

Destination BC Co-operative Marketing Partnerships Program Application

You may fill in the form below or use the headings in a separate document. Please try to limit your application to a maximum of eight pages.

Contact Information:

Applicants:	Tourism Shuswap Columbia Shuswap Regional District Representing: Chase, CSRD Electoral Areas C, D, E, and F, Enderby, Salmon Arm, and Sicamous		
Representatives:	Robyn Cyr, EDO, Columbia Shuswap Regional District, Manager – Tourism Shuswap		
Lead Organization:	Columbia Shuswap Regional District		
Authorized Authority:	Robyn Cyr, EDO, Columbia Shuswap Regional District, Manager – Tourism Shuswap		
Mailing Address:	555 Harbourfront Drive NE, Box 978 Salmon Arm, BC V1E 4P1		
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Contact Person: (if different from above)	Same as above		
Telephone:		Email:	

Applications are due by November 30th. Incomplete or late proposals will not be considered. All funding received for successful applications must be spent by the end of the contracted term.

Application Proposal:

Applications must be sent by email to coop@destinationbc.ca

Lead Organization	Columbia Shuswap Regional District
Name of Initiative	Shuswap Tourism: Shuswap Tourism Regional Marketing Campaign Project
Project Description	<p>The Shuswap Tourism Regional Marketing Campaign Project is intended to bolster and augment the existing Shuswap Tourism marketing activities and implement the 2016/2017 marketing projects. The project will include:</p> <ul style="list-style-type: none">• A focus on increasing Shuswap brand Awareness and Alignment in new markets• Strengthening our brand from within: developing in-region communication and marketing materials• Defining experience: sharing our story's specifics and delivering on the experience• Planning for the future: readying the region for a 2018 Salute to the Sockeye• Measure for success: a continued focus on metrics <p>The intended actions are designed to leverage and build on the projects that were completed in the 2016/2017 marketing initiative and to create further opportunities for product promotion and development.</p> <p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation), Country (incredible wilderness surroundings that provide a backdrop for mountain biking, cycling, golf, camping, fishing, and more), and Culture (the fabric of our communities create a culture that visitors want to experience). Our current communication materials are comprised of a comprehensive website, experience brochures, a vacation planner, and various other marketing collateral.</p> <p>We also continue to develop marketing materials to enable the Shuswap region to engage visitors for the 2018 Adams River "Salute to the Sockeye". This event will draw visitors regionally, provincially, and internationally to the Shuswap region. We will have clear messaging and experiences that will showcase the region and provide the best economic impact for our tourism stakeholders throughout the Shuswap region, the Thompson Okanagan region, and the Province of BC.</p> <p>This project will increase visitation and in turn provide increased revenue for the tourism industry in the Shuswap. It is our responsibility as a destination marketing organization to ensure that we have clearly defined</p>

	marketing messages and experiences that showcase the Shuswap region and provide the best return on investment for our tourism industry.
Situation Analysis	<p>Over the past eight years, Shuswap Tourism has developed a strong regional brand that promotes the region and the communities in the Shuswap region. Communities and areas in the region include: Salmon Arm, Sicamous, Enderby, Chase, Sorrento, Blind Bay, Falkland, Scotch Creek, Celistia, Seymour Arm, Malakwa, Swansea Point, and other smaller unincorporated communities in this region.</p> <p>The Shuswap is located in the center of BC, and sees over 4 million travel directly through the region on the Trans-Canada (#1) Highway. The Shuswap is also located in the Thompson Okanagan Tourism region and sees increasing visitation to the region as a result of spill-over and additional interest from the southern communities in the Okanagan. Our region sees an increase in visitation due to developed experiences and consistent messaging and marketing. The Shuswap's lead experiences are accessible to a wide market and are comparatively value orientated.</p> <p>Immediate competitors and peers include the Okanagan and Kootenay Rockies areas. Their strengths are a higher calibre of developed experiences and greater recognition. However, the Shuswap still continues to offer more approachable, accessible and casual (or self-guided) experiences, with a lower cost of entry and a new fresh perspective.</p> <p>A solid foundation of marketing materials is in place but the region still needs to continue to increase awareness, alignment, and action in new and existing target regions. In region Shuswap brand awareness and alignment is also an ongoing project that requires further work to engage community and tourism stakeholders.</p> <p>Campaign advertising has been geographically, activity-interest and demographically targeted in order to provide the maximum return on investment.</p> <p>Statistics to showcase growth are mainly received from Google Analytics and our Visitor Centers. The Shuswap region communities, at this time, are not collecting the MRDT and therefore are not able to collect statistics from accommodators. However, the City of Salmon Arm currently has an application that is waiting for approval from Destination BC and will begin the collection of the MRDT in 2017. This data from the MRDT collection will be available to Shuswap Tourism in 2017.</p>

