



SHUSwap
Beautiful. Casual. Down-to-earth.



PHOTO: PTOGRAPHY.CA

2023 SHUSWAP TOURISM
ANNUAL REVIEW

SHUSWAPTOURISM.CA  #EXPLORESHUSWAP    

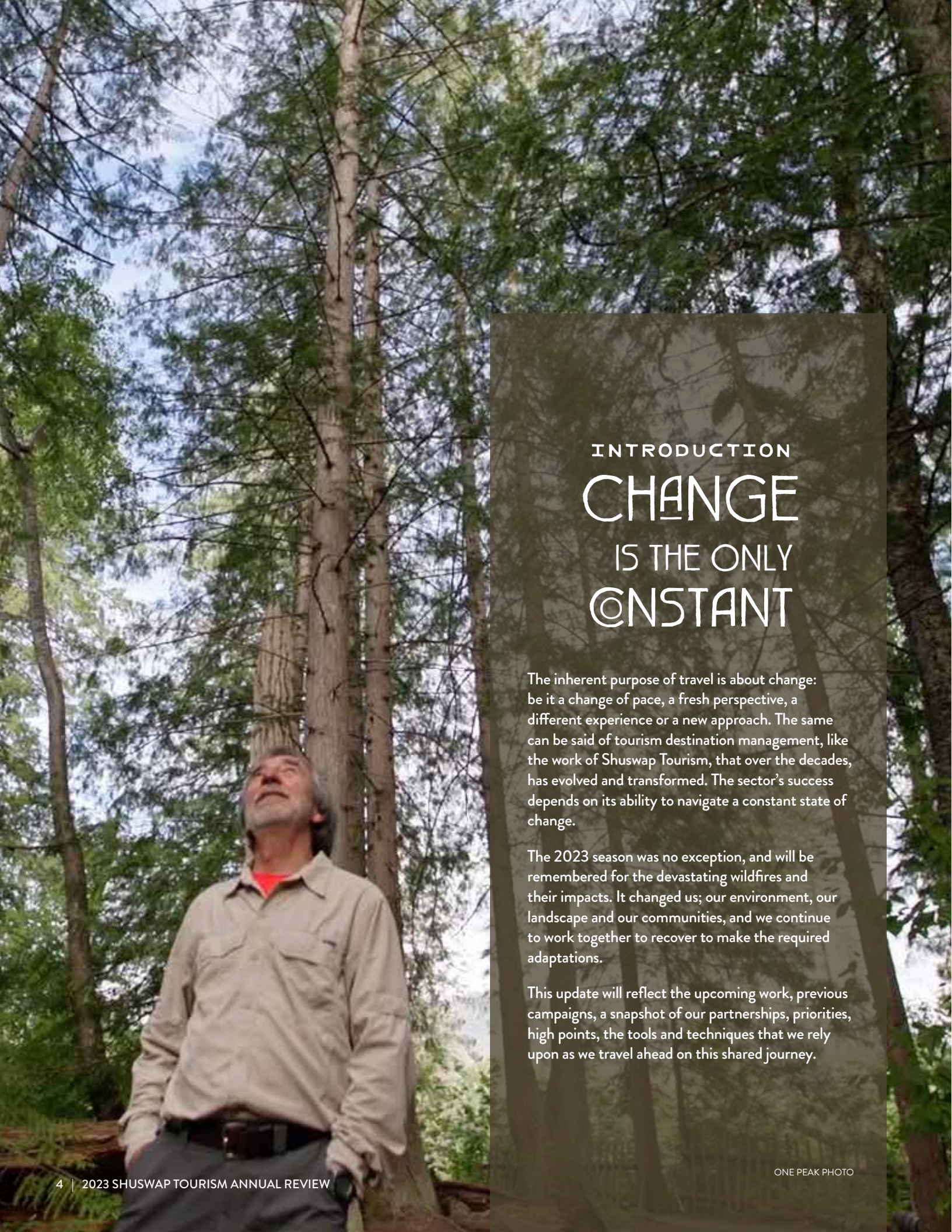




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WE ARE PROFOUNDLY GRATEFUL FOR THE WORK WE
ARE PRIVILEGED TO PERFORM ON THE UNCEDED
TERRITORIES OF THE SECWEPENC PEOPLE



A man in a tan shirt is looking up at tall trees in a forest. The background is a dense forest of tall, thin trees with green foliage. The man is in the lower left foreground, looking upwards. The text is overlaid on a dark, semi-transparent rectangular area on the right side of the image.

INTRODUCTION CHANGE IS THE ONLY CONSTANT

The inherent purpose of travel is about change: be it a change of pace, a fresh perspective, a different experience or a new approach. The same can be said of tourism destination management, like the work of Shuswap Tourism, that over the decades, has evolved and transformed. The sector's success depends on its ability to navigate a constant state of change.

The 2023 season was no exception, and will be remembered for the devastating wildfires and their impacts. It changed us; our environment, our landscape and our communities, and we continue to work together to recover to make the required adaptations.

This update will reflect the upcoming work, previous campaigns, a snapshot of our partnerships, priorities, high points, the tools and techniques that we rely upon as we travel ahead on this shared journey.

2023 MARKETING STRATEGY UPDATE

In 2023, Shuswap Tourism began the update of the organization's five year Destination Marketing and Development Strategy including the reintroduction of the Shuswap Tourism Advisory Committee, the issuance of the request for proposal and selection of Travel Local as the successful consultant.

