

Kootenay Rockies Tourism – Regional Marketing – FY2019-2020

Section Heading

Description

Executive Summary

The intent of the Touring & Exploring Marketing Plan is to promote our region to new and repeat visitors by meeting their pre-trip and in-trip information needs.

The regional marketing plan will focus on the promotion of ‘What We Own’, what makes our region unique with iconic tourism products and experiences. The Kootenay Rockies region has an abundance of natural and resort-style Hot Springs, along with the highest concentration of winter experiences along the POWDER HIGHWAY™, and we will continue to refresh our inspiring touring Road Trip opportunities around the region.

There is a high awareness of our region in the target markets of British Columbia and Alberta. This gives us the opportunity to put a larger budget and a more targeted focus on ‘Generate’ activities.

There is an opportunity to build awareness in new markets in the PNW USA including Portland and Seattle. Tactics to build this awareness will focus on ‘Captivating’ this audience.

3 Key Regional Objectives:

Captivate – 27% of effort:

Create a sense of urgency to visit British Columbia and specifically the Kootenay Rockies Region.

A key regional objective is to inspire new visitors by showcasing on-brand imagery and videos that build awareness and influence the visitor to consider the region in their upcoming travel plans.

- Targeting a 20% increase in visits to KR social & digital properties.
- Measured with Google Analytics and Sprout Social reports.

Generate – 63% of effort:

Increase the number of leads generated from social and digital initiatives to our stakeholder websites.

Our largest investment will be focused on sending ‘warm leads’ to our stakeholder businesses. We will provide travel information, including itinerary suggestions, and links to bookable packages and experiences that will lead the new and repeat visitor to the stakeholder businesses to close the sale.

- Targeting a 10% increase in outbound links to stakeholder sites from KR social and digital properties.

- Measured with Google Analytics

Advocate – 10% of effort:

Improve traveller advocacy and fan engagement.

A third key regional objective will include producing inspiring blog travel content, engaging social media posts and sharing user-generated photos to encourage increased fan engagement and advocacy for the region.

- Targeting a 20% increase in the fan engagement (comments, likes, shares) and uses of #KootRocks on Kootenay Rockies social media channels
- Measured by tracking tools on Facebook, Instagram & Google Analytics

The total budget allocated for Touring & Exploring Marketing initiatives is \$317,200 gross or 26% of the total funding. This includes the funding from stakeholder leveraged projects and the funding received from Destination BC. It does not include human resource costs.

To support Destination BC's goal to create a strategic advantage with primary sources of travel inspiration, our marketing plan includes a cost sharing program for Google 360 Photo Tours. This project has 50/50 leveraging of \$17,500 stakeholder funds matched by \$17,500 DBC funds for a total of \$35,000 gross funds. An administration fee of 15% on the stakeholder portion is estimated to be \$2,625 which will be re-invested in marketing tactics.

Working with the team at Destination BC we will support the efforts to onboard DMOs into the Google DMO Partnership program. As the RDMO we have been certified as a Google Trusted Verifier. We will work with our stakeholders to claim and update their Google Business listing. Concurrently, we hope to provide support to businesses who have yet to claim their Trip Advisor listing, and educate them on the opportunity with HelloBC.com.

We have budgeted \$282,200 for non-leveraged tactics that will be used to benefit the tourism products and experiences for the entire region. Our experience indicates that tactics offered as a 'pay to play' model do not fully represent all of the businesses in the region and give a less robust picture of the product choices for the visitor.

Aligned to the current visitation statistics in the Kootenay Rockies Regional Tourism Profile – May 2017¹, which identifies our top five markets of origin, our budget will allocate 80% or \$253,760 to

¹ Kootenay Rockies Regional Tourism Profile May 2017

connecting with Canadians (BC, AB) and 20% or \$63,440 to connecting with visitors from the PNW US (WA, ID, MT).

