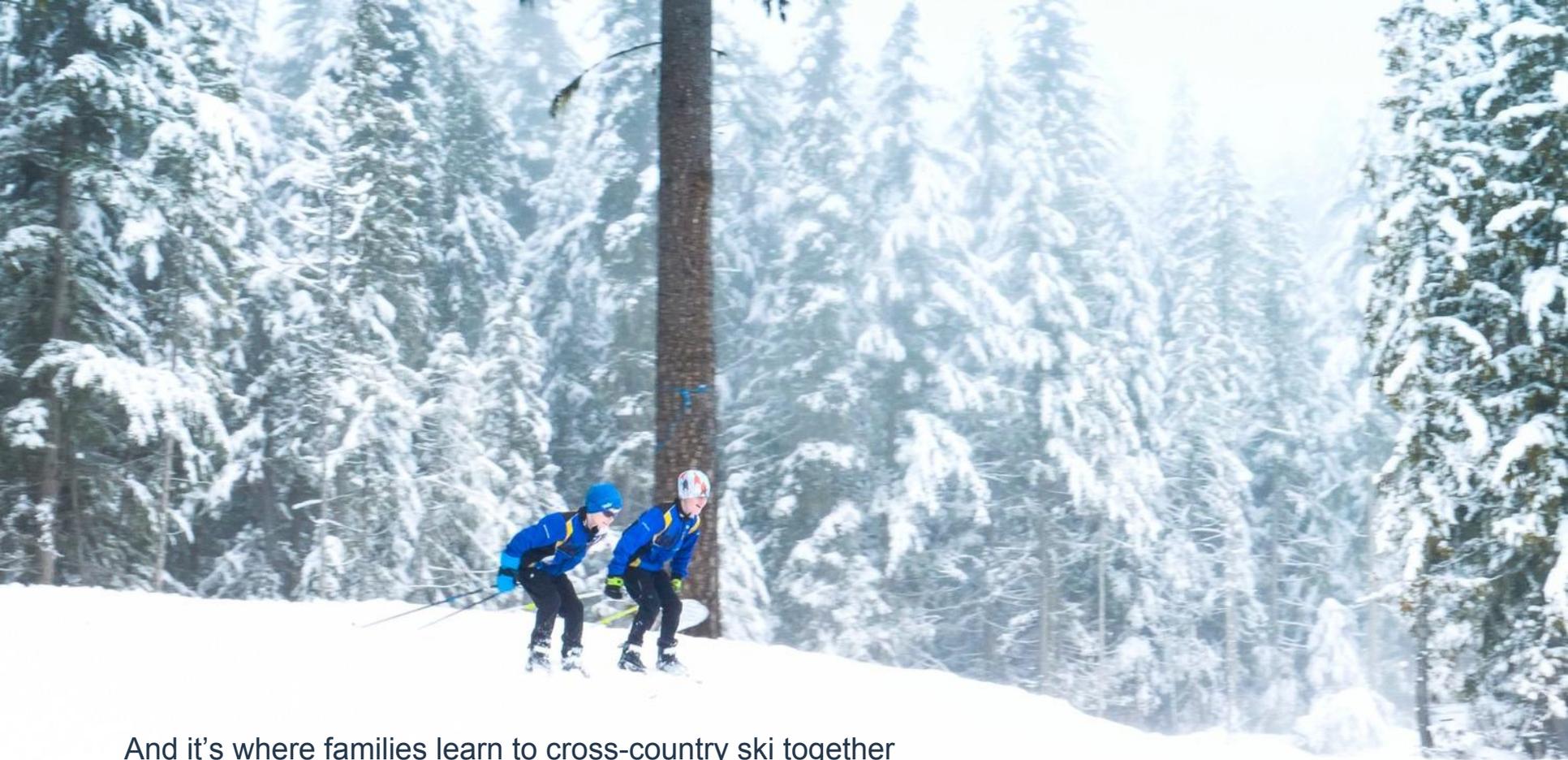




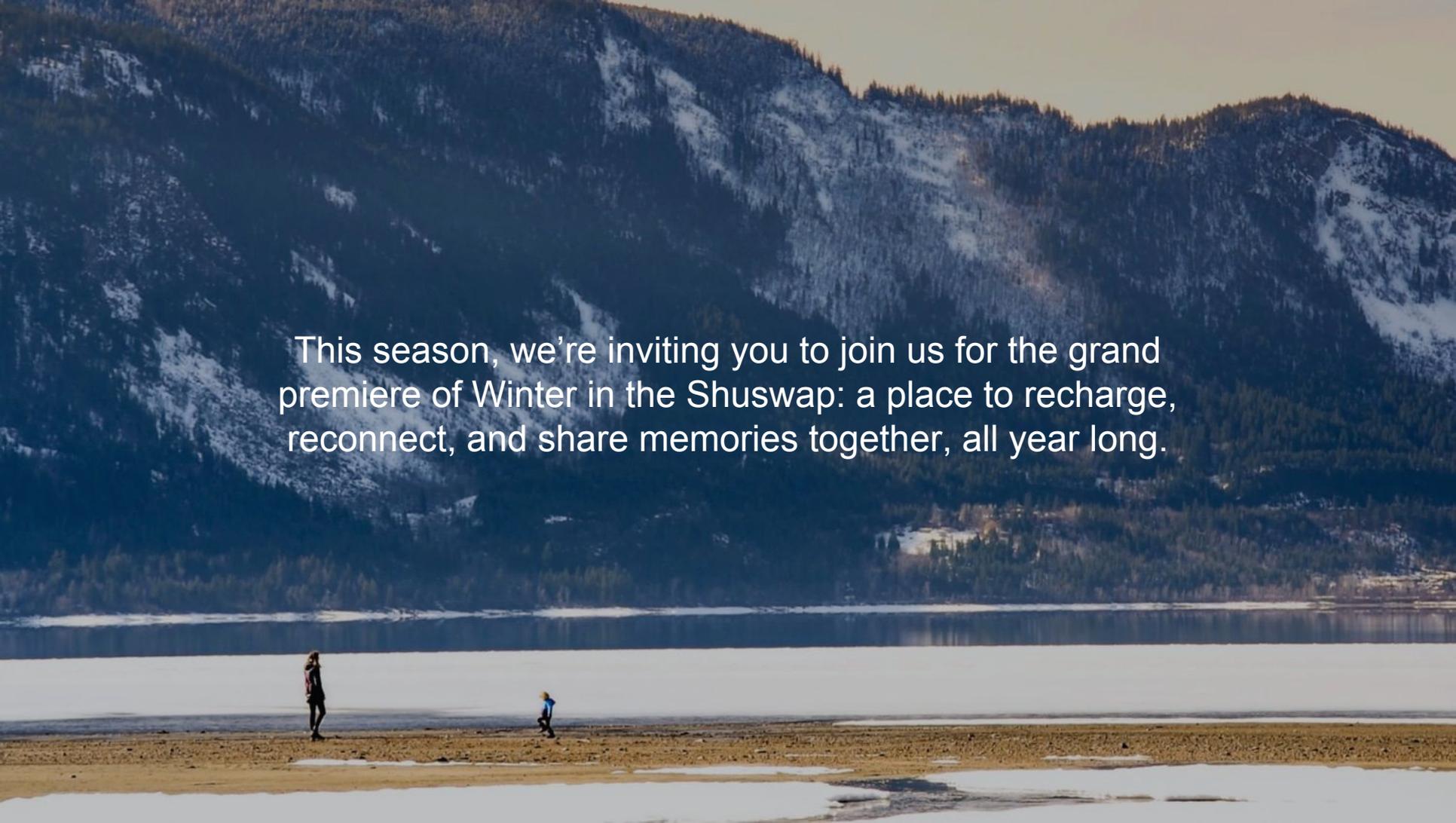
In the Shuswap, winter is for taking a break from the crowds of the ski hills to savor a pure experience in nature for yourself.

It's where you reconnect with loved ones in the outdoors and spend the romantic evening curled up next to a fire.





And it's where families learn to cross-country ski together
and sled through the winter wonderland we call home.



This season, we're inviting you to join us for the grand premiere of Winter in the Shuswap: a place to recharge, reconnect, and share memories together, all year long.

Consumer Engagement Strategy

Engage

Engagement with target audience via digital and social platforms on winter experiences in the Shuswap.

Gather

Gathering new and credible content through the lens of influencers.

Promote

Promotion of existing and influencer-curated content of winter experiences in the Shuswap through earned, paid, and owned channels.

