



# MARKETING PLAN 2020

Destination Osoyoos Marketing Plan 2020

## Summary

The 2020 Marketing Plan has been developed through a combination of review of the previous 2019 Marketing Tactical Plan, as well as consultation with the Destination Osoyoos Marketing Committee and Destination Osoyoos Board. Additional marketing initiatives were established based on the 1% increase in the Municipal Regional District Tax Funds (MRDT) through consultation of the Osoyoos Hotel Motel Association (OHMA) and the Destination Osoyoos Marketing Committee.

## Demographics

Osoyoos continues to experience measurable growth in visitation from both regional and out of province markets. The primary contributor of revenue to the local tourism economy results from spending by visitors. The following key target markets are identified as having the greatest potential to build upon Osoyoos strengths. They include the types of visitors that are priorities for Osoyoos, primary and secondary target markets, geographic target markets, as well as demographic and activity-based target groups. These markets are also priority markets for the South Okanagan and therefore, provides additional opportunities to leverage resources and develop collaborative approaches to marketing whenever possible.

## Primary Markets

Okanagan/Similkameen Valleys (Near-in Markets within a 2.5 hr. drive)

Vancouver/Fraser Valley

Other BC

Alberta

Washington State

- Residents of the Okanagan and Similkameen Valleys, including couples and families.
- Other BC markets, including residents of Metro Vancouver seeking weekend getaways and regional markets that include couples and families.
- Visitors travelling to Osoyoos for meetings, conferences and/or festivals and special events. This group would largely influence the short term, and overnight stays.
- Alberta residents seeking activity-based experiences that include outdoor, soft adventure, festivals & events.
- Visitors to the Okanagan Valley from the Washington State and Cascadia region, predominately couples that are traveling for leisure purposes.

## Secondary or Niche Markets

- Snowbirds with a focus on expanding season to arrive earlier and stay longer.

## Primary Market Sectors

- Couples & Families
- Weekend Warriors
- Culinary Enthusiasts
- Golf Enthusiasts
- Festival Enthusiasts
- Visiting Friends & Family
- Bachelor/Bachelorette Parties
- Destination Weddings
- Seniors/Snowbirds
- Meetings & Incentive Travel (MICE)
- Travel Trade – Domestic & International
- **New for 2020:** Area27 Members/Car Enthusiasts

## Target Markets

### Leisure

Leisure travellers are a high yield market that will naturally be impacted by any DO advertising/promotion. DO's mandate is to increase shoulder season tourism and during the winter travellers are reluctant to travel by car. Recognizing the importance of overnight visitors and day-trippers alike, the 2020 plan takes a focused approach on regional marketing to encourage "road trips" and day trips from near-in drive markets.

### Leisure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI'S
<b>RVRAC Guide</b>	Print Online	Q1	A guidebook that is distributed with every rental RV in BC and AB that promotes early/late season touring and is promoted largely overseas. Off season RV rentals have increased from 6k to 10k since the program's inception 12 years ago which is equal to approximately 80,000 camp nights in the off-season.	DO hopes to attract some of the 10,000+ couples and families that rent RVs in BC and AB between April – June and Sept-Nov each year, and to reinforce Osoyoos as the ideal RV/camping destination. DO will supplement stakeholders that wish to advertise to the 10,000+ RV renters that will tour the province in the shoulder season.	Increased stakeholder satisfaction; increased web traffic; increased social media following; increase in shoulder-season bookings for Osoyoos campgrounds.	# of stakeholder advertisements; stakeholder satisfaction; link clicks to destinationosoyoos.com camping pages; # of social media followers; # of campsites booked during shoulder-season.
<b>Global TV – Romance/ Winter &amp; Spring Campaign</b>	TV Online (Contest)	Q1 Q2	January/February campaign intended to promote need period weekends and romance packages for Valentines Day/Presidents Weekend; and Family Day.  Two-week campaign Includes: Morning news contesting, community calendar, paid and unpaid social media support, and an events calendar listing. Promotional Value \$97k. Value to Investment Ratio \$1: \$3.87 or added value of \$72k.	To drive occupancy through the promotion of family and romance packages to take advantage of need period weekends.	Positive STR reports; positive Global analytics; increased website traffic; increased # of social media followers; increase in newsletter database; increase in packages sold, increase in room nights sold, increase in MRDT.	# of packages developed and sold; # of link clicks to destinationosoyoos.com packages page; # of social media followers; # of contest entries; # of members received for the consumer newsletter database; Global analytics; STR reports; MRDT reports.

<b>Indigenous Tourism Association Canada</b>	Membership	Q1	Membership in Indigenous Tourism Association Canada (ITAC).	To stay informed of National trends and opportunities in the Indigenous Tourism Market. To maintain Osoyoos' reputation within the Indigenous Tourism network. To strengthen the DO/OIB relationship by building stronger connections in the tourism industry.	Increased engagement with ITAC marketing, sales and business development programs; stronger partnership with the Osoyoos Indian Band.	OIB engagement; grant funding opportunity (co-op).
<b>Indigenous Tourism BC</b>	Membership	Q1	Membership in Indigenous Tourism BC (ITBC).	To stay informed of Provincial trends and opportunities in the Indigenous Tourism Market. To maintain Osoyoos' reputation within the Indigenous Tourism network. To strengthen the relationship between DO and the Osoyoos Indian Band (OIB) by building stronger connections in the tourism industry.	Increased engagement with ITBC marketing, sales and business development programs; stronger partnership with the Osoyoos Indian Band.	OIB engagement; grant funding opportunity (co-op).
<b>Canada Day</b>	Sponsorship	Q3	Canada's second largest fireworks display held in conjunction with the community's Canada Day Cherry Fiesta celebration.	Support a popular event that relies solely on donation. Funds are set aside to assist local events that will increase visitation or enhance visitor experience.	Increased awareness of the event; increased event attendance; increased web traffic to Canada Day related pages on destinationosoyoos.com; positive STR reports; increase in room nights sold; increase in MRDT.	# of media in attendance; # of stories generated, \$ of unpaid media; # of link clicks to Canada Day specific content on destinationosoyoos.com; # of social media followers, STR reports; MRDT reports.
<b>Backroads Map Book</b>	Print Online	Q3	A magazine that supports adventure tourism with maps and information on routes, parks, trails, waterways and roads in the Thompson Okanagan.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists. <b>DO to create a specific "call to action" for outdoor campaign that is measurable.</b>	Increased web traffic; increased social media followers; positive STR reports; increase in room nights sold; increase in MRDT.	# of guides distributed, # of click-through's to destinationosoyoos.com outdoor adventure content; STR reports; MRDT reports.
<b>Go Camping BC</b>	Print	Q4	A widely distributed visitors guide showcasing BC Parks for campers.	To promote Osoyoos as the ideal destination for RV and tent campers; to encourage early season camping; to promote daytrips to Osoyoos.	Increase in US border crossings; positive STR reports; increased website traffic; increased # of social media followers; increase in campsites booked.	Border stats; # of campsites booked in shoulder season; # of page views on destinationosoyoos.com camping pages.

