



PHOTO: VIKTORIA HAACK

2020 - 2021 SHUSWAP TOURISM

ANNUAL REVIEW

SHUSWAPTOURISM.CA

 #EXPLORESHUSWAP



PHOTO: KRISTAL BURGESS



PHOTO: VIKTORIA HAACK



PHOTO: VIKTORIA HAACK



1. INTRODUCTION	3
2. CAMPAIGNS	4
3. ASSETS	10
4. PROJECTS AND SUPPORT PROGRAMS	18
5. RANKINGS	21



INTRODUCTION

Tourism, by its very nature, is dynamic. In a constant state of change, the sector is powered by the energy, curiosity, creativity and care of trusted providers, accommodators, promoters and partners. Inevitably, the second year of a global pandemic combined with the devastation of climate change emergencies, these very attributes and people were critical to navigating Shuswap Tourism's 2021 journey.

The reality is such, that like all organizations and businesses in our region, the pandemic, the wildfires, the atmospheric rivers and highway washouts did cause setbacks, despite our best intentions and ever shifting scope of work possible, under very challenging circumstances.

However, this annual update will outline and highlight the priorities and reach that Shuswap Tourism was able to undertake and accomplish in 2021, including campaigns, assets, projects and programs as well as overall regional rankings as measured by outside agencies.

Moving forward, we continue to be well positioned in this vital economic sector and benefit from our collective and comprehensive approach as evidenced by the metrics of our growing digital audience, our partnerships with provincial leaders and our sponsorship of key community initiatives. As a seasoned organization, we continue to benefit from not only our region's natural assets, but our governance structure, funding model and human resources. Acting Manager Kyle Dearing handed off the reigns to Morgen Matheson hired as the new Team Leader for Tourism and Film in November. With a background in economic development, marketing and local experience, Matheson is the right fit for the experienced team and organizational objectives.

"TOURISM, BY ITS VERY NATURE, IS DYNAMIC. IN A CONSTANT STATE OF CHANGE, THE SECTOR IS POWERED BY THE ENERGY, CURIOSITY, CREATIVITY AND CARE OF TRUSTED PROVIDERS, ACCOMMODATORS, PROMOTERS AND PARTNERS."



PHOTO: PRESTIGE HARBOURFRONT RESORT



PHOTO: @LIFE PHOTOGRAPHY



PHOTO: VIKTORIA HAACK

2021 MAJOR CAMPAIGN REVIEW

TRAILS CAMPAIGN
GENERATIONS CAMPAIGN
BC ALE TRAIL
GET INTO BC
LET'S RIDE BC
WINTER CAMPAIGN



TRAILS CAMPAIGN

Key to our strategic marketing plan is the ongoing promotion of the Shuswap's world class trails network. Campaigns are designed with flexibility in mind in order to promote the region while still being mindful of uncertainty due to changing conditions.

CAMPAIGN REACH

JULY 6 - OCTOBER 6, 2021

* Please note this campaign was paused due to wildfires.

318,386

VIDEO VIEWS
(207,877 above estimate)

3,726,753

IMPRESSIONS

181,339

VIEWS

BRITISH
COLUMBIA

51.40%

VIEW THROUGH RATE

3,051,415

IMPRESSIONS

137,047

VIEWS

ALBERTA

47.43%

VIEW THROUGH RATE



PHOTO: VIKTORIA HAACK

6.77 MILLION

Trails Campaign
overall impressions
(4.09 MILLION ABOVE ESTIMATE)

GENERATIONS CAMPAIGN

With additional funding from Destination BC received in early 2021 earmarked specifically for quick turn around regional awareness (rather than direct attraction), a 'reconnecting with family' campaign was designed, implemented and run until early November.

702,162	IMPRESSIONS
IMPRESSSIONS	(149,402 above estimate)
97,076	VIEWS
	(27,510 above estimate)

GEOGRAPHIC: Vancouver generated the highest number of ad clicks and impressions, followed by Victoria and Surrey.