Measure

Measure campaign performance report to showcase impact on WOM and ROI.

Channel Selection

Social Media

- **Facebook:** Click-to-web, canvas ad formats, promoted posts
- **Instagram:** Insta-stories, promoted posts
- **YouTube:** video ads, bumper ads, companion banners
- **Twitter:** links to blogs, trail maps, itineraries, video content

Digital Advertising

- **Native and video formats**
- **Redirect** to blogs and YouTube content
- **Remarketing** formats (target those who have visited website/other pages and remarket ads to them)
- **Pixel tracking** to understand online customer journey

Owned Channels

- **Website content (existing)**
 - Itineraries
 - Guides
 - What to pack
 - Other amenities
- **Link-building**
 - Partners
 - Influencers
 - Social content

Phase

01

Phase 1: Recharge



Jan 3- Jan 25

Open Weekend- Jan 19/20

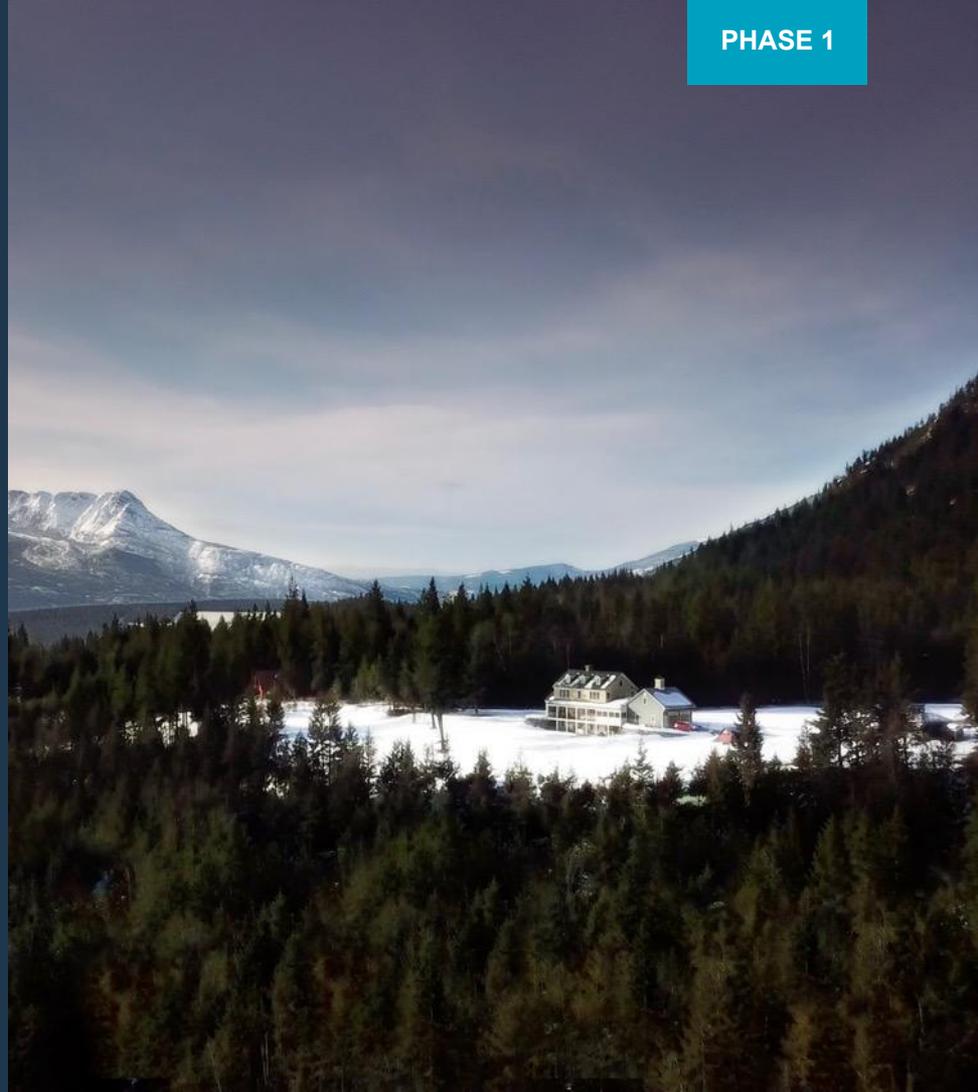
The hectic holidays are over and the new year is beginning.