British Columbia – population estimate 4.8 million

- 30% of effort – consumer & media
- ‘Generate’ activity tactics include the promotion of bookable tourism product through travel blogs, on-brand imagery & videos, in digital advertising, social media posts, regional guides & maps (digital & print), consumer shows.

Alberta – population estimate 4.3 million

- 50% of effort – consumer & media
- ‘Generate’ activity tactics include the promotion of bookable tourism product through travel blogs, on-brand imagery & videos, in digital advertising, social media posts, regional guides & maps (digital & print), consumer shows.

PNW US – population estimate - WA 7.3 million, ID 1.7 million, MT 1 million

- 20% of effort – consumer & media
- ‘Captivate’ activity tactics include showcasing inspiring, on-brand imagery and videos, itinerary suggestions, bookable tourism products through travel blogs, digital advertising, social media posts and by offering additional travel information through reader response leads in a US publication - Travel 50

We fully support Destination BC’s efforts to create a Content Commonwealth with national, provincial, regional and community assets. Using the shared content platform, CrowdRiff, has opened many new opportunities to manage and showcase the photography from our engaged social media followers. Followers are encouraged to use #exploreBC and #KootRocks which allows us to find the content and re-share it to our social audience.

We are participants in DBC’s ‘tagging’ program and have added the tags to our consumer sites for ‘referral’ and ‘conversion’ data collection. We will work as ambassadors for the tagging program and the new BC Content Hub. We will educate our stakeholders on the opportunities through our Professional Development days, Regional newsletters and speaking opportunities in the communities.

Our social media and digital content strategy is ‘always on’ in the marketing of our region. We provide images, story ideas, and new product information to the DBC content team for the Global Editorial calendar. We also maintain our own regional editorial calendar for blog travel stories and social media posts.

We look forward to working with DBC on upcoming opportunities around data driven attribution as well as the collection of visitor data through Arrivalist, which will provide us with real time information on

the travel patterns of consumers in our region, which then leads to more informed marketing tactics.

Recognizing that consumers today are most often visual decision makers and to ensure we are able to 'Captive' potential new visitors, we will continue to build our on-brand photography and video assets with summer 2019 & winter 2020 photography shoots and the creation of a series of passion-themed video segments.

To support the refreshed content on HelloBC.com, we will provide rich narrative content and relevant product & planning information that can be woven into immersive stories and visuals. Corridors and Popular areas that resonate with travellers to our region include the Powder Highway, Hot Springs, and other touring route itineraries.

We will focus on shoulder season travel opportunities, understanding that July and August are near or at capacity in most locations and that wildfires may affect visitation during those months. Our winter season focus is the abundance of winter experiences along the Powder Highway. To meet our goal of 'Generate', our efforts will focus on providing leads to bookable/available stakeholder product.

We will continue our sector support for the BC Ale Trail project, BC Farmer's Markets, BC Lodging & Camping, and the Crown of the Continent which have proven to be highly successful collaborative campaigns.

The Kootenay Rockies team works closely with the DBC Content, Brand, Travel Trade and Media Relations teams as listed below:

- Content Team
 - Provide story ideas monthly & on request
 - Share DBC content on KR digital platforms
 - Monitoring DBC editorial calendar, providing KRT updates
 - Special projects or fact checking & information inquiries
 - Itinerary coordination for DBC led trips
 - CrowdRiff account management & support
 - Collaborate & review on photo & video
 - Engagement with fans on tagged comments or inquiries
 - Encourage use of #exploreBC
 - Provide updates on new product, services, attractions, activities
- Brand Team
 - Approval of all marketing/advertising creative designs
 - On brand guidelines including print, content, imagery & tone
 - Collaborate on photography contracts – shot list, final selections
- Media Relations & Travel Trade Teams

