

KOOTENAY ROCKIES TOURISM

Touring & Exploring Marketing Plan – FY17

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Executive Summary

Working with the Kootenay Rockies region's tourism industry and regional stakeholders, our Touring & Exploring marketing plan focus will actively engage in tactics that will broaden the awareness of our geographic area of British Columbia. We will present the region as a key destination with inspirational, iconic product leading with the four jewels of Canada's National Parks: Yoho, Kootenay, Glacier and Mount Revelstoke. These parks are the gateway to so much of what we are known for - a spectacular outdoor playground. The mountains, valleys, lakes and rivers along with the small communities throughout our region are the 'hidden' gems of British Columbia.

We will work with Destination BC (DBC) to build on the new brand, to raise awareness and to heighten the sense of urgency to come to our province and specifically the Kootenay Rockies (KR). We will look to align and strengthen DBC's provincial direction as identified in the new Corporate Strategy. We will lead the regional marketing effort within the new Touring & Exploring program by focusing on expanding and elevating marketing opportunities that present the products collectively through various mediums. Our regional travel itineraries will be enhanced further and we will be looking to create new opportunities for cross-regional and cross-border itinerary development and to work with new and non-traditional partners to build on our strengths and similarities.

Our plan will see our efforts focus more sharply on tactics that bring additional revenues to this region and the province. As an integral part of the ecosystem, we will focus on extending the programs and efforts of DBC across all corners of our geographic area to elevate the awareness and strength of our industry stakeholders.

The total budget assigned to the Touring & Exploring Marketing Plan is \$444,000. We will leverage \$160,000 with a matching stakeholder investment, we have \$100,000 allocated to regional awareness projects, which are non-leveraged and we will reinvest the stakeholder administration fee of \$24,000 into the marketing tactics planned.

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Situation Analysis

The Kootenay Rockies region generated 1.8 million overnight visits in 2012, which is approximately 10% of the overall visitation to British Columbia. Domestic overnight visits account for 83% of the visitation and international travelers account for 17%.¹

The primary market for the Kootenay Rockies region is Canadian regional with the main focus being Alberta. The region experiences predominately “close in” or “fly drive” visitation so overall expenditures tend to be directed at the 3-5 hour drive radius.

The Kootenay Rockies region is heavily reliant on the Alberta market for over 50% of our tourism revenues and the security of that revenue is somewhat dependent on Alberta’s ability to become economically stable and recover from their current recession. We have not currently seen any major shift of Alberta traffic into our region, but we are on the watch for any changes that may result in a negative impact. Our focus will be to create a sense of urgency for the Alberta consumer to visit our region and experience some of the new adventure products our region has to offer. We will focus key messaging to drive more traffic directly to our stakeholder’s ‘call to action’ to close the sale and generate a more straightforward path to purchase.

With the Canadian currency weakened, we will engage in tactics in the Pacific North West US (PNW US) to encourage the potential visitor to take advantage of a very favourable exchange rate and their ability to extend their purchasing power. As our region has many communities situated within an hour of the international border, we will engage in tactics focused on reaching the PNW US audiences.

Kootenay Rockies continues to work with the regional airport authority and tourism stakeholders to garner additional air commitment to the Canadian Rockies International Airport (CRIA). The CRIA, who recently extended the runway to 8,000 ft. and with its expanded terminal, has the facilities and capability for international arrivals with Canada Border Services. The additional airports in the region are the West Kootenay Regional Airport (Castlegar) and Trail Airport.

Air Canada and Pacific Coastal Airlines provide daily scheduled service from Vancouver to the region. Daily scheduled service is also offered by Air Canada from Calgary. Pacific Coastal offers scheduled service to the CRIA from Kelowna. There are private chartered aircraft arriving in the region from national and international points of origin. Airfares to and from the region are considered expensive, particularly to and from the gateway of Calgary (YYC) as Air Canada is the only provider on that route.

¹ Destination BC-Kootenay Rockies Regional Tourism Profile-January 2015

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The lack of twinned highway routes within the region has been identified as an issue, there is a lack of bus or group transportation and there is a perception that BC interior highways are impassable during the winter. Rental vehicles offer winter snow tires as an upgrade not as a standard feature.