Traffic Growth In Targeted Geographic Markets

July 15, 2016 – November 27, 2016 vs. Same Time Last Year

US Pacific Northwest

Website traffic from the US Pacific Northwest (Washington, Oregon, Idaho) is up 103.2% year over year. Conversion goals from this group are up 364.5% over 2015.

Conversion goals are defined by website visitor activities such as clicking on a Member's listing link or viewing a visitor information guide.

British Columbia Interior

Website traffic from BC visitors outside of Metro Vancouver is up 42.3% year over year. Conversion goals from this group are up 73% over 2015.

Alberta

Website traffic from Alberta is up 36.5% year over year. Conversion goals from this group are up 54.9% over 2015.

Metro Vancouver

Website traffic from Metro Vancouver is up 32% year over year. Conversion goals from this group are up 94.9% over 2015.

Traffic Growth In Interest Segments and Demographic Markets

July 15, 2016 – November 27, 2016 vs. Same Time Last Year

Advertising has been directed at those groups with the strongest potential to convert into on-the-ground visitors to the Shuswap. We have seen significant growth in In-Market and Affinity audience groups that show a strong potential for ongoing growth in actual visitor numbers.

In Market Audiences

In-Market Audiences are researching products and are actively considering buying a service or product like these we offer. For Shuswap Tourism that meant advertising budget was weighted in favour of audiences actively planning vacations and travel.

Overall Growth

Website traffic from travel related In-Market Audiences is up 257.7% year over year. Conversion goals from this group are up 320.8% over 2015.

US Pacific Northwest

Website traffic from travel related In-Market Audiences in the Pacific Northwest is up 558.5% year over year. Conversion goals from this group are up 522.5% over 2015.

BC Interior

Website traffic from travel related In-Market Audiences in the BC Interior is up 256.1% year over year. Conversion goals from this group are up 291.9% over 2015.

Alberta

Website traffic from travel related In-Market Audiences in Alberta is up 218.5% year over year. Conversion goals from this group are up 278.4% over 2015.

Metro Vancouver

Website traffic from travel related In-Market Audiences in Metro Vancouver is up 296% year over year. Conversion goals from this group are up 376% over 2015.

Affinity Audiences

Affinity audience targeting uses someone's overall interests, passions, and lifestyle to get a better sense of their overall identity. For Shuswap Tourism, advertising was weighted to family-related affinity audiences.

Overall

Website traffic from family related Affinity Audiences is up 153.5% year over year. Conversion goals from this group are up 211% over 2015.

US Pacific Northwest

Website traffic from family related Affinity Audiences in the Pacific Northwest is up 190% year over year. Conversion goals from this group are up 406% over 2015.

BC Interior

Website traffic from family related Affinity Audiences in the BC Interior is up 162% year over year. Conversion goals from this group are up 211% over 2015.

Alberta

Website traffic from family related Affinity Audiences in Alberta is up 147.5% year over year. Conversion goals from this group are up 160.7% over 2015.

Metro Vancouver

Website traffic from family related Affinity Audiences in Metro Vancouver is up 157% year over year. Conversion goals from this group are up 260.1% over 2015.