	<ul style="list-style-type: none"> ○ We work with Team BC on key media & trade events, marketplaces, trade shows, training opportunities and FAM & Press Trip coordination
<p>Situation Analysis</p>	<p>The Kootenay Rockies region generated over 2 million overnight person-visits in 2014. The region represents 11% of the provincial overnight visitation and 7% or \$654 million in related spending. Domestic overnight travellers accounted for 81% of visitation and 74% of related spending. International travelers accounted for 19% of visitation and 26% of spending.</p> <p>Alberta residents make up the largest share of overnight visitation (47%) and spending (46%) in the Kootenay Rockies region, the only region where British Columbia residents are not the top market. More than three-quarters of all visitation and two-thirds of spending can be attributed to Alberta and British Columbia residents.</p> <p>On average travelers in the Kootenay Rockies stayed 3.2 nights and spent \$98 per night during their trip.²</p> <p>The new WestJet service from the Calgary airport operates 3 times daily on a 34 seat Saab 340B. This has opened up opportunities for visitors from Ontario to seamlessly connect into the Kootenay Rockies region from the West Jet services out of Toronto, Hamilton, London and Ottawa.</p> <p>Recently, Air Canada announced that they were cancelling their Cranbrook-Calgary service and reducing their frequency to Vancouver as of May 1, 2019. We are working with the Airport Manager to understand and possibly mitigate the impacts of this decision.</p> <p>YXC - Canadian Rockies International Airport (Cranbrook)</p> <ul style="list-style-type: none"> - Air Canada – daily service to Vancouver - Pacific Coastal – daily service to Vancouver & Kelowna - WestJet - daily service to Calgary <p>YCG - West Kootenay Regional Airport (Castlegar)</p> <ul style="list-style-type: none"> - Air Canada – daily service to Vancouver & Calgary <p>YZZ - Trail Regional Airport</p> <ul style="list-style-type: none"> - Pacific Coastal – daily service to Vancouver <p>YRV - Revelstoke Airport</p> <ul style="list-style-type: none"> - Pacific Coastal – seasonal service – winter only - to Vancouver

² Kootenay Rockies Regional Tourism Profile May 2017

	<p>The lack of twinned highway routes within the region has been identified as an issue in the Destination Development planning areas. There is also a lack of bus or group transportation and there is a perception that BC interior highways are impassable during the winter.</p> <p>There is a shortfall of transportation options to our communities from the regional airports. The CEO of the Canadian Rockies International Airport indicated that they experienced issues with not having an adequate inventory of rental vehicles. Also, rental companies typically only offer winter snow tires as an upgrade not as a standard feature which is a safety issue in our region.</p> <p>Regional In-Market research indicates: “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”. ³</p> <p>Key Learnings/Implications: We can influence traveller behavior and encourage visitors to participate in additional activities by having tools available for trip planning and activity choices while they are in region.</p> <p>There is a reasonable awareness of our region in our target markets of British Columbia and Alberta. Therefore we will focus on promoting bookable packages and activities in these markets and focus on inspiring potential new visitors in the Washington market.</p>
Objectives	<p>The objective of the Touring & Exploring Marketing Plan is to promote our region to new and repeat visitors by meeting their pre-trip and in-trip information needs.</p> <p>The regional marketing plan will focus on the promotion of ‘What We Own’, and what makes our region unique. The region has an abundance of natural and resort-style Hot Springs, along with the highest concentration of winter experiences along the POWDER HIGHWAY™, and the many touring Road Trips around the region.</p> <p>We aim to inspire the visitor to consider travel to the Kootenay Rockies region, and to encourage them to explore and discover multiple parts of the region by featuring great product packages and experiences from our stakeholders. We will market activities and touring itineraries that position our region as a unique, must-visit destination of BC.</p> <p>3 Key Regional Objectives:</p>

