

COOPERATIVE MARKETING PARTNERSHIPS PROGRAM

POST PROJECT REPORT

Please provide the Post-Project report in the format provided below.

Random audits will be performed. If a project is chosen for an audit, the lead organization will be required to submit copies of all claimed invoices and/or proofs of payment (for audit of financials) and performance measurement statements (for audit of reported results).

Applicant(s):	Shuswap Tourism Columbia Shuswap Regional District		
Representatives:	Robyn Cyr, EDO, Columbia Shuswap Regional District Manager – Shuswap Tourism		
Lead Organization:	Same as above		
Authorized Authority:	Robyn Cyr, EDO, Columbia Shuswap Regional District Manager – Shuswap Tourism		
Mailing Address:	555 Harbourfront Drive NE, Box 978 Salmon Arm, BC V1E 4P1		
Telephone:	250-833-5928	Email:	rcyr@csrd.bc.ca
Contact Person: (if different from above)			
Telephone:		Email:	

Name of Initiative	Provide the name of the initiative, if applicable. Shuswap Tourism: Communication Strengthening & Outreach																								
Contract Number	Identify the Contract Number (found on page 1 of your Agreement). C17D24053																								
Approved Budget	Identify the amount of funding allocated, per the Destination BC Funding Notification letter. \$46,500.00																								
Project Cost	Identify the total money spent, excluding GST. <table border="1" data-bbox="477 596 1127 672"> <tr> <td>Consortium</td> <td>DBC</td> <td>Project Total</td> </tr> <tr> <td>\$39,154.70</td> <td>\$39,154.70</td> <td>\$78,309.40</td> </tr> </table> GST is not an eligible expense.	Consortium	DBC	Project Total	\$39,154.70	\$39,154.70	\$78,309.40																		
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Partner Contributions	Identify each funding partner and contribution amounts. <table border="1" data-bbox="477 842 1429 1205"> <thead> <tr> <th>Partner</th> <th>Contribution as identified in application</th> <th>Actual contribution received</th> </tr> </thead> <tbody> <tr> <td>Consortium Partner</td> <td>\$46,500</td> <td>\$39,154.70</td> </tr> <tr> <td>Consortium Partner</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Consortium Partner</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Destination BC</td> <td>\$46,500</td> <td>\$39,154.70</td> </tr> <tr> <td>Private sector – business name</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Private sector – business name</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Total</td> <td>\$93,000</td> <td>\$78,309.40</td> </tr> </tbody> </table> Private sector is defined as individual businesses and should not include funding from DMOs, MRDT, Regional districts, Trusts, etc.	Partner	Contribution as identified in application	Actual contribution received	Consortium Partner	\$46,500	\$39,154.70	Consortium Partner	\$	\$	Consortium Partner	\$	\$	Destination BC	\$46,500	\$39,154.70	Private sector – business name	\$	\$	Private sector – business name	\$	\$	Total	\$93,000	\$78,309.40
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Expenditure Summary	Provide a summary of expenditures. Please follow the format headings below to enable Destination BC to combine with other application projects for provincial reporting. Please provide an <u>estimate</u> , to the best of your knowledge, of costs in the 3 markets eligible under this program. <table border="1" data-bbox="477 1621 1435 1871"> <thead> <tr> <th>Marketing Tactic</th> <th>Project Total Spend</th> <th>BC</th> <th>AB</th> <th>WA</th> </tr> </thead> <tbody> <tr> <td>Consumer Print Publications</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Paid Advertising: Magazine</td> <td>\$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> </tbody> </table>	Marketing Tactic	Project Total Spend	BC	AB	WA	Consumer Print Publications	\$	\$	\$	\$	Paid Advertising: Magazine	\$	\$	\$	\$									
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Paid Advertising: Radio	\$	\$	\$	\$
Paid Advertising: Newsprint	\$	\$	\$	\$
Paid Advertising: TV	\$	\$	\$	\$
Paid Advertising: Internet/Online/Search	\$26,500	\$8833	\$8833	\$8834
Paid Advertising: Social Media	\$	\$	\$	\$
Consumer Show	\$	\$	\$	\$
Website	\$	\$	\$	\$
Email Marketing	\$	\$	\$	\$
Social Media	\$	\$	\$	\$
Direct Mail	\$	\$	\$	\$
Research	\$	\$	\$	\$
Travel Media / Influencers	\$	\$	\$	\$
Asset Development: Content- Itinerary/Exp	\$20925	\$	\$	\$
Asset Development: Photography	\$11755	\$	\$	\$
Asset Development: Regional Awareness	\$5000	\$	\$	\$
Other (eg Billboards, etc.):In Region Promotion,	\$14129	\$	\$	\$
SUBTOTAL	\$78309	\$	\$	\$
Marketing Coordination	\$0	\$	\$	\$
TOTAL	\$78309	\$	\$	\$

Results/Key Learnings should be captured in order to:

- Create recognized benchmarks to utilize for assessing performance.
- Capture valuable information about which marketing tactics are most effective, and how the market in general develops over time.
- Support future informed decision-making and planning.

