

## **Shuswap Tourism Marketing Activities Update**

January 31, 2018 (since December 7, 2017)

Tourism Committee Update

Prepared by Carmen Massey, Reach Marketing

### **VACATION PLANNER**

- 93 participants
- \$46,344 sales
- Marketing partners: lost 22, gained 19
- New Marina ad coordination
- Editorial content update
- Proof and prepare for print
- Vacation Planner print files to be approved January 31, for use at the Vancouver Outdoor Show

### **ITINERARY PROJECT, TOTA**

- Monthly blog rollout plan, based on 14 Shuswap Itineraries
- Images provided for each Route 97 Shuswap blog

### **PREPARATION FOR DEPARTURE**

- February 2018 Tourism Committee Meeting report
- 2017 Reach Marketing Activities report
- 2017 Media Report for Destination BC
- Transfer of electronic files to Shuswap Tourism master file storage.