Using a mixed methodology of primary and secondary data collection, the work to date includes over 130 stakeholder engagements through surveys, social media, workshops, round tables, in-person stakeholder input sessions and in-depth one-on-one interviews. In addition, secondary data has been collected from Destination Canada, and other local, regional and provincial data sources.

The data was compiled and analyzed resulting in the completion of a first draft at the end of 2023.

Given the organization's objective to deliver community-based destination management and marketing services based on shared commitments to quality, sustainability, collaboration and integrated planning, staff, advisory committee members and the consultant will finalize the updated strategy in 2024.

ARCADE MOTION PHOTO



DESTINATION BC

COOP FUNDING

Destination management organizations (DMOs) embrace integrated planning. As a regional DMO, Shuswap Tourism works with the Thompson Okanagan Tourism Association (TOTA), Destination BC (DBC) and Destination Canada. DBC is the provincial arm of destination marketing and offers supports and funding to the sector to further strengthen and promote it. This funding has assisted Shuswap Tourism in the 2023 re-launch of the shuswaptourism.ca website, providing updated printed maps and guides to visitor centres, and developing what was to become the award-winning “Shuswap Chill” social media campaign.

The website update focussed on making the experience more user-friendly and simplifying the navigation to help better engage and inspire visitors. Businesses are now synced with TripAdvisor. Updating listings in one place updates them on our site. Listings are also linked to our partner program with Destination BC (DBC) for free additional advertising on the HelloBC platform. The enhanced event listings have been a key opportunity to showcase the latest and greatest happenings in the region for both visitors and residents.

Shuswap Tourism partners with local visitor centres and services providing valued printed materials including guides and maps. In 2023, the general experience guide and the specialty cycle touring, nordic and snowshoeing, wine, brewery and cideries guides as well as the Shuswap lake and regional tear-off maps were updated and reprinted. Approximately 30,000 guides were distributed throughout the region and into the BC and Alberta visitor centres through GoBrochures.com.

The guides and maps work in conjunction providing the visitor both the general information as well as the specifics to niche interests which both improves the visitor experience and encourages longer stays. While much of tourism information is digital, non-digital tools are important resources for guests in both the planning and exploration of our region. Shuswap Tourism now works with GoBrochures.com, a central distributor of visitor guides that connects tourism guide publishers with visitor centres across Western Canada. This ensures a just-in-time approach to distributing and restocking materials on an as needed basis, a much needed improvement to the distribution system.

The Shuswap is an all-season destination and in an effort to promote the many off-peak events and activities, the Shuswap Chill marketing series was designed and implemented in early 2023. With One Peak Creative, Shuswap Tourism launched the “*Have a Local Plan Your Vacation*” video campaign across its social platforms.

The most successful campaign to date in the organization’s history, one segment on mountain biking in the South Canoe trails garnered over two million views and gained over 8,000 followers on TikTok. The campaign has since been recognized with a prestigious Viddy Platinum awards from the Association of Marketing and Communications Professionals.

The marketing series has proved so successful that additional videos in the series are already in development. Working together can help to spread the welcome appeal and well known **#ShuswapChill**.