There are 15 communities in the region who have participated in the Community Tourism programs. As a result of the Community Foundations planning and tactics, 10 of the 15 communities have formed Community DMOs with access to the Municipal Regional District Tax funds to be used towards their marketing initiatives. To further expand tourism in the region, 7 of the communities have been successfully designated as Resort Municipalities and receive additional funding, which is directed at tourism infrastructure development.

“Visitors to the Kootenay Rockies tend to have few activities planned but make most decisions about what to participate in while on the trip, which places high importance on Visitor Centres and other information sourced during the visit”.²

The activities that motivate our target markets are also the same activities that we have in spades within our region. Canadian travellers Top 5 motivators are camping, hiking/backpacking, beach, National/Provincial parks, wildlife viewing/bird watching, and boating/canoeing/kayaking. Top motivators for the US & International travellers were National/Provincial parks, historic sites, museum/art gallery, camping, and ski/snowboard.³

Objectives and Targets

The objective of our Touring & Exploring marketing plan is to encourage the traveller to explore and discover multiple parts of the region by offering activities and itineraries that will inspire them to participate in activities that are unique, that are in stunning settings and that motivate them to do it now!

Touring is a major component of the visitor industry in the region. The Touring & Exploring budget includes projects directed at the FIT, touring and destination visitors. It includes attractions, festivals & events, wellness, recreation (soft adventure) and getaway vacations. It transcends the seasons and includes visitors who travel to our region in the winter to enjoy a myriad of winter activities.

The target audience includes the general touring traveller, the RV traveller, the outdoor adventure seeker, motorcycle travellers, families & friends and destination weddings. Our marketing plan will cover a wide range of outdoor activities in both summer and winter seasons. Stakeholder adventure product presented will include whitewater rafting, kayaking, snowmobiling, backcountry adventure & lodge stays, biking, hiking & fishing.

² Tourism BC-Kootenay Rockies-2012 In-Market Research Report

³ Destination BC-Kootenay Rockies Regional Tourism Profile-January 2015

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Objectives:

1. Increase new and repeat visitation to our region from our primary (Alberta, BC & Washington) and secondary (Saskatchewan, Montana & Idaho) markets.
2. Increase visitor length of stay and overall expenditures.
3. Improve traveler advocacy and Net Promoter Score.
4. Retain a collaborative, insight-driven, results-focused team.

Targets:

- A. An increase from 1.9M person-visits (2015 estimate) to 2.0M person-visits in 2018 to the Kootenay Rockies region (3% growth rate compounded year over year)
- B. An increase in overall visitor spending from \$738M (2015 estimate) to \$854M in 2018 (5% growth rate compounded year over year)
- C. An increase in Accommodation Sector revenue from \$298M (2015 estimate) to \$345M in 2018 (5% growth rate compounded year over year)
- D. A baseline has yet to be determined with regards to the Net Promoter Score

NOTE: Target measurement predictions were calculated from a baseline number from the last year reported (**2012**) from the report 'Kootenay Rockies Regional Tourism Profile 2015'.

Strategies

We look forward to a strong partnership with Destination BC and to support and stimulate ongoing growth of the tourism industry in the Kootenay Rockies region.

We believe that Destination BC will provide much of the travel decision stimulus that will work to 'Captivate' the traveller. There is also a very high awareness of the Kootenay Rockies region in our target audience.

Captivate 10% - Awareness of BC and the KR region is very high in our target audience. Our message will be to highlight the entire region and to keep their attention and interest.

Advocate 20% - Using non-leveraged projects to suggest itineraries, activities and to highlight the entire region and its tourism product offers.

Generate 70% - Using leveraged funds with regional content but with the call to action direct to the tourism supplier.

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Our marketing plan includes multi-media projects that will reach out to the target consumer on multiple occasions so the message resonates with the audience. We will work with our tourism suppliers to encourage collaboration and to maximize the value propositions available to visitors.

Our messaging will align with the type of trip activities that appeal to our target audiences. As mentioned earlier and in the statistics below⁴, the activities that motivate our target markets are also the same activities that are available within our region.

Canadians surveyed: camping/hiking/backpacking, beach, National/Provincial parks, wildlife viewing/bird watching, and boating/canoeing/kayaking.

US & International surveyed: National/Provincial parks, historic sites, museum/art gallery, camping, ski/snowboard.

