

# SHUSWAP TOURISM EXPERIENCE ITINERARIES USAGE GUIDE

The Shuswap Tourism Experience Itineraries have been developed to assist with creating Shuswap vacation experiences. The Shuswap is a large region, with many partners and stakeholders, and the idea of a Shuswap vacation, while desirable, can be daunting for potential visitors to realize. The Shuswap Tourism Experience Itineraries provide an overview of sample experiences. They are designed to make creating a Shuswap experience more accessible and approachable.

Suggested uses and placement of itineraries:

- Visitor Centre handouts
- Partner & Stakeholder distribution
- Website display
- E-Newsletters
- Social media links
- Media kits

## VISITOR CENTRE HANDOUTS

Printed copies will be made available to Visitor Centres, and appropriate copies will be circulated to travellers within the region.

## PARTNER & STAKEHOLDER DISTRIBUTION

Printed copies of the itineraries will be made available for partners and stakeholders, such as activity providers and accommodators who can then provide them to regional visitors.

## WEBSITE DISPLAY

The itineraries are available online for visitors. Each itinerary contains links to respective businesses and vendors in the region, proving useful visitor information, while also improving the website's indexing and performance.



## E-NEWSLETTERS

Itineraries can form the backbone of E-newsletters sent out by Shuswap Tourism or by partners (eg. accommodators). E-newsletters would link to the online versions, provide opportunity for further engagement and turn over.

## SOCIAL MEDIA LINKS

Shuswap Tourism and partners can provide direct links to the itineraries via social media. The itineraries are relatively timeless and provide a solid foundation of content to be leveraged.

## MEDIA KITS

Itineraries will be included or referenced in media kits, and can serve as suggestions for story ideas, trips or background information.

For questions or suggestions regarding Shuswap Tourism's Experience Itineraries, please contact Shuswap Tourism:

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