8:33

93

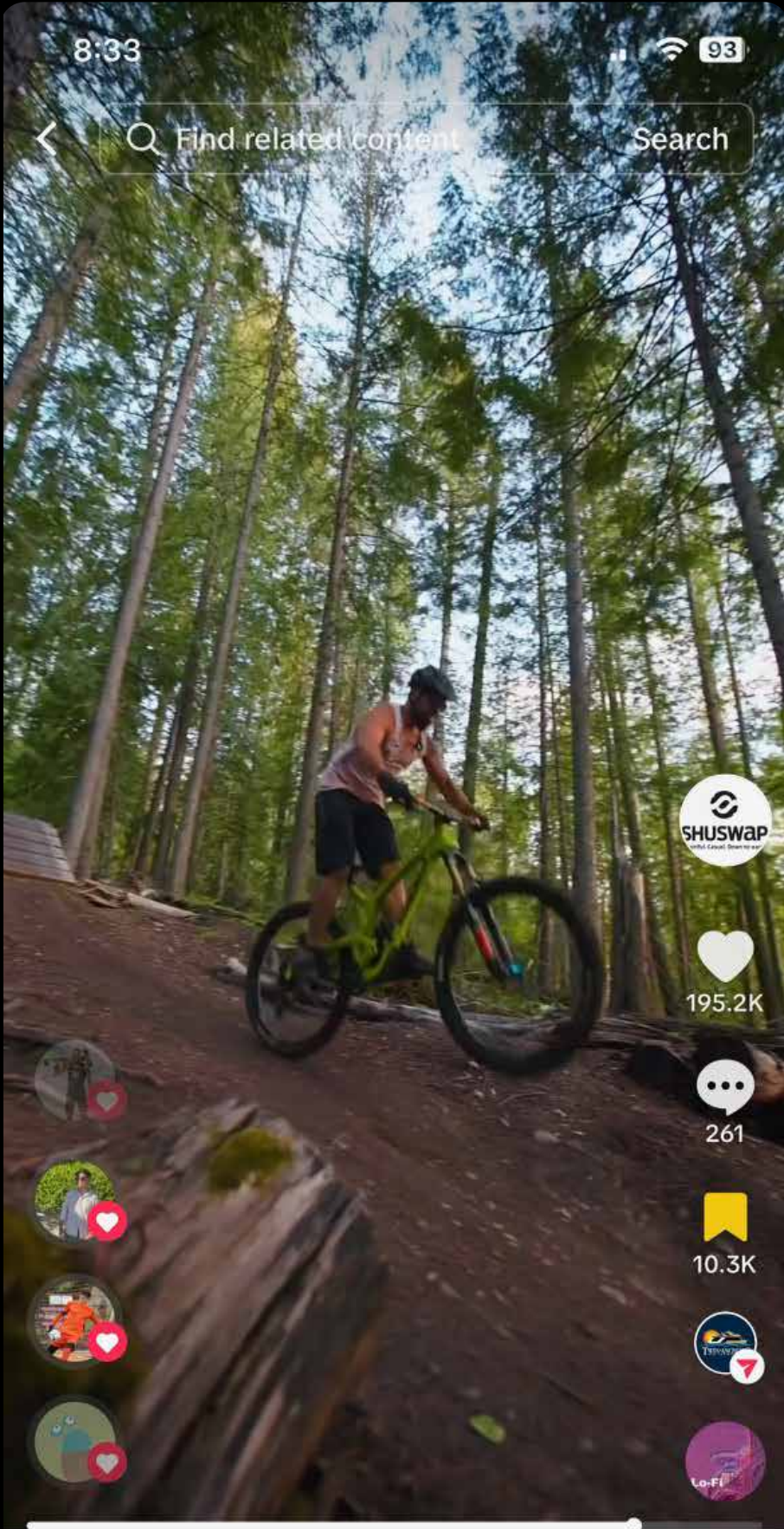


Find related content

Search



#ShuswapChill



195.2K

261

10.3K



2.1M 1205

More data



A TRUSTED DMO TOOL CONSORTIUMS

Consortiums are another trusted tool in DMO circles. By working with like-minded organizations through the formation of consortiums, efficiencies and opportunities are found in collaborating on shared goals and objectives. In 2023, Shuswap Tourism collaborated with the BC Ale Trail, the BC Bird Trail and Golf in BC.

BC ALE TRAIL

The BC Ale Trail collaborates with Mountain Biking BC features documentary style short video series around BC. Ale Trails: Southern Interior Part 1, Vernon & The Shuswap ran in the Spring of 2023 with a social media reach of 755,194, 2,800 web page reads and over 15,000 opens of the associated newsletter. This consortium reaches an important group for our region, namely the 23 to 44 demographic in BC, Alberta, Washington and Oregon. Consortiums allow DMOs like Shuswap Tourism to tap into niche interest market segments.

BC BIRD TRAIL

The BC Bird Trail brings multiple BC communities together forming a network of iconic birding points of interest. For its part, the Shuswap offers a captivating birdwatching haven given the diverse landscapes, lakeshore, riversides, marshland, forests and alpine meadows that attract a wide variety of species. The Shuswap itinerary is one of many dozens across the province acting as a cooperative of tourism and conservation partners promoting values of education, conservation and community.

GOLF IN BC

Golf in BC is a consortium of over 80 world-class award-winning golf courses in the province and features nine regions including the Shuswap's five championship courses billed as the home of BC's Hidden Gems. In addition to its promotional value, Golf in BC sells golf packages to multiple courses in the region offering visitors convenience and local courses additional bookings.

In addition to the packages Golf in BC offers, Shuswap Tourism's own Shuswap Golf Consortium puts out these golf pass sales every year to encourage multi-day and year over year visitation. Year over year we see an approximate 50% jump in passes sold annually.

SOCIAL MEDIA
REACH

755,194

WEB PAGE READS

2,800

NEWSLETTER
OPENS

15,000





NEW IN 2023

FARMGATE

New in 2023 was the community engagement and development of Shuswap Tourism's Farmgate, an agri-tourism project supporting local farming. As well as developing a compelling, highly valuable tourism experience for visitors, it will promote the rich agricultural sector and promote the local economy. Shuswap Tourism will create an interactive map, an extensive website and a variety of itineraries providing a promotional opportunity for local farms with small write-ups, pictures, website addresses and social media handles. Farmgate tours provide both a roadside and immersive experience and agri-tourism is a growing interest among visitors. The project is set to launch in the summer of 2024 with the website and accompanying marketing materials. An intake package and criteria will be issued to interested parties.

CULINARY TOURISM ALLIANCE

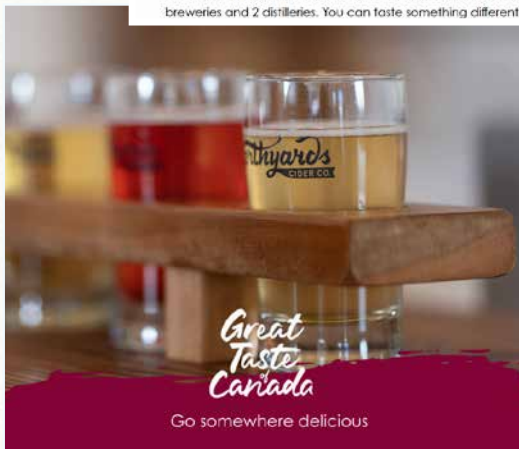
THE GREAT TASTE OF CANADA

In partnership with the Salmon Arm Economic Development Society, and with assistance from TOTA, our region benefited from coverage in The Great Taste of Canada, a 2023 Culinary Tourism Alliance initiative to promote national cuisine and agritourism. Collaborating with The Globe and Mail, Native-Touch, a mobile-first advertising technology company offers online visitors enriched food and travel content providing detailed profiles of farms and restaurants. Billed as Canada's field guide to the best food and drink experiences from coast to coast to coast, the Shuswap feature had engagement during the campaign of over 55,000 in 2023.