DEMOGRAPHIC: The senior age group of 55-64 stands out with the most video views with the highest VTR, which aligns with Facebook user's profile (middle-aged to senior age groups).

Moving forward, we will focus focusing on younger age groups (25-34) on Instagram to further increase video views.



PHOTO: VIKTORIA HAACK

BC ALE TRAIL

@VANFOODIES INFLUENCER CAMPAIGN

Shuswap Tourism continued our participation in the BC Ale Trail in 2021. The Shuswap is part of the Southern Interior Ale Trail that includes Kamloops, Vernon and Merritt and we get a variety of benefits from this including Shuswap-specific photo and video assets while being included in various campaigns tied to our larger region.

By working with the BC Ale Trail, we've been able to feature the breweries within our region. Given the emergence of new distillers and cideries, we continue to explore opportunities with the BC Ale Trail to highlight the diversity of offerings in the Shuswap.



PHOTO: BC ALE TRAIL



PHOTO: BC ALE TRAIL

91,000 IMPRESSIONS

GETINTOBC.CA

KHC CONSORTIUM

We partnered with Tourism Revelstoke and Tourism Golden to develop and launch a **Get Into BC** microsite that provides information and resources regarding Trans Canada Highway construction closures taking place east of Golden. A link to this microsite pops up on all three of our website home pages to draw visitors attention to this information.

33,400

IMPRESSIONS

GET INTO BC website

524,000

IMPRESSIONS

Google and
Facebook Ads

PHOTO: VIKTORIA HAACK



PHOTO: SLED SICAMOUS



PHOTO: VIKTORIA HAACK

LET'S RIDE BC

SLED SHUSWAP CONSORTIUM

In the winter of 2021, Shuswap Tourism worked with Let's Ride BC to organize a sledding campaign. Filming took place in February 2022 and will be launched late fall of this year.

The consortium collaboration is in partnership with the District of Sicamous and the City of Salmon Arm's MRDT committees.

WINTER CAMPAIGN

A campaign promoting motorized and non-motorized experiences in the Shuswap repurposing existing winter video series and integrating a new winter blog series was shelved due to health orders as well as natural disasters on and road closures from the Lower Mainland. The allotted funds have been reassigned to a future campaign.

2021 ASSETS REVIEW

WRITING SERIES

PHOTO ASSETS

ONE PEAK ADSOLATION

PRINT MATERIALS UPDATE

2022 EXPERIENCE GUIDE

SOCIAL MEDIA



WRITING SERIES

One of the things that is most valuable to us as we work to continually promote our region is the power of story telling. Working with several local writers to create blog/article series that highlight various activities and experiences found throughout our region resonate with visitors and locals.

It's an opportunity to highlight our stakeholders and operators, is critical content for search engine optimization and shares an authentic narrative of the Shuswap experience.

The series has covered a number of topics, demographics and interests in both the tourism high season and shoulder seasons.

Each series consisted of a series of blog posts of an area of interests to our audiences.

- ENJOY WINTER'S WONDERLAND
- SHOP LOCAL IN THE SHUSWAP
- HAVE A LITTLE' FUN! KID FRIENDLY OUTINGS IN THE SHUSWAP
- ON THE TOWN
- BEAT THE HEAT
- SHUSWAP FARMERS MARKETS
- SPRING BREAK TRAIL GUIDE
- 3 REASONS WHY THE SHUSWAP OWNS SOCIAL DISTANCING
- 3 EASY WAYS TO FIND THE SPACE THAT'S RIGHT FOR YOU

PHOTOS: VIKTORIA HAACK



PHOTO ASSETS

In destination marketing, professional photography and videography are powerful and persuasive tools. It's vital that these assets are maintained and updated regularly. Over 2021, we worked with our photographer to improve and add to our images inventory. Viktoria Haack Photography has specialized DBC training so as to ensure these assets are well suited to our organizational objectives.

