



# MAJOR PROJECTS AND MARKETING CAMPAIGNS

SHUSWAPTOURISM.CA

 #EXPLORESHUSWAP

PHOTO: VIKTORIA HAACK

2019 - 2020  
SHUSWAP TOURISM REPORT  
FINAL DRAFT



PHOTO: VIKTORIA HAACK



PHOTO: VIKTORIA HAACK



PHOTO: BC WINE INSTITUTE

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PHOTO: NEW PARALLEL



PHOTO: VIKTORIA HANIK

# NEW DIRECTIONS

Even before the tremendous impact of the COVID-19 pandemic on our region, Shuswap Tourism was experiencing a host of major changes that required adaptations and setting new directions.

In mid-2019 the longtime Shuswap Tourism, Shuswap Economic Development and Columbia Shuswap Film Commission manager, Robyn Cyr, retired from the organization. Cyr had been with the three departments since 2008 and was largely responsible for laying the foundation that has led to Shuswap Tourism's current strong brand presence and industry standing.

Long-time Shuswap Economic Development business outreach and community engagement consultant, Kyle Dearing, was contracted to step into the role of acting manager of Shuswap Tourism, Shuswap Economic Development and the Columbia Shuswap Film Commission to support a smooth transition as well as continuity of projects and workflow. Long time department clerical assistant Stephanie Goodey also agreed to step into the role of Marketing Coordinator.

This tight-knit team of two, along with long-time support contractors like Toliver Design, Destination Think!, Viktoria Haack Photography, Mediability Corporate Communications and others has worked to maintain and grow Shuswap Tourism's industry presence and marketing reach. By pulling together these strategic and talented partners, Shuswap Tourism has continued to have an active, vibrant presence in line with the goals and timeline outlined in its current 5 year strategic marketing plan.

The report that follows is a summary of Shuswap Tourism's major projects, marketing campaigns, and other communication and marketing efforts since the leadership transition in mid-2019. Also note that the photography featured throughout is a sampling of new photo assets that have been acquired over the past year, largely by Viktoria Haack Photography.

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**BY PULLING TOGETHER THESE STRATEGIC  
AND TALENTED PARTNERS, SHUSWAP  
TOURISM HAS CONTINUED TO HAVE AN  
ACTIVE, VIBRANT PRESENCE.**

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2019-2020  
MAJOR  
CAMPAIGNS  
REVIEW



PHOTO: SHUSAWP TRAILS



PHOTO: VIKTORIA HAACK

## 2019 HIKING CO-OP CAMPAIGN

The 2019 Hiking Co-op Campaign was a partnership between Tourism Kamloops, Tourism Vernon and Shuswap Tourism that promoted hiking experiences throughout our regions with targeted social media ads and blog posts. The campaign ran from March through April 2019.

# 5.65 MILLION

Campaign impressions through  
Facebook and Google Ads.

# 382,813

 | VIDEO  
VIEWS

# 323,076

 | FACEBOOK  
ENGAGEMENTS

# 35,269

 | WEBSITE  
SESSIONS

Shuswap specific stats:

**8,961** = number of  
unique Shuswap Tourism  
website visitors

**15,071** = number of  
pageviews



PHOTO: BC ALE TRAIL



PHOTO: BC ALE TRAIL



PHOTO: SHUSWAP TRAILS



## 2019/2020 WINTER MARKETING CAMPAIGN

Shuswap Tourism's TOTA Community Research Program membership provided target market and target audience data, to support campaign asset development as well as targeted media planning. This TOTA data included demographic profiles, common traveler activity and behaviour trends, and online media preferences. This, along with other Explorer Quotient/sector data was all taken into consideration for tailoring creative content and messaging, and placing the ads in media most aligned with Shuswap Tourism target audiences.

