

Shuswap Tourism Advisory Committee Meeting

Thursday, February 8, 2018 – 1:00 – 4:00 PM

Report

Robyn Cyr – Manager, Shuswap Tourism

1. Trail Guide Update

Work is underway on the revision of the Trail Guide. We will be moving to a slightly smaller guide with references to the online mapping that has been created. The guide will also be online on various website to be available to download.

2. Meeting Attendance

- DBC Destination Development Meeting – Hwy 1 Corridor – Feb. 7 – I am still not sure of what the outcomes of these meetings will be. I will provide more information as they progress.
- Impact Tourism and Travel Conference – Victoria
I attended the Impact Tourism and Travel Conference in Victoria from Jan 21 – 24. This conference was about how we sustain our Tourism Industry into the future.
I have attached the notes for review
- Tourism Vernon Open House – I attended the Tourism Vernon Open House. Interesting to see what our neighboring communities are doing in marketing. We are very similar, just on a smaller scale due to a smaller budget.
- Reino Keski Awards Ceremony – I attended the awards ceremony for the Loppet as Shuswap Tourism provides a sponsorship for the Loppet. It was great to see all of the families – from 2 year olds to 83 year olds – that participate in this long standing event. The organizing committee did a great job with this event!
-

3. Marketing Consulting Contract – Destination Think

We have entered into a marketing consulting contract with Destination Think for the next six months. They are providing one on one weekly consulting services to assist us with the various marketing projects and the implementation of the 2017 Shuswap Marketing Strategy.

4. Tourism Sector Meetings

- **Golf Consortium** – Golf Show updates – the golf consortium will be attending 3 shows in Seattle, Vancouver, and Calgary. Shuswap Tourism has provided a sponsorship for the booth and we have collaborated on marketing materials – new banners, rack cards – that maintain the Shuswap brand and the individual golf courses pictures and logos. They will also be giving away a “Golf Vacation” at each show generously sponsored by Quaaout Lodge and Talking Rock Golf, The Prestige, Best Western Sicamous, Salmon

Arm Golf Course, Hyde Mountain Golf Course, Shuswap National Golf Course, and Shuswap Lake Estates Golf Course.

- **Marina Consortium** – Feb. 13th Meeting – CSRD – we will be working on a new Lake Map which will be distributed at marinas throughout the region. This will be focused on amenities on the lake. It will also be able to be downloaded from the ST website. This map will use the Shuswap regional brand and the individual marinas logos and pictures.

5. DBC Application Update

We have just received our funding proposal back from DBC and we received \$57,500.00 – our proposal request was \$115,000.00. We will have to revise the proposal and the updating of our experience guides and our consumer show funding will be removed. We will only be focusing on our digital marketing campaign as outlined the funding application. Documents attached are the DBC Letter and the DBC Funding Proposal.

6. TOTA Summit RFP –

Shuswap Tourism is in the process of working with Quaaout Lodge to submit a proposal to host the 2018 TOTA Summit. The RFP has been attached to this document.

7. TIABC Board Resignation

I have decided to resign from the TIABC Board and would like to discuss this with the committee. At this time, I do not have the time to be a fully participating board member due to the changes in staffing and the relationship with a new marketing company. I feel that my time needs to be focused on the Shuswap region and ensuring that our marketing projects are a priority for my time.

8. New Marketing Coordinator

Terri Hadwin has been hired to replace Carmen Massey, Reach Marketing. Terri has been working for Gold Country Tourism for the past six years and has relationships with DBC, TOTA, and is familiar with the challenges and opportunities with working with smaller rural communities. Terri currently lives in Kamloops and will be starting her position on March 19th. We will be out visiting the businesses during April and May and Terri's main responsibility will be the implementation of the DBC Coop Program projects.

9. Consumer Show Attendance –

I have been researching consumer shows and if they are worth spending the money on these shows anymore. Our funding from Destination BC has been reduced so we need to find more cost effective ways to interact with our market. The cost is very high to interact with a few hundred people at these consumer shows. The value for our region just doesn't seem to be there anymore. I sent this to our consulting company and they sent it out to a few of their smaller destinations that they are working with for comment. Here are their replies:

- No budget – priority is destination development
- No value for a DMO or an individual operator in a sea of 500 other operators.
- A handful of consumers gaining marginal awareness about the destination

- One scenario - DMO-sponsored co-op investment model stipulating a minimum number of willing stakeholders to encourage those that are well aligned with our collaborative vision to have a larger presence and make a real impact (something experiential, memorable, and on-brand) on behalf of their sector or the destination. The DMO is not spending the staff time or 100% investment to go, but there is mutual benefit: to the consumer/DMO/stakeholder - the key is that they need to be community, regional AND Shuswap ambassadors.
- I've seen too many vacant, lonely, uninspired DMO booths where a pretty backdrop and brochures are all they offer. Clearly, there was no objective, no plan, other than attending. Admittedly, these have been for less sophisticated and/or small destinations.
- Generically speaking, the sense is that if your objective is to sell individual consumers on an individual trip, the ROI probably isn't there anymore (for a destination, perhaps still for specific operators). BUT... if your objective is advocacy, that's a totally different story. Even more so if you were the only DMO at the show, it could be amazingly valuable. Relevant to the niche. (i.e. Shuswap Tourism attended the Edmonton Motorcycle Show a few years ago and we were one of two DMO's there. We were very busy and the ROI was well worth the money spent going to the show.)
-

10. Crowdriff – Crowdriff is an online platform that can provide storage for photos and will give ST the ability to use photos from Instagram and Facebook for our marketing. It has an online photo permission request form to get photos that are on Instagram and Facebook from photographers. It also gives us the ability to use many various photographers and to also promote the work of various different photographers throughout the Shuswap region and BC.