<b>BC Arts Guide</b>	Print Online	Q4	BC's Guide to Arts & Culture is the definitive guide to local, authentic experiences in the province. The guide is printed every two years while the online guide is refreshed annually.	To market Osoyoos' festivals and cultural attributes to arts/culture enthusiasts in BC. <b>Online Call to action – TBD.</b>	Increased stakeholder participation; increased exposure for Osoyoos arts and culture; Increased web traffic; increased social following, positive STR reports; increase in room nights sold; increase in MRDT.	# of guides distributed; # of participating stakeholders; # of link clicks to destinationosoyoos.com arts and culture page; # of social media followers; STR reports; MRDT reports.
<b>Icicle Broadcasting + Contesting</b>	Radio Online (Contest)	Q1 Q2 Q3 Q4	Fall radio + online campaign geared to the near-in US market (contest).  Summer "Two Nation Vacation" giveaway campaign.	To drive occupancy through the promotion of getaway packages over the US Thanksgiving using contesting to entice interaction.  To build awareness in the Route 97 corridor by promoting a substantial vacation getaway package to be promoted and given away at the end of Summer.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in border crossings; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; # of social media followers; # of contest entries; # of contacts received for consumer database; Icicle analytics (reach, impressions, clicks to contest page); border statistics, STR reports, MRDT reports; # of participating stakeholders in contests.
<b>Castanet Online + Contesting (Four season)</b>	Online (Contest)	Q1 Q2 Q3 Q4	Seasonal social media/digital campaigns intended to promote packages to increase visits in the shoulder season.	To drive year-round occupancy through the promotion of packaged tourism products for each season.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.

## Camping

Osoyoos is recognized as a top destination for RV/camping and is one of the few resort destinations that still offers camping as an accommodation option. Seeing this as an advantage, in 2017 DO made a concerted effort to "get back to our roots" and began investing to attract this important sector. As well, the RV parks rely strongly on the snowbird market to stay viable. Stakeholders have been responsive to the recent programs DO has initiated.

### Camping Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI'S
<b>RVRAC Guide</b>	Print Online	Q1	A guidebook that is distributed with every rental RV in BC and AB that promotes early/late season touring and is promoted largely overseas. Off season RV rentals have increased from 6k to 10k since the program's inception 12 years ago which is equal to approximately 80,000 camp nights in the off-season.	DO hopes to attract some of the 10,000+ couples and families that rent RVs in BC and AB between April – June and Sept-Nov each year, and to reinforce Osoyoos as the ideal RV/camping destination. DO will supplement stakeholders that wish to advertise to the 10,000+ RV renters that will tour the province in the shoulder season.	Increased stakeholder satisfaction; increased web traffic; increased social media following; increase in shoulder-season bookings for Osoyoos campgrounds.	# of stakeholder advertisements; stakeholder satisfaction; # of link clicks to destinationosoyoos.com camping pages; # of social media followers; # of campsites booked during shoulder-season.
<b>Backroads Map Book</b>	Print Online	Q3	A magazine that supports adventure tourism with maps and information on routes, parks, trails, waterways and roads in the Thompson Okanagan.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists. <b>DO to create a specific "call to action" for outdoor campaign that is measurable.</b>	Increased web traffic; increased social media followers; positive STR reports; increase in room nights sold; increase in MRDT.	# guides distributed, # of click-through's to destinationosoyoos.com outdoor adventure content; STR reports; MRDT reports.
<b>Go Camping BC</b>	Print	Q4	A widely distributed visitors guide showcasing BC Parks for campers.	To promote Osoyoos as the ideal destination for RV and tent campers; to encourage early season camping; to promote daytrips to Osoyoos.	Increase in border crossing; increased web traffic; Increased stakeholder satisfaction; increased social media following; increase in shoulder-season bookings for Osoyoos campgrounds.	Border stats; # of campsites booked in shoulder season; # of page views on destinationosoyoos.com camping pages.

## Snowbirds

Tourism wanes in the winter season and Osoyoos has always been a mecca for Snowbirds due to the mild winter climate. Accommodators rely heavily on this market to stay open year-round and maintain a healthy employee base. However, we have seen a downturn in snowbird visits and shorter length of stay. In 2018, DO successfully modified the strategy and the 2020 snowbird strategy will be similar encouraging earlier bookings, longer stays and a new demographic (younger Snowbirds).

### Snowbird Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>The Senior Paper (3)</b>	Print	Q1	3 x 1/3-page full color advertising and editorial in a popular seniors' newspaper distributed in BC/AB/SK.	To promote Osoyoos as a winter haven for Snowbirds and promote an "incentive program" for early birds and long stays.	Positive STR report; increase in snowbird inquiries; increase in web traffic; increase in Snowbird bookings; # of incentive rewards redeemed.	# of snowbird inquiries; # of click-through's to destinationosoyoos.com snowbird landing page; increase in Snowbird visits; # of incentive rewards redeemed, STR reports.
<b>AB Weekly Newspapers (3)</b>	Print	Q3	3 x Advertisements in Alberta Weekly newspapers.	To promote Osoyoos as a winter haven for Snowbirds and promote an "incentive program" for early bird and longer stays.	Positive STR report; increase in snowbird inquiries; increase in web traffic; increase in Snowbird bookings.	# of snowbird inquiries; # of link clicks to destinationosoyoos.com Snowbird landing page; increase in Snowbird visits; # of incentive rewards redeemed, STR reports.
<b>Western Producer</b>	Print	Q3	A full-page advertisement in the Snowbird edition of a publication that is very popular with residents in the Prairie provinces. Stakeholders will have an opportunity to 'buy in' to the ad at a deep discount.	To provide a co-op opportunity for stakeholders to advertise in a popular publication that is widely distributed in the Prairie provinces but considered cost prohibitive.	Positive STR report; increase in snowbird inquiries; increase in web traffic; increase in Snowbird bookings.	# of participating partners; # of snowbird inquiries; # of link clicks to destinationosoyoos.com Snowbird landing page; increase in Snowbird visits; # of incentive rewards redeemed, STR reports.



## Golf/Outdoor

Osoyoos boasts several outdoor recreational opportunities that can be promoted into the shoulder seasons (Spring/Fall/Winter) and the 2020 plan will attract this active traveler through highly targeted social media campaigns, regional promotions and co-operative programs with TOTA and Travel Penticton. Golf, ski, hiking, and cycling can boost shoulder season visitation and provide necessary marketing support to sectors that have often been overlooked.