A total of 1600 photos of 17 locations were secured in 2021 around the following tourism themes.

- CYCLING
- MOUNTAIN BIKING
- PADDLE BOARDING
- CHRISTMAS EVENTS
- GOLF
- LIFESTYLE [FOOD AND DRINK,
MARKETS, PICNICS, SHOPPING].
- PARKS
- HIKING AND TRAILS

PHOTOS: VIKTORIA HAACK





ONE PEAK ADSOLATION

This region benefits from amazing photographers and videographers. An agency that Shuswap Tourism has worked with rose to social media fame in 2020 by creating ad content for various well-known businesses while we were in lock-down in a series called 'Adsolation'. This attracted attention from celebrities and other large businesses, and led to very strong follower and engagement numbers for their video production business.

In 2021, Shuswap Tourism was offered an opportunity to be featured in one of these adsolation ads, and we worked with the agency to develop an itinerary and story line that featured 24 hours in the Shuswap. We also put together a prize package that was included with the video release. To date, the video has had over 10,000 views and over 1500 people entered the prize draw. An additional benefit was the agency's sharing of various behind the scenes footage with their 33,000 plus followers.

Although other regions were included, Sicamous was a particular focus on this video shoot. We welcome the opportunity to collaborate with our partners at the District of Sicamous Economic Development Corporation.



onepeakcreative ADSOLATION: @shuswap.tourism

(CONTEST BELOW 🏆) Our team had an absolute BLAST over the past 24 hours exploring the Shuswap, trying to squeeze in as many activities as we could! Biking, golfing, waterfalls, cidery, and a lakeside picnic - it was a trip to remember! 🚲🍷🍷🍷🍷🍷

We've teamed up with @shuswap.tourism to giveaway our 24 hour experience! 🏆

- Two night stay at the Harbourfront @prestigeresorts
- A Round of at @hydremountaingolf
- GC to @after_dark_distillery
- GC @moosemulligans
- \$50 to @demillesfarmmarket
- \$50 to @shuswappieco
- Rentals for two at @hookedbikerentals

Entering is easy:

- 1) Like this post
- 2) Follow @onepeakcreative & @shuswap.tourism
- 3) Tag who you would bring along!

Each Comment = 1 entry (multiple entries allowed)

This giveaway will be open from now until Sunday, Oct 3 at 10:00PM PST. The winners will be chosen using a 3rd party contest selector, and sent a message hon Instagram on how to claim their prize. This contest is not sponsored by Instagram. Good luck!! 🍀

Edited · 39w



lyndseylyndz @jhals101

38w Reply



Liked by exploresicamous and others

SEPTEMBER 29, 2021



Add a comment...

Post

PRINT MATERIALS UPDATE

We took care of the required updates to our suite of print materials earlier this year and have been in an ongoing pattern of distribution throughout the region so visitor centres and operators are always stocked. Our suite of publications include the following guides and maps.

- TASTE THE SHUSWAP
- GET ON THE WATER LAKE MAP
- SHUSWAP WINREIRES GUIDE
- SHUSWAP GOLF GUIDE
- SHUSWAP CYCLE TOURING GUIDE
- SHUSWAP NORDIC AND SNOWSHOE GUIDE
- SHUSWAP TEAR MAP

Shuswap Tourism produces an annual vacation guide. This guide is funded through ad sales, and as we looked at what we could do for 2021. Recognizing that many of our traditional advertisers in our region didn't have the funds to commit to purchasing ad space and given that there were only a few specific references to 2020 in our 2020 vacation guide, we made the decision to repurpose it for 2021. We developed a 2021 sticker that covered the '2020 Vacation Guide' title on the cover, and then wrapped it around onto the inside page explaining that the guide had be repurposed for 2021 with links to check out the Shuswap Tourism site for updated information.