	<p>Shuswap Tourism Guides downloaded</p> <p>June 1 to September 30 2016 compared to same period in 2015.</p> <ul style="list-style-type: none"> • Shuswap Vacation Planner 3014 views vs. 752 – up 301% 558 PDF downloads vs. 231 - up 142% • Shuswap Trail Guide 2527 views vs. 407 – up 521% 330 PDF downloads vs. 150 - up 120% • Shuswap Cycling Tour Guide 1563 views vs. 203 – up 670% 186 PDF downloads vs. 77 - up 142% • Full Circle Farm Tour Guide 992 views vs. 133 – up 646% 137 PDF downloads vs. 52 - up 163% • Shuswap Wineries – 294 views vs. 82 – up 259% 184 PDF downloads vs. 68 - up 171% • Shuswap Motor Touring Guide 240 views vs. 75 - up 220% 102 PDF downloads vs. 45 - up 127% <p>Prevailing perceptions of the Shuswap center around ‘a nice place’ but visitors are still unsure of what activities or experiences are available, and what attitude exists. However, over the past two years, there have been a number of new experiences that have been developed and new businesses that are emerging, that are starting to interest new visitation to the region. However, the typical visitation still sees short stays – one to two nights. In order to ensure a strong economy for Tourism in the Shuswap, those stays need to increase.</p>
Objective(s)	<p>Our objectives for this project are:</p> <ul style="list-style-type: none"> • To create greater top-of-mind awareness for the Shuswap • To strengthen the distinctive, identifiable presence and sense-of-place within the region • To continue to foster the development of more sophisticated products and experiences in the region • To ignite imagination and compel curiosity: to encourage potential visitors to learn more about the region

	<p>This project continues to develop a long term ongoing sustainable relationship with visitors to the Shuswap region. We seek to improve our communication tools so that new and existing target audiences will recognize that we continue to create new experiences that will align with their interests. We also want to visualize that we are different or unique from others, and that we are an exemplary component of an authentic and remarkable interior BC experience.</p> <p>We will continue to develop assets that will build and maintain the Shuswap brand and aligns with our Regional and Provincial marketing organizations.</p> <p>Our ultimate goal is to increase awareness and perceptions that ultimately lead to increased visitation and a positive economic impact for the Tourism industry in the Shuswap region.</p>
<p>Strategies</p>	<p>The strategies that will be used to complete this project are:</p> <ul style="list-style-type: none"> • Reviewing past data • Carrying out the projects/tactics • Monitoring the use and circulation of communication tools • Circulating stories, experiences and itinerary with media (travel, tourism trades) • Delivering successes to stakeholders, and sharing the vision with them • Reaching new audiences through digital marketing (google, display & AdWords), in-region marketing (print media/planners, banners) engaging and connecting with them, and empowering them with compelling information (website, travel planners, partner referrals) <p>These marketing strategies will focus on the twelve identified itineraries/experiences. Itineraries include short, full days, and multi-day trips. Four half day trips are Water Activities, Taste of the Shuswap, Winter Activities, and Music. Five full-day experiences include the Adams River “Salute to the Sockeye” festival and the Adams River Salmon Run, Wineries, Land and Trails, and Golf. Two four-day itineraries focus on houseboats and family centered activities. One itinerary experience will be about a week-long Shuswap excursion.</p> <p>The strategy to deliver the initiatives as outlined in this project will not only be delivered by Shuswap Tourism, but through the businesses and stakeholders that we continue to collaborate and work with in the Shuswap region. It is always our intent to engage and collaborate with our stakeholders to maintain brand alignment and to engage them in the development of our marketing material, online and in print. We always strive to ensure that our experiences resonate with our visitors but they also resonate with our tourism industry.</p>