The Shuswap welcomes those needing a boost in spirits during some of the shortest days of the year. Here, start the new year off with much-needed self-care, by reconnecting with nature, finding inspiration in the local arts scene, or simply indulging at the spa or amongst the company of friends. Recharge and reboot your spirit in the peaceful nature of Winter in the Shuswap.

TARGET MARKET

Primary: Female, travelling with their partner or with a group of friends

Secondary: Niche outdoor enthusiasts





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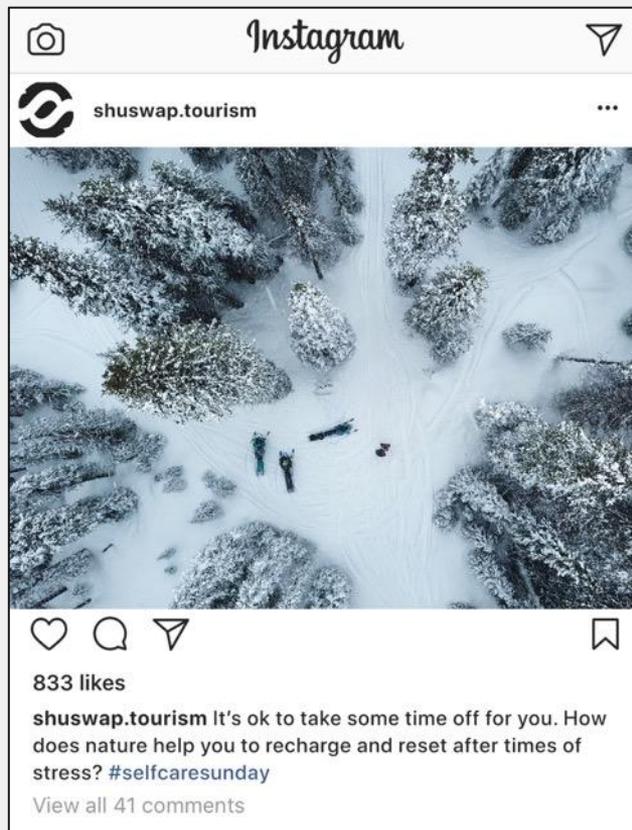
#MeTime in the Shuswap: 5 places to start the year off right

Posted 10 December, 2018

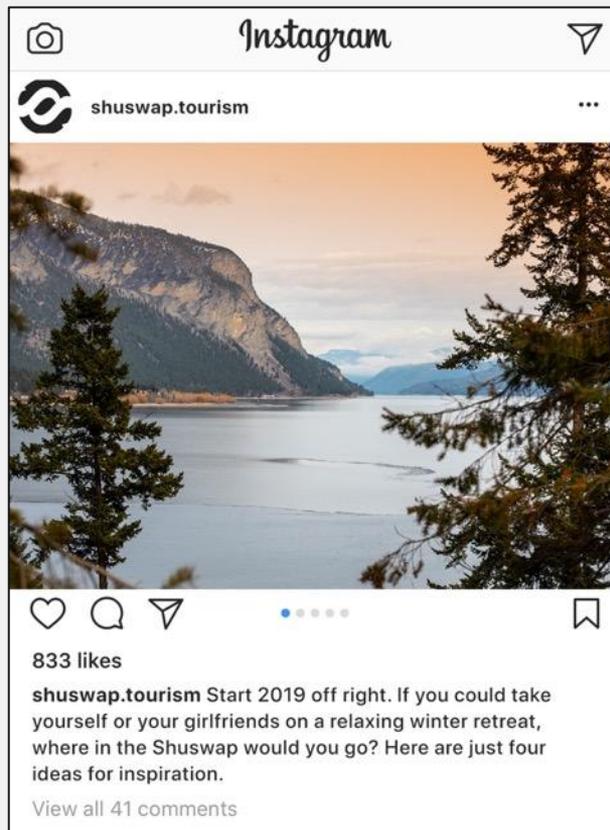
The holidays have ended and while you love your friends and family, you're feeling a bit... frazzled. To get grounded for the new year, take some time to recharge and reset. Not far from home, the Shuswap in winter is a wonderland far from the stresses of everyday life. Here, take time in these five spots to reset, rest, and take some time for you.