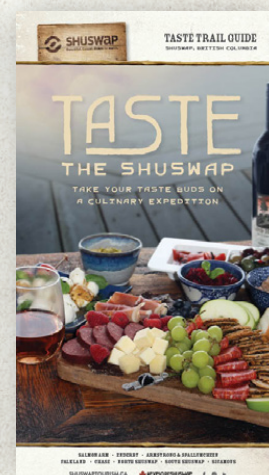
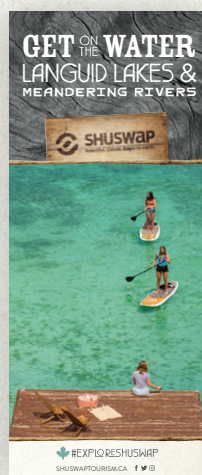
We surveyed our tourism operators to confirm an appetite to continue producing this guide annually through ad buys and we're pleased to see that the majority of respondents are supportive and interested in purchasing space. We're refreshed the overall appearance and it is now ready for distribution. The vacation guide will now be called the Experience Guide.

2022

EXPERIENCE GUIDE

The vacation guide model has evolved from one of detailed listings to one of inspiring experiences.

The refreshed and redesigned Experience Guide offers new value-added opportunities including social media promotion, photo features, and live links. By leveraging our significant social media audience, we are able to enhance the worth of our providers advertising investments. This guide will also be a new value-added offering to our guests and prospective visitors.



SOCIAL MEDIA

Key to our mission and strategic objectives is our social media audience size and reach. It's an important asset that continues to grow on all platforms and we have observed a slight shift from Facebook to Instagram in keeping with overall social media trends.

While a reduction in impressions was evident in July given the fires and travel restrictions, total impressions, audience and most significantly video views were up overall.

1,836,837
IMPRESSIONS

A 10.4% INCREASE

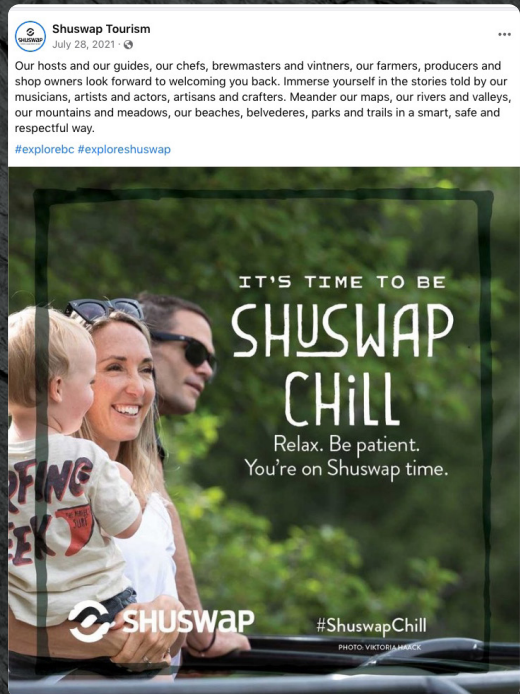
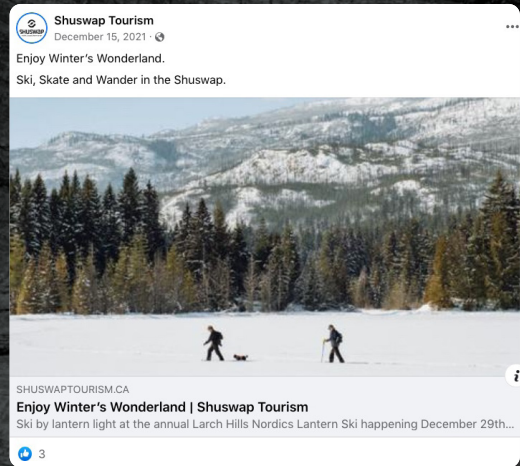
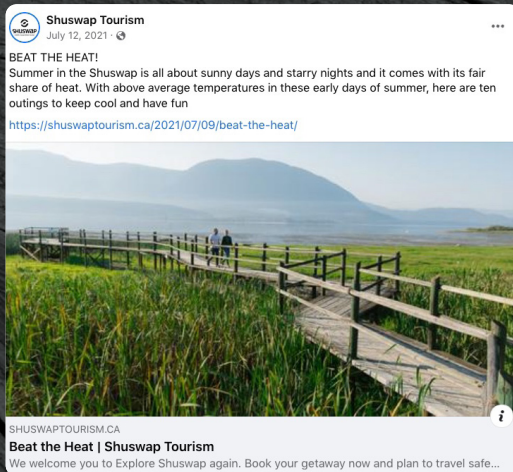
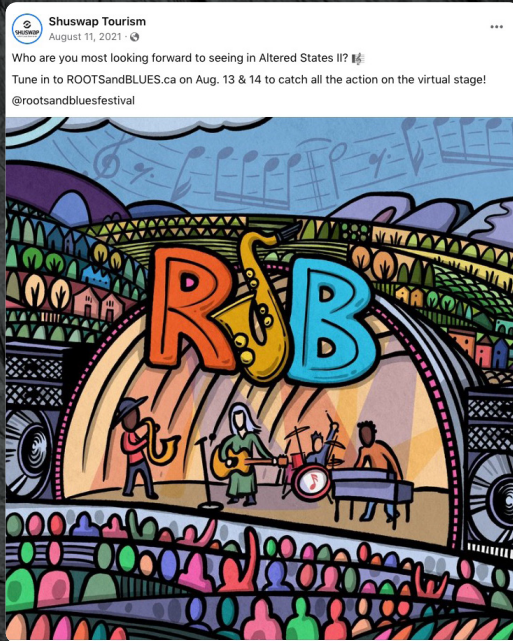
11,513
TOTAL AUDIENCE