³ Kootenay Rockies Region In-Market Research 2012

	<p>1. Captivate - create a sense of urgency to visit British Columbia and the Kootenay Rockies Region.</p> <ul style="list-style-type: none"> ○ 27% of effort, primarily in PNW USA ○ Sharing our iconic, breath-taking photos & videos of the region, promoting and sharing the amazing user-generated content, and with great travel blog content that leads to Kootenay Rockies digital platforms for further inspiration and useful travel planning information. <p>2. Generate - increase the number of leads generated from social, digital marketing initiatives and the regional digital properties to our stakeholder businesses websites.</p> <ul style="list-style-type: none"> ○ 63% of effort, primarily in BC & AB ○ Promoting the stakeholder packages and providing outbound links to stakeholder websites to make a booking. <p>3. Advocate - improve traveller advocacy and fan engagement.</p> <ul style="list-style-type: none"> ○ 10% of effort, in all markets ○ ‘Always on’ social media activities include daily posts with iconic imagery and video, great travel blog content, paid boosting of the social posts and engaging with the social media follower’s comments, likes and shares.
<p>Strategies</p>	<p>With the goal of attracting new & returning visitors, our strategies are to provide pre-trip inspiration and planning tools, along with in-region tools to encourage participation in additional activities.</p> <p>Understanding the travellers booking habits based on the Regional In-Market research⁴ indicates that online searches are the main source of planning before travelling, and that Apps, mobile websites and Visitor Centres are a strong source of planning during the travel period.</p> <p>For pre-trip inspiration and planning, we will promote tourism products and experiences that appeal to our target audiences. As reported in the Regional Tourism Profile⁵, the activities that motivate our target markets are also the activities widely available in our region.</p> <p>Canadians: camping, hiking, beach, National & Provincial parks, wildlife viewing, bird watching, boating, canoeing, kayaking.</p> <p>US & International: National & Provincial parks, historic sites, museum/art gallery, camping, ski/snowboard.</p>

⁴ Kootenay Rockies Region In-Market Research 2012

⁵ Kootenay Rockies Regional Tourism Profile May 2017

For travellers already in the region, we reviewed the Regional In-Market Research⁶ which compared ‘Motivating’ versus ‘Participating’ activities. The research indicated that travellers participated in activities that didn’t originally motivate them to choose our region.

Sightseeing, nature, wildlife viewing:

27% were motivated by versus 53% who participated in

National or Provincial parks:

20% were motivated by versus 44% who participated in

Hiking:

13% were motivated by versus 44% who participated in

Shopping:

2% were motivated by versus 41% who participated in

Historical sites:

6% were motivated by versus 25% who participated in

We can influence additional expenditures and activity engagement by ensuring information is available while the traveller is in region that will inspire them to stay longer and/or participate in more activities and experiences while in the region.

For pre-trip inspiration as well as a tool for in region information, KootenayRockies.com features over 1,200 tourism stakeholder content pages, 300+ festival & events listings, interactive mapping, and package offers. Tourism product listings include accommodation, dining, shopping, attractions, communities, recreation, Touring 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.

This digital platform is further supported by the companion print pieces, the Touring & Exploring Guide and passion-themed regional Map Guides. These publications available in the regional & provincial Visitor Centres, on display at regional stakeholder businesses, airports, in racking locations in Alberta (41) and British Columbia (19) and available through fulfillment requests to consumers.

For the promotion of winter experiences in our region, PowderHighway.com is a complete listing of the alpine, heli and cat ski operators, along with all of the winter tourism product offered. To support this digital platform, in the past fiscal we produced a map-guide with one side featuring all of the winter product along the Powder Highway.