### Golf/Outdoor Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>Backroads Map Book</b>	Print Digital	Q3	A magazine that supports adventure tourism with maps and information on routes, parks, trails, waterways and roads in the Thompson Okanagan.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists. <b>DO to create a specific "call to action" for outdoor campaign that is measurable.</b>	Increased web traffic; increased social media following; positive STR reports.	# of guides distributed, # of click-through's to destinationosoyoos.com outdoor adventure and camping content.
<b>WestJet Inflight*</b>	Print Digital	Q4	WestJet's inflight magazine.	To promote DO for springtime travel to WestJet passengers in key markets (BC, Alberta).	Increased web traffic; increased # social media followers; positive STR reports; increase in room nights sold; increase in MRDT.	Magazine distribution; # of social media followers; # of link clicks to Spring content on destinationosoyoos.com; STR reports; MRDT reports.
<b>Castanet Online + Contesting (Four season)</b>	Online (Contest)	Q1 Q2 Q3 Q4	Seasonal social media/digital campaigns intended to promote packages to increase visits in the shoulder season.	To drive year-round occupancy through the promotion of packaged tourism products for each season.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.

<b>Icicle Broadcasting + Contesting</b>	Radio Online (Contest)	Q1 Q2 Q3 Q4	Fall radio and online campaign geared to the near-in US market (contest).	To drive occupancy through the promotion of getaway packages over the US thanksgiving using contesting to entice interaction.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in border crossings; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
<b>BC Golf Guide</b>	Online	Q1	E-blast to BC golfers that opt-in to BC Golf mail-outs (stakeholder buy-in a possibility).	Promote early season opening to coincide with Vancouver and Alberta golf shows.	Positive reporting from golf courses; increased web traffic; increased social media followers; increased consumer database; positive STR reports; increased # of packages sold; increased # of room nights sold; increased MRDT; increased # of green fees sold.	# of link clicks to destinationosoyoos.com golf related pages; # of packages sold, # of contacts received for consumer database; golf course green fee reports; STR reports; MRDT reports.

### Ski/Winter

The tourism industry across the province is looking for ways to increase winter business. Since 2016, DO has invested in partnership marketing with accommodators and Baldy Ski Resort to promote ski packages to Osoyoos. Baldy Resort continues to invest in infrastructure on the mountain and expanding their winter product offerings which will ultimately benefit Osoyoos in the winter. The 2020 plan will maintain the partnerships and focus on regional social and digital campaigns.

### Ski/Winter Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>Global TV – Romance/ Winter &amp; Spring Campaign</b>	TV Online (Contest)	Q1 Q2	January/February campaign intended to promote need period weekends and romance packages for Valentines Day.	To drive occupancy through the promotion of family and romance packages to take advantage of need period weekends.	Positive STR reports; positive Global analytics; increased website traffic; increased # of social media followers; increase in newsletter database; increase in packages sold, increase in room nights sold, increase in MRDT.	# of packages developed and sold; # of link clicks to destinationosoyoos.com packages page; # of social media followers; # of contest entries; # of members received for the consumer newsletter database; Global analytics; STR reports; MRDT reports.

<b>Castanet Online + Contesting (Four season)</b>	Online (Contest)	Q1 Q2 Q3 Q4	Seasonal social media/digital campaigns intended to promote packages to increase visits in the shoulder season.	To drive year-round occupancy through the promotion of packaged tourism products for each season.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
<b>Icicle Broadcasting + Contesting</b>	Radio Online (Contest)	Q1 Q2 Q3 Q4	Fall radio and online campaign geared to the near-in US market (contest).	To drive occupancy through the promotion of getaway packages over the US Thanksgiving using contesting to entice interaction.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in border crossings; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.

## Culinary

Culinary tourism continues to be a growing sector and "foodies" are passionate about travel that fulfills their desire to wine, dine, learn, and explore local foods and agricultural regions. The Okanagan Valley is recognized as a world class wine region and Osoyoos has created a "foodie" following through the successful support of many culinary events. Osoyoos is a mecca for 'Farm to Fork' experiences and DO plans to capitalize on the existing reputation and strong partnerships with the Oliver Osoyoos and Similkameen Wine Associations to build campaigns that will attract this high yield traveler.

### Culinary Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>Wine Trails</b>	Print	Q1	A display ad in a directory of Okanagan wineries that promotes touring options and suggested itineraries.	To promote Osoyoos as an integral part of the Okanagan wine region and encourage overnight stays through promoting wine packages & day trips.	<b>DO will create a 'call to action' that can be measured - TBA</b>	# of magazines distributed; # of website hits to wine related content on destinationosoyoos.com.

<b>Global TV – Romance/ Winter &amp; Spring Campaign</b>	TV Online (Contest)	Q1 Q2	January/February campaign intended to promote need period weekends and romance packages for Valentines Day.	To drive occupancy through the promotion of family and romance packages to take advantage of need period weekends.	Positive Global analytics; positive STR reports; increased website traffic; increased # of social media followers; increase in newsletter database; increase in packages sold, increase in room nights sold, increase in MRDT.	# of packages developed and sold; # of link clicks to destinationosoyoos.com packages page; # of social media followers; # of contest entries; # of members received for the consumer newsletter database; Global analytics; # of room nights sold; STR reports; MRDT reports.
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### Travel Trade

Since 2017, DO has invested lightly in the Travel Trade market in an effort to introduce Osoyoos as a great shoulder season stopover for Rockies itineraries and an add-on to Vancouver programs. Extremely high prices and limited inventory in Vancouver/Rockies during the summer season has many RTO's diverting their itineraries into shoulder seasons (April-June; September-November). Stakeholders have reported significant increases in Fall/Winter tour business from the Asian markets and DO will continue to network with Vancouver based RTO's with the intent of seeing more Osoyoos product in Spring/Fall/Winter tariffs.

### Travel Trade Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>RTO Sales Calls</b>	Direct Sales	Q2	Schedule sales calls and presentations with Product Development reps for Receptive Tour Operators (RTO's) based in Vancouver to promote sample itineraries focused on shoulder season travel. i.e: fall foliage, wine festival, blossoms.	To increase shoulder season visits by international travelers by creating unique touring itineraries that appeal to the overseas markets. Fall foliage is a popular activity amongst the Asian markets and Destination Osoyoos will introduce Osoyoos.	Positive STR reports; increased web traffic; increased social media following; increase in room nights sold' increase in MRDT.	# of RTO calls scheduled, # of itineraries that include new product; # of social media followers; # of page views for Spring/Fall content on destinationosoyoos.com; STR reports; MRDT reports.
<b>CITAP</b>	Membership	Q3	Membership Canadian Inbound Tour Assn Asia Pacific.	To access Asian RTOs through association networking events.	Access to Asian RTO's; access to CITAP networking events.	# of networking events attended; # of appointments with RTO's.