A 9.9% INCREASE

367,412
VIDEO VIEWS

A 494.8% INCREASE

Audience and engagement continue to grow in large part as a result of our efforts to develop and curate new content, new photography and new videos offering the audience a fresh take on tourism in the Shuswap. We take advantage of that substantial audience to highlight events and experiences in the Shuswap to mutual benefit to Shuswap Tourism, tourism providers and local tourism assets.



2021 PROJECTS & SUPPORT PROGRAMS

COVID SUPPORTS

TOURISM WEEK 2021

WEBSITE UPDATES

KNOW BEFORE YOU GO

SPONSORSHIPS

INDUSTRY PAGE

WILDFIRE ADAPTATION

SHUSWAP GOLF CONSORTIUM

5 YEAR MARKETING STRATEGY

TIMELINE UPDATE



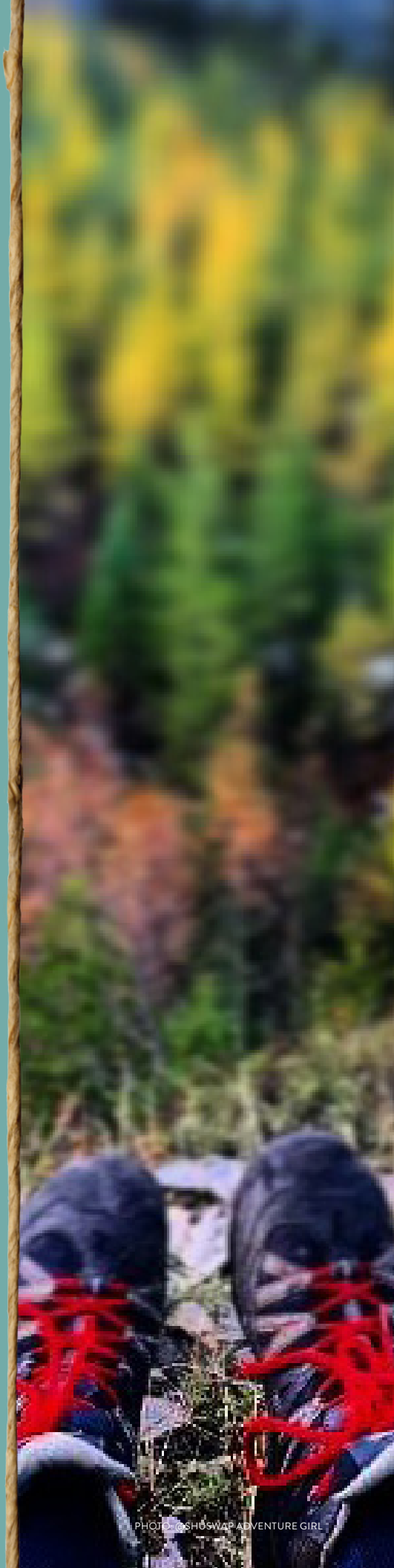
COVID SUPPORTS

Maintaining “know before you go” resources online, as well as campaigns reinforcing the laid back Shuswap lifestyle and the reminder to visit in the spirit of kindness and patience has been a key focus in a second uncertain high tourism season.

These efforts are rooted in our strategic participation in regional economic recovery programs set up as early as April 2020. Shuswap Tourism was a founding member of the Shuswap Regional Economic Recovery Taskforce. Based on the needs and opportunities identified as part of this process, many of the projects and marketing resources that Shuswap Tourism has developed since COVID-19 have been designed around appealing to a wide range of audiences, from local to our various other potential target markets, providing us with the needed assets required to support and promote our region in a time of uncertainty.

We’ve also developed various messaging resources and digital assets for our local tourism operators and other stakeholders to be able to use in their own communications efforts. What’s more, we focussed on promoting our tourism assets and operators to local communities who embraced ‘staycation’ opportunities wherever possible.

From the very beginning of the pandemic, Destination BC has been a leader in providing communications guidance and support to DMOs across the province. Shuswap Tourism has followed this guidance and tailored it to our own brand and messaging where appropriate. DBC has also been very proactive in moving funding timelines around based on travel restrictions, and providing several funding top-ups to help further support our work. They continue to be a very strong supporter and an excellent resource for the industry as it continues to navigate its trajectory forward.