⁶ Kootenay Rockies Region In-Market Research 2012

	<p>For pre-trip planning, our social & digital media strategy will be to showcase the region with inspiring on-brand imagery through social media posts and digital advertising. The content will lead the consumer to bookable packages and activity offers from our stakeholders. We will promote touring itineraries, and provide information on passion-based activity with content and maps.</p> <p>Our region is well positioned to capitalize on our visitor’s enthusiasm about the time they spend with us. From the In-Market Research⁷, it is reported that 59% of travellers surveyed have a positive overall impression of the Kootenay Rockies region. We are 2nd out of the 6 regions in BC for positive impressions. (Vancouver Island is number 1).</p> <p>We encourage visitors to capture highlights of their experiences in the region and to use #exploreBC and #KootRocks in their posts to build the advocacy and encourage new and repeat visits to the region.</p>
<p>Position and Messaging</p>	<p>The Kootenay Rockies 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, friendly and welcoming small towns. This is the birthplace of adventure tourism.</p> <p>Our region offers an escape from the large urban centres. We have wide-open, unspoiled pristine landscapes. The mountains offer the traveller a chance to be in nature, with multiple outdoor activity choices. Located in beautiful mountain settings, the natural hot springs products offer a soothing, relaxation experience.</p> <p>Visitors come to the Kootenay Rockies for a rich palette of recreational activities that include world-class hiking, skiing, golfing, 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.</p> <p>Our Brand: We are ‘British Columbia’s Mountain Playground’ and home to the ‘Powder Highway’.</p> <p>Iconic Experiences: Canadian Rockies, National Parks, communities in the mountains, winter experiences along the Powder Highway, and touring routes.</p>

⁷ Kootenay Rockies Region In-Market Research 2012

	<p>Product Focus: Touring routes, Hot Springs, the mountain experiences, soft adventure activities, the Powder Highway.</p>
<p>Target Audience (Geographic Markets and Audience Segments)</p>	<p>There is a high awareness of our region in the target markets of British Columbia and Alberta. This gives us the opportunity to put a larger budget and a more targeted focus on ‘Generate’ activities.</p> <p>The tactics to advance the path to purchase from awareness of our region into leads for the tourism businesses will be targeted to travellers from British Columbia with a focus on the larger cities - Vancouver & Kelowna, and Alberta with a focus on the cities of Calgary & Lethbridge.</p> <p>There is an opportunity to build awareness in new markets in the PNW USA including Portland & Seattle. We will seek to ‘Captive’ this new audience with iconic and inspirational content to build awareness and provide inspiration to consider the region in their travel plans.</p> <p>As indicated in the Regional Tourism Profile⁸, domestic overnight visits account for 81% of the visitation and international travellers account for 19%. Therefore, the total gross budget allocates 80% or \$253,760 on attracting Canadians (BC, AB) and 20% or \$63,440 on attracting travellers from the PNW US (WA, MT).</p> <p>Tier 1: British Columbia, Alberta and PNW US (Montana, Washington)</p> <ul style="list-style-type: none"> ○ Paid media – digital & social media, regional publications, media relations ○ Estimated market – British Columbia 4.8 million, Alberta – 4.3 million, Montana - 1 million, Idaho 1.7 million, Washington - 7.3 million ○ 100% of Touring & Exploring marketing budget <p>Tier 2: Ontario, Australia, USA, Europe, Asia</p> <ul style="list-style-type: none"> ○ Travel trade, media relations at industry shows ○ Social media - Ontario & USA only <p>Our target audience, as defined by EQ segments, aligns with our demographic targets and includes:</p> <p>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.</p> <p>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</p>

⁸ Kootenay Rockies Regional Tourism Profile May 2017

	<p>challenge, are risk takers and are attracted to historical and cultural events.</p> <p>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.</p> <p>The top factors for consumers when choosing a destination as indicated in the In-Market Research Report⁹ were:</p> <ul style="list-style-type: none"> - Good value for money (83%) - Place to relax & unwind (82%) - Good getaway from everyday (79%) <p>The Kootenay Rockies region is well positioned to meet the top factors for decision making. We offer good value for money, we are a less expensive destination than the lower Mainland, the Okanagan and the Canadian Rockies (AB). Our region is a place to truly relax and unwind in the expansive landscape that includes mountains, valleys, lakes and rivers.</p> <p>We offer unique getaway experiences with hot springs, hiking, biking, canoeing, kayaking, rafting, golfing, and skiing. Our mountain and valley communities are small and attractive with their own ‘sense of place’ and offer a range of accommodation options as well as unique shops and many diverse dining options in the middle of an incredible authentic outdoor experiences.</p>
<p>Provincial Alignment</p>	<p>Our regional messaging aligns with the Super, Natural BC brand in all of our creative outputs. We are Tier 1 in brand alignment and all aspects including imagery, fonts, colours and tone of voice are considered. Working together with the DBC brand team, through feedback & direction, we have been successful in receiving approvals on all creative design work to date.</p> <p>We will continue to work diligently with the DBC brand team to build our visual asset inventory with a summer 2019 and winter 2019/2020 photography shoot planned. We will create social media length vertical orientation videos promoting our iconic experiences.</p> <p>We work closely with the DBC Content team and support the creation of a network of content creators and brand ambassadors. We provide content for DBC’s editorial calendar, we develop and confirm itineraries for content creators and ambassadors, we provide story ideas and new product information.</p>