Blog sample



Social post



Social post

Video Direction

The 30-second clip starts with aerial shots of winter wonderlands during the day before introducing a closeup of a woman's face happy to be exploring the outdoors. From here, a few more medium/ long shots of her snow shoeing and appreciating nature with friends. Cut to a shot of a beautiful resort in a scenic location and a few more relaxing clips- maybe friends sharing a bottle of wine in a somewhat elegant natural setting, just enjoying the view over the lake, or visiting with local artisans. Nature and relaxing should be the highlights of this video, less activity, and more inspiration from nature. Once the sun starts to set, they head into town with an establishing shot for a slower paced evening montage of paint and sip, wine, and dinner. The clip ends with another nighttime scene that eventually fades out to the CTA.

Introducing Winter Inspiration in the Shuswap.



@treasuresandtravels

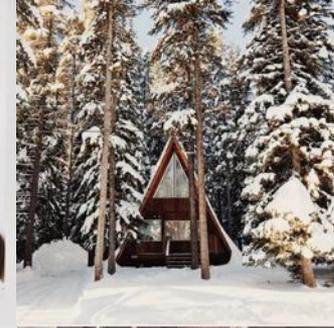


43.8k followers

treasuresandtravelsblog.com

This Vancouver based lifestyle blog is written by sisters Tegan and Lindsay and focuses on beauty, health, lifestyle, and of course, travel.

The blog speaks well to millennial parents, and the pair have gone on girls' getaways before. The Shuswap could be a nice opportunity for them to explore more of winter in their own backyard. The trip's value to them could be enhanced if there were able to bring 2 additional girlfriends to discover the region alongside.



Phase

02

Phase 2: Reconnect



Jan 21- Feb 15

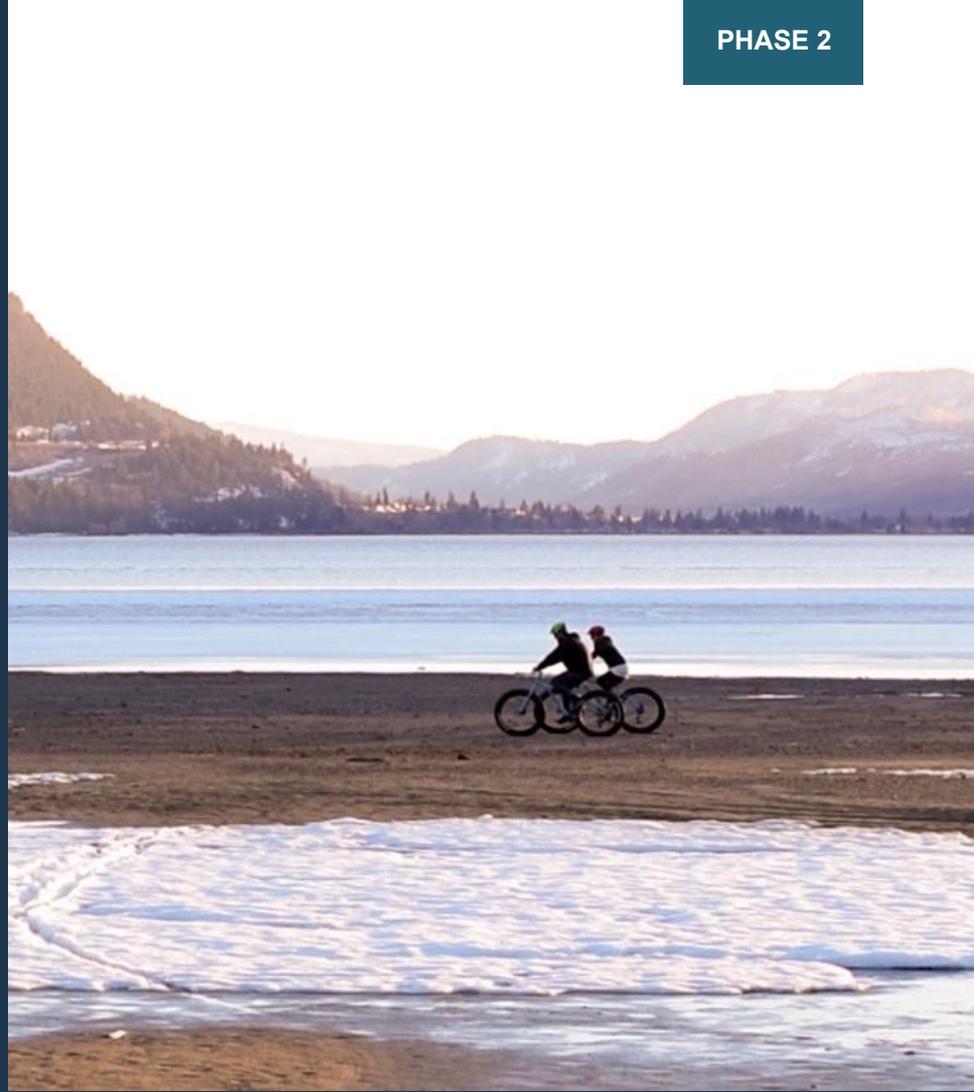
Open weekend- Feb 9/10

**The years feel like they're flying by faster
and we always wish time would slow down.**

Life is short, make sure you carve out time to spend with those you love and travel with them often. Whether you're wine tasting, taking in the winter views from a cozy cabin, taking in the live entertainment at our coffee house jam sessions, or sharing a date night, Winter in the Shuswap is where couples can hit the pause button on everyday stresses and reconnect with each other in a magical setting.

TARGET MARKET

Couples with or without kids who are looking for a weekend escape in the outdoors with soft adventure.





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the SHUSWAP

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CHASE | SOUTH SHUSWAP | NORTH SHUSWAP | SALMON ARM | SICAMOUS and EAGLE VALLEY | FALKLAND AREA | ENDERBY | PHOTOS and VIDEO | NEWS

10 stunning spots in the Shuswap to rekindle romance this winter

Posted 10 December, 2018

You don't need to wait for a holiday or anniversary to show your love. These ten spots in the Shuswap already have us planning our next romantic getaway.