<b>CITAP Winter Marketplace</b>	B2B	Q4	A Winter trade show and networking event with Asian Receptive Tour Operators.	To represent Osoyoos to the Asian Receptive Tour Operators in an informal setting to promote the community for Spring, Fall & Winter tours. To partner with local Asian owned tourism businesses to encourage cultural exchanges.	Increased exposure; new relationships; cross promotion with new product offerings (Phantom Creek, Baldy).	# of RTO's in attendance; # of appointments attended; # of wholesale bookings in shoulder season.
<b>CITAP Golf Tournament Sponsor</b>	B2B	Q3	Increase awareness of Fall Foliage, wineries, new product through sponsorship of Annual CITAP Golf Tournament. DO will have an opportunity to meet one-on-one with CITAP buyers in a casual atmosphere.	Engage in a sponsorship opportunity with the CITAP Golf Tournament to increase the exposure and awareness of Osoyoos and new & noteworthy product offerings. Encourage operators to consider Osoyoos for 'Fall Foliage' circle tours.	Increased exposure; new relationships; cross promotion with new product offerings (Phantom Creek, Baldy).	# of tariffs created that feature fall tours; # of inquiries; increased room blocks in Osoyoos.

## MCIT

Since 2016, DO has increased investment in the MICE market and it is starting to show results. While Osoyoos has limited conference facilities, the community is well suited to attract small & mid-sized meetings, corporate retreats and incentive groups. DO has and will continue to create incentive worthy itineraries that showcase the areas unique and impressive attributes to attract corporate groups and Incentive houses. Area 27, wineries, special events, first class accommodation and golf are important attractions. The 2020 plan secures memberships in powerful industry associations and ensures DO has a presence at key networking events where Osoyoos can be represented as an ideal destination for corporate meetings, events and incentive groups. Success in this market will greatly benefit the community in shoulder seasons and impact golf, wineries, and outdoor adventure operators.

## MCIT Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>MPI Membership</b>		Q1	Meeting Planners International membership.	To access BC Meeting Planners through membership.	Access to over 17k engaged members and planners; increased # of leads; increased # of bookings.	# of leads generated; # of new contacts generated.
<b>Howard Silver Executive Show (Vancouver)</b>	B2B	Q3	A MICE trade show for Vancouver based Corporate Planners targeting shoulder season business.	To promote Osoyoos as a venue for Corporate meetings and retreats and introduce Corporate Incentive itineraries (golf, wine, Area27); build a database of qualified planners, promote incentive program.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	# of RFPs; # of new contacts generated; # of new bookings generated; STR reports; MRDT reports.

<b>Business Events Canada (BEC) FAM</b>	Direct Sales	Q3	Collaborate with regional partners to take advantage of BEC FAM funding and host 1-2 qualified MICE planners.	To take advantage of FAM funding available through BEC to host 1-2 qualified planners and media and introduce them to the Incentive product in Osoyoos; promote incentive program.	Successful collaboration with regional partners; increase in shoulder season business;	# of FAM participants; collaboration with regional partners.
<b>BEC Showcase (Seattle)</b>	B2B	Q4	Business Events Canada marketplace where Canadian suppliers network with qualified Seattle/Portland based Corporate Incentive Travel Planners.	To access top incentive travel planners to introduce Osoyoos incentive product; build a database of qualified buyers; generate RFP's for stakeholders; promote Incentive program.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	# of RFPs; # of new contacts generated; # of new bookings generated; STR reports; MRDT reports.
<b>Incentive Canada</b>	B2B	Q3	Business Events Canada's #1 B2B marketplace where Canadian suppliers have scheduled appts and multiple networking opportunities with highly qualified Incentive Travel Planners from the USA & Europe.	To access top incentive travel planners through a partnership with Uncommon Canada to introduce Osoyoos incentive product; build a database of qualified buyers; generate RFP's for stakeholders; promote incentive program.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	# of RFPs; # of new contacts generated; # of new bookings generated; STR reports; MRDT reports.
<b>MPI Guide</b>	Print	Q3	A listing in the Annual Planners Guide	To provide exposure for Osoyoos in a key resource guide for meeting planners.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	Website traffic to conference and meeting content on destinationosoyoos.com ; # of new bookings generated; STR reports; MRDT reports.
<b>Meeting Places</b>	Print	Q3	Enhanced listing in the Meeting Places Guide.	To provide exposure for Osoyoos in a key resource guide for meeting planners.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	Website traffic to conference and meeting content on destinationosoyoos.com ; # of new bookings generated; STR reports; MRDT reports.
<b>MPI Winter Social (Vancouver)</b>	B2B	Q4	A networking event for Corporate/Assn event planners & suppliers.	To interact with BC event planners in a casual setting and promote incentive program; build a database of qualified buyers; generate RFP's.	Increased # of leads; increased # of bookings; positive STR reports; increase in room nights; increase in MRDT.	# of RFPs; # of new contacts generated; # of new bookings generated; STR reports; MRDT reports.

## Festivals

Festivals are key in building shoulder season business in Osoyoos. Osoyoos’ annual festivals successfully attract visitors. We will focus our support in two area’s - one will be to support existing festivals with amplification through our existing destination information and awareness channels; the other through marketing guidance and support for new festivals and events.

### Festivals Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>Castanet Online + Contesting (Four season)</b>	Online (Contest)	Q1 Q2 Q3 Q4	Seasonal social media/digital campaigns intended to promote packages to increase visits in the shoulder season.	To drive year-round occupancy through the promotion of packaged tourism products for each season.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
<b>Icicle Broadcasting + Contesting</b>	Radio Online (Contest)	Q1 Q2 Q3 Q4	Fall radio + online campaign geared to the near-in US market (contest).	To drive occupancy through the promotion of getaway packages over the US Thanksgiving using contesting to entice interaction.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in border crossings; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.

## Weddings

In the past three years, Destination Osoyoos greatly reduced the investment in the wedding market by demand from stakeholders. Stakeholders interested in attracting weddings were responsible for independent advertising. DO continues to maintain the dedicated wedding page on the website and will ensure content is current and informative. DO will organize social campaigns to drive viewers to the website where wedding planners can request information through the website and potential leads will be forwarded to stakeholders for follow up. DO will refresh the existing Wedding pages on the website to include unique venues, accommodation updates and include any new services/facilities that would appeal to wedding planners. DO will work with stakeholders to ensure the site is current and inquiries generated from the website are handled efficiently.

## All Segments

The initiatives below will benefit all the identified segments that Destination Osoyoos has targeted.