With picturesque mountains, green pastures, sweet apple orchards, and stunning lake vineyards, it's a region ripe with flavour and we love nothing more than to sip our way around the Shuswap!

Our climate produces beautiful wine from northern grape varieties, crisp bright ciders from local fruit and is the home to sustainable organic breweries and creative craft distilleries. Shuswap magic makers put their own spin on the finest ingredients resulting in a delightful culinary journey where no two visits are the same. In fact, collectively the Shuswap is home to 9 wineries, 3 cideries, 3 breweries and 2 distilleries. You can taste something different at every stop.



2023 PROMOTIONAL ASSETS

TRIED AND TRUE

PROMOTIONAL ASSETS

The tried and trusted tools of marketing, words and pictures, continue to support the multi-faceted approach to promoting our region and supporting our providers.

In 2023, working with local writers, Shuswap Tourism developed additional editorial pieces showcasing a diversity of experiences and activities in the region. Shareable and original written content significantly enhances overall promotional efforts helping both create an authentic story-telling experience while improving the reach of marketing efforts and search engine optimization. Six such stories were written and shared from unique holiday celebration ideas, to waterside attractions, winter activities and festival previews. Further, these articles live on the website and serve as solid background information and share the unique flavour of the region for newcomers to the website.

Maintaining a current and attractive collection of visual assets, both video and still, is vital to the story-telling role destination marketing plays. Shuswap Tourism continuously refreshes and upgrades its collection working with local photographers and aligning the work with the Destination BC's imagery standards ensuring that visuals can be seamlessly shared with important partner organizations. In 2023, Shuswap Tourism was able to add to its visual asset collection by documenting the inaugural Shuswap Brewers Fest and increasing the North Shuswap's bank of images.