⁹ Kootenay Rockies Region In-Market Research 2012

	<p>We participate and advocate for the shared technology programs that Destination BC offers. Including participating in the national program to build a content commonwealth with CrowdRiff. We will work with DBC to encourage community and stakeholder partners to join the CrowdRiff network.</p> <p>Kootenay Rockies Tourism has installed ‘referral’ tags on the 2 regional websites – KootenayRockies.com and PowderHighway.com. Once we receive the data it will allow us to make informed decisions and become smarter, more cost-effective marketers.</p> <p>We will encourage stakeholders to add tags to their online properties. In our region, we have 15 communities - 10 who have CDMO organizations, 8 Alpine Ski Resorts, 25+ Championship Golf Courses, over 60 operators related to winter activities, and an even greater number of summer season soft adventure operators that have the potential of participating in the tagging program. We have 700+ registered marketing partners. We will communicate this opportunity to stakeholders through our newsletters, email communication, and at community speaking opportunities.</p>
<p>Performance Measures (Metrics)</p>	<p>Metrics are pending revised directive from Destination BC on common performance framework for maximum alignment.</p> <ol style="list-style-type: none"> 1. Captivate - create a sense of urgency to visit British Columbia and the Kootenay Rockies Region. <ul style="list-style-type: none"> ○ Targeting a 20% increase in visits to Kootenay Rockies social and online properties. Measured with Google Analytics. ○ 2018 vs 2017 results <ul style="list-style-type: none"> ○ 200% increase in users on KootenayRockies.com ○ 21% increase in KR Facebook fans, ○ 9.5% in PH Facebook fans, ○ 42.9% increase in KR Instagram followers, ○ 114.9% increase in PH Instagram followers 2. Generate - increase the number of leads generated from marketing initiatives and the regional social and online properties to our stakeholder websites. <ul style="list-style-type: none"> ○ Targeting a 10% increase in links to stakeholder sites from Kootenay Rockies digital properties. Measured with Google Analytics. ○ 2018 results (no 2017 data) <ul style="list-style-type: none"> ○ 20,878 external link clicks in 2018, a 8.64% conversion rate 3. Advocate - improve traveller advocacy and fan engagement. <ul style="list-style-type: none"> ○ Targeting a 20% increase in the fan engagement (comments, likes, shares) and uses of #KootRocks on Kootenay Rockies social media channels ○ Measured by tracking tools on Facebook, Instagram & Google Analytics