<p>Markets/Segments</p>	<p>Our primary opportunity for continued market development lies in the Pacific North West US, BC (including the Lower Mainland and metro Vancouver, and central and northern BC), and short haul markets (including Kelowna, Kamloops, Vernon). Our optimum PNW market is estimated to be 750,000 (out of 15 Million), that potentially align with our brand and experience.</p> <p>The Calgary-Edmonton corridor in Alberta continues to also be a strong target market. The reason for this is that they already know about the Shuswap but we continue to target this market as they continue to represent a large market for visitation to the Shuswap region and are continually seeking to engage in new and existing experiences in this region.</p> <p>Our EQ Audience is: Authentic Experiencers, Free Spirits, and Cultural Explorers.</p> <p>Shuswap Tourism has created a new data collection tool that will support the existing in-market research from our Visitor Centers. We will engage tourism operators to complete a comprehensive but efficient research tool that will give Shuswap Tourism information but also provide these businesses with useful information that they can also use in determining their marketing decisions. This will be available for use in 2017.</p> <p>Our demographic target market is primarily focused on an age group from 35-50 but the demographic statistics shown on our website in the past year states that our largest group is 25-35. Our outdoor adventures activities are attracting a larger younger audience and although we will continue to focus on that 35-50 age group we will start to look at some experiences that will focus on a younger audience as well.</p> <p>Focus areas for our marketing:</p> <ol style="list-style-type: none"> 1. The Pacific Northwest US and the Lower Mainland and Metro Vancouver market will focus leisure traveller looking to escape the city and looking for relaxation and rejuvenation and creating an experience so that they will want to return. Our optimal stay time would be three-five days. One day on each end of the trip to travel and three days to truly enjoy the region. Aboriginal Tourism Cultural experiences will also focus on this demographic. 2. Central and Northern BC, Edmonton and Calgary (Spring and Fall) <ul style="list-style-type: none"> - The ice melts earlier here – hiking and biking, cycle touring, golf, fishing – starts earlier than our northern communities.
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	<ol style="list-style-type: none"> 3. Edmonton, Calgary, Lower Mainland, Short haul markets – Winter – Sledding, Nordic skiing, snowshoeing. These activities will be the focus of new marketing material that will encourage visitation in the winter season. 4. Short haul markets (all seasons) – come to visit for dinner and theatre, experience live music “In the Bay”, or the Roots and Blues Festival, go for a ski at the Larch Hills Nordic Ski area, shop in our unique downtown, visit galleries, and other activities seasonally. 5. The key experiences (Spring and Fall) will be Touring and Exploring (focusing on mostly self-guided experiences), Outdoor Adventure (hiking and biking (mountain and trail), water based activities (kayaking, SUP, canoeing), Aboriginal Cultural Tourism, Wine Touring, Golfing, and an emerging experience – Fishing. Although we have long been known as a fishing destination it has mainly been self-guided and hidden. We now have new opportunities in this sector that can provide guided fishing tours.
<p>Provincial Destination Brand Alignment</p>	<p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation), Country (incredible wilderness surroundings that provide a backdrop for hiking, mountain biking, cycling, golf, camping, fishing, and more), and Culture (the fabric of our communities create a culture that visitors want to experience). Our brand creates a vision of natural landscape that urban visitors want to experience again and again. Our current communication materials are comprised of a comprehensive website, experience brochures, vacation planners, and experience guides. This material encourages our visitors to step out of their ordinary day and explore with our communities the culture and the beauty of this region.</p>
<p>Tactic #1</p>	<p>Digital/Online Marketing Campaign (Year 2)</p> <p>Description: This on-line marketing campaign will showcase the twelve identified Shuswap itineraries/experiences. The online marketing campaign will align with target markets in the Pacific NW US, BC, and Alberta. These online ads will be placed in the Province and Vancouver Sun, CNN, Castanet, Kamloops Daily News, Calgary Herald, Edmonton Journal, as well as other placements that are relevant to our target markets. Our focus will be on a Spring/Fall Campaign and Winter campaign.</p> <p>Timing: April 1, 2017 – March 31, 2018</p> <p>Budget: \$32,000.00 – DBC/Shuswap Tourism Contribution</p>

	<p>Partner Contribution: In kind contribution of tourism product for contests – Value - \$5000.00 – depending on the type of experience.</p> <p>Call to Action: Online marketing campaigns that will increase visitation to the Shuswap Tourism website and tourism industry partner websites. These campaigns will highlight the twelve identified itineraries/experiences and will be placed in the Province and Vancouver Sun, CNN, Castanet, Kamloops Daily News, Calgary Herald, Edmonton Journal, as well as other placements that are relevant to our target markets.</p> <p>Tracking Mechanisms to measure results: These marketing campaigns will be tracked through Google Analytics, and Social Media engagement on Facebook, Twitter, and Instagram.</p> <p>Video and imagery - Shuswap region</p> <p>Description: The development of a video and new imagery for promotional use of the Shuswap region. This video and imagery will showcase the 12 identified Shuswap itineraries/experiences. The imagery will mainly focus on images of the spring, fall, and winter activities. Video and imagery in this project will also include promotional material for the 2018 “Salute to the Sockeye” Festival on the Adams River and located at Roderick Haig Brown Provincial Park.</p> <p>Timing: April 1, 2017 – March 31, 2018– to capture all seasons – ready for the spring of 2018</p> <p>Budget: \$30,000.00</p> <p>Partner Contribution: In-kind tourism business staff time and product to capture experiences – approximately \$5,000.00.</p> <p>Call to Action: Video and imagery created to showcase the 12 identified Shuswap itineraries/experiences on the Shuswap Tourism website, social media channels, and partner/tourism businesses websites. Video and imagery for the 2018 “Salute to the Sockeye” Festival at the Roderick Haig Brown Park.</p> <p>Tracking Mechanisms to measure results: Tracking views through Google Analytics and social media channels, community stakeholder and tourism operator websites.</p>
<p>Tactic #2</p>	<p>Media Tours</p> <p>Description: To develop six media tours to showcase the 12 identified itineraries/experiences and the 2018 “Salute to the Sockeye” Festival at Roderick Haig Brown Provincial Park.</p> <p>Timing: April 1, 2017 – March 31, 2018</p> <p>Budget: \$5,000.00 – DBC/Shuswap Tourism Contribution</p>