Blog sample



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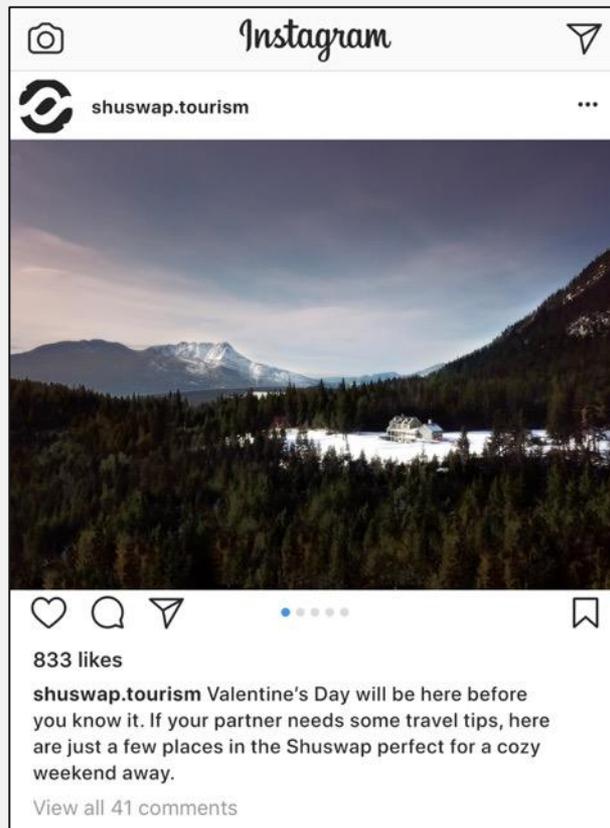
BC's capital of cozy? These Shuswap Cabins have us planning our next romantic winter getaway.

Posted 10 December, 2018

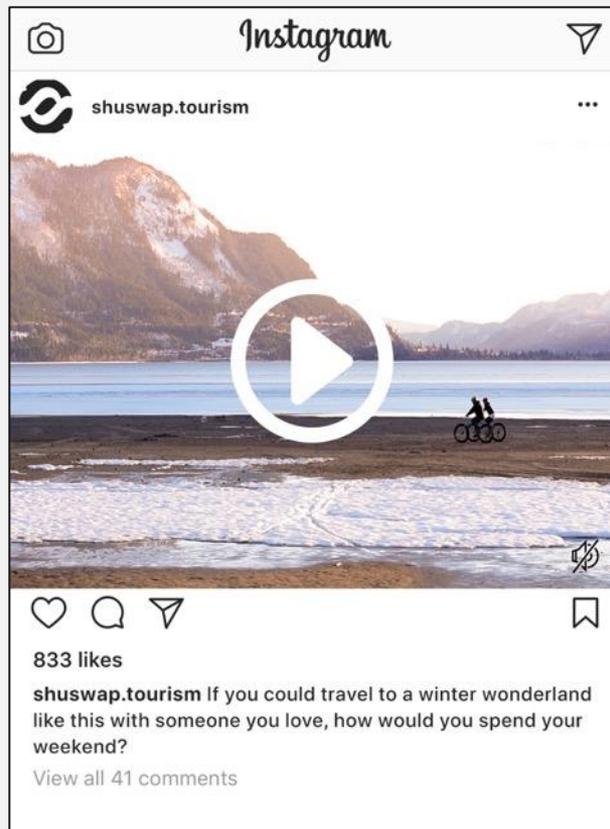
Lately it seems that hygge has been all we hear about once the winter chill rolls in. And with quiet cabins, quaint coffee shop live music events, and roaring fires after a day spent snowshoeing, we think the Shuswap version of winter warmth might fit into that category too. Here are three cabins that make the Shuswap BC's new capital of cozy.



Blog sample



Social post



Social post

Video Direction

The 30-second clip opens with 1-2 establishing shots of stunning daytime winter landscapes that eventually gently leads the focus to a cabin in the woods or amongst a vista. Inside the cabin, a closeup of a roaring fire and a few more clips of general cosiness being enjoyed by a couple. From there, we transition to a couple holding hands and exploring together depicted with a montage of show shoeing, standing together enjoying views, skating and other activities, and then focuses on them heading into town to enjoy some beverages, live music, and dinner. Throughout the montage, clips of them looking at each other to add some personality. The video ends with the ice/ starry scene fading to black and the CTA. Music should be warm and romantic.

Introducing Winter Romance in the Shuswap



@aliciafashionista



26.9k followers

aliciafashionista.com

A popular Vancouver-based lifestyle blogger, Alicia Fashionista has been married for about three years. Her blog is a good balance between lifestyle, fashion, beauty, and travel, all beautifully photographed. The aesthetic would carry over well to a “cozy winter” vibe and focus on reconnecting with loved ones. Dog-friendly could be a bonus here too.