	<ul style="list-style-type: none"> ○ 2018 vs 2017 <ul style="list-style-type: none"> ○ 54.2% increase in fan engagement FB & IG ○ 50,000 users of #KootRocks to date
Marketing Budget	<p>The total budget allocated to Regional Discretionary - Touring & Exploring Marketing is \$317,200 gross. This represents 26% of the funding received both from Destination BC and the funding received on stakeholder cost-share projects and does not include staff costs.</p> <p>Our cost share tactic at 50/50 funding includes \$17,500 stakeholder funds leveraged with \$17,500 DBC funds for a gross budget of \$35,000. The cost-shared project will incur an administration fee of 15% on the stakeholder portion of the funding and is estimated to be \$2,625. These administration funds are re-invested into marketing tactics.</p> <p>Touring & Exploring total wages and benefits are \$191,573 for 2.5 FTEs.</p>
Outline of Tactical Elements of the Marketing Plan	<p>TACTIC 1 – CONTENT ACQUISITION - \$95,000 GROSS</p> <ul style="list-style-type: none"> ▪ DBC Strategies Achieved: Captivate - 50%, Generate – 50% ▪ Description: Working with DBC to acquire content assets in the region for use on digital sites, in social media, in digital advertising, and in regional publications. Contracting DBC approved photographers, and bloggers to capture on-brand imagery and written content. Hiring Google Certified Photographers. ▪ Cost Shared Projects include: <ul style="list-style-type: none"> ○ Google My Business – Claim My Business & Google 360 Photo Tours - Budget \$35K ▪ Non-Cost Share Projects include: <ul style="list-style-type: none"> ○ Summer 2019, winter 2019/20 shoot. Budget \$25K ○ Regional videos - 15/30 sec. Budget \$25K ○ Blogs year-round. Budget \$10K ▪ Target Geo-Market: British Columbia, Alberta, PNW US ▪ Audience: Authentic Experiencers, Cultural Explorers, Free Spirits, general touring & soft adventure ▪ Rationale: To support digital and social media promotion with on-brand content. To assist businesses in maximizing opportunities with Google. ▪ Call to Action: Kootenay Rockies digital properties, stakeholder businesses, #exploreBC, #KootRocks <p>TACTIC 2 – DIGITAL & SOCIAL CAMPAIGNS - \$60,200 GROSS</p> <ul style="list-style-type: none"> ▪ DBC Strategies Achieved: Captivate – 20%, Generate – 30%, Advocate - 50% ▪ Description: Working with Destination BC in a content

marketing strategy that has a strong focus on immersive and compelling content to create emotional urgency to visit the Kootenay Rockies in BC. With new technologies as they become available, ensuring that the right content is targeted to the right consumer with the goal of moving them along the path to purchase. Social media and online promotion of the Kootenay Rockies region, passion-based activities and stakeholder businesses. Paid & promoted posts, weekly blogs, photos & videos on Facebook and Instagram and re-marketing content to consumer groups identified by their online behaviours.

- **‘Always on’ digital and social promotion:**
 - #exploreBC
 - #KootRocks
 - Paid, boosted, re-marketing ads.
- **Passion themed marketing campaigns:**
 - The Powder Highway. Paid social, digital, bloggers.
- **Target Geo-Market:** British Columbia, Alberta, PNW US
- **Audience:** Authentic Experiencers, Cultural Explorers, Free Spirits, general touring, ski and soft adventure travellers.
- **Rationale:** “Online technologies are making it easier to find audiences and serve up relevant content based on interests and place in the purchase cycle.” *Destination BC Global Marketing Plan*
- **Call to Action:** Kootenay Rockies digital platforms, stakeholder businesses, #exploreBC, #KootRocks

TACTIC 3 – REGIONAL TRAVEL PUBLICATIONS - \$95,000 GROSS

- **DBC Strategies Achieved:** Captivate – 25%, Generate – 75%
- **Description:**
 - Re-print of Travel Guide with new cover. Budget \$30K.
 - Themed map-guide. Budget \$40K.
 - Brochure Distribution for all print. Budget \$25K.
- **Target Geo-Market:** British Columbia, Alberta, PNW US
- **Audience:** Authentic Experiencers, Cultural Explorers, Free Spirits, general touring & soft adventure
- **Rationale:** Our region is known for its Touring routes - the communities and products in region with a focus on soft adventure, and nature-based activities. National and Provincial Parks along with Hot Springs. Accommodation, camping and dining services listings. Highway, Ferries & Airport information.
- **Call to Action:** Stakeholder businesses, #exploreBC, #KootRocks

TACTIC 4 – REGIONAL INITIATIVES - \$25,000 GROSS

- **DBC Strategies Achieved:** Captivate – 50%, Generate – 50%
- **Description:**
 - Digital platforms. KootenayRockies.com,

