STRENGTHENING TOURISM THROUGH COLLABORATION

Kootenay Rockies Tourism Industry Conference & 41st Annual General Meeting

October 15, 2018
Global Tourism Growth

- 1950: 25M
- 2030: 1.8B
$1,000,000,000,000,000
KOOTENAY ROCKIES WEST

SYNOPSIS
Forest, mountains, pristine lakes and rivers, hot springs and waterfalls: this is the West Kootenays. Its towns and small cities are ready and waiting with history, culture and, of course, beer.

TRAVEL METHOD
Driving

DURATION
4 Days

TOWNS & COMMUNITIES
Rossland, Trail, Nelson, Castlegar, Kaslo, Ainsworth Hot Springs, Robson, Cranbrook

BREWERIES
Trail Beer Refinery, Savoy Brewery, Torchlight Brewing Co, Nelson Brewing Company, Angry Hen Brewing, Backroads Brewing Company

KOOTENAY ROCKIES EAST

SYNOPSIS
Spectacular parks, hot springs and hiking trails, as well as several alpine resorts, make this Utopia for wilderness explorers—especially if they’re beer lovers, too.

TRAVEL METHOD
Driving

DURATION
3 Days

TOWNS & COMMUNITIES
Windermere, Cranbrook, Fernie, Kimberley, Aholmer, Invermere, Radium Hot Springs, Golden, Revelstoke

BREWERIES
6 TOWNS, 250KM, INFINITE POSSIBILITIES.

Fort Steele Heritage Town
Chetwynd

EXPLORE
Investing in Kootenay Rockies

DBC Kootenay Rockies Tourism Funding: $1,178,000
DBC Community Co-op Funding: $198,378
DBC Visitor Services Funding: $432,902
Provincial Government MRDT Funding: $2,936,068
Provincial Government TEP Funding: $110,000
Provincial Government RMI Funding: $1,829,283

Total Funding: $6,684,631
#EXPLOREBC

Mt. Nimbus Via Ferrata
Photographer: @ryancreary
KOOTENAY ROCKIES, B.C.—I’m on a gondola, heading up the ski hill at Revelstoke, but instead of a parka and toque I’m wearing a T-shirt and sandals. The slopes are no longer covered in powder; instead, they’re sprinkled with pink and purple lupines. But I’m still going to be racing down this mountain — just not on a pair of skis.

Now in its second season, Revelstoke Mountain Resort’s newest summer activity — a mountain coaster that takes you 1.4 kilometres through glades and forest at up to 42 km/h, with a 279-vertical-metre drop, all in about three minutes. The monorail is built close to the ground, meant to simulate downhill mountain biking.
16-20 MILLION MARKETERS
“Everyone, meet Fernie! It’s paradise! 😊” Photo + caption taken by @thelostsolescollective right before the snow. #exploreBC #KootRocks #Ferniestoke #exploreCanada

nomadicmaples Told you!! I’m here now it’s beautiful!: @brothrvnce

grimwaefer @hellobc June 2017 was my last trip. Perhaps I’ll have time to venture west and take in the mountains during the Ski season. I just might have to move there!

daisynollhardwick @leriymo 🤗

pickster Omg. I use to live on the third floor of this building on the right. At « The northern ». Wow so much good memories!!

hellobc @songbaihu This is Fernie, British Columbia, Canada. @TourismFernie is the local expert if you’re interested in learning more. 😊

findingymo Home, work and playground: all in one photo!
FOOD FOCUSED FALL GETAWAY TO THE WEST KOOTENAYS

OCTOBER 3, 2017 BY ERIN IRELAND
Digital Readiness
Tips from our team: the digital basics

• Think mobile-first
• Consider e-commerce
• Ensure your TripAdvisor listing is up-to-date
• Claim your Google My Business listing, then optimize it
2.2 million referrals to businesses
Content commonwealth:

A shared approach to content marketing, including shared tools, processes, and expertise.
1. Think mobile-first
220% more ad!
Tips from our team: mobile video

• Think vertical (or at least 1x1)
• Remember: on the go (70%), lean forward (20%), lean back (10%)
• Best shots in first 6 seconds
• Design for sound off (captions or auto-captions)
• Use A/B testing
2. Make it relevant
Mobile searches for “__ for me” have grown over 60% in the past two years.

- what running shoes are best for me?
- which dog is right for me?
- best haircut for me
- which credit card is best for me?
of travelers are more likely to book with a travel company that provides relevant information for the destinations they're interested in.

Google/ipsos Connect, Travel Playbook Omnibus, n=1664 U.S. travelers ages 18+, Apr. 2016.
Tips from our team: creating relevance

• Personalization by audience mindset (Google’s hero, hub, help)
• Personalization by geo market
• Personalization by passion

Coming soon @ DBC: personalization by automation
3. Use the power of SNBC
MARKETING

DEVELOPMENT
REMARKABLE EXPERIENCES
“I would definitely, highly recommend taking the course. The cost was minimal, compared to the amount of what we got out of the course . . . [moving] forward I will implement the same process because it’s just proven to have incredible results.” - Angela Mowbray, Everything Revelstoke (Revelstoke, BC)
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