Phase

03

Make Memories



Feb 4- Feb 28

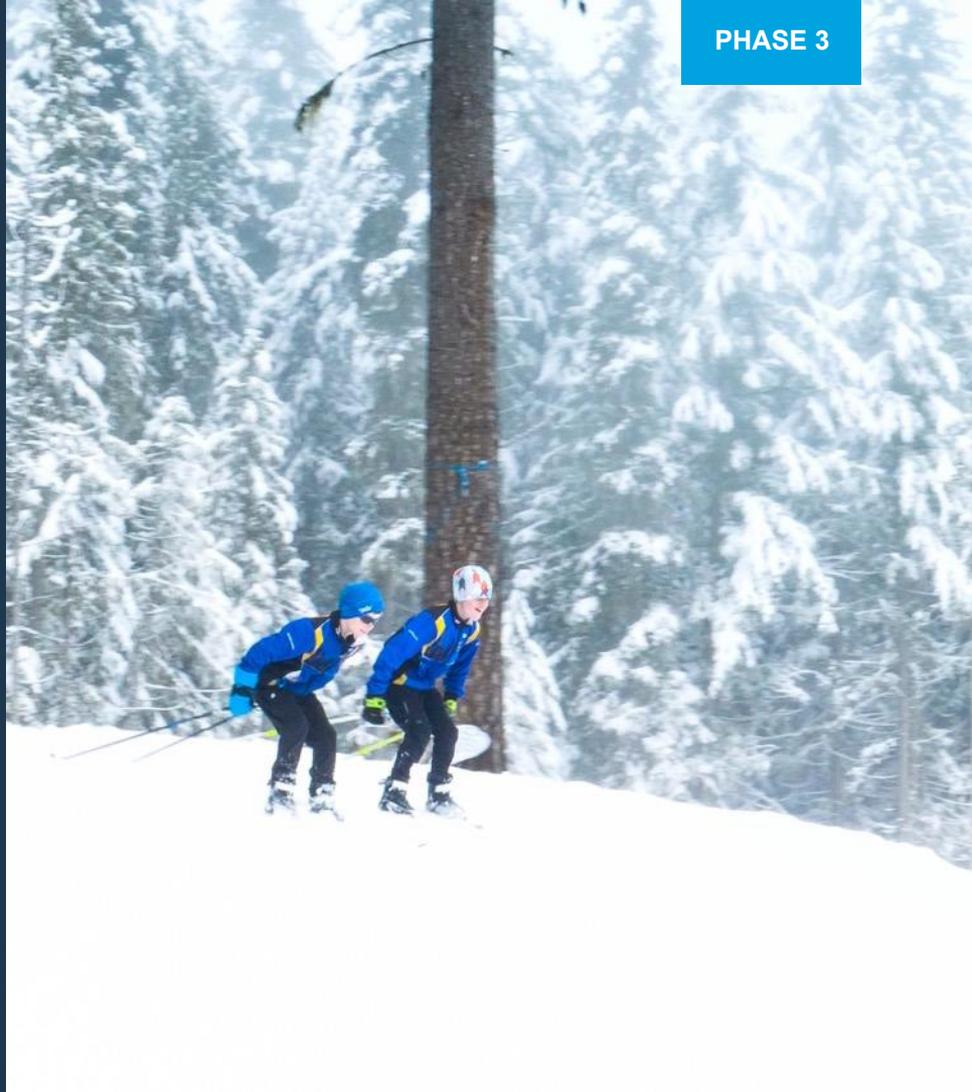
Open weekend- Feb 16/17

Collect experiences, not things.

They'll be grown before you know it, so take the opportunity now to make travel memories with your family. Winter in the Shuswap is more low key than what you might find at a busy ski hill, but adventures are still abundant. Take the youngest on his or her first Nordic trail, discover stunning vistas on our sledding trails, try out fat biking, and kick back with a board game after building (another) snow fort. Let the Shuswap's winter set a new pace for your family this season.

TARGET MARKET

Parents or multi-generational families looking for an alternative to busy ski resorts, but still craving adventure.





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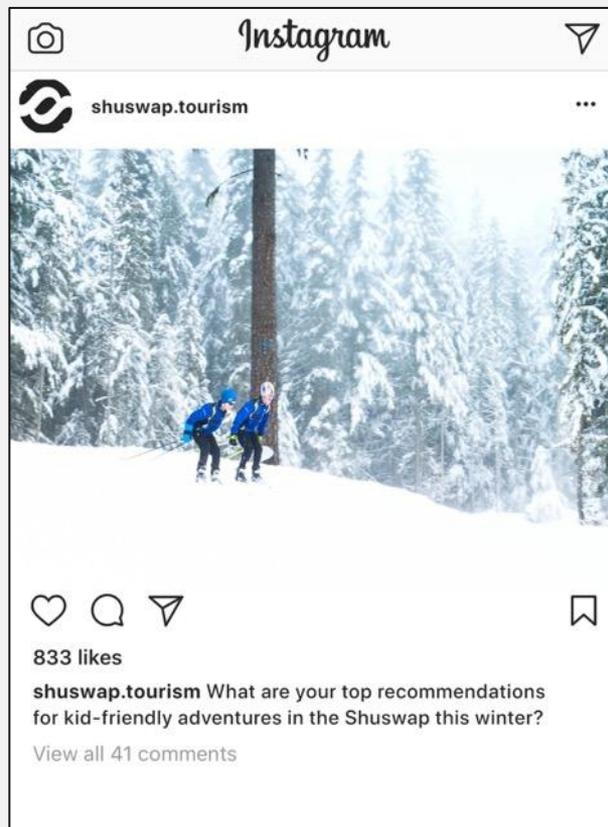
Five new adventures for the whole family in the Shuswap this winter

Posted 10 December, 2018

Just down the mountain and not so far from the lines of the ski lifts, the Shuswap is quickly becoming one of BC's trendiest spots for family adventures this winter. Not only does this peaceful place give you the chance to focus on family, but the soft adventures are waiting to be added to your family's winter traditions. Here are five (new to you) adventures to try out this season.



Blog sample



Social posts



Social posts

Video Direction

The 30 second clip opens with energetic closeups of kids or families in snow pants- ideally running in the snow. This opens up through wider and wider shots to show some of the drone footage of the landscape. From here, it's back down into quick clips in a montage format of family bonding with snow shoeing, sledding, playing in the snow, visiting the farm, etc, all interspersed with a few closeups of faces. From here, the pace slows down with some interior shots of family bonding while mom and dad relax. The video can either end with the evening light by transitioning outside again, or with the family enjoying a calm happy dinner at a family-friendly restaurant. Music should be more upbeat and play into a sense of nostalgia than the other videos.