### All Segments Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's
<b>Giveaways Swag</b>	Tradeshow	Q1	VIP gifts for FAM participants.	To influence visiting media and MCIT planners with take-aways reflective of Osoyoos/South Okanagan.	Positive rapport.	# of items distributed.
<b>Branded Collateral</b>	Tradeshow	Q1	Small branded giveaways that can be used for trade shows and special events.	To find inexpensive but memorable giveaways that are reflective of Osoyoos and geared toward the market segments D.O.	Positive rapport.	# of items distributed.
<b>TIABC</b>	Membership	Q1	Tourism Industry Association of British Columbia.	Stay informed of provincial trends and opportunities.	-	-
<b>Go Media</b>	B2B	Q3	A Business to business trade show and networking event that connects DMO's with travel media from around the world. DO will be represented as part of Serena PR's client portfolio at the event.	To provide updates + new product bulletins to key, qualified travel media, submit 'story starters' to encourage journalists to include DO in editorial, social and digital content; find suitable candidates for travel media fams; create partnerships with other BC DMO's.	Increased exposure in key markets.	# of scheduled meetings; # of stories/content generated; # of fams resulting from Go Media.
<b>Regional Partnerships (Travel Penticton, Baldy, OOWA)</b>		Q1 Q4	Discretionary funding set aside for potential partnerships with neighboring communities and associations.	To take advantage of co-op marketing opportunities as they arise. Multiple partners must collaborate to pursue grants through DBC and ITAC.	Increase in local and regional partnerships.	# of new projects; # of partners; STR reports; MRDT reports.
<b>Media Lunch (Vancouver)</b>	B2B	Q2	A hosted lunch presentation for key media in Vancouver.	To host highly qualified travel media to present Destination Osoyoos and provide "story starters", promote festivals and events and what is new in the community.	Increase in exposure of Osoyoos tourism product; increase in stories generated; increase in social media following.	# of media in attendance; # of stories generated; \$ of unpaid media; # of social media followers.
<b>Media Lunch (Calgary)</b>	B2B	Q2	A hosted event with presentation for key media in Calgary.	To host highly qualified travel media to present Destination Osoyoos and provide "story starters", promote festivals and events and what is new in the community.	Increase in exposure of Osoyoos tourism product; increase in stories generated; increase in social media following.	# of media in attendance; # of stories generated; \$ of unpaid media; # of social media followers.



<b>Travel</b>		Q2 Q4	Air, meals, hotel.	Media Lunch (Vancouver)	-	-
<b>Creative</b>	Collateral	Q1 Q2 Q3 Q4	Professional design and delivery of all Destination Osoyoos marketing campaigns for print and digital.	To maintain the integrity and cohesiveness of the Destination Osoyoos brand.	-	-
<b>Digital Asset Development</b>	Stakeholder Benefit		Contract a professional photographer/videographer with expertise in corporate photography and video development to stage and shoot high-res photography and tourism video for stakeholder use and to enhance the DO Digital Asset library. B-roll and imagery will also be effectively used for Public Relations opportunities.	Complete digital asset review for accommodation sector; solicit stakeholder participation to arrange photography sessions; arrange professional photo shoot to build high quality image gallery to streamline the communities visual assets to be used to build websites, print collateral, and marketing campaigns; engage a professional videographer to create a promotional video in all four seasons that appeals to the target market segments. Updated digital assets can be used for DO's print and digital advertising, enhancement of listings and website content for destinationosoyoos.com, Public Relations opportunities and media requests, and stakeholder's web, social media, and digital/print marketing.	Creation of high-quality digital assets for DO and stakeholder media database; enhanced stakeholder presence on destinationosoyoos.com; enhanced stakeholder presence on social media channels; enhanced print and digital campaign collateral.	# of participating stakeholder for photography/video sessions; # of assets produced; # of assets used for collateral (print, digital, social).
<b>In Support of each campaign</b>	Online	Q1 Q2 Q3 Q4	A dedicated staff member will maintain and regularly update Destination Osoyoos social media channels and use social media to support every campaign.	To amplify the reach of all marketing campaigns by utilizing DO's social media following; Maintain an active and relevant presence on all of DO's social media channels; research content and promote Osoyoos to all market segments identified in the DO Marketing Plan to the destination market; increase social media followers and build loyalty and interaction.	Increase in exposure of Osoyoos tourism product; increase in social media following; increase in social media engagement; increase in website traffic.	# of social media followers; social media analytics (engagement, reach, link clicks); website link clicks to destinationosoyoos.com (per campaign).
<b>In support of festivals &amp; events</b>	Online	Q1 Q2 Q3 Q4	A dedicated staff member will maintain and regularly update Destination Osoyoos social media channels and use social media to support every campaign.	To support local stakeholders' activities, events and programs to increase attendance and visitation to the community.	Increase in social media following; increase in social media engagement; increase in stakeholder event ticket sales; increase in event attendance; positive STR reports; increase in room nights sold; increase in MRDT.	# of social media followers; social media analytics (engagement, reach, link clicks); # of event attendees; # of event ticket sales; STR reports; MRDT reports.

<b>Google Ads and Remarketing</b>	Online	Q1 Q2 Q3 Q4	Specifically target visitors who viewed sector pages on destinationosoyoos.com and create Display Ads distributed through the Google Display Network to encourage visitors to return to the DO website.	Bring visitors back to the DO website and continue along the purchase path. Reach new customers based on our current target markets.	Increase in website traffic; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com; # of visitor's retargeted; # of conversions; STR reports; MRDT reports.
<b>FAMs/Media Visits</b>	Direct Sales	Q1 Q2 Q3 Q4	Hosting of qualified media that can generate stories that showcase the key messages of DO's marketing plan.	To effectively host media that has been pre-qualified by Serena PR; pursue and encourage media FAMs from TOTA, DBC, DC that generate media exposure to attract the leisure travel market.	Increase in exposure of Osoyoos tourism product; increase in stories generated; increase in social media following.	# of FAMs hosted; # of stories generated; \$ of unpaid media.
<b>Serena PR - Fee for Service</b>	Fee for Service	Q1 Q2 Q3 Q4	Monthly retainer for Professional PR firm.	To pursue, qualify and professionally manage media relationships; organize FAMs for qualified media; leverage relationships with TOTA, BEC and DC to ensure DO is top of mind.	Increase in media brought to Osoyoos; increased exposure of Osoyoos tourism product; increase in stories generated.	# of qualified media FAMs; \$ unpaid ad equivalency; # of articles/stories featuring Osoyoos
<b>STR Report</b>	Reporting	Q1 Q2 Q3 Q4	A statistics report generated by a professional polling company that allows DO to measure success by comparing occupancy and average rate statistics against the competitive set.	To measure the success of DO's marketing efforts through monitoring accommodation trends throughout the year. Monthly reporting will provide statistics that compares Osoyoos properties against competitive set and/or similar communities.	Accurate reporting for the accommodation sector; statistics assist DO in marketing initiatives and tracking.	# of properties reporting.