The research results are interesting when comparing 'Motivating' versus 'Participating' activities. Travellers participated in activities that didn't originally motivate them to choose our region. This indicates we can influence additional expenditures and activity engagement by ensuring information is available while the traveller is in region that can inspire them to commit.

Sightseeing, nature, wildlife viewing: Motivated - 27% versus Participated - 53%

National or Provincial parks: Motivated - 20% versus Participated - 44%

Hiking: Motivated - 13% versus Participated - 44%

Shopping: Motivated - 2% versus Participated - 41%

Historical sites: Motivated - 6% versus Participated - 25%

Our marketing plan includes continued promotion and enhancement of the mobile friendly consumer site KootenayRockies.com and the KootenayApp. The mobile/online tools are further supported by the companion print piece – the Circle Routes Map. Consumers are encouraged to download the KootenayApp with a free gift incentive at Visitor Centres (VCs) in the region. The Circle Routes Map is stocked in the VCs and has distribution through British Columbia, Alberta and the PNW US.

The regional consumer site and the app are the perfect tools in today's technology for tourism product information with a complete inventory of regional tourism products. Our Kootenay APP has continued to grow in popularity with over 18,000 downloads in 4 years. This valuable in-region reference tool features over 1,200 tourism stakeholder content pages, 300+ festival & events listings, interactive mapping, 'Near Me' function and special offers. Tourism product listings include accommodation, dining, shopping,

⁴ Destination BC-Kootenay Rockies Regional Tourism Profile-January 2015

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attractions, communities, recreation, Circle Routes and Hot Springs. The site includes web links, social media links, video & audio clips, 360 photo tours, webcams, blogs, road reports, ferry schedules, and more.

Understanding the travellers booking habits based on the in-market research shows us that internet, that is accessed by a desk top computer, is the main source of planning before travelling, and that apps and Visitor Centres are a strong source of planning during the travel period. Destination BC will be taking the lead on marketing with Online Travel Agencies, and we believe the KootenayApp and Circle Routes Map will serve the visitor well while in region.

Increasing traveller advocacy is also a high priority. Our region is well positioned to capitalize on our visitor's enthusiasm about the time they spend with us. It is reported that 59% of travellers surveyed have a positive overall impression of the Kootenay Rockies region.⁵ We are 2nd out of the 6 regions in BC for positive impressions. (Vancouver Island is number 1) Working with our communities and industry stakeholders we will highlight the value for businesses in promoting traveller reviews, recommendations, word of mouth referrals and repeat visitation. The Remarkable Experiences pilot project in Fernie has provided some new ideas for collaboration and ways to raise our Net Promoter Score in the region.

Positioning and Messaging

The region covers 58,000 sq.km in the province. The jagged peaks of the Canadian Rockies rise in parallel with those of the Purcell, Selkirk and Monashee ranges. In between are valleys, rivers and lakes that have enabled human existence for thousands of years. In the midst of this monumental landscape, geography, geology and history have conspired to create utterly charming Victorian small towns. This is the birthplace of adventure tourism.

Visitors come to the Kootenay Rockies for a rich palette of recreational activities that include world-class hiking, biking, climbing, river rafting, paragliding, canoeing, and wildlife viewing. The region is home to four of the seven national parks in BC and over 75 provincial parks. Most hot springs in Canada occur in BC and the Kootenay Rockies region is blessed with many that range from wonderful resorts to wilderness backcountry pools.

For our Touring & Exploring marketing plans, the regional iconic experiences that align with Destination BC's new corporate strategy include 'Cities in Wilderness' and the Canadian Rockies.

Our region offers an escape from the large urban centres. We have wide-open, unspoiled spaces with more wildlife than people. The mountains are spectacular to view from afar and offer the traveller a chance to be part of nature, with multiple outdoor activity choices and within the mountains the hot springs offer relaxation in wilderness settings.

⁵ Tourism BC-Kootenay Rockies-2012 In-Market Research Report

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Target Audience – Geographic Markets & Audience Segments

Our main target market is the drive market within 3-5 hours. The tactics in our marketing plan will be targeted to the major cities in BC (Vancouver & Kelowna), Alberta (Calgary, Edmonton, Lethbridge), Saskatchewan (Regina) and the PNW US (Spokane & Seattle).

Domestic overnight visits account for 83% of the visitation and international travellers account for 17%.⁶ Within the total gross budget 80% or \$354,000 is focused on attracting Canadians (BC, AB, SK) and 20% or \$90,000 is focused on attracting travellers from the PNW US (WA, ID, MT).