	<p>Partner Contribution – In-kind contribution of tourism business staff time and product - \$5,000.00 – depending on product that is showcased.</p> <p>Call to Action: These media tours will increase awareness of the new twelve identified/experiences and the 2018 “Salute to the Sockeye” Festival at Roderick Haig Brown Park. The increased iTo increase awareness and showcase the type of tourist experience that is available in the Shuswap region.</p> <p>Tracking Mechanisms to measure results: Increase in visitation recorded through our visitor centers and key stakeholders and an increase in web activity and information requests. Increased number of editorial that is shown in various media as targeted by the visiting media. It is our intention to increase our media tours from 4 to 8 in 2017/2018. This will increase our editorial content in various media.</p>
<p>Tactic #4</p>	<p>Updating Experience Guides</p> <p>Description: To update and reprint experience guides to showcase the 12 identified itineraries/experiences. These guides will include the Cycle Touring Guide, Motor Touring Guide, Nordic and Snowshoe Guide, and the Sledding Guide. This will be printed and online.</p> <p>Timing: April 1, 2017 – March 31, 2018</p> <p>Budget: \$17,600.00 – DBC/Shuswap Tourism Contribution</p> <p>Partner Contribution: In kind contribution of tourism business staff time to collaborate with Shuswap Tourism on the development of the guides. Approximately - \$2,000.00 – depending on time required to complete.</p> <p>Call to Action: To update our experience guides to incorporate and showcase the twelve identified Shuswap itineraries/experiences.</p> <p>Tracking Mechanisms to measure results: Shuswap Tourism will track the numbers of guides distributed at consumer shows, in region through tourism businesses and visitors’ centers, and guide downloads from the Shuswap Tourism website.</p>
<p>Tactic #5</p>	<p>Trail Guide Update and Reprint</p> <p>Description: Hiking is the #1 activity in the Shuswap. The Shuswap Trail Guide is our #2 marketing product that we produce next to the Shuswap Vacation Planner. This guide will now be updated to showcase new trail itineraries/experiences and new online mapping is being developed so that all trail routes in the guide can be downloaded to various mobile formats. Shuswap Tourism will also reprint the Trail Guide but the print run will be</p>

	<p>smaller as Shuswap Tourism will encourage more online engagement to reduce print costs.</p> <p>Timing: April 1, 2017 – January 31, 2018 – to be ready for consumer shows in the spring of 2018.</p> <p>Budget: \$25,000.00 – DBC/Shuswap Tourism Contribution</p> <p>Partner Contribution: Staff time contribution from the Shuswap Trail Alliance to assist with mapping and trail description development. Approximately – 80 hours @ \$24.00/per hour = \$1,920.00</p> <p>Call to Action: To increase the distribution of the Shuswap Trail Guide by making the guide mobile and web friendly to increase downloads of the guide and maps online.</p> <p>Tracking Mechanisms to measure results: To track downloads of the guide and the maps through Google Analytics on the Shuswap Tourism, Shuswap Trail Alliance, and other community trail organizations websites. Shuswap Tourism will also track the number of Shuswap Trail Guides distributed at consumer shows and visitor centers.</p>
<p>Tactic #6</p>	<p>Consumer Shows</p> <p>Description: Shuswap Tourism and Tourism businesses on site at consumer shows in Seattle, Calgary, Edmonton, and Vancouver. Shuswap Tourism will distribute the new marketing collateral that will be created to showcase the new twelve identified itineraries/experiences.</p> <p>Timing: October 1, 2017 – March 31, 2018</p> <p>Budget: \$15,000.00 – DBC/Shuswap Tourism Contribution</p> <p>Partner Contribution: Tourism business staff time, travel costs to attend shows, product for visitation incentives - \$5,000.00 – depending on length of show and product showcased.</p> <p>Call to Action: To create awareness of the Shuswap region and showcase the twelve identified itineraries/experiences. To increase booked visits to our tourism businesses</p> <p>Tracking Mechanisms to measure results: Shuswap Tourism will use Google Analytics to track visitation from these key geographic markets. Tourism business will report on activity from their websites and the number of visits booked.</p>
<p>Tactic #7</p>	<p>Promotion of local music events</p> <p>Description: The Shuswap region has as emerging community music scene. Between June-August visitors to the Shuswap can experience live outdoor music events seven nights a week. Community organizations host</p>

