



Briefing Note

Project	Destination Development and Marketing Strategy 2028
Work	Final Report
Client	Shuswap Tourism
Date	February 12, 2024

Background

Shuswap Tourism hired Travel Local to complete a Destination Development and Marketing Strategy. After 6 months, the process is complete and final draft ready for stakeholder review and feedback. The final plan will be ready March 1, 2024.

Focused on generating community wellbeing not only economic growth, the *Shuswap Destination Development and Marketing Strategy 2028* will increase staff performance and employee satisfaction and deliver greater stakeholder satisfaction and stronger buy-in for the CSRD's regional tourism focus, decisions, priorities, and spending. The focus will improve the health and resilience of local businesses, the sustainability of the destination, and increase the Shuswap region's market power and visitor satisfaction.

Data collection was focused on a mixed methods approach. Because of heavy research and community engagement, over +5,000 data points were collected and analyzed.

Focus

Based on strategic insights, the *Shuswap Destination Development and Marketing Strategy 2028* has six main strategic pillars:

- Build a more resilient local economy that harnesses the creativity of entrepreneurs to develop solutions, that adopts a results-based sustainability certification, and implements the most effective crisis management
- Make the Shuswap more competitive by growing Spring and Fall experiences and demand
- Harness latent strengths in hiking, culinary, culture, biking and birding. Maintain investment levels in late growth experiences like motorcycle touring and sledding. Reduce summer marketing investments to avoid diminishing returns and over tourism.

- Harness the collective market power of regional food tourism-related businesses so that the Shuswap region has formalized focus, capacity and funding to develop a competitive advantage in the agritourism and culinary tourism space.
- Foster Indigenous entrepreneurship by supporting existing and new Indigenous tourism businesses with business coaching and mentoring.
- Nurture a tourism destination culture that fosters creativity, fresh perspectives, and understanding by implementing and encouraging local businesses and tour operators to enforce policies and programs designed to empower BIPOC, LGBTQ2S+, retirees, and women.

Investment

- A market share increase just shy of 10% will require all tourism network partners to make incremental marketing investments totalling \$1.2M annually over the next 5 year. This investment level is on top of what all Shuswap marketing partners currently spend.
- Right now, the Shuswap region is spending an uncoordinated and inadequately leveraged \$836K (rough est.) between tourism operators and destination marketers at all levels. Most of this spend is on content and programming, not results-based marketing campaigns designed to convert¹.

¹Results-based marketing campaigns include focused advertising, social media, sponsored editorial and travel media relations. Shuswap regional estimate assumes 303 Shuswap region tourism experiences spending an average \$2k/year on marketing campaigns for total \$606K. Shuswap Tourism annual campaign spend estimated at \$35K, and Sicamous \$45K. SAEDS budget of \$300K allocated to various tourism events and programs including visitor servicing and wayfinding, but currently, not allocating budget to collaborative marketing campaigns aside from support to local organizations like Shuswap Trail Alliance. SAEDS has indicated a strong desire to engage in more regional collaborative destination marketing campaigns. SAEDS event program funding delivers partner spend on marketing campaigns, which have been estimated here at \$50K. TOTA and Destination BC Shuswap focused marketing campaign investments unknown but estimated to total no more than \$100,000 annually.