To further identify the target market the budget is balanced to reflect the target audience with the following percentages of focus:

British Columbia 30%

CDN Regional 50%

US Regional 20%

Our region has not yet undertaken the EQ Strategy analysis but we anticipate through DBC, we will have access and training very soon. We note that 4 of our key industry partners (CTC, DBC, TAVI, and TOTA) have identified the same 3 traveller types as desirable. We believe our region's visitors would also fall nicely into the 3 categories identified. With the huge array of product and activity offers in our region our key targets are families, couples, groups, outdoor activity enthusiasts, heritage & cultural visitors, and an emerging group of 'farm to table', winery, craft brewery visitors.

Authentic Experiencers, with over 50% who are 55+ and with an equal count of men & women in both US and Canada, mature or middle age with no kids, having a desire to learn, be independent and seek living history and culture.

Cultural Explorers, skew younger from 35-54, noted as middle age no kids, with a larger number who are women and they seek out personal challenge, are risk takers and are attracted to historical and cultural events.

Free Spirit, the younger, ambitious visitor with most in the 18-34 age range, and are either families or young with no kids seeking iconic experiences, inclined to group travel and sharing their experiences on Social Media.

⁶ Destination BC-Kootenay Rockies Regional Tourism Profile-January 2015

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Following is a breakdown of the budget by specific marketing themes:

Touring Audience – 89%

- These visitors have an average stay of 8.1 nights, they travel an average 1,700 km, and 76% are parties of 2 or more with average spending \$1,800 per trip
- Top markets – BC & AB

Adventure Audience - 11%

- 19.7 million visit Provincial parks, 2.4 million visit National parks, and 1.2 million participate in outdoor adventure activities
- Top markets – BC & PNW US

The top factors listed by the **2012 In-Market Research Report** when choosing a destination were:

- Good value for money (83%)
- Place to relax & unwind (82%)
- Good getaway from everyday (79%)

Kootenay Rockies is well positioned to meet these top factors. We offer value for money – we do not have high tourist area pricing (such as Vancouver, Kelowna or Banff). Our region is a place to relax and unwind in the mountains, valleys, lakes and rivers. We offer a unique getaway from the everyday with hot springs, hiking, biking, canoeing, kayaking, rafting, golfing, and skiing. Our mountain and valley communities are attractive with their own sense of place and offer a range of accommodation options as well as unique shops and great restaurants in the middle of an incredible outdoor experience.

Provincial Alignment

As the Regional DMO, we embrace the chance to align the regional messaging within our marketing outputs with the new Destination BC brand. All aspects including imagery, fonts, and tone of voice will be considered and we will continue to send the outputs to DBC for review and feedback. Together we will ensure the regional messaging aligns with the new DBC brand. We also seek to have influence and to encourage further alignment on the marketing outputs from our communities and tourism stakeholders who will be participating in initiatives using DBC funding.

Note: Touring and Adventure Audience statistics from DBC – Tourism Sector Profiles May 2014

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Performance Measures (Metrics)

In order to set measurement and metrics for a new fiscal year, we will first need to obtain information on results of FY16. Key measurement tactics are outlined below and will be further defined in the year.

A. Increase in new and repeat visitation to our region.

- Measured by an increase in Visitor Centre statistics
- Measured by an increase in US to Canada border crossing statistics
- Measured by data collected by Stats Can including the International Travel Survey (ITS) and Travel Survey of Residents of Canada (TSRC)

B. Increase in visitor length of stay and overall expenditures.

- Measured by an increase in MRDT revenues
- Measured by data collected by Stats Can including the International Travel Survey (ITS) and Travel Survey of Residents of Canada (TSRC)

C. Improve traveller advocacy and Net Promoter Score.

- Once a baseline score is set for the region, continued tracking of increases to the NPS.

D. Retain a collaborative, insight-driven, results-focused team.

- Maintain employee engagement through collaboration, professional development opportunities, and an annual review process.

Marketing Budget

The total budget assigned to the Touring & Exploring Marketing Plan is \$444,000.

We will leverage \$160,000 with matching stakeholder investment for a gross budget of \$320,000. Kootenay Rockies Tourism will charge a 15% administration fee on the stakeholder portion of \$160,000. We will reinvest the stakeholder administration fee, estimated as \$24,000, into the marketing tactics.