Evaluation	<p>Image Acquisition – We acquired images in June 2016 of experiences that we did not have in our image bank. I have attached a dropbox file that showcases some of the images. They include wineries, beaches, houseboating, boating, stand up paddle boarding, families, and others. These images have been used in our marketing for 2017. Our regional vacation planner has these images in the new 2017 Shuswap Tourism Vacation Planner – this can be viewed at the link below: http://issuu.com/breezeweb/docs/shus_03501_vp17_issu?e=2419025/2</p>
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[619838](#) . These images have also been used in the development of our itineraries to showcase our experiences and in our online marketing. Our 2017 marketing is being implemented and statistics will be ongoing. Preliminary data for our website indicates that there has been an increase of 12% of new users since the planner was released at our consumer shows. Current statistics on our on line marketing, which used many of these new images will be attached to this document. Our online statistical marketing report for March 31st is currently being developed.

On-Line Marketing Campaign:

The statistics below are the results of our on line marketing campaigns to November 27, 2016. A statistical report is currently being developed as the current marketing campaign was completed on February 28, 2017.

Shuswap Tourism – Destination BC Campaign Statistics

The primary geographic markets for the 2016-17 digital advertising campaigns have been:

- Pacific Northwest USA
- British Columbia Interior

with secondary geographic markets of:

- Alberta
- Metro Vancouver

Campaign advertising has been geographically targeted, activity-interest targeted and demographically targeted in order to provide the maximum return on investment.

By focusing advertising budget on those audiences most likely to become 'on-the-ground' visitors to the Shuswap, we have seen significant website traffic increases, with conversion goal increases outpacing website traffic growth in each of our defined target markets.

The digital advertising campaigns ran from July 19, 2016 to February 28, 2017.

Campaign KPIs

Display Advertising

Impressions – 10,994,267

Click Through Rate – 0.15%

Cost Per Click - \$0.50

Bounce Rate – 69%

	<p>Time On Site – 00:00:46 Pages Per Visit – 1.91</p> <p>Gmail Ads Impressions – 35,830 Interaction Rate – 44.23% Cost Per Click - \$0.27 Bounce Rate – 51.05% Time On Site – 00:01:55 Pages Per Visit – 3.16</p> <p>NB: For Gmail ads, a ‘click’ measures clicking on a collapsed ad in Gmail and expanding that ad to full size. The click ‘interaction rate’ measure the percentage of users who viewed an expanded ad after clicking on the collapsed ad.</p> <p>Traffic Growth From Targeted Geographic Markets <i>July 19, 2016 – February 28, 2017 vs. Same Time Last Year</i></p> <p>Conversion goals are defined by website visitor activities such as clicking on a Member’s listing link or viewing a visitor information guide.</p> <p>US Pacific Northwest Website traffic from the US Pacific Northwest (Washington, Oregon, Idaho) is up 186.6% year over year. Conversion goals from this group are up 424.75% year over year.</p> <p>British Columbia Interior Website traffic from BC visitors outside of Metro Vancouver is up 35.51% year over year. Conversion goals from this group are up 68.98% over last year.</p> <p>Alberta Website traffic from Alberta is up 29.83% year over year. Conversion goals from this group are up 46.9% over last year.</p> <p>Metro Vancouver Website traffic from Metro Vancouver is up 32.44% year over year. Conversion goals from this group are up 91.24% over last year.</p> <p>Traffic Growth From Interest Segments and Demographic Markets <i>July 19, 2016 – February 28, 2017 vs. Same Time Last Year</i></p>
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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 generating ongoing growth in actual visitor numbers to the Shuswap.

In Market Audiences

In-Market Audiences are researching products and are actively considering buying a service or product like those you 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 214.79% year over year. Conversion goals from this group are up 267.85% over last year.

US Pacific Northwest

Website traffic from travel related In-Market Audiences in the Pacific Northwest is up 600.75% year over year.
Conversion goals from this group are up 500.78% over last year.

BC Interior

Website traffic from travel related In-Market Audiences in the BC Interior is up 208.38% year over year.
Conversion goals from this group are up 253.98% over last year.

Alberta

Website traffic from travel related In-Market Audiences in Alberta is up 177.76% year over year.
Conversion goals from this group are up 231.19% over last year.

Metro Vancouver

Website traffic from travel related In-Market Audiences in Metro Vancouver is up 268.85% year over year.
Conversion goals from this group are up 334.89% 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 in order to align with the goal of attracting family visitors to the Shuswap.

