

Shuswap Tourism Marketing Activities Update

September 7, 2017

Tourism Committee Update

RECENT HIGHLIGHTS (Since April 19, 2017 Report)

- Roots and Blues
- Summer Fam and media visits
- Turtle Valley Bison event
- Strategic Plan, ongoing
- Salty Dog Street Festival, on location
- Shuswap Tourism Guide printing (cycle, golf, wine, map pads, trail)
- Aboriginal Day, Quaaout Lodge
- Tourism Matters field trip
- Media: Winetrails, Hello BC, Germany, Asia
- Sponsorship support, visitor kits
- Summer on location work at Live music throughout the region
- Photo shoots (golf, Roots and Blues)
- Salute to the Sockeye 2018 planning
- Media: The Hive, Jamie Savage, Roots and Blues
- Vacation Planner and guide distribution
- Social media, ongoing (Sydney Baron and Stephanie Goodey)

Roots and Blues

We had a very successful on location setup at the festival. Several people commented that they loved the “feel of our booth”.

[Roots and Blues Interviews](#)

[Festival Compilation](#)

We distributed:

- Approx. 100 Vacation Planners
- 60 cycle guides
- 60 trail guides
- at least 100 pens.
- and collected 172 surveys! (up from 124 in 2016)
- Three prize packages featuring Shuswap Experiences.
- Thanks to our prize sponsors: Quaaout Lodge, Roots and Blues, The Hive Restaurant, Tin Poppy, Noble Adventures.

Shuswap Tourism created the survey in collaboration with Roots and Blues, and have provided the statistics for future planning and grant applications. Shuswap Tourism also provided a follow up survey to be emailed to Roots and Blues contact list in the coming weeks.

Shuswap Tourism also interviewed several artists during the weekend, focusing on the importance of festivals to their personal experience, and why they would recommend this festival to the public. There was a very positive response, including the feeling in the air, the beautiful natural environment, the “big festival feel at a small size festival”, that Roots and Blues may be the best festival in Canada right now, that the volunteers make you feel so welcome, and that

families feel so safe. The video footage will be shared with the committee when available, and will be used in future promotion of the festival.

Shuswap Tourism was alive on social media during Roots and Blues, and collected video and still footage of the festival for future promotion.

This festival continues to be a cornerstone event in the Shuswap and the collaborative effort between Roots and Blues and Shuswap Tourism is effective.

Note: If committee members would like to see results from the survey, email Marketing@shuswaptourism.ca and we will send the link to you directly.

Emerging Shuswap Products Getting Attention Recently

- Turtle Valley Bison Ranch
 - June 24, Bison Extravaganza
 - Afternoon visit to the fields, evening grazing event. Five chefs, five cuts of meat, cooked outdoors.
 - Live music, local beer, wine and spirits.
 - Collaboration with Quaaout Lodge, several lower mainland chefs, local and Vancouver media.
 - Shuswap Tourism supported with small sponsorship.
- Bucktail Adventures, Noble Adventures, Quaaout Lodge
 - TOTA and DBC are promoting fishing charter business out of Salmon Arm to the national and international media. Robyn was invited to attend media event featuring Bucktail, Noble Adventures, and Quaaout Lodge Cultural Experiences
- Tin Poppy
 - This quaint, new, off the grid, semi-permanent, totally retro quasi-cabin has become the centre of social media buzz.
 - We featured Tin Poppy in our recent Roots and Blues prize package promotion.

Tourism Matters Field Trip

Tourism Matters Video

- Tourism Week, first week of June
- Shuswap Tourism visited Chase, North Shuswap and Enderby to interview tourism operators.
- Created video of Tourism Matters in the Shuswap (Sydney Barron).
- Connected local political leadership with local tourism operators.
- Thanks to Larry Morgan, David Lepsoe, Ali Maki, Nancy Egely Chase, and Brad Case
- Will be using these video clips to help tell the story about the importance of tourism to our local businesses and communities.