There will be \$100,000 allocated to regional awareness projects that are non-leveraged.

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Touring & Exploring Tactics – Leveraged Funds

Tactic 1 - Kootenay Rockies Touring & Exploring Guide - \$70,000 gross

- **DBC Strategies Achieved:** Captivate, Generate
- **Description:** A 62-page comprehensive guide for destination awareness, planning tools and tourism product contact information. Showcasing all season activities, listings for accommodation and dining, culture, attractions, adventure, hot springs, National & Provincial parks, and festivals & events within the Kootenay Rockies region.
- **Target Geo-Market:** British Columbia, Alberta, Other Canada, PNW US
- **Audience:** General touring consumers – couples, families, small groups and FIT
- **Distribution:**
 - To consumers prior to trip planning through mail requests, online downloads, consumer shows.
 - At key touch points while the consumer is travelling in region through Visitor Centres, paid racking locations, stakeholder businesses.
 - Available in print or online through KootenayBrochures.ca (features clickable stakeholder ads) and GoBrochures.com.
- **Rationale:** The Kootenay Rockies Touring & Exploring Guide is a comprehensive inventory of the community product with a focus on cultural, festival & event, soft adventure, nature-based activities within them. National and Provincial Parks along with Hot Springs are showcased. Accommodation, camping and dining services listings. The go-to guide when travelling through the region.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Confirmed distribution, stakeholder satisfaction survey

Tactic 2 – Kootenay Rockies Circle Routes Map - \$50,000 gross

- **DBC Strategies Achieved:** Captivate, Generate
- **Description:** A 2-sided folded map featuring driving route travel itineraries within the region: Hot Springs*, Mountains & Vineyards*, International Selkirk Loop*, Waterton-Glacier Loop, Rockies & Ranchlands, Golden Triangle, Silvery Slocan, West Koot Route. Functions as a destination awareness piece, encourages extended stays and is a key piece for trip planning tools and tourism product contact information. Focus on the communities in the region along with listing details for accommodation, dining, attractions, and activities.
- **Target Geo-Market:** British Columbia, Alberta, Other Canada, PNW US, plus a resource piece for Travel Trade and Media Relations
- **Audience:** General touring consumers – couples, families, small groups and FIT

*Circle routes supported by highway tourism signage

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- **Distribution:**
 - To consumers prior to trip planning through mail requests, online downloads, consumer shows.
 - At key touch points while the consumer is travelling in region including Visitor Centres, paid racking sites, and stakeholder businesses.
 - Available in print or online through KootenayBrochures.ca (features clickable stakeholder ads) and GoBrochures.com.
- **Rationale:** The Circle Routes Map is a popular print piece and is a comprehensive listing of the communities of the region and the key points of interest for a range of activities along the way. National and Provincial Parks along with Hot Springs are a feature focus. Accommodation, camping and dining services listings. The must-have map when travelling in the region.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Confirmed distribution

Tactic 3 – Magazine & Newspaper - \$40,000 gross

- **DBC Strategies Achieved:** Captivate, Generate
- **Description:** Publication pieces that showcase the province of British Columbia in general and the Kootenay Rockies region specifically.
 - RV West – Spring 2017
 - Calgary Herald – Discover Summer - 2016
 - Spokesman Review – Spring/Summer touring 2016
 - Kootenay Mountain Culture Magazine - summer 2017
 - Where Canadian Rockies Magazine - summer 2017
 - As part of Explore BC campaign –Kelowna community paper – summer 2016
- **Target Geo-Market:** British Columbia, Alberta, PNW US
- **Audience:** General touring consumers – couples, families, small groups and FIT
- **Rationale:** Destination focused regional sections to our target audience with general touring and packaging ideas for trip planning. Journeys through the area showcasing activities. Consumers from Alberta and BC are receptive to ‘stay-cation’ or close to home holiday experiences. With the US dollar at such a favourable advantage we expect growth in the number of PNW US visitors.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Publication distribution, leads to stakeholder businesses

