

<p>Major Category Destination Experience Development</p>
<p>Activity Title The Shuswap Taste Trail</p>
<p>Tactics Updated experience development: The Shuswap Taste Trail – content development for website, printing and distribution that will showcase local agriculture.</p>
<p>Implementation Plan This experience development will create on line content for the refreshed Shuswap Tourism website and social media channels that will create awareness and showcase our local agriculture. We will be creating “Taste Trails” to showcase – wineries and local food, local farms that sell farm to gate, cycling and tasting, as well as various other ideas that are still to be developed. There would also be the opportunity to create a “long table dinner” in the Fall and partner with many of the already existing harvest celebrations.</p> <p>Quantifiable Objectives To increase awareness of our local agriculture by promoting “Taste Trails” in the shoulder season for visitors to experience the “Taste of the Shuswap” to our targeted markets locally – Vernon, Kamloops, Kelowna – and regionally in BC, Alberta, Saskatchewan, and the Pacific Northwest US.</p> <p>Rationale This initiative is to bring awareness and economic benefits to local agriculture as well as other tourism operators in the region such as accommodations, restaurants, and attractions. The purpose would be to increase visitation in the shoulder seasons to experience the “Taste Trail”.</p> <p>Action Steps Shuswap Tourism will begin the development of this experience in January 2019. This product will also be incorporated into the new Shuswap Tourism website development as one of the new “Trails Experiences” in the Shuswap region. The 2017 Shuswap Tourism marketing strategy has indicated that our marketing into 2020 will focus on numerous trail experiences – these will be experiences that focus on many trails throughout the region and will incorporate hiking and biking trails and our highway infrastructure – motorized trails.</p> <p>Potential Partnerships Shuswap Food Action Society, The local Agriculture Industry, SAEDS, Destination BC</p> <p>Resources Shuswap Tourism marketing contractors and staff will implement this project.</p> <p>Sources of Funding MRDT Funding - \$10,000 Destination BC Coop Program - \$20,000</p> <p>Timeframe Ongoing</p> <p>Total Budget \$30,000</p>

Major Category
Marketing
Activity Title
Shuswap Tourism Brand Refresh
Tactics
Shuswap Tourism will be refreshing the brand to incorporate the new Salmon Arm brand and the Destination BC Brand. The Shuswap Tourism logo will not change but photos, content development, social media channels, will be refreshed to showcase the new brands and to be used as we implement the new Shuswap Tourism website.
Implementation Plan
The refreshed Shuswap Tourism Brand will incorporate the new Salmon Arm Brand and the Destination BC Brand. This will be completed and incorporated as we develop content for the new Shuswap Tourism website.
Quantifiable Objectives
To increase awareness of the refreshed Shuswap Tourism brand, the new Salmon Arm Brand and incorporate the Destination BC branding into all of our marketing – website, collateral, social channels.
Rationale
The Shuswap Tourism Brand was created in 2011 and has been a strong brand to bring awareness to our target markets of the visitor experiences in Salmon Arm and the surrounding communities of the larger Shuswap region. However, a marketing brand should be refreshed every 5-7 years in order for it to incorporate current trends. We are also in the process of redeveloping the Shuswap Tourism website so it is timely to refresh the brand as we move forward with this project.
Action Steps
A contract with Destination Think has been secured and we will be moving forward with the Shuswap Tourism Brand Refresh on January 1, 2019.
Potential Partnerships
Destination BC
Tourism Operators in Salmon Arm and the larger Shuswap region.
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$10,000
DBC Coop Marketing Program - \$10,000
Timeframe
2019
Budget
\$20,000

Major Category Marketing	
Activity Title Shuswap Entrance Signage	
Tactics Shuswap Tourism will be refreshing the brand to incorporate the new Salmon Arm brand and the Destination BC Brand. The Shuswap Tourism logo will not change but photos and content will be refreshed which will coincide with the design and construction of new regional entrance signs.	
Implementation Plan The refreshed Shuswap Tourism Brand will be utilized to design new entrance signs to be positioned at entrances to the Shuswap Region.	
Quantifiable Objectives To increase awareness of the Shuswap Region.	
Rationale Although growing in awareness, defining and promoting the geographic boundaries of the Shuswap Region will help to raise awareness of the Shuswap as a tourism destination.	
Action Steps Following the completion of the Shuswap Tourism brand refresh project, entrance signs will be designed, a location will be selected, signs will be constructed and installed.	
Potential Partnerships Destination BC Tourism Operators in Salmon Arm and the larger Shuswap region. Community Organizations	
Resources Shuswap Tourism marketing contractors and staff will implement this project.	
Sources of Funding SAEDS MRDT Revenue - \$10,000 Shuswap Tourism Revenue - \$20,000	
Timeframe 2019	
Budget \$30,000	
Performance Measures Output <ul style="list-style-type: none"> Expanded distribution of Shuswap Tourism itineraries, event listings, and community maps (5,000 copies) 	Outcomes <ul style="list-style-type: none"> Increased visitor awareness and access to available tourism experiences