WEBSITE UPDATES

In 2021, careful attention was paid to keeping the website current and up to date including business listings, re-activating the events page, adding new imagery and populating landing pages to coordinate with new campaigns.

KNOW BEFORE YOU GO' RESOURCES

In an effort to keep residents and prospective visitors informed on the latest highway, wildfire and COVID restrictions, we continually evolved and updated our digital travel planning resources.

SPONSORSHIPS

Part of our role as a DMO is to support and amplify the work of regional cultural offerings, that attract, boost and position our position in the market. In 2021, we worked in partnership and support of the few anchor events that were able to proceed such as Salmon Arm Roots & Blues Festival, the Salmon Arm PRIDE Project, O'Christmas Tea at Song Sparrow Hall and Celebrate Shuswap's BC Culture Day presentation.

INDUSTRY RESOURCES

Our tourism providers number in the hundreds. By being able to centralize information, Shuswap Tourism acts as an information hubs for their work and the addition of an Industry Resource page provides access to industry news, tool kits, reports, grant opportunities as well as campaign graphics and images. Our tourism providers and local visitor centres are valuable partners and are key contacts for the distribution of our series of guides and maps.

WILDFIRE ADAPTATIONS

The 2021 wildfires paused and pivoted a number of our campaigns. We immediately updated our 'Know Before You Go' resources and leveraged our online audience size to disseminate important information and urgently as possible.

SHUSWAP GOLF CONSORTIUM

As a tourism anchor, regional golf offerings are strengthened by collaborative marketing. The Shuswap Golf Trail Pass development and promotion, updated printed collateral and the development of an ecommerce platform to allow for multi club bookings were undertaken in 2021. This collaborative project launched February 2022 and ran until the May long weekend.