## 2020 Destination Osoyoos Marketing Budget

2020 DO Marketing Budget		
<b>Media Advertising and Production</b>	<b>\$75,525</b>	
BackRoads Map Book		\$2,000
Westjet in Flight Magazine		\$5,500
Go Camping BC		\$2,000
RVRAC Guide		\$1,700
Wine Trails		\$2,000
The Senior Paper (3)		\$1,200
Western Producer		\$5,500
AB Weekly Newspapers (3)		\$1,100
Castanet Online + Contesting (Four season)		\$5,000
BC Arts Guide		\$2,500
Icicle Broadcasting + Contesting		\$3,000
BC Golf		\$2,250
Digital Re-targeting/Google Ads		\$6,775
Global TV - Romance/Winter Campaign (2)		\$30,000
Creative		\$5,000
<b>Social Media</b>	<b>\$3,500</b>	
In Support of each campaign		\$1,500
In Support of festivals/events		\$2,000
<b>Collateral Production and Distribution</b>	<b>\$17,500</b>	
Giveaways/Swag		\$2,000
Branded Collateral		\$500
Digital Asset Development		\$15,000
<b>Travel Media Relations</b>	<b>\$14,500</b>	
FAMs/Media Visits		\$8,000
Go Media		\$1,000
Media Lunch (Vancouver)		\$1,500
Media Lunch (Calgary)		\$1,500
Travel		\$2,500
<b>Travel Trade</b>	<b>\$5,000</b>	
FAM/Travel Trade		\$500
RTO Sales Calls		\$0
Travel		\$1,000
CITAP Winter Marketplace		\$700
Travel		\$1,000
CITAP Golf Tournament Sponsor		\$700
Travel		\$1,100
<b>MICE</b>	<b>\$15,825</b>	
FAM/MICE		\$1,800

Howard Silver Executive Show - Vancouver	\$2,200
Travel	\$1,200
Incentive Canada	\$4,500
MPI Guide	\$425
Meeting Places	\$350
BEC Showcase (Seattle)	\$2,500
Travel	\$2,000
MPI Winter Social (Vancouver)	\$250
Travel	\$600
<b>Public Relations</b>	<b>\$35,000</b>
Serena PR - Fee for Service	\$35,000
<b>Co-op Tourism Initiatives</b>	<b>\$25,000</b>
Canada Day	\$5,000
Regional Partnerships (Travel Penticton, Baldy, OIB, OOWA)	\$20,000
<b>Memberships &amp; Subscriptions</b>	<b>\$3,150</b>
Aboriginal Tourism Canada	\$100
Aboriginal Tourism BC	\$100
CITAP	\$500
TIABC	\$850
MPI	\$500
STR Report	\$1,100
<b>Total</b>	<b>\$195,000</b>

## Digital Marketing by Segment Addendum

### Leisure

Leisure travellers are a high yield market that will naturally be impacted by any DO advertising/promotion. DO's mandate is to increase shoulder season tourism and during the winter travellers are reluctant to travel by car. Recognizing the importance of overnight visitors and day-trippers alike, the 2020 plan takes a focused approach on regional marketing to encourage "road trips" and day trips from near-in drive markets.

#### Leisure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Castanet</b>	Online	Q1 Q2 Q4	Create targeted campaigns with contesting for each applicable need period weekend in 2020 and run paid social media ads in target markets which include Vancouver, the Okanagan Valley, Calgary, and southern Alberta depending on the time of year and need period weekend activities.	Promote need period weekend visitation.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT.	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.	\$2,000
<b>Google Ads &amp; Remarketing</b>	Google Ads & Remarketing	Q1 Q2 Q4	Specifically target visitors who viewed leisure sector pages on destinationsoyoos.com and create Display Ads distributed through the Google Display Network to encourage visitors to return to the DO website.	Bring visitors back to the DO website and continue along the purchase path. Reach new customers based on our current target markets.	Increase in website traffic; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationsoyoos.com leisure pages; # of visitor's retargeted; # of conversions; STR reports; MRDT reports.	\$1,000
<b>BC Arts Guide</b>	Online	Q4	BC's Guide to Arts & Culture is the definitive guide to local, authentic experience in the province. The guide is printed every two years while the online guide is refreshed annually. They distribute 75,000 guides through BC and continually engage their 35K follower online.	To market Osoyoos' festivals and cultural attributes to arts/culture enthusiasts in BC. <b>Online Call to action – TBD.</b>	Increased stakeholder participation; increased exposure for Osoyoos arts and culture; Increased web traffic; increased social following, positive STR reports; increase in room nights sold; increase in MRDT.	# of guides distributed; # of participating stakeholders; # of link clicks to destinationsoyoos.com arts and culture page; # of social media followers; STR reports; MRDT reports.	\$2,500
<b>Icicle Broadcasting + Contesting</b>	Radio Online (Contest)	Q4	Fall radio + online campaign geared to the near-in US market (contest). Targeted at couples or families who	To drive occupancy through the promotion of getaway packages	Positive STR reports; increased website traffic; increased # of social media followers;	# of packages sold; # of link clicks to package page; increased followers; # of contest entries; # of	\$3,000

			are willing to travel during the US Thanksgiving long weekend.	over the US thanksgiving using contesting to entice interaction.	increased consumer database; increase in border crossings; increase in room nights sold; increase in MRDT.	contacts received for consumer database; Icycle analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.	
<b>Cycling (Google Ads)</b>	Google Ads	Q2 Q4	Google Pay per click advertising targeted at cyclists aged 30-50 in Vancouver during the shoulder seasons (Spring and Fall).	To drive occupancy in the shoulder seasons by promoting leisure activities to specific target markets.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in room nights sold; positive STR reports; increase in MRDT.	Google: # of consumers retargeted; # of impressions; # of ad clicks.	\$250
<b>Cycling (Facebook Ads)</b>	Facebook/Instagram	Q2 Q4	Facebook/Instagram advertising targeted at cyclists aged 30-50 in Vancouver during the shoulder seasons (Spring and Fall).	To drive occupancy in the shoulder seasons by promoting leisure activities to specific target markets.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in room nights sold; positive STR reports; increase in MRDT.	FB/IG: # of people reached, # of engagement (likes, shares); # of link clicks.	\$250
<b>Hiking (Google Ads)</b>	Google Ads	Q2 Q4	Google display advertising targeted at hiking/outdoor enthusiasts in Vancouver and Okanagan during the shoulder seasons (Spring and Fall).	To drive occupancy in the shoulder seasons by promoting leisure activities to specific target markets.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in room nights sold; positive STR reports; increase in MRDT.	Google: # of impressions; # of ad clicks.	\$250
<b>Hiking (Facebook Ads)</b>	Facebook/Instagram	Q2 Q4	Facebook/Instagram advertising targeted at hiking/outdoor enthusiasts in Vancouver and Okanagan during the shoulder seasons (Spring and Fall).	To drive occupancy in the shoulder seasons by promoting leisure activities to specific target markets.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in room nights sold; positive STR reports; increase in MRDT.	FB/IG: # of people reached, # of engagement (likes, shares); # of link clicks.	\$250

## Camping

Osoyoos is recognized as a top destination for RV/camping and is one of the few resort destinations that still offers camping as an accommodation option. Seeing this as an advantage, in 2017 DO made a concerted effort to "get back to our roots" and began investing to attract this important sector. As well, the RV parks rely strongly on the snowbird market to stay viable. Stakeholders have been responsive to the recent programs DO has initiated.