- 2 ad campaigns created: one for family related experiences and one based around sledding
- A variety of videos were created with different time lengths for specific optimization to match viewers' streaming habits
- Facebook display and cinemagraph ads created to diversity campaign presence and exposure

**f 5.3 MILLION**

OVERALL  
IMPRESSIONS THROUGH  
FACEBOOK ADS

**83.76 %**

COMPLETION RATE



CHECK OUT THE SHUSWAP TOURISM YOUTUBE CHANNEL  
TO VIEW THESE AND OTHER VIDEOS



PHOTO: BC ALE TRAIL

## BC ALE TRAIL

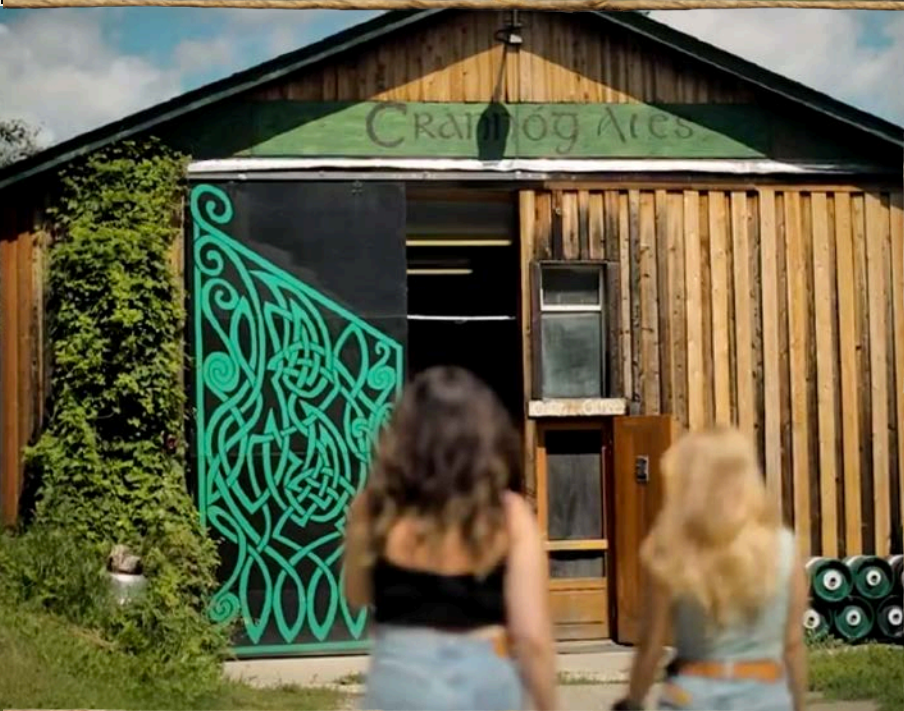
The BC Ale Trail is a provincial partnership and co-operative marketing campaign based around showcasing British Columbia as a global destination for craft beer enthusiasts and other tourists. Marketing campaigns have traditionally focused on engaging travelers throughout BC, Alberta, Washington, Oregon and California. Shuswap Tourism participated in co-operative ad campaigns as part of this partnership in both 2019 and 2020, and has committed to also participate in 2021. Tactics that Shuswap Tourism has been directly involved in so far include:

- BC Ale Trail print material
- Global print ads\*
- Consumer show attendance
- Digital promotion through the BC Ale Trail website and social channels

\*CAMPAIGNS HAVE BEEN SHIFTED TO FALL IN LINE WITH PROVINCIAL HEALTH OFFICER COVID-19 RECOMMENDATIONS AROUND TRAVEL.

Shuswap Tourism also participated in several additional marketing opportunities in both 2019 and 2020, which included the development of video and photography content and hosting social media influencers and other writers. Both the video and written content developed to-date have been and will continue to be used as promotional assets, with digital campaigns spends focused around growing shoulder and off-season visitation.

<https://bcaletrail.ca/>



## 2020/21 TRAILS BASED MARKETING CAMPAIGN

Continuing to follow Shuswap Tourism's 5-year strategic marketing plan, Shuswap Tourism entered into 2020 planning to focus primarily on trails-based experiences.

A suite of digital assets including video, photo and blog content has been produced continuing to use Shuswap Tourism's access to TOTA Community Research Program and other Explorer Quotient/sector data to tailor this creative content.

Digital campaigns using these assets were scheduled to begin in Fall 2020, but the decision was made in consultation with Shuswap Tourism's ad agency to pause these campaigns and save digital ad budgets for when they can be more effectively used in light of COVID-19 and travel restrictions. In the interim, some of these new assets will be released organically on the Shuswap Tourism website and social media channels as teasers for content and campaigns to come, and as assets for partner organizations to be able to use and make reference to.