	<p>these events and fund the artists and the venue. Shuswap Tourism's role is to create the marketing collateral and assist in the marketing of these events. Target markets for these events would be our close in markets of Kamloops, Kelowna, and Vernon.</p> <p>Timing: May 1, 2017 – September 30, 2017</p> <p>Budget: \$5,000.00 – Shuswap Tourism/DBC Contribution</p> <p>Partner Contributions: In Kind - Chambers of Commerce, Arts Councils, and other organizations host and fund the artists and the venue. Total amount: \$35,000.00</p> <p>Call to Action: To create awareness and attendance at these community events through developing and distributing marketing collateral in the Shuswap region and on the Shuswap Tourism website. Shuswap Tourism will also distribute the marketing collateral at consumer shows and local event and include awareness of these events in our weekly e-blasts.</p> <p>Tracking Mechanisms to measure results: Shuswap Tourism will track in partnership with community organizations the attendance at these events. Shuswap Tourism will also track the number of rack cards distributed at consumer shows and local events as well as downloads through the Shuswap Tourism website.</p>
<p>Membership Model</p>	<p>Shuswap Tourism is a community destination marketing organization that promotes visitation for recreational/leisure purposes for the communities of Salmon Arm, Chase, Enderby, Sicamous, and CSRD Electoral areas C, D, E, F. We are a stakeholder organization and do not charge a fee to be a member of Shuswap Tourism. Our Tourism Advisory Committee has representation from all communities in the Shuswap region and is a mixture of community organizations, tourism operators, and elected officials. Our marketing activities are defined in our Tourism Development Plan and Shuswap Tourism implements these initiatives in collaboration with tourism businesses, community organizations. We will be looking at a paid membership model in 2017 which will clearly define how our tourism operators engage in new marketing campaigns with Shuswap Tourism. These campaigns will include specific industry sector and online marketing campaigns.</p> <p>Although we do not charge a membership fee we do work with our businesses on specific marketing campaigns/projects that require a fee to be included. Examples of this are:</p>