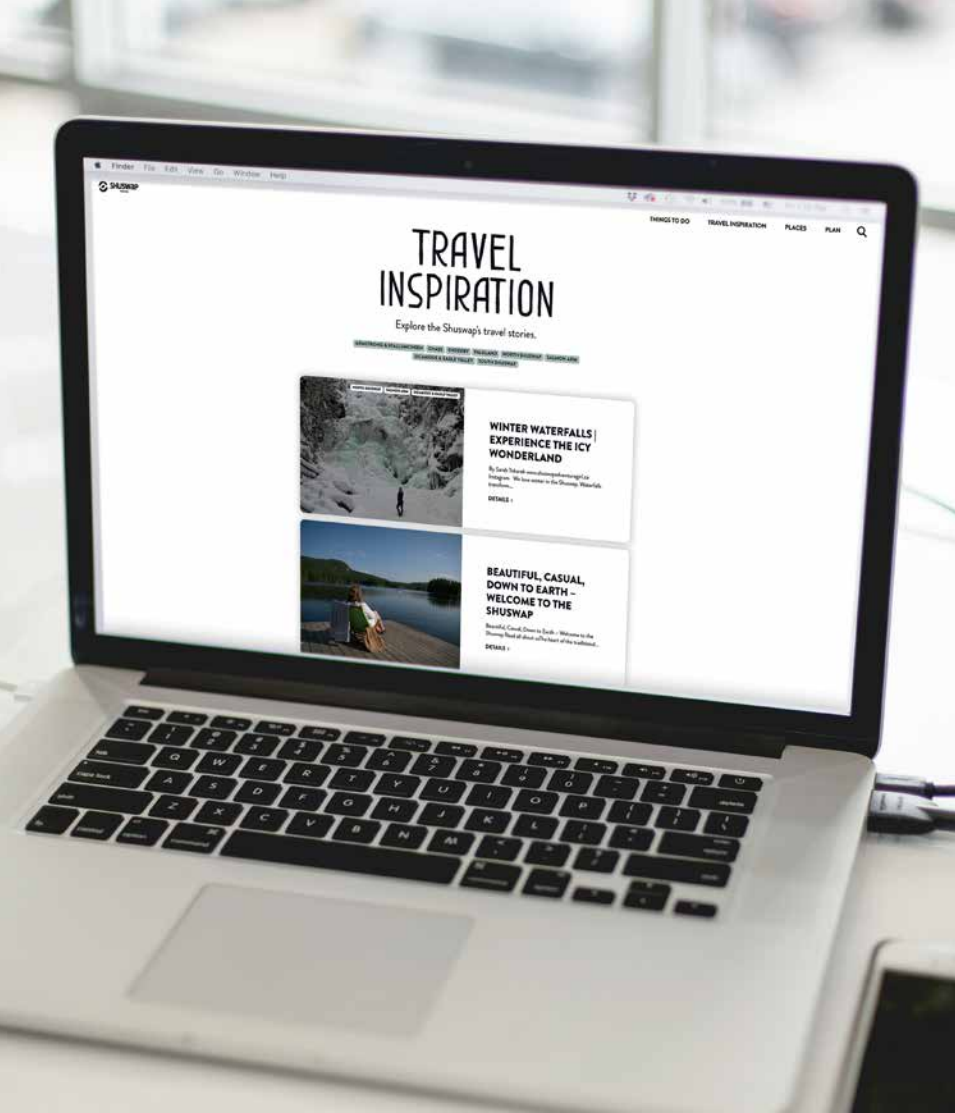


PHOTO: VIKTORIA HAACK



PHOTO: KRISTAL BURGESS



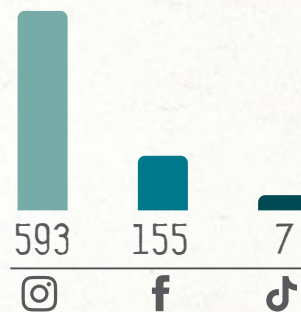
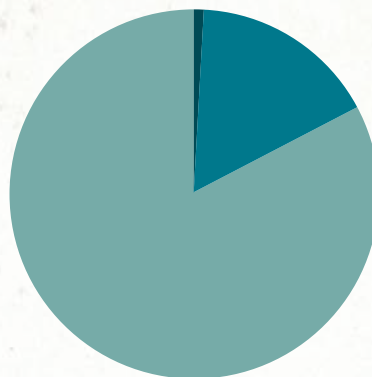
PHOTO: KRISTAL BURGESS

SOCIAL MEDIA

In 2023, Shuswap Tourism tested the use of TikTok for the “*Have a Local Plan your Vacation*” campaign which resulted in its most viewed post in the organization’s history. Social media engagement and impressions continue to grow. This is the cumulative benefit of curating meaningful content, garnering attention and building an online audience. The investment continues to pay dividends in our emerging status as a highly desirable destination in Canada and in western North America.

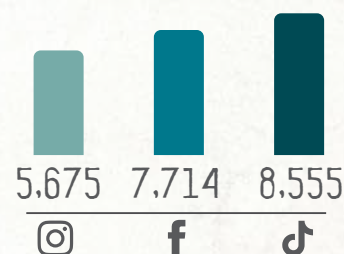
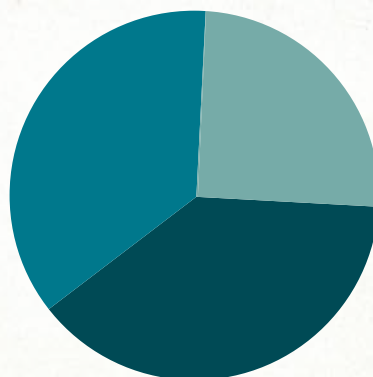
NUMBER OF POSTS

755



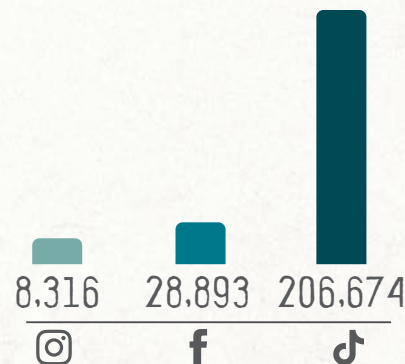
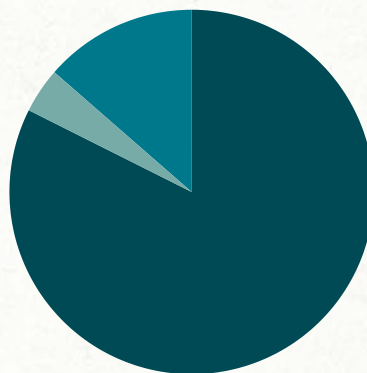
TOTAL AUDIENCE

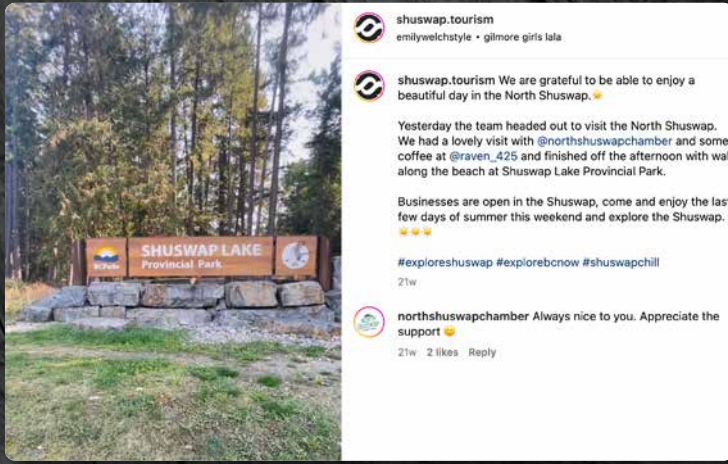
21,987



TOTAL ENGAGEMENTS

243,883





shuswap.tourism
emilywelchstyle • gilmore girls lata

shuswap.tourism We are grateful to be able to enjoy a beautiful day in the North Shuswap. 🌞

Yesterday the team headed out to visit the North Shuswap. We had a lovely visit with @northshuswapchamber and some coffee at @raven_425 and finished off the afternoon with walk along the beach at Shuswap Lake Provincial Park.

Businesses are open in the Shuswap, come and enjoy the last few days of summer this weekend and explore the Shuswap. 🌞🌞🌞

#exploreshuswap #explorebcnow #shuswapchill

21w

northshuswapchamber Always nice to you. Appreciate the support 🌞

21w • 2 likes • Reply



Shuswap Tourism
December 19, 2023

Explore frozen waterfalls like Albas Falls in Seymour Arm (intermediate level) and the enchanting Margaret Falls for a family-friendly winter wonderland. 🌨️ Listen to the serene hush of the canyon, muffled by ice, and spot skilled ice-climbers descending Margaret Falls. Kay Falls, a colossal frozen spectacle, will leave you in awe! Don't miss the magic of Sicamous Creek Falls and Evelyn Falls in the North Shuswap. Lace up your hiking boots with microspikes for a safe and deli... See more

SHUSWAPTOURISM.CA

Winter Waterfalls | Experience the icy wonderland - Official Shuswap Tourism Website

16 • 1 comment • 1 share

Like • Comment • Share



shuswap.tourism

shuswap.tourism Together with TOTA and BCHA we want to support the endeavors of our tourism associations to support our businesses in our communities.

