

## **Shuswap Tourism Marketing Activities Update**

April 19, 2017

Tourism Committee Meeting

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### **RECENT HIGHLIGHTS (Since March 9, 2017 Report)**

- Vancouver and Calgary Outdoor Shows
- Strategic Plan
- Salty Dog Street Festival
- Canada 150
- 14 Itineraries

### **Vancouver Outdoor Show, March 3-5**

We had a very successful show, from the energy and the interest in our booth.

We distributed:

- over 400 Vacation Planners
- 150 cycle guides
- 200 trail guides
- 600 lip balms (from the "lip balm mine in the middle of the Shuswap", as Peter North told several very amused people)
- at least 100 pens, over 100 Roots and Blues brochures
- various Nordic, Motor touring, wine and golf brochures
- all of the Aboriginal cultural experiences cards Frank brought
- about 150 Noble Adventures brochures
- and a record-breaking 577 surveys collected!

Our story of the Shuswap, featuring tours of the wineries, Aboriginal culture, and live music resonated with the crowd.

### **Calgary Outdoor Show, March 24-26**

Once again, it was our partners who were our strength. Our Shuswap message carries such legitimacy and is highly engaging because our partners are authentic and carry our message so genuinely. There is a single Shuswap call-to-action that is impressive to behold!

I was also pleased to see a couple other Shuswap partners at the show, in their own booths, who we were able to connect with and point to: Skytrek/Enchanted Forest, Waterway Houseboats, and Mountain Bike BC. Our region was well represented at the show and there was strong recognition of our geographic location and our product offering.

I am estimating:

- We talked to at least 2,500 people (collected 586 surveys).
- About 10 of the groups told me they had just booked their 2 week vacation in the Shuswap and were thankful to receive the Shuswap information that would enhance their experience
- About 75 of them told us they were planning a trip out to the Shuswap already this summer and the information we shared certain solidified their intentions
- About 100 were significantly more interested in visiting the Shuswap this summer or in the near future, after visiting our booth.
- I was surprised at the high level of interest in the Roots and Blues Festival, above other years. This was the first year we tested a Shuswap Tourism branded Roots and Blues Brochure.

## **Calgary Outdoor Show, March 24-26 Cont.**

We gave away approx.:

400 Vacation Guides  
200 Trail Guides  
500 Lip balms  
300 pens  
100 Taste brochures  
100 Roots and Blues brochures  
100 Cycle guides  
20 Motor touring guides  
Very little, if any, winter guides.  
10 golf cards  
50 wine cards  
a full pad of maps

Surveys:

Record, record breaking 586

Once again, our booth was well received by the show. Although our location was not ideal, our booth was always full and the people were engaged and interested in what we had to share.

Thank you all for the prize package support. The Shuswap Prizes were certainly well received, and it was good to see the array of choices in the Shuswap. Having Noble Adventures, Quaaout Lodge and Waterway Houseboats on location created a lot of interest and authenticity to the prize packages. The Junior Adventurer package from Three Valley Gap was also a good draw to the booth.

**NOTE: If committee members are interested in receiving copies of the survey results, please let me know and I will email directly to you.**

## **Canada 150 Presentation, March 22**

- Attended by 25 people from across the Shuswap
- Presentation highlighted how to best amplify your Canada 150 messaging.

**NOTE: If committee members are interested in receiving a copy of the Canada 150 presentation, please let me know and I will email directly to you.**

## **14 Itineraries project complete**

- See attached
- Will soon be posted on website.
- Will be using these itineraries in various upcoming marketing projects.