Introducing Winter memories in the Shuswap



@kamadawnjones



11.3k followers

ethigalblog.com

Based in Surrey, BC, Kama, the mom and teacher behind Ethigal publishes regularly on lifestyle, travel, and motherhood. She has a sizeable following on Instagram with over 11,000 followers, and her content mosaic appears a bit more unique to other lifestyle bloggers, with family photos mixed in with closeups and travel scenes. This could also be a great tie in with a multi-generational travel angle.



PHASE 3

Exercise

01

Phase 1: Recharge



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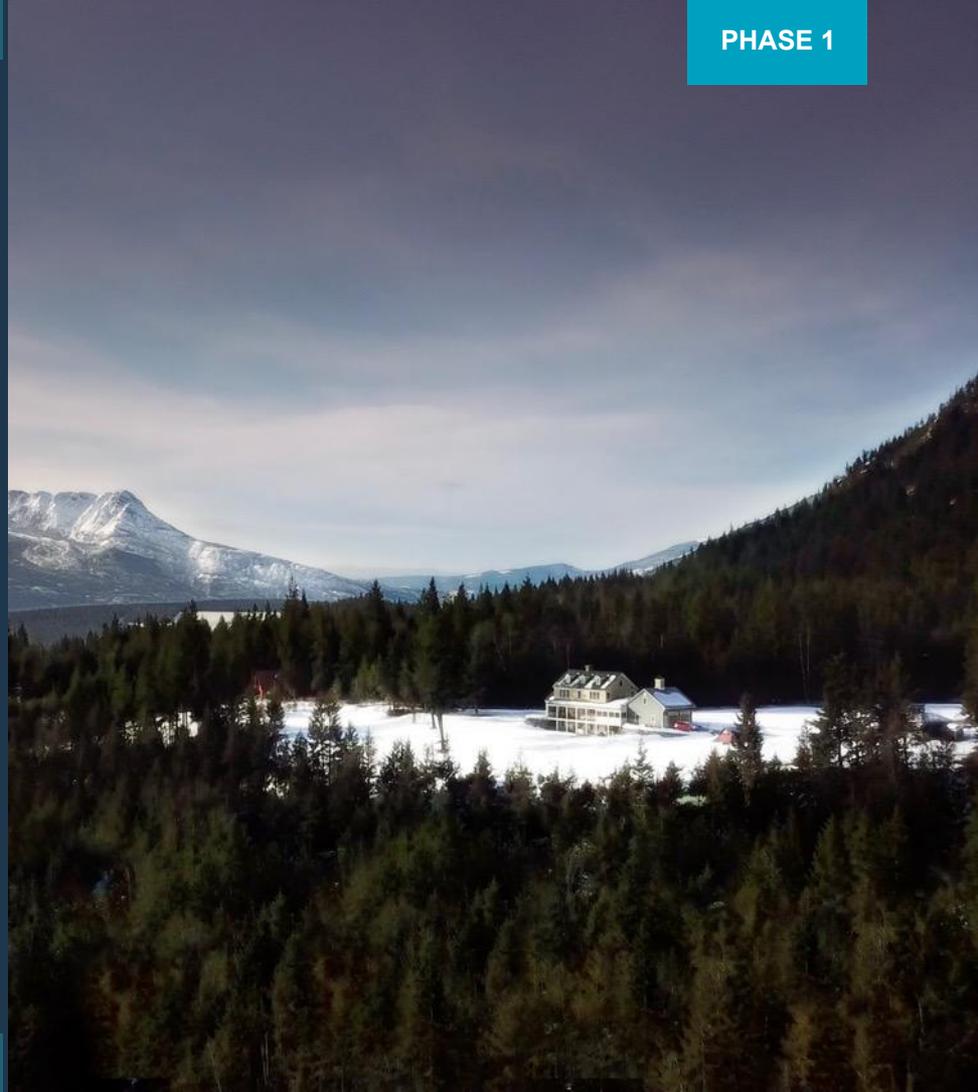
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Exercise