- 8 videos created with different time lengths for specific optimization to match viewers' streaming habits
- 16 new, high resolution trails-based photos acquired
- 2 new trails-focused blog posts written



2019-2020  
PROJECTS  
REVIEW

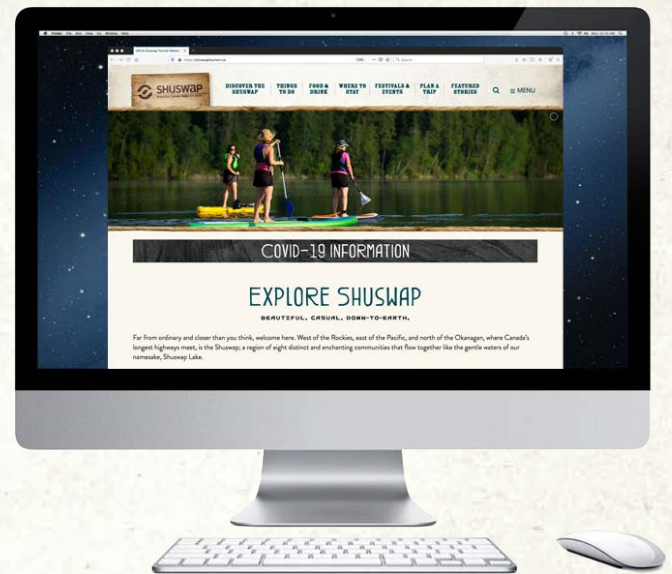


PHOTO: VIKTORIA HAACK



PHOTO: VIKTORIA HAACK

The following projects have been recently completed or are currently underway as part of Shuswap Tourism's 2020 workplan, which has been reviewed and updated as-needed in light of the COVID-19 pandemic.



## SHUSWAP TOURISM BRAND REFRESH

Shuswap Tourism worked through 2019 and 2020 to update core elements of its brand presence, including colours, fonts, photography and written content. Special consideration was also given to ensure that these updates fit well with Destination BC branding. As part of this process, the majority of Shuswap Tourism print and digital assets were updated with the refreshed brand, including the new website, print guides, photography, written copy, social media content and mobile information/tradeshaw booth assets.

In addition to the website and social media channels, the following assets were updated as part of the brand refresh:

- Vacation Planner
- Merry Melodies Live Music rack card
- Shuswap Golf guide
- Shuswap Taste Trail guide
- Shuswap Wineries rack card
- Sicamous Trail Maps (Sled Sicamous)
- Shuswap Cross-Country Ski and Snowshoe guide
- Get on the Water lake map
- Shuswap Tourism mobile information/tradeshaw booth

## DIGITAL ASSET ACQUISITION

Shuswap Tourism worked with Viktoria Haack on several photography projects over 2019 and 2020 to update Shuswap Tourism's photo library with a suite of photography that reflects the refreshed brand. Previous to Viktoria's work, the majority of

Shuswap Tourism's photography assets were out of date and usage rights had expired. Viktoria has been working to ensure new photo assets are acquired that fit with both Shuswap Tourism and Destination BC branding, and that cover a wide range of experiences found throughout our region. The photos featured throughout this report document are a sample of what Viktoria has provided Shuswap Tourism since mid-2019.

## NEW WEBSITE

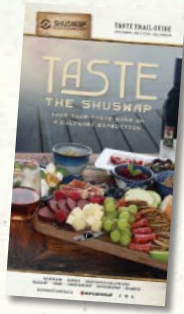
The new Shuswap Tourism website was completed in February 2020. It is now significantly more mobile friendly, includes newly refreshed Shuswap Tourism brand elements and also follows current website design/layout trends. It also has an updated event calendar and a much more comprehensive business listings database. This new format and organization take current consumer website usage trends and programming requirements across commonly used web browsers and mobile devices into account to ensure content is easy to find and displays correctly and consistently.

<https://shuswaptourism.ca>

## WEBSITE SEARCH ENGINE OPTIMIZATION

The launch of the new Shuswap Tourism website caused a drop in Shuswap Tourism's overall search optimization and rankings. Shuswap Tourism's website host worked throughout the early part of 2020 to rectify this problem and help Shuswap Tourism regain its previous strong overall search engine placement.

## SHUSWAP TASTE TRAIL



The new Shuswap Taste Trail experience package includes a print guide as well as new landing page on the Shuswap Tourism website with an interactive map, business listings, suggested itineraries as well as a digital itinerary builder. The pre-built regionally inspired itineraries feature the best of local food and drink, helping visitors to explore experiences throughout our region and encouraging more stops and longer stays. The digital itinerary builder allows users to choose what they are most interested in and build a custom itinerary and map to support their exploration.