PowderHighway.com Budget 15K. Registration, refreshed content and maintenance

- Out of Home Advertising. Budget \$10K. In-terminal backlit in Kelowna.
- **Target Geo-Market:** British Columbia
- **Audience:** Authentic Experiencers, Cultural Explorers, Free Spirits, general touring, ski and soft adventure travellers.
- **Rationale:**
 - Websites with travel itineraries are a key decision making tool for pre-trip planning & in region info.
 - Airport billboard in Kelowna to build awareness of the region and to provide inspiration.
- **Call to Action:** Kootenay Rockies digital properties, #exploreBC, #KootRocks

TACTIC 5 – COLLABORATION WITH SECTOR GROUPS - BC ALE TRAIL, BC FARMERS MARKETS, BC LODGING & CAMPING, CROWN OF THE CONTINENT - \$42,000 GROSS

- **DBC Strategies Achieved:** Generate – 100%
- **Description:**
 - *BC Ale Trail* program (\$10K) includes continued development of the microsite with new content added, hiring bloggers and ambassadors to travel in the region and promote the craft breweries, attendance at and promotion of Beer Festivals.
 - *BC Farmer's Markets* (\$10K) includes the promotion of 22 in region markets with tactics including print advertising, search and social ads, and capturing new photos & videos.
 - *BC Lodging & Camping* (\$8K) includes distribution of our regional print pieces at 11 consumer shows that the BCLCA attends. Plus KRT assistance in working at one of the shows (Abbotsford)
 - *Crown of the Continent* (\$10K) A 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 Map Guide and website.
 - Consumer Show collateral (\$4K) Banners/giveaways.
- **Target Geo-Market:** British Columbia, Alberta, PNW US
- **Audience:** Authentic Experiencers, Cultural Explorers, Free Spirits, general touring and soft adventure travellers. Consumers who will be inspired to travel to experience the craft breweries, Farmer's Markets, camping in region and discovering

	<p>the Crown of the Continent.</p> <ul style="list-style-type: none"> ▪ Rationale: Promoting our region to a unique market of consumers who enjoy sampling craft beer, visiting Farmer’s Markets and touring through the region. ▪ Call to Action: BCAlTrail.ca, BCFarmersMarket.org, CampinginBC.com, Crown of the Continent, Stakeholder businesses, #exploreBC, #KootRocks <p>Travel Trade and Media Relations core activities (budget \$40,000) include attendance as Team BC at 3 key shows – Rendezvous Canada, Canada’s West Marketplace, and Go Media along with Explore BC presentations and regional media events. A budget of \$40,000 is allocated to support FAM and press trips in our region. We have budgeted \$10,000 for optional programs in Trade & Media.</p>
Marketing Calendar	Located on the final page of this document.
Suppliers	<p><i>Brenda McEwan</i> - Creative Design – \$14K <i>The Web Advisors</i> – Digital Ads, Management costs – est. \$10K <i>Navigator Multimedia</i> - KR online properties - \$15K</p>
Obstacles	Will be reviewed in monthly calls with Destination BC.

Kootenay Rockies FY19-20 Marketing Activity Calendar												
2019										2020		
	April	May	June	July	August	September	October	November	December	January	February	March
Content Acquisition												
Content Acquisition												
Still photography, video production												
Blog content												
User Generated content												
Google Streetview												
Digital & Social Campaigns												
Digital & Social Campaigns												
Always on - #KootRocks, #exploreBC												
Social Media posts/boost posts												
Digital advertising												
Powder Highway campaign												
Regional Publications												
Regional Publications												
Reprint Touring & Exploring Guide												
Themed Map Guide												
Distribution												
Regional Initiatives												
Regional Initiatives												
Owned Assets (Websites/App)												
Out of Home - in region												
Sector Group Projects												
Sector Group Projects												
BC Ale Trail												
BC Farmer's Markets												
Camping & RV BC												
Crown of the Continent												
Travel Trade												
Travel Trade												
Travel Trade Shows		RVC						CWM				
Travel Media												
Travel Media												
Travel Media Marketplaces						GoMedia						