02

Phase 2: Reconnect



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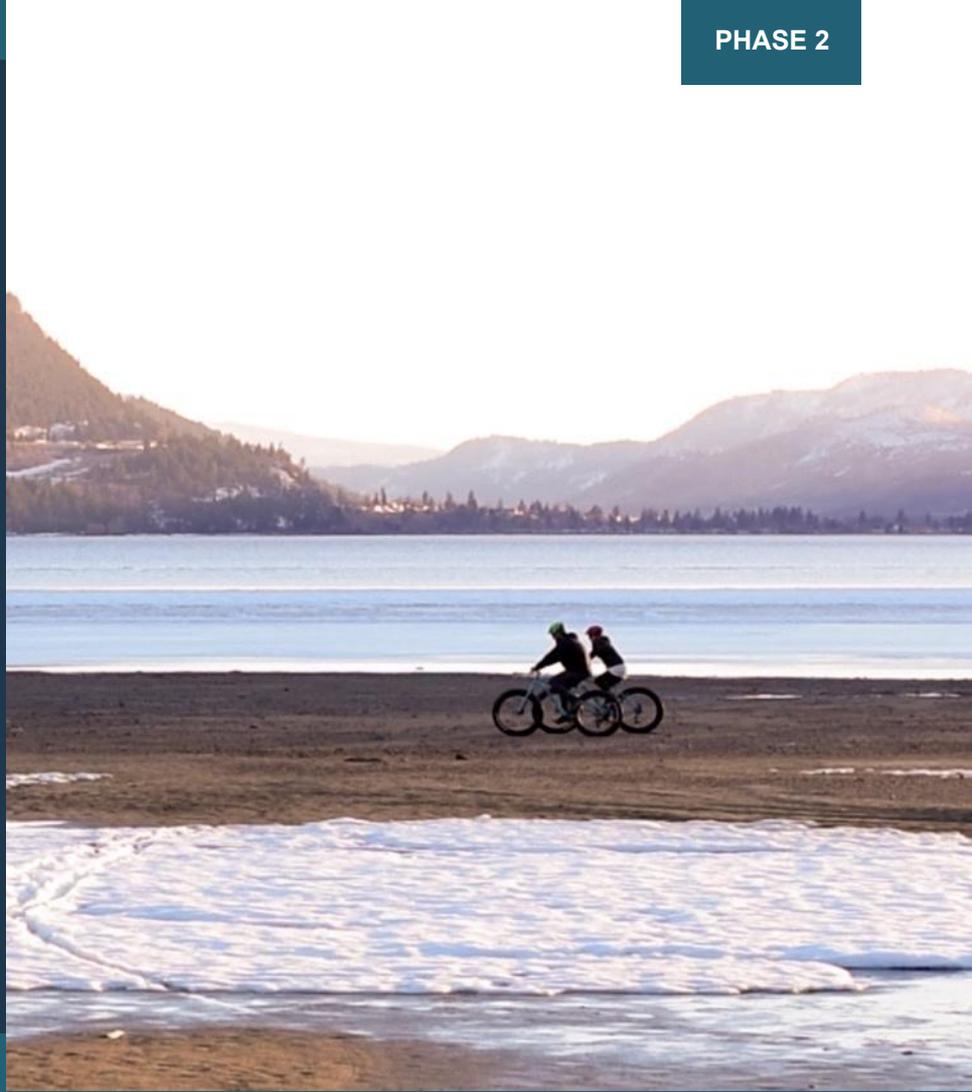
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exercise

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Make Memories



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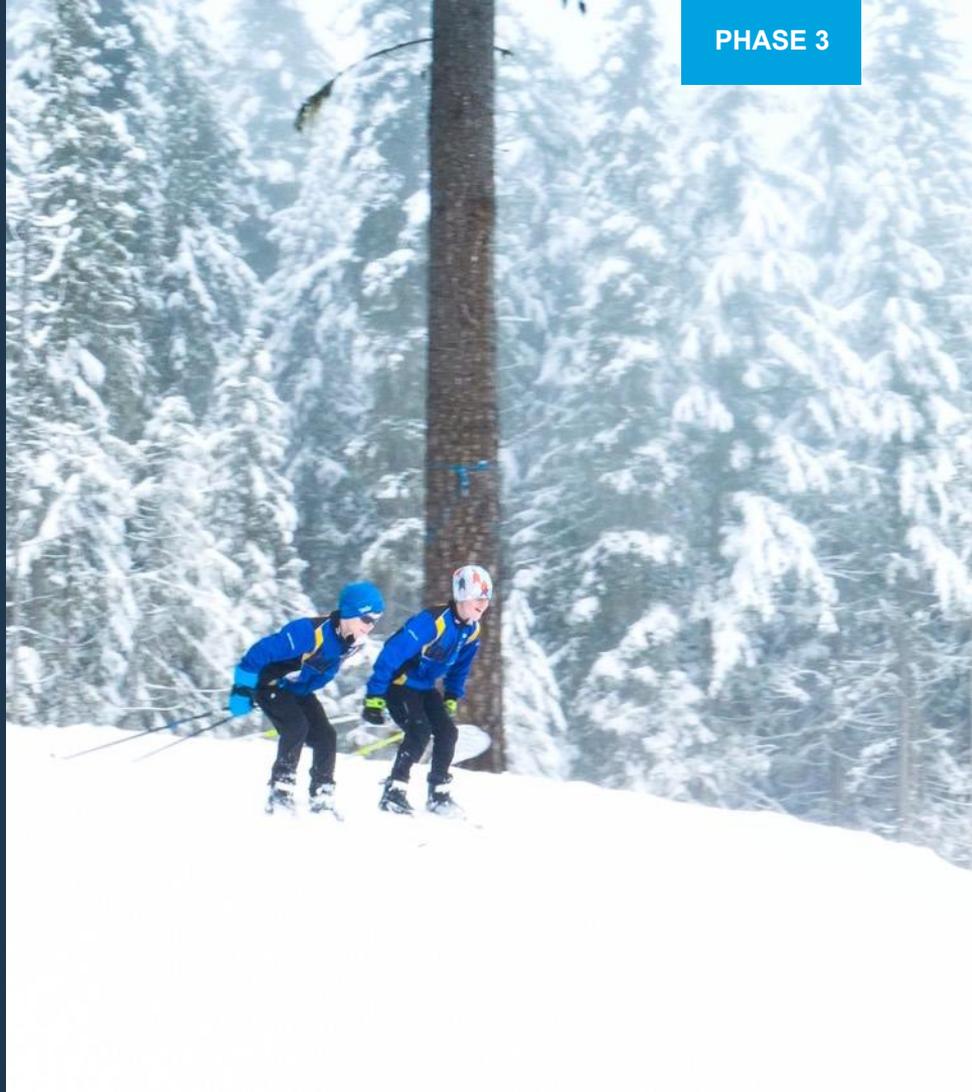
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We need you!

- Pick one or more theme and audience that suits your business
- What can you do to support this theme?
- What can you do to enhance this theme?
- If you're closed, can you open (even if it's for a day or weekend)?
- If you close early, can you test staying open a bit longer?

- Let's test some things!

An aerial photograph of a snowy forest. The trees are covered in snow, and the ground is a mix of white snow and dark evergreen foliage. In the lower-left quadrant, a small cabin is visible, surrounded by several people and what appears to be a sled or equipment. The overall scene is serene and wintry.

DESTINATION

Think!

Thank you!