### Camping Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Need period weekend marketing campaign</b>	Facebook/ Instagram	Q1 Q2 Q4	Create campaigns for each applicable need period weekend in 2020 and run paid social media ads in target markets which include Vancouver, the Okanagan Valley, Calgary, and southern Alberta depending on the time of year and need period weekend activities.	Promote need period weekend visitation.	Positive reporting from Campgrounds; increased web traffic; increased social media following; increase in shoulder-season bookings for Osoyoos campgrounds.	# of ad engagements; # of ad impressions; # of link clicks to destinationosoyoos.com camping pages; # of shoulder-season campground bookings.	\$500
<b>RVRAC Guide</b>	Print/ Online	Q1	A guidebook that is distributed with every rental RV in BC and AB that promotes early/late season touring and is promoted largely overseas. Off season RV rentals have increased from 6k to 10k since the program's inception 12 years ago which is equal to approximately 80,000 camp nights in the off-season.	DO hopes to attract some of the 10,000+ couples and families that rent RVs in BC and AB between April – June and Sept-Nov each year, and to reinforce Osoyoos as the ideal RV/camping destination. DO will supplement stakeholders that wish to advertise to the 10,000+ RV renters that will tour the province in the shoulder season.	Increased stakeholder satisfaction; increased web traffic; increased social media following; increase in shoulder-season bookings for Osoyoos campgrounds.	# of stakeholder advertisements; stakeholder satisfaction; link clicks to destinationosoyoos.com camping pages; # of social media followers; # of campsites booked during shoulder-season.	\$1,700

## Snowbirds

Tourism wanes in the winter season and Osoyoos has always been a mecca for Snowbirds due to the mild winter climate. Accommodators rely heavily on this market to stay open year-round and maintain a healthy employee base. However, we have seen a downturn in snowbird visits and shorter length of stay. In 2018, DO successfully modified the strategy and the 2020 snowbird strategy will be similar encouraging earlier bookings, longer stays and a new demographic (younger Snowbirds).

### Snowbird Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Facebook Advertising</b>	Facebook/ Instagram	Q3 Q4	Facebook advertising targeted at potential snowbirds in Alberta and Saskatchewan highlighting accommodation options, activities available, and winter weather. Specifically targeting seniors.	To drive awareness and occupancy during the winter to new snowbirds.	Increased awareness of Osoyoos as a Snowbird destination; increased web traffic; increased social media following and engagement; increased group members for Osoyoos Snowbirds group; increase in Snowbird bookings.	# of people reached, # of engagement (likes, shares); # of Osoyoos Snowbird group members; # of link clicks to snowbird landing page; # of snowbird rooms booked.	\$200
<b>Google Ads Remarketing</b>	Google Ads	Q3 Q4	Specifically target visitors who viewed the snowbird landing page on destinationosoyoos.com and create Display Ads to encourage visitors to return to the DO website.	Bring visitors back to the snowbird landing page on destinationosoyoos.com and continue along purchase path.	Increase in website traffic; increased customer conversions; increase in snowbird bookings; positive STR reports.	Google analytics; # of link clicks to destinationosoyoos.com snowbird page; # of visitor's retargeted; # of conversions; STR reports.	\$500
<b>Snowbirds PPC</b>	Google Ads	Q3	Pay per click advertising targeted at potential snowbirds in Alberta and Saskatchewan highlighting accommodation options, activities, and mild winter weather.	To promote Osoyoos as a winter haven for Snowbirds and increase Snowbird bookings.	Increase in website traffic; increased customer conversions; increase in snowbird bookings; positive STR reports.	Google analytics; # of link clicks to destinationosoyoos.com snowbird page; # of conversions; STR reports.	\$100



## Golf/Outdoor

Osoyoos boasts several outdoor recreational opportunities that can be promoted into the shoulder seasons (Spring/Fall/Winter) and the 2020 plan will attract this active traveler through highly targeted social media campaigns, regional promotions and co-operative programs with TOTA and Travel Penticton. Golf, ski, hiking, and cycling can boost shoulder season visitation and provide necessary marketing support to sectors that have often been overlooked.

### Golf/Outdoor Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Backroads Map Book</b>	Print/Online	Q3	A magazine that supports adventure tourism with maps and information on routes, parks, trails, waterways and roads in the Thompson Okanagan.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists. <b>DO to create a specific "call to action" for outdoor campaign that is measurable.</b>	Increased web traffic; increased social media followers; positive STR reports; increase in room nights sold; increase in MRDT.	# of guides distributed, # of click-through's to destinationosoyoos.com outdoor adventure and camping content.	\$2,000
<b>Golf Package Promotions</b>	Facebook/Instagram	Q1 Q2 Q4	Promote early (Spring) season golf packages and Fall golf packages. Target will be adults aged 35-65, interested in golf and living in Vancouver/Lower mainland and Calgary.	Promote Osoyoos as having the "first to open" golf courses and promote wine and golf options in the Fall.	Increased web traffic; increased social media followers; increased social media engagement; positive STR reports; increase in packages sold; increase in room nights sold; increase in MRDT; increase in green fees sold.	# of people reached, # of engagement (likes, shares); # of link clicks to golf related pages; # of rooms booked; # of packages sold; # of green fees sold; STR reports; MRDT reports.	\$200
	Digital BC Golf Guide	Q1 Q2 Q4	Direct communication to BC Golf Guide subscribers to promote early season golf and fall packages.	Promote early season opening to coincide with Vancouver and Alberta golf shows. Promote Fall golf and wine. Encourage new customers to consider Osoyoos for golf vacation.	Positive reporting from golf courses; increased web traffic; increased social media followers; increased consumer database; positive STR reports; increased # of packages sold; increased # of room nights sold; increased MRDT; increased # of green fees sold.	# of link clicks to destinationosoyoos.com golf related pages; # of packages sold, # of room nights booked; # of contacts received for consumer database; # of green fees sold; STR reports; MRDT reports.	\$0