Major Category	
Marketing	
Activity Title	
Consumer Tradeshows	
Tactics	
Secure tourism tradeshow booth at a minimum of four consumer shows.	
Partners	
Shuswap Tourism	
Implementation	
<p>Shuswap Tourism has had considerable success in attracting visitors to the region via tradeshow booths at consumer shows in our primary and secondary target markets. Whenever possible, marketing at consumer shows is done in partnership with industry.</p> <p>Shuswap Tourism will secure a minimum of four tradeshow booths at Outdoor and/or Travel Shows in Seattle, Calgary, Edmonton and Vancouver on an annual basis. With their visually appealing booth design and engaging staff, they will market the Shuswap Region via distribution of print collateral and focus on experiences that will increase visitation in the Spring, Fall, and Winter.</p>	
Timeline	
On-going	
Sources of Funding	
MRDT Revenue	
Budget	
\$10,000	
Performance Measures	
Output <ul style="list-style-type: none"> Attendance at a minimum of 4 consumer shows within target markets on an annual basis 	Outcome <ul style="list-style-type: none"> 5% increase in visitation to the Shuswap Region.

Major Category
Marketing
Activity Title
Shuswap Tourism Social Media Content Development and Marketing Plan
Tactics
Shuswap Tourism is working on a strategic social media content development and marketing plan that will create an annual plan for social media marketing. The plan will be broken into seasons, experiences, and events that will then be put into the calendar and scheduled to be posted at the appropriate time. The social media channels defined are Facebook, Instagram, Twitter, and YouTube. These blogs/postings will also be put into our newsletters and blog postings on the new refreshed Shuswap Tourism website.
Implementation Plan
The social media content development and marketing plan will enable us to use our social media channels more effectively and to use these channels as a cost effective marketing tool.
Quantifiable Objectives
To increase awareness of Salmon Arm and the surrounding Shuswap region experiences on identified social media channels.
Rationale
The use of social media channels and digital marketing can have a larger reach to targeted markets to increase shoulder season visitation to Salmon Arm and the Shuswap region.
Action Steps
A contract with Destination Think has been secured to assist Shuswap Tourism with the development of this plan and we have staff who will be implementing the plan for 2019.
Potential Partnerships
Tourism Operators in Salmon Arm and the larger Shuswap region
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$10,000
Shuswap Tourism Marketing Budget - \$10,000
Total project
\$20,000
Timeframe
Ongoing
Total Budget
\$20,000

Major Category
Marketing
Activity Title
Photograph and Video for Spring and Fall Experiences
Tactics
Shuswap Tourism is working on a refreshed website and a refreshed brand. In order to create the new website and the new brand we will require updated photography. We also need to update our photography database every two years and our last signature photo shoot was in 2016. This photography will be used for all of our social media marketing and our printed marketing collateral and will focus on spring and fall experiences. We also intend to increase our videos to be used on various social channels and especially YouTube.
Implementation Plan
This photography will be used for all of Shuswap Tourisms social media marketing and our printed marketing collateral and will focus on spring and fall experiences. We also intend to increase the number of videos to be used on various social channels and especially YouTube.
Quantifiable Objectives
This photography and videos will create awareness of fall and spring experiences in Salmon Arm and the surrounding Shuswap region experiences.
Rationale
Shuswap Tourism needs to update our photography database every two years to retain current images of experiences in Salmon Arm and the Shuswap region. Shuswap Tourism is also refreshing the website and the brand and new images are needed for both of these projects.
Action Steps
A contract with a photographer/videographer will be secured to assist Shuswap Tourism with the development of this project and will begin in the spring of 2019.
Potential Partnerships
Salmon Arm Economic Development Society
Destination BC
Tourism Operators in Salmon Arm and the larger Shuswap region
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$17,500
Destination BC - \$15,000
Timeframe
2019
Total Budget
\$32,500