The results of this impact survey will help these groups with real-time and specific data to help advocate for important asks to the ministries. So please consider taking 20mins from your day to help us help you.

Thank you and please reach out if you have any questions.

#exploreshuswap

@salmonarmecdev @downtown_salmon_arm @exploresicamous @southshuswapchamber @northshuswapchamber @thompson_okanagan

24w

Liked by downtown_salmon_arm and others

September 8, 2023

Add a comment...



Shuswap Tourism
December 14, 2023

Magical Shuswap Holiday Moments 🌟

Old or new, pick the right combo for you

The holiday season is a tapestry of beloved traditions and the promise of new surprises. In the Shuswap, there is no shortage of either. As a nod to both, we offer up a bit of history and a bit of news about seasonal happenings this month. ... See more

8 • 3 shares



onepeakcreative and shuswap.tourism
QubeSounds • Vlog Chill Beat

onepeakcreative Was not expecting the view at the end though.. 🌄 @shuswap.tourism

#shuswaplife #shuswap #mountainbiking #bctrails #beautifulbritishcolumbia #helobc #canada #travelcanada #travelbc #mountainbike

33w

salmonarmecdev Literally the best views!!!

33w • 2 likes • Reply

jawanheerden Where are these trails?

30w • Reply

View replies (1)

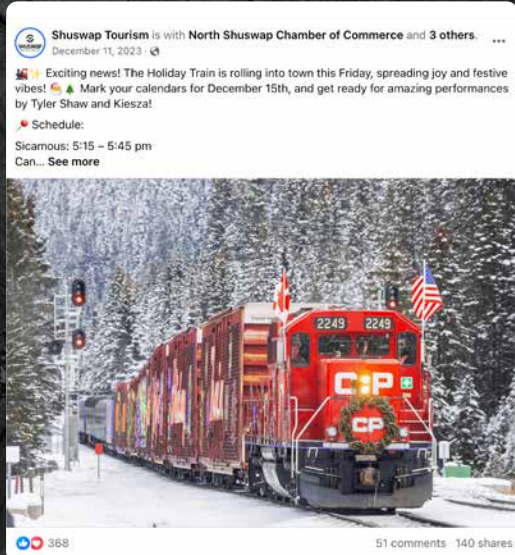
stef4x4 You find the silliest locals! 😂 Absolutely love you guys, what a treat to have you out in the shuswap making magic 🍷❤️

33w • 15 likes • Reply

Liked by frogfriendlycoffee and others

July 6, 2023

Add a comment...



Shuswap Tourism is with **North Shuswap Chamber of Commerce** and 3 others. ...
December 11, 2023

🎉 Exciting news! The Holiday Train is rolling into town this Friday, spreading joy and festive vibes! 🎄 Mark your calendars for December 15th, and get ready for amazing performances by Tyler Shaw and Kiesza!

📅 Schedule:

Sicamous: 5:15 – 5:45 pm
Can... See more

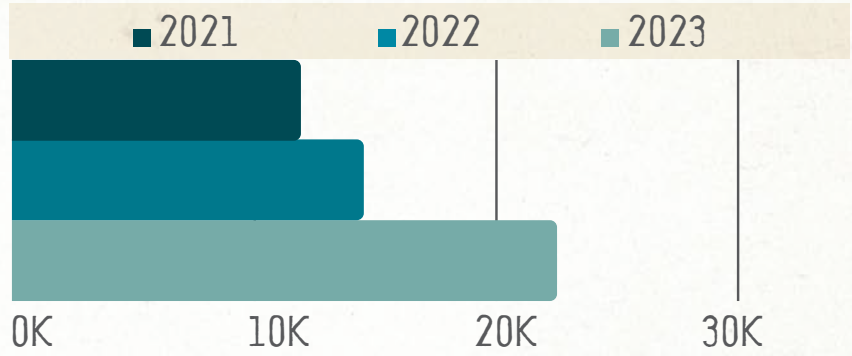
368 • 51 comments • 140 shares





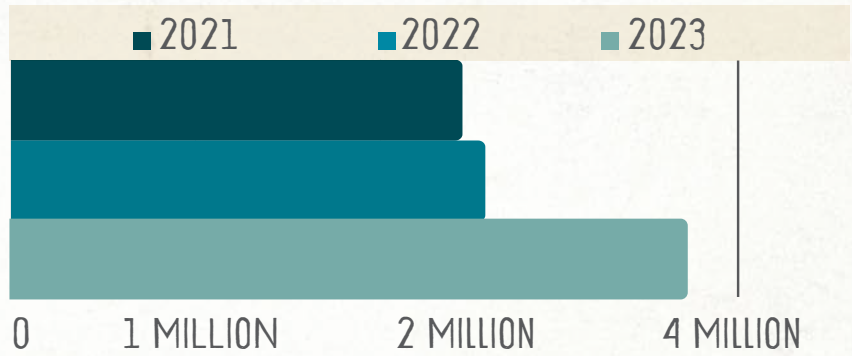
AUDIENCE

YEAR
OVER
YEAR



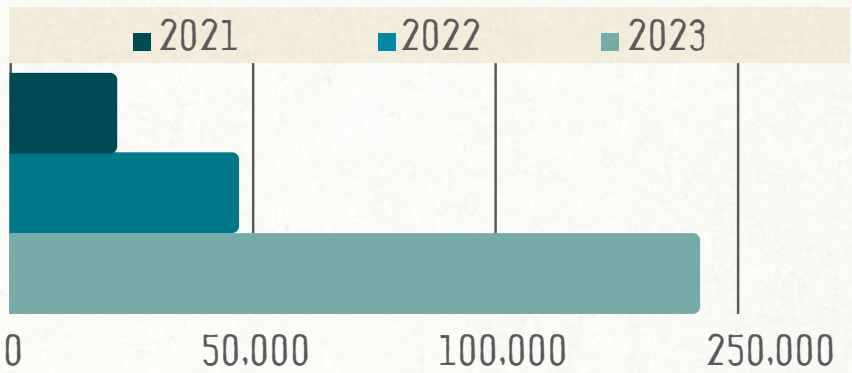
IMPRESSIONS

YEAR
OVER
YEAR



ENGAGEMENT

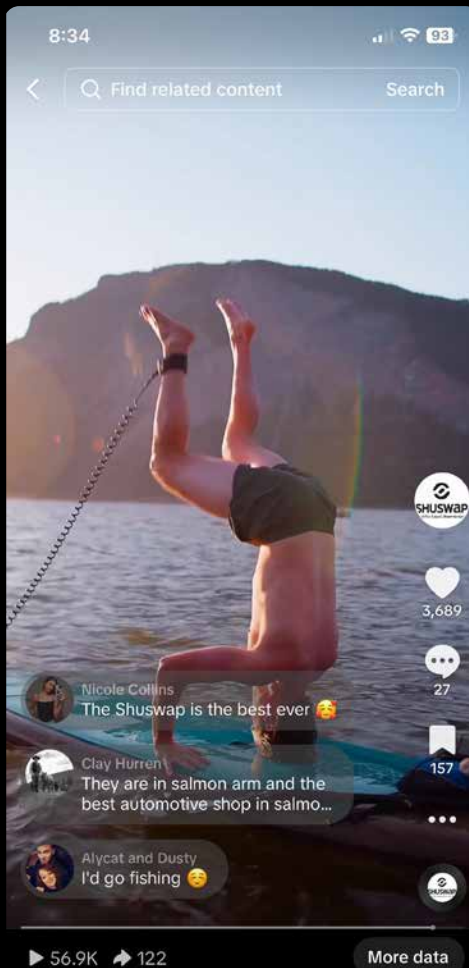
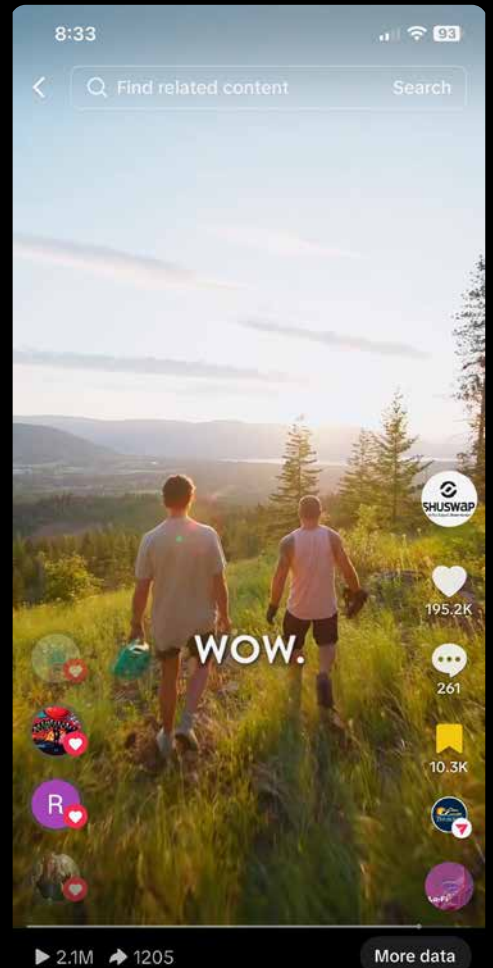
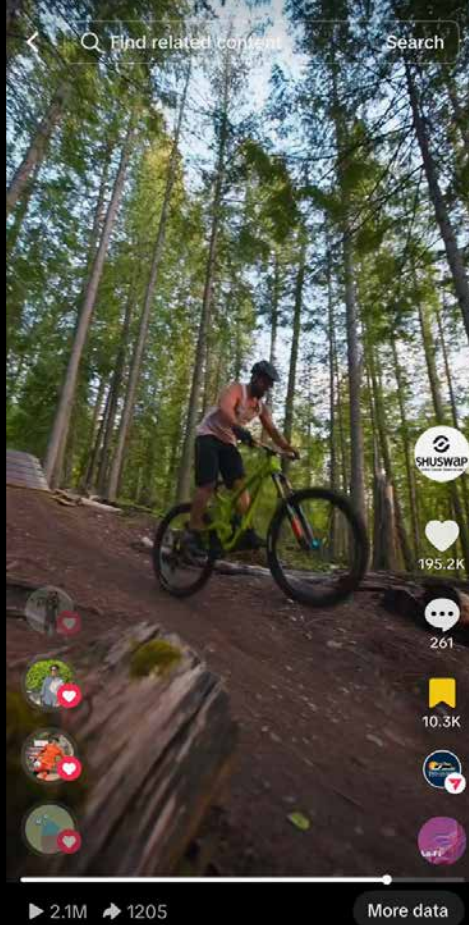
YEAR
OVER
YEAR