Overall Growth

Website traffic from family-related Affinity Audiences is up 160.28% year over year. Conversion goals from this group are up 214.37% over last year.

US Pacific Northwest

Website traffic from family related Affinity Audiences in the Pacific Northwest is up 400.81% year over year.
Conversion goals from this group are up 579.07% over last year.

BC Interior

Website traffic from family related Affinity Audiences in the BC Interior is up 164.44% year over year.
Conversion goals from this group are up 225.02% over last year.

Alberta

Website traffic from family related Affinity Audiences in Alberta is up 144.90% year over year.
Conversion goals from this group are up 161.97% over last year.

Metro Vancouver

Website traffic from family related Affinity Audiences in Metro Vancouver is up 168.46% year over year.
Conversion goals from this group are up 265.54% over last year.

Experience and Itinerary Development

Fourteen experiences/itineraries have been developed that will showcase authentic experiences in the Shuswap region. These experiences will resonate with our EQ visitors – Authentic, Cultural, and Free Spirits. These experiences provide an overview of Shuswap experiences. They are designed to make a Shuswap experience more accessible and approachable. They can be used for:

- Visitor Center handouts
- Stakeholder and Partner distribution
- Website display
- E-Newsletters
- Social Media links
- Media kits

A dropbox link that shares the itineraries with documentation on how they will be used is being sent to coop@destinationbc.ca .

	<p>Regional Awareness/Interpretation Development</p> <p>Designs and standards developed for banners, regional entrance and exit signs, community signs and specifications for production. We currently have produced two signs – one is a billboard in Sicamous and the other is a display stand with the Shuswap brand, a map of the Shuswap, and space to hold the Shuswap Vacation Planner. Documentation and pictures of the billboard and the display stand is in the dropbox file that provides the recommendations for signage.</p> <p>Regional Brand Promotion</p> <p>The continual development of community engagement with businesses/stakeholders to adopt our brand has been successful this year. With new material that is useful to our stakeholders, brand awareness has been successful. Community stakeholders now are adopting our brand – the community of Chase will be adopting this work into their work with new business development and to showcase that they are part of Shuswap Tourism. The City of Salmon Arm is also looking to create a brand for Salmon Arm which will incorporate the Shuswap Brand and the materials that have been created through the development of the tools in this project.</p> <p>The 2016 Shuswap Tourism Vacation Planner was our #1 guide this year. We printed 40,000 and for the first time we were out of stock by November. We also did a survey of the visitor centers and businesses where they were being distributed and they were out of stock. Online views of our guides has increased and we are looking into if we will not print some brochures but only have them online. Downloads of all of our guides online was much higher than 2015. Although the numbers are still not where we would like to see them, it shows a definite improvement over 2015.</p> <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
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	<p>1563 views vs. 203 – up 670% 186 PDF downloads vs. 77 - up 142%</p> <ul style="list-style-type: none"> • Full Circle Farm Tour Guide (this is now has been revised to the “Taste of the Shuswap” 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>Key Learnings</p>	<p>Identify any Key Learnings, especially by geographic market. Please identify tactics you felt were successful and will carry forward, and ones you will change/modify.</p> <p>I think there are a few Key Learnings from this project. They are:</p> <ol style="list-style-type: none"> 1. More community and business stakeholder involvement. 2. More direct involvement from the projects from the Shuswap Tourism staff. 3. Less involvement from a contracted creative company. <p>Image Acquisition: This project is required in an ongoing basis to keep our images fresh and attractive for our target markets. This project enabled Shuswap Tourism to obtain photography of experiences that we had not previously shot. It also adds to our image database as these images are important to our overall marketing. We will continue to refresh our pictures annually – but certain sectors or seasons will only be refreshed bi-annually.</p> <p>On-Line Marketing Campaign: This project will definitely be continued into the future. The return on our financial investment into these marketing campaigns is so much higher than any investment that we put into print. We will continue to work towards maintaining a strong online presence with strategic online marketing campaigns.</p> <p>Experience & Itinerary Development: We will continue to focus on experience and itinerary development as this provides our visitors, visitor centers, business and community stakeholders, and media, with authentic Shuswap experiences that they can experience. These will be used and revised as required to ensure that we are providing a truly unique Shuswap experience.</p>

	<p>Regional Awareness/Interpretation Development: We will continue to work on this development but it will require more consultation with our community and business stakeholders. This will create more awareness and partnership with these stakeholders.</p> <p>Regional Brand Promotion: This project will be continued and we hope to continually increase our regional brand promotion.</p>
Marketing Outputs	The marketing outputs for this project have been put in a dropbox link and has been sent to coop@destinationbc.ca . Please let me know if you need any further information.