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| | <ol style="list-style-type: none">1. Shuswap Tourism Vacation Planner – This project charges our tourism operators to advertising in this planner. In engaging with Shuswap Tourism in this marketing collateral, these operators are also identified as our most developed products/experiences and are showcased in our media and familiarization tours and other marketing opportunities as they become available.2. Shuswap Winery consortium – Shuswap Tourism works with the local Shuswap wineries to engage in specific marketing campaigns for this sector. This is a partnership where Shuswap Tourism provides 50% of the funding and the wineries provide the other 50% of the funding for targeted marketing campaigns.3. Shuswap Golf Consortium - Shuswap Tourism works with the local Shuswap signature golf courses to engage in specific marketing campaigns for this sector. This is a partnership where Shuswap Tourism provides 50% of the funding and the golf courses provide the other 50% of the funding for targeted marketing campaigns. |
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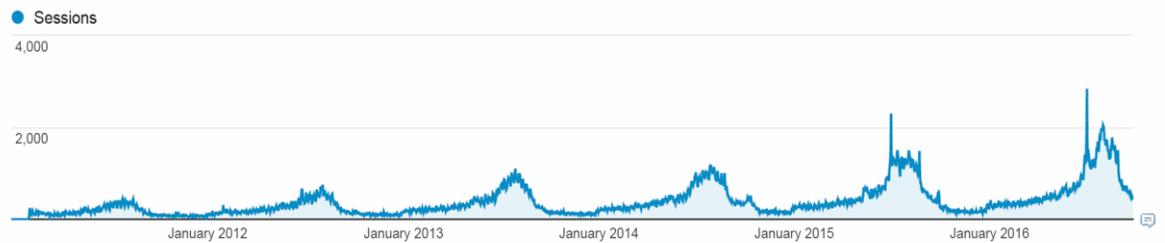
<p>Budget Summary and Funding Request</p>	<p>Provide a detailed budget that includes the estimated costs of each tactic, the amount for each tactic being contributed by the applicant, the amount of financial assistance for each tactic being requested by Destination BC and the total budget amount.</p> <p>Identify any assumptions used to develop the budget.</p> <table border="1" data-bbox="412 428 1349 764"> <thead> <tr> <th>Marketing Tactic</th> <th>Applicant \$</th> <th>DBC \$</th> <th>Total Budget</th> </tr> </thead> <tbody> <tr> <td>Tactic 1</td> <td>16,000</td> <td>16,000</td> <td>32,000</td> </tr> <tr> <td>Tactic 2</td> <td>15,000</td> <td>15,000</td> <td>30,000</td> </tr> <tr> <td>Tactic 3</td> <td>2,500</td> <td>2,500</td> <td>5,000</td> </tr> <tr> <td>Tactic 4</td> <td>8,800</td> <td>8,800</td> <td>17,600</td> </tr> <tr> <td>Tactic 5</td> <td>12,500</td> <td>12,500</td> <td>25,000</td> </tr> <tr> <td>Tactic 6</td> <td>7,500</td> <td>7,500</td> <td>15,000</td> </tr> <tr> <td>Tactic 7</td> <td>2,500</td> <td>2,500</td> <td>5,000</td> </tr> <tr> <td>Total:</td> <td>64,800</td> <td>64,800</td> <td>129,600</td> </tr> </tbody> </table>	Marketing Tactic	Applicant \$	DBC \$	Total Budget	Tactic 1	16,000	16,000	32,000	Tactic 2	15,000	15,000	30,000	Tactic 3	2,500	2,500	5,000	Tactic 4	8,800	8,800	17,600	Tactic 5	12,500	12,500	25,000	Tactic 6	7,500	7,500	15,000	Tactic 7	2,500	2,500	5,000	Total:	64,800	64,800	129,600
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<p>Partner Organizations (if any) and Funding Request</p>	<p>Destination BC funding request: \$ 64,800 Applicant funding contribution: \$ 64,800 Community Organization Funding Tactic #7: \$ 35,000 (pending) Private sector businesses: \$ 23,920 (approximately – in kind contributions and staff time)</p> <p>Total Project including in-kind and cash contributions: \$ 188,520.00</p>																																				
<p>Evaluations</p>	<p>To determine whether the project objectives have been achieved will depend on the individual project so I have explained our methods of how we will indicate success on each tactic. Key measurable data is always a challenge for Destination Tourism Marketing organizations but we track, to the best of our ability, our Google Analytics on a monthly basis and ensure that all of the marketing material that we produce is strategic and meets the needs of our target markets. To date, our statistics have consistently increased as we have been able to ensure that our marketing campaigns are well delivered and are used by the consumer.</p> <p>Statistics to showcase growth are mainly received from Google Analytics and our Visitor Centers. The Shuswap region communities, at this time, are not collecting the MRDT and therefore are not able to collect statistics from accommodators. However, the City of Salmon Arm currently has an application that in waiting for approval from Destination BC and will begin the collection of the MRDT in 2017. This data from the MRDT collection will be available to Shuswap Tourism in 2017.</p>																																				

The statistics below show clearly that we have had good success with our online engagement but it could be better. Better and clearly defined marketing campaigns that target our key markets and focus on the twelve identified itineraries/experiences will increase our online presence and increase visitation to the Shuswap region

Shuswap Tourism online:

- Jan – Dec 2011 – 53,913 sessions, 42,332 Users, 266,207 page views
- Jan – Sept 2016 – 197,796 sessions, 149,589 Users, 580,242 page views
- 2,936,072 pages views from Jan 2011 – Sept 2016
- Average session duration – 3:15 minutes
- The graph below shows the increase of web activity year over year – but still peaks and valleys in the shoulder seasons. Shuswap Tourism has been working on increasing marketing activity in the spring and fall. Two Online Marketing campaigns running side by side from July – October 2016 in Pacific Northwest US, Metro Vancouver, Saskatchewan, Manitoba, BC and Alberta are showing significant traffic increase for the spring – now we need to focus on the fall and winter.

Overview



We also provide annual reports to our community organizations, tourism operators, and elected officials on the success of our marketing campaigns. To date, satisfaction with our marketing campaigns has been well received by our tourism industry and visitors.