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Tactic 4 – Touring Consumer Shows - \$50,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** Stakeholder attendance at consumer shows in our target markets. A regional section of contiguous booth space highlighting the destination.
 - Calgary Outdoor Adventure Show – March 2017
 - Calgary Motorcycle Show – March 2017
 - Calgary Bike Show – March 2017
 - Edmonton Snowmobile Show – October 2016
 - Saskatchewan Snowmobile Show – November 2016
 - Seattle Adventure Show – March 2017
- **Target Geo-Market:** Alberta & PNW US
- **Audience:** General touring and soft adventure consumers – couples, families, small groups and FIT
- **Rationale:** Face to face interaction with consumers for stakeholders. An opportunity to speak directly with potential guests, convert leads to sales and capture consumer contact information for future marketing efforts.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Consumer show attendance, leads to stakeholder businesses

Tactic 5 – Bridal & Destination Weddings - \$50,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** Attendance at the key wedding shows in both Edmonton and Calgary.
 - Calgary Bridal Show – September 2016
 - Calgary Fantasy Show – January 2017
 - Print Piece - stakeholder print ads in a regional section in the official Calgary Bridal Show publication – The Calgary Bride - 2017
- **Target Geo-Market:** Alberta
- **Audience:** Brides, wedding parties, families
- **Rationale:** Destination weddings are a rapidly growing sector in our region. With lower costs to host a wedding in the Kootenay Rockies versus in a city centre, the resorts in the region have recognized this emerging market. With each wedding there is an opportunity to reach a wider audience from all parts of the world as the wedding guests come from far and wide. Guests often add-on to their stay and make plans for a return visit of their own.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Consumer show attendance, leads to stakeholder businesses

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Tactic 6 – Content Acquisition - \$60,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** Working with DBC and partnering with the CDMOs, projects include capturing User Generated Content, video assets and Google Streetview Photo Tours.
- **Target Geo-Market:** British Columbia, Alberta, PNW US and possibly international reach on social media platforms
- **Audience:** Consumers who will be inspired to travel to BC and the Kootenay Rockies by fantastic imagery, video stories and written articles about the region. Fans who post their own travel experiences in region.
- **Rationale:** Ongoing replenishment of image banks to meet new imagery guidelines. Acquire new photos, videos and written content, fan generated content.
- **Success measures:** Capture the contracted number of new ‘on-brand’ images. Owned, earned and paid media measurements. Engagement statistics with fans.

FY17 - Leveraged Funds Summary

Tactic	DBC Funding	Stakeholder Funding	Admin Fee
1. Touring & Exploring Guide	\$35,000	\$35,000	\$5,250
2. Circle Route Map	\$25,000	\$25,000	\$3,750
3. Magazine & Newspaper	\$20,000	\$20,000	\$3,000
4. Adventure Consumer Shows	\$25,000	\$25,000	\$3,750
5. Bridal & Destination Weddings	\$25,000	\$25,000	\$3,750
6. Content Acquisition	\$30,000	\$30,000	\$4,500
TOTALS	\$160,000	\$160,000	\$24,000*

*Administration fee to be reinvested in the Touring & Exploring marketing tactics. Total leveraged budget = \$344,000.

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Touring & Exploring Tactics – Non-Leveraged Funds

Tactic 1 – The Ale Trail - \$30,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** The BC Ale Trail is a new marketing campaign that showcases British Columbia as a global destination for craft beer enthusiasts.
 - KRT is working with the Consortium group of representatives including the BC Craft Brewers Guild. Partners in the program are located throughout the province of British Columbia.
 - KRT will work with the region's craft breweries to capture content for web, video and digital platforms. And will assist in the creation of 'Ale Trails' or circle route itinerary suggestions.
- **Target Geo-Market:** British Columbia, Alberta and PNW US
- **Audience:** Consumers who will be inspired to travel to BC and the Kootenay Rockies to experience the craft breweries, with circle route itinerary suggestions and accompanying information on the region. "Come visit our breweries, drink craft beer and enjoy vibrant local communities and breathtaking landscapes".
- **Rationale:** Promoting our region to a unique market of consumers who enjoy sampling craft beer and touring through the region. Promotion of craft beer related events.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Lead generation to stakeholder businesses