<https://shuswaptourism.ca/taste-trails>





PHOTOS: VIKTORIA HAACK





## BEAUTIFUL SPACE CASUAL PLACE DOWN TO EARTH PLACE

FIND YOURSELF IN THE SHUSWAP



SHUSWAPTOURISM.CA

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NEW 10 FOOT WIDE TRADE SHOW BOOTH

### TRADE SHOW ATTENDANCE

Shuswap Tourism has attended the Vancouver and Calgary Outdoor Shows annually for the past several years. Attendance at the 2019 Calgary show was greater than the 2019 Vancouver show, though both provided strong opportunities for Shuswap Tourism representatives to engage with relevant prospective visitors. Survey results from both shows indicated that 64% of respondents had visited Shuswap in the past.

Shuswap Tourism attended the 2020 Vancouver Outdoor Show shortly before COVID-19 travel and event hosting restrictions came into effect, which unfortunately prohibited Shuswap Tourism from attending the 2020 Calgary Outdoor Show as planned. 2020 Vancouver Outdoor Show attendance was the highest in the show's history, and once again offered Shuswap Tourism an opportunity to engage with a relevant audience.

In addition to Vancouver and Calgary Outdoor Show attendance, Shuswap Tourism also provided support to the Shuswap golf course consortium, who typically attend consumer shows in the lower mainland and Alberta annually.

### LOCAL EVENTS

Shuswap Tourism also typically attends local events throughout the region and sets up a staffed information booth to promote tourism. Events that Shuswap Tourism attended in 2019 included the Salty Street Festival, the South Shuswap Summer Kick Off, the Salmon Arm Roots and Blues Festival, the Lewiston Ultra Race and the Salute to the Sockeye Festival. COVID-19 restrictions have kept many events from being able to operate in 2020 and have also kept Shuswap Tourism from being able to have its traditional in-person presence. Shuswap Tourism looks forward to resuming these engagement and promotional activities as soon as possible.



## CANADIAN TOURISM WEEK 2020

May 24-31 was officially designated as 2020 Canadian Tourism Week. This annual week-long celebration is a time for us all to recognize the contributions and experiences of Canada's tourism industry. Shuswap Tourism engaged in various digital promotions throughout the week, and also visited businesses in the North and South Shuswap and Salmon Arm that were able to adapt and continue to provide services and/or experiences based on the COVID-19 situation and relevant provincial health officer protocols in place at that time.

## SUMMER BLOG SERIES

Shuswap Tourism worked with Louise Wallace Richmond of Mediability Corporate Communications to write a weekly blog series over the summer months. The blogs were intended to highlight each community/area in our region, and to promote activities considered safe and appropriate given provincial health officer COVID-19 health and safety protocols. They also helped to highlight businesses that were open and able to provide service and/or experiences.

<https://shuswaptourism.ca/featured-stories>

## SUMMER VIDEO SERIES

Recognizing the opportunity to add additional support and promotion to the 2020 summer tourism season and tourism operators and other businesses in light of the COVID-19 pandemic, Shuswap Tourism and Shuswap Economic Development contracted One Peak Creative to develop a series of videos that feature a variety of pandemic and social distancing appropriate activities throughout the region that would be relevant to prospective visitors as well as local residents.

These videos were then promoted through Shuswap Tourism's social channels and shared by variety of other businesses and stakeholders. They were also featured in the Roots and Blues online concert series that took place in August that included 6,550 unique registrations and over 20,000 concert plays.



## UPDATED BANNER STAND SERIES



SHUSWAP TRAIL NETWORK  
FIND YOUR PATH  
RAID RIDES, CITY STROLLS,  
ALPINE ADVENTURES  
ALL AT YOUR DOORSTEP



SHUSWAPTOURISM.CA  
#SHUSWAPT  
f t i



TEN THOUSAND YEARS YOUNG  
THE SECWEPENC  
FIRST NATION



SHUSWAPTOURISM.CA  
#SHUSWAPT  
f t i



PADDLE, SUP, KAYAK & CANOE  
WORRIES DRIFT  
AWAY IN THE SHUSWAP



SHUSWAPTOURISM.CA  
#SHUSWAPT  
f t i



LOVE LIVE MUSIC? SO DO WE.  
LIVE MUSIC  
THRIVES  
IN COMMUNITIES  
THROUGHOUT THE SHUSWAP



SHUSWAPTOURISM.CA  
#SHUSWAPT  
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## BC ALE TRAIL WINTER MARKETING CAMPAIGN

Further to the campaigns described in the preceding section, Shuswap Tourism's co-operative marketing partnership with the BC Ale Trail includes a winter 2020/21 campaign to further promote ale trail-related experiences and assets throughout our region, and during our shoulder and winter seasons. These campaigns will evolve with COVID-19 travel restrictions and both Destination BC and provincial health officer protocols around health and safety and travel.