PHOTO: LYSLE PHOTOGRAPHY



PHOTO: LAURELDAWN56



PHOTO: WHITE LAKE CABINS

TOURISM WEEK

MESSAGING SHUSWAP TOURISM USED FOR 2021

Thank you for your continued diligent efforts and support as we collectively work to support our tourism industry and operators through this pandemic. We know that Canada's tourism sector looks different this year, as our industry continues to face a truly unprecedented situation. However, we still want to ensure we are able to come together and virtually amplify the importance of our industry and tourism operators here in the Shuswap.

That is why for Tourism Week 2021, Shuswap Tourism will be following Destination BC's lead and focusing on sharing why #BCTourismCounts now more than ever. While there continues to be a lot of uncertainty in the world we know that our tourism operators are eager to come back as soon as possible and stronger than ever. We also know that visitors can't wait to come back to our region!

In the past, Shuswap Tourism has gone directly to businesses in the area and shared their stories about why BC Tourism Counts. This year, due to the current Provincial Health Officer COVID-19 restrictions and potential uncertainty of what that week of May 23rd could look like, we have decided to make this a virtual event. Shuswap Tourism has created media bank of images that showcase our region that we encourage you to share on your social media feeds and other digital accounts.

When posting use the hashtags #bctourismcounts and #shuswapcountstourism, and we will reshare this content on our social feeds to help amplify these stories and get travellers excited to come back to our region. We encourage you to share and promote on your business pages.



STRATEGIC PLAN TIMELINE UPDATE

In consultation with Shuswap Tourism's long-time marketing consulting team, the decision was made to flip year four and year five of the strategic marketing plan.

COVID required various campaign pauses for year three's marketing plan, so year three spilled into year four. Year four implementation was delayed.

Originally, year four's focus was one of fishing followed by year five focus on the dominant salmon run. With the delay brought on by COVID, year five and year four priorities have been switched.

In order to compensate for closures and delays, the five year strategy will be undertaken in six years instead.

CHARMING
WINTER TOWN

2018

2019

SLEDDING

TRAILS
[COVID DELAY]

2020

2021

TRAILS

SALUTE TO THE
SOCKEYE

2022

2023

FISHING

TSI – LEADING PLACES

THE 100 MOST LOVED DESTINATIONS AROUND THE WORLD FOR 2021

THE SHUSWAP RANKED #99 FOR 2021

PRESS RELEASE

Everyone at Tourism Sentiment Index is sincerely thrilled to be celebrating and sharing the release of Leading Places: The 100 Most Loved Destinations Around the World for 2021 with you.

We know how challenging things are for everyone involved in travel and tourism since the start of the pandemic. The need has never been clearer to find ways to help the tourism industry keep moving forward. So, we kicked off 2022 with an intensive study of the massive volume of data that the Tourism Sentiment Index holds – more than 1.6 billion online conversations and content pieces publicly available about 21,330 global destinations. One result from that study is Leading Places: The 100 Most Loved Destinations Around the World for 2021, publicly released on January 20, 2022. The rankings were determined by Tourism Sentiment Score®. We applied the same artificial intelligence that powers TSI Live to objectively assess the destinations in our study.

While the rankings may be news that the listed destinations will share, it is, more importantly, an opportunity for all our customers. Our study has allowed us to develop robust rankings that give you a new view of TSI data.

We are now offering global rankings each quarter of the calendar year to give you a view of where your destination ranks with those around the world. The quarterly global rankings offer more than the first 100 spots based on the overall Tourism Sentiment Score®; plus, you will get segmented rankings to look at different aspects of the data presented in TSI Live, like rankings for each of the 50 tourism assets that build into the overall Tourism Sentiment Score®.

We sincerely thank you for your participation in Tourism Sentiment Index. It has allowed us to gather vital data about the tourism industry from your destination and all the comparative destinations that we provide to help you understand your performance. This data is the basis for being able to see word of mouth in action and help the tourism industry deliver the best experiences possible for residents and visitors.

Your support has enabled ground-breaking innovations for our industry. We are just getting started with developing more ways to help and look forward to sharing those with you, too.