Tactic 2 – Cross Border Map Guides - \$20,000 gross

- **DBC Strategies Achieved:** Captivate, Generate
- **Description:** In a unique partnership with tourism organizations in Alberta and Montana and with the support of the National Geographic Society, Kootenay Rockies has a position on the advisory committee and contributes a share towards the production of the Crown of the Continent Geo Tourism Map Guide and website. Similarly, we contribute a share to the production of the Top 10 Scenic Drives in the Northern Rockies.
- **Target Geo-Market:** British Columbia, Alberta and PNW US
- **Audience:** Map Guides for travellers through the Kootenay Rockies region, the Thompson Okanagan region, the province of Alberta, and the states of Washington, Idaho, Montana
- **Rationale:** Map guidebooks with travel itineraries are a key travel tool for consumers while in region, by providing activity choices, attraction listings and travel distances for the consumer.
- **Call to Action:** Stakeholder businesses
- **Success measures:** Map Guide fulfillment requests, links to the corresponding websites

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Tactic 3 – Caravan Consumer Show - \$10,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** In collaboration with the Thompson Okanagan Tourism Association, to create a unique visitor experience at two key consumer shows in Seattle and Spokane WA. A ‘caravan interactive activity’ experience for consumers. Together, we will have a physically larger show presence to showcase the essence of what a visitor can experience in our regions. Select stakeholder businesses will have an opportunity to bring their unique selling experiences to the shows.
- **Target Geo-Market:** PNW US
- **Audience:** US Residents who like general touring vacations, family friendly and soft adventure
- **Rationale:** With the strong US dollar and direct air service to gateway cities of Vancouver, Kelowna and Calgary, the province and our regions are easily accessible.
- **Call to Action:** Destination focused, and regional tourism stakeholder businesses
- **Success measures:** Consumer show attendance and lead generation to stakeholder businesses

Tactic 4 – Social Media & Online - \$20,000 gross

- **DBC Strategies Achieved:** Captivate, Advocate, Generate
- **Description:** Social media promotion of the Kootenay Rockies region and regional stakeholders. Including paid & promoted posts, blogs, photos & videos on Facebook, Twitter, Instagram & Youtube.
- **Target Geo-Market:** British Columbia, Alberta and PNW US and international reach on social media platforms
- **Audience:** Consumers who will be inspired to travel to BC and the region.
- **Rationale:** Promoting our region to our fans and followers on social media, engaging our growing number of fans and followers and potentially reaching the larger audience of the friends of the fans and followers, we will captivate and motivate consumers to visit.
- **Call to Action:** Stakeholder businesses and Kootenay Rockies platforms
- **Success measures:** Measured engagement with existing fans and growth in number of new fans

Tactic 5 – Airport Billboards - Kelowna - \$20,000 gross

- **DBC Strategies Achieved:** Captivate, Generate
- **Description:** Promotion of the Kootenay Rockies region on an in-terminal billboard at a gateway airport – Kelowna International Airport.
- **Target Geo-Market:** Travellers arriving at Kelowna International Airport
- **Audience:** Consumers who will be inspired to travel to BC and the Kootenay Rockies by fantastic imagery and information on the region.
- **Rationale:** Promoting our region to potential travellers, build awareness of the region.
- **Call to Action:** Kootenay Rockies app
- **Success measures:** Registered traveller traffic through the airport with estimated views.

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FY17 – Non-Leveraged Funds Summary

Tactic	DBC Funding
1. The Ale Trail	\$30,000
2. Cross Border Map Guides	\$20,000
3. Caravan Consumer Show	\$10,000
4. Social Media & Online	\$20,000
5. Airport Signage	\$20,000
TOTALS	\$100,000

Distribution – Target Markets - \$24,000 gross

Description: Distribution of the KR multi year publications including the Golf Map, Ski & Snowboard Map, Circle Routes Map and Touring & Exploring Guide. Includes consumer requests, Visitor Centres fulfillment, at stakeholder businesses, at consumer shows in partnership with the BC Camping & RV sector and additional targeted distribution as inserts to city newspapers.

FY17 – Touring & Exploring Budget Summary

Touring & Exploring Budget	Gross Totals
1. Leveraged Funds	\$320,000
2. Non-Leveraged Funds	\$100,000
3. Distribution	\$24,000
TOTAL	\$444,000

KOOTENAY ROCKIES TOURISM

Destination Experience Industry Development

Tactic 1 – go2HR Joint Initiative - \$10,000 gross

Description: In collaboration with go2HR, we will participate in projects that will benefit our stakeholder businesses with a joint effort to promote living and recreating in this region and recruiting potential employees for tourism businesses.