<https://www.youtube.com/watch?v=4EoXvnfeRk0>

## WINTER BLOG SERIES

Shuswap Tourism has contracted Louise Wallace Richmond of Mediability Corporate Communications to write a series of four blog posts in preparation for our upcoming winter and holiday season. The blogs are intended to highlight winter activities and experiences that can be undertaken throughout our region based on current COVID-19 health and safety protocols and will also highlight various business and tourism operators that are providing relevant products, services or experiences.

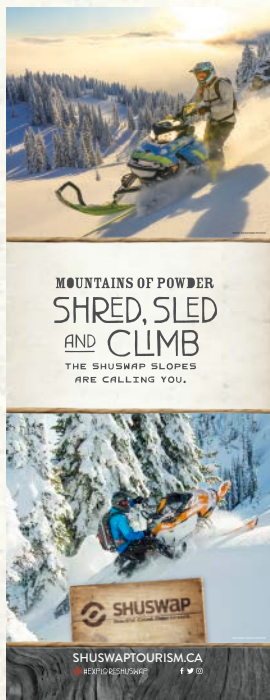
<https://shuswaptourism.ca/featured-stories>

## REPURPOSE CURRENT WINTER ASSETS

In line with Shuswap Tourism's current 5-year marketing plan, both 2018 and 2019 saw the development of digital marketing assets intended to promote various winter activities and experiences in our region that were then used as part of digital ad campaigns. Though Shuswap Tourism continues to move forward with the timeline of ad and campaign development outlined in its marketing strategy, these previously developed assets still have relevance and value, and can continue to support the evolution of our region into a year-round destination.

With that in mind, Shuswap Tourism has developed an in-house digital marketing campaign strategy where these assets will be repurposed on relevant digital channels using TOTA Community Research Program and other relevant Explorer Quotient/traveler data to target specific audiences. This campaign has been developed to be able to be easily adapted and/or paused based on whatever travel and health restrictions may be relevant based on the COVID-19 pandemic and the potential for provincial health officer protocols and/or travel restrictions.

## UPDATED BANNER STAND SERIES





## SOCIAL MEDIA MARKETING

Shuswap Tourism has been strategically using a variety of social media platforms and tools based on target audience usage to promote tourism and visitation in the Shuswap, and to continue to grow an online follower base. By using a mixture of in-house created assets mixed with blogs, influencer and user generated content and other digitally sourced materials from local business and stakeholders, new and relevant content is being continually shared to online audiences.

The following stats and metrics overview is based on activities undertaken by Shuswap Tourism directly. It does not include data from larger marketing campaigns described earlier in this report – those campaigns are recorded separately by Shuswap Tourism's ad agency.

### 2019 versus 2018

IMPRESSIONS



1,405,968

520%  
INCREASE

ENGAGEMENTS

39,897

93.2%  
INCREASE

TOTAL AUDIENCE

7,757

31.5%  
INCREASE



### 2020 versus 2019

(AS OF NOVEMBER 18, 2020)

IMPRESSIONS



1,701,000

68.5%  
INCREASE

ENGAGEMENTS

40,377

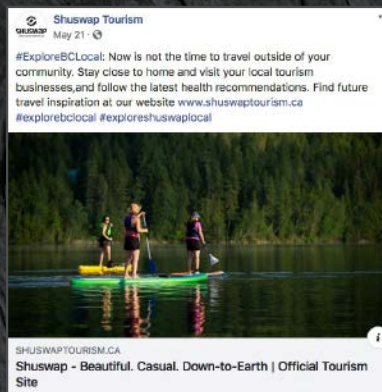
30.8%  
INCREASE

TOTAL AUDIENCE

10,643

37.2%  
INCREASE





# PADDLE PARADISE SOOTHES THE SOUL



#EXPLORESHUSWAP



PHOTO: VIKTORIA HAACK



**SHUSwap**  
Beautiful. Casual. Down-to-earth.

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