

Shuswap Tourism Advisory Committee Meeting

Thursday, May 3, 2018 – 1:00 – 4:00 PM

Report

Robyn Cyr – Manager, Shuswap Tourism

1. Trail Guide Update

The new trail guide is completed and is being printed at this time. We have reduced the number of pages to 32 and have been able to keep all of the information – just reduced the amount of information. This guide is our #1 guide in the Shuswap. Thanks to the Shuswap Trail Alliance for their participation and work on this guide and for maintaining and building the fabulous trails that we are fortunate to market.

2. MRDT Discussion

In February 2018 the BC government introduced changes to the MRDT which expands the use of MRDT revenues for affordable housing. The Province has now expanded the allowable use of municipal and regional district tax (MRDT) revenues to include housing affordability initiatives. Prior to this policy change, MRDT revenues could only be spent on Tourism marketing, programs and projects. This was intended to help communities that are struggling with housing tourism workers more options. This policy change will allow local governments across BC additional flexibility to fund housing initiatives.

I attended the BCDMOA (BC Destination Marketing Organizations Association) meeting on March 5th which a presentation was given on this discussion. The issue brought forward from this organization and the BC Hotels Association was that there was no consultation with the accommodation industry, who collect this tax, about this change in policy. This funding is also instrumental in providing funding to support the Tourism industry by providing sustainable funding to effectively market communities to our visitors across BC.

TIABC and BCHA have launched a campaign to lobby the government to not make these changes to the MRDT, however the latest PST Bulletin in April, 2018, had this policy included, even though there has still not been any discussion with the accommodation industry and the tourism industry on the impact of this policy.

This issue was discussed and debated at length during the April 25, 2018 legislative meeting by several members of the opposition and government ministries.

I received information on this issue on Thursday, April 26, 2018 and TIABC is now prepared to step up the discussion and is encouraging industry members and stakeholders to send a letter to Finance Minister James on this issue.

The MRDT committee has spoken to the City of Salmon Arm on this issue and there is no indication from the City of Salmon Arm that they will move forward and support this change to the MRDT.

3. Meeting Attendance

- BCDMOA Meeting - Kelowna
- BC Tourism Industry Conference
- Adams River Salmon Society Meeting – monthly

4. **Destination Think update** – We are continuing our consulting contract with Destination Think and we are finding the resource invaluable at this time of transition. We have also just retained their services to do a complete analysis of the Shuswap Tourism, Shuswap Economic Development, and Columbia Shuswap Film Commission website, as well as all of our Social Media Platforms to obtain more information on how we can make this all work together more efficiently and more cost effective.

5. **Creative Proposal** – We completed part of our photography and video shoot for our winter marketing campaign in March. Definitely toured the region from the North Shuswap, South Shuswap through to Blue Lake to Larch Hills to Yankee Flats to downtown Salmon Arm and Sicamous. We had wonderful snowy days and great operators that assisted us to complete this project.

6. **Regional Chambers Meeting** – Revitalization of the Regional Chambers Meetings which was held on Wednesday, April 11, 2018. This meeting provides an update to all of the regional chambers and Shuswap EcDev/Tourism as to what is happening in each area and if there is any possible collaboration. The meeting also gives the chambers an opportunity to discuss issues with their chambers and to ask the group how they have addressed these issues. Attending were Chambers representing the South Shuswap, North Shuswap, Chase, Enderby, Sicamous, Salmon Arm, and Armstrong. I had a few emails the day after thanking us for revitalizing these meetings.

7. Tourism Sector Meetings

- **Golf Consortium** –The golf consortium has attended 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. We will be organizing a meeting with the Golf Consortium in the next few weeks.
- **Marina Consortium** – Feb. 13th Meeting – CSRD – we met with the Marinas throughout the Shuswap and a lake map is in development at this time. 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.

8. Experience Guide Update

Motor Touring - We are in the process of updating the Motor Touring guide with new routes and also updating the Motor Touring app. It will now be in the same format as the Cycle Guide.

Lake Map – New map which will be for people traveling on the lake with a focus on marinas and other amenities on the lake.

Rack Cards – Wine, Golf, and the Merrie Melodies – all will be updated for the summer.

Taste of the Shuswap – Farm Tour Guide – will stay in the same format but updated with new information.

Nordic Ski – will be updated in the fall, closer to the winter season.

9. Shuswap Tourism Marketing Coordinator

Terri Hadwin started with Shuswap Tourism on March 20th. Terri has been introduced to as many operators and partners as possible. She has completed an introduction to our website and has been updating information on the website. Other things that she has been doing:

- Attended a Salmon Arm Branding Workshop
- Attended a Salty Street Fest Meeting
- Meetings with operators
- Helped to organize the Networking Event

10. Consumer Show Attendance

We attended the Vancouver Outdoor Show in March with our partner the Quaaout Lodge and Talking Rock Resort. Terri Hadwin, myself, and Kyle Dearing attended with Jesse Ziercke, General Manager with the Quaaout. We received 589 ballots into our prize draw. We had three prizes – a Waterways houseboat vacation, a spa or golf weekend at Quaaout, and 4 weekend passes and one night's accommodation at the Prestige Harbourfront Resort. We also gave away 1000 lip balm, 400 Travel planners, 300 cycle guides, 400 trail guides, and about 400 of golf rack cards, Roots and Blues brochures, wine rack cards, Taste of the Shuswap guides, and motor touring guides. I feel that this was a successful show for us and Vancouver remains to be a good market for the Shuswap.

11. Crowdriff – We are working towards getting Crowdriff ready to use. It will take us a while to put this into place as we have many photos that will have to be transferred to the Crowdriff platform. 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.

12. Indigenous Tourism Project – Funding was received through the Rural Dividend funding and will be managed by CF Shuswap to hire an Indigenous Tourism Coordinator to start working with the Indigenous communities in the Shuswap region on Tourism development and marketing. Shuswap Tourism will be a partner in this project by providing some mentoring and marketing support.

13. Adam River Salmon Society – “Salute to the Sockeye” – We have been working with the Adams River Salmon Society on their website redevelopment and marketing for the “Salute to the

Sockeye". The event starts on September 28-Oct 21 2018. We will have a presence on site at the event for the month and assist with planning as the event moves forward.

- 14. Wild Salmon Caravan** – This is an Indigenous project which starts in Vancouver and will wind its way through the Fraser Canyon with the final stop being in Chase. We have been attending planning meetings and will provide marketing support for this event. The event in Chase will be on Sept 26, 27 and will lead into the "Salute to the Sockeye" event.