Tactic 2 – Speaker Series and Pro D Days –\$20,000 gross

Description: Keynote speakers and full day workshops on topics relevant to the tourism industry. Locations would be throughout the region and/or at a centralized location.

- Topics including EQ in depth, Google page optimization, Trip Advisor, etc.
- Pro D Days would be full day sessions with keynote speakers and networking opportunities.

Tactic 3 – Regional Research and/or Strategy - \$58,000 gross

Description: Regional research has not been conducted in the Kootenay Rockies for a number of years. In order to establish the current customer demographics and their purchasing patterns, we should engage in baseline research. There are also a number of sectors in which a regional strategic approach would benefit the stakeholders and communities in our area. Collaborative funding is possible with the Columbia Basin Trust.

Strategic projects with existing stakeholder interest include:

- Hwy 3 Touring Route Initiative
- Mountain Bike Tourism & Trails Management
- Establishment of a database of information resources (existing and ongoing tourism studies) to support the implementation of the strategic plan.

Tactic	DBC Funding
1. go2HR Initiative	\$10,000
2. Speaker Series & ProD Days	\$20,000
3. Regional Strategy & Research	\$58,000
TOTALS	\$88,000

KOOTENAY ROCKIES TOURISM

Website & Social Media Content Strategy

Tactic 1 - Social Media Content Strategy

Kootenay Rockies will be working with Destination BC to align our scheduled posts and messaging. We look forward to contributing to the Provincial content strategy in addition to growing engagement on our own platforms. We are active on Social Media with accounts on Facebook, Twitter, Google+, and Instagram and there is a Social media content planning calendar for each month.

Tactic 2 - Content Acquisition – Fan Generated Content -Tradable Bits

Within the leveraged funds Content Acquisition budget, a portion will be used to purchase a software platform that will aggregate fan generated (or user generated) content. The master license will allow for cost shared sub-licenses for our stakeholders. Tradable Bits is a digital toolbox that will help us connect and communicate to people who care about us.

Sharing the New Experience – Phase 1

- The ability to capture every “I was here” in real-time and use these memories from your fans
- Collect every mention of the destination - community, business or region and then showcase the best visitor memories on websites and social media platforms
- A customized content aggregator will be developed for each of the participating stakeholders
- Tourism Fernie is currently using Tradable Bits – check the link below:

<http://tourismfernie.com/activities/skiing-and-snowboarding>

- KRT and our stakeholders will have the ability to create better one-on-one guest experiences, by easily responding to feedback on every network

Authentic Advertising – Phase 2

- Travellers rely on their friends to discover new places to visit, KR and our stakeholders will use our customized ‘happy fans’ to attract more new fans
- By developing our own custom fan base, we can deliver engaging paid social media campaigns to increase the ROI for our stakeholders
- The program will access the Tradable Bits 28+ mobile-friendly templates (live feed, landing pages, photo contests, tug-a-wars, etc.)
- Tradable Bits will conduct an ROI Pilot Project ‘Quantitate Study’
 - A special pixel can be added to websites to track digital and social campaigns that lead to bookings pages for the stakeholders.

KOOTENAY ROCKIES TOURISM

Kootenay Rockies Marketing Activity Calendar

Kootenay Rockies Marketing Activity Calendar												
	2016						2017					
	April	May	June	July	August	September	October	November	December	January	February	March
Publications												
2017 Touring & Exploring Guide												
2016/2017 Circle Routes Map												
Magazine & Newspaper												
RV West												
Calgary Herald - Discover BC												
Spokesman Review - Summer Planner												
Kootenay Mountain Culture												
Where Canadian Rockies												
Explore BC Campaign												
Adventure Consumer Shows												
Calgary Outdoor Adventure												
Calgary Motorcycle												
Calgary Bike												
Edmonton Snowmobile												
Saskatchewan Snowmobile												
Spokane Motorcycle												
Bridal & Destination Weddings												
Calgary Bridal												
Edmonton Bridal												
Calgary Bride magazine												
Content Acquisition												
Still photography, video assets												
Blog content												
Fan content												
The Ale Trail												
Cross Border Map Guides												
Caravan Consumer Show												
Social Media & Online												
Airport Billboards												
Distribution												
Travel Trade Shows		RVC						CWM				
Travel Media Marketplaces	CMM					GoMedia						