#ShuswapChill

JUNE 1 - AUGUST 31
6 POSTS
TOTAL IMPRESSIONS
2,184,952



2023 FILM COMMISSION

A SPECIALIZED DESTINATION MANAGEMENT SERVICE FOR FILM AND TELEVISION

Consider the Film Commission role embedded within Shuswap Tourism as a specialized destination management service for film and television. While some scouting activities were undertaken for productions based out of Vancouver and Los Angeles, the writers' and SAG strike soon put a temporary halt to those opportunities.

The 2023 stats include the addition of 73 new scouted locations and 29 updates of existing locations into the industry's ReelScout image database. What's more, a new permit and document creation process has now been formalized and streamlined. Residents, businesses and other community groups can now submit a scouting form for the commission's consideration. New listings were generated for both potential crews (140, the highest in the commission's history) new members) and film services (35 local businesses) available for hire, both listings are the highest in the commission's history. With the strikes now over, and the film industry ramping up once again, film commission work should resume to more normal level in 2024.



2023
WILDFIRE
ADAPTATIONS



WILDFIRE ADAPTATIONS

Last but not least, 2023 will be remembered for the devastating wildfires in the region and significant efforts were undertaken to support the tourism providers and the community at large.

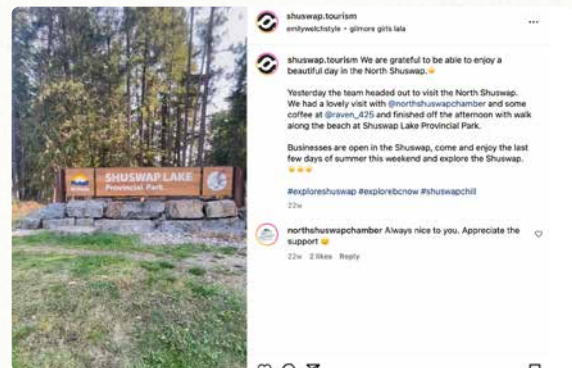
The Marketing Strategy Update now underway is focussed on foundational issues and a deep understanding of our unique assets and experience and the importance of protecting and sustaining them. Only through that level of understanding and associated climate change adaptation planning can we ensure the resilience of tourism's important regional economic and community development impact.

As for work done in the midst of the emergency, the Shuswap Tourism Marketing Coordinator was seconded to the Emergency Operations Centre in public information. Constant contact was maintained with local Chamber of Commerce managers and economic development officers within each community. Information was shared with larger tourism stakeholders TOTA and DBC to provide regular situational awareness emergency updates.

Fortunately, circumstances provided for a meeting with the provincial Ministry of Tourism, Arts, Culture and Sport (MTACS) facilitating an opportunity to raise urgent and emerging concerns to take back to the senior order of government and key funder of the provincial DMO Destination BC.

During the annual Salmon Arm and Shuswap Lake Agricultural Association annual Fair, Team Leader Morgen Matheson presented at a public speaking engagement regarding the role of agri-tourism, and more specifically, Shuswap Tourism's Farmgate project potential and its role in regional economic recovery.

Attention turned to the fall campaigns once the state of emergency was lifted and work began on both promotion and recovery efforts. Recovery efforts are still underway and Shuswap Tourism continues to support the sector and lend its support to regional efforts in preparation for the new tourism year ahead.

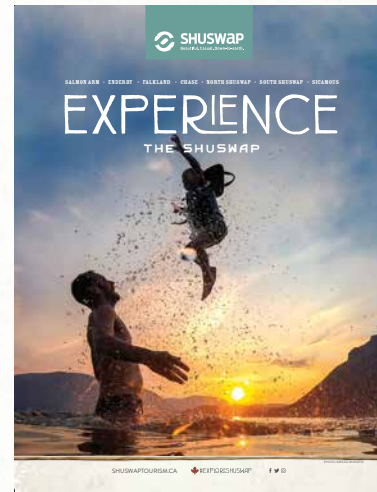


2023 RESULTS & RECOGNITION

MARCOM & VIDDY AWARDS

2023 PLATINUM MARCOM

Shuswap Tourism and Toliver Advertising & Design
Experience the Shuswap
Brochure Design



Shuswap Tourism and One Peak Creative
Have a Local Plan Your Vacation
Social Media Video, Short Form

2023 VIDDY AWARDS

Shuswap Tourism and One Peak Creative
Have a Local Plan Your Vacation
Social Media Video, Short Form





UNFORGETTABLE EXPERIENCES

At its core, travel and tourism create defining moments. Less about attractions and jam-packed to do lists, it's about unforgettable experiences; the run of the salmon, the rise of the sun, the view from the top, the thrill of the ride, the energy of the audience, whatever it may be, it changes you. It changes us. And together, we navigate those changes and forge an inclusive, authentic and memorable path forward.

Thank you to the many organizations, individuals and contractors we worked with.





TWIN ANCHORS HOUSEBOATS, VIKTORIA HAACK



SHUSWAPTOURISM.CA

 #EXPLORESHUSWAP