	Castanet	Q1 Q2 Q4	Create targeted campaigns with contesting for promotion of early season golf packages and fall season to golfers (adults aged 35-65) throughout the Okanagan Valley.	Promote early season opening and Fall golf and wine. Encourage new customers to consider Osoyoos for golf vacation.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase in room nights sold; increase in MRDT; increased # of green fees sold.	# of packages sold; # of link clicks to golf related pages; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports; # of green fees sold.	\$1,500
<b>BC Golf</b>	E-newsletter through BC Golf	Q1 Q2	E-blast to BC golfers that opt-in to BC Golf mail-outs (stakeholder buy-in a possibility).	Promote early season opening to coincide with Vancouver and Alberta golf shows.	Positive reporting from golf courses; increased web traffic; increased social media followers; increased consumer database; positive STR reports; increased # of packages sold; increased # of room nights sold; increased MRDT; increased # of green fees sold.	# of link clicks to destinationosoyoos.com golf related pages; # of packages sold, # of contacts received for consumer database; STR reports; MRDT reports; # of green fees sold.	\$2,250
<b>Outdoor (hiking, biking, golf) Remarketing</b>	Google Ads	Q1 Q2	Specifically target visitors who viewed outdoor sector pages on destinationosoyoos.com and create Display Ads distributed through the Google Display Network to encourage visitors to return to the DO website.	Bring visitors back to the outdoor related content on the DO website and continue along purchase path.	Increase in website traffic; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com outdoor related content; # of visitor's retargeted; # of conversions; STR reports; MRDT reports.	\$500
<b>Golf PPC</b>	Google Ads	Q2 Q4	Pay per click advertising targeted at those interested in golf from Vancouver and area during the shoulder seasons.	To drive occupancy in the shoulder seasons by promoting golf and golf packages to specific target markets.	Increase in website traffic; increased customer conversions; increase in golf package bookings; positive STR reports; increase in room nights sold; increase in	Google analytics; # of link clicks to destinationosoyoos.com golf pages; # of conversions; STR reports; MRDT reports; # of green fees sold.	\$100

					MRDT; increase in green fees sold.		
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## Ski/Winter

The tourism industry across the province is looking for ways to increase winter business. Since 2016, DO has invested in partnership marketing with accommodators and Baldy Ski Resort to promote ski packages to Osoyoos. Baldy Resort continues to invest in infrastructure on the mountain and expanding their winter product offerings which will ultimately benefit Osoyoos in the winter. The 2020 plan will maintain the partnerships and focus on regional social and digital campaigns.

### Ski/Winter Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	
<b>Ski Baldy, Stay Osoyoos</b>	Facebook, Instagram	Q1 Q4	Promote Ski Baldy/Stay Osoyoos packages to adults (aged 24-55), interested in ski and snowboarding in the Okanagan region, Vancouver, and the Fraser Valley.	To sell ski and stay packages and promote activities and visitation in the winter months.	Increased web traffic; increased social media followers; increased social media engagement; positive STR reports; increase in packages sold; increase in room nights sold; increase in MRDT; increase in lift tickets sold through partners.	Facebook analytics; # of people reached; # of engagement (likes, shares); # of link clicks to Ski Baldy landing page on destinationosoyoos.com; # of rooms booked; # of packages sold; # of lift tickets sold through partners; STR reports; MRDT reports.	\$150
<b>Castanet Contesting</b>	Castanet	Q1	Create targeted campaigns with contesting for Ski Baldy/Stay Osoyoos, specifically targeting the Okanagan Valley.	To sell ski and stay packages and promote activities and visitation in the winter months.	Positive STR reports; increased website traffic; increased # of social media followers; increased consumer database; increase # of packages sold; increase in room nights sold; increase in MRDT; increase in lift tickets sold through partners.	# of packages sold; # of link clicks to Ski Baldy landing page on destinationosoyoos.com; increased followers; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page); # of lift	\$1,500

						tickets sold through partners; STR reports; MRDT reports.	
<b>Ski Remarketing</b>	Google Ads	Q3 Q4	Specifically target visitors who viewed the ski related pages on the DO website and create Display Ads to encourage visitors to return to the DO website and purchase ski packages.	Bring visitors back to the DO website and continue along purchase path.	Increased web traffic; positive STR reports; increase in packages sold; increase in room nights sold; increase in MRDT; increase in lift tickets sold through partners.	Google analytics; # of people reached; # of link clicks to Ski Baldy landing page on destinationosoyoos.com; # of rooms booked; # of packages sold; # of lift tickets sold through partners; STR reports; MRDT reports.	\$800
<b>Global TV – Romance/ Winter &amp; Spring Campaign</b>	TV Online (Contest)	Q1 Q2	January/February campaign intended to promote need period weekends and romance packages for Valentines Day.	To drive occupancy through the promotion of family and romance packages to take advantage of need period weekends.	Positive Global analytics; positive STR reports; increased website traffic; increased # of social media followers; increase in newsletter database; increase in packages sold; increase in room nights sold; increase in lift tickets sold through partners; increase in MRDT.	# of ski packages developed and sold; # of link clicks to destinationosoyoos.com packages page; # of social media followers; # of contest entries; # of members received for the consumer newsletter database; Global analytics; # of room nights sold; increase in lift tickets sold through partners; STR reports; MRDT reports.	\$30,000

## MCIT

Since 2016, DO has increased investment in the MICE market and it is starting to show results. While Osoyoos has limited conference facilities, the community is well suited to attract small & mid-sized meetings, corporate retreats and incentive groups. DO has and will continue to create incentive worthy itineraries that showcase the areas unique and impressive attributes to attract corporate groups and Incentive houses. Area 27, wineries, special events, first class accommodation and golf are important attractions. The 2020 plan secures memberships in powerful industry associations and ensures DO has a presence at key networking events where Osoyoos can be represented as an ideal destination for corporate meetings, events and incentive groups. Success in this market will greatly benefit the community in shoulder seasons and impact golf, wineries, and outdoor adventure operators.

### MCIT Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>MCIT Remarketing</b>	Google Ads	Q1 Q2 Q4	Specifically target visitors who viewed the MCIT related pages on the DO website and create Display Ads to encourage visitors to return to the DO website and inquire about MCIT venues and prices.	Bring visitors back to the DO website and continue along purchase path.	Increased web traffic; positive STR reports; increase in leads generated; increase in room nights sold; increase in MRDT.	# of clicks to MCIT content on destinationosoyos.com; # of visitor's retargeted; # of conversions; # of new leads generated; # of new bookings generated; STR reports; MRDT reports.	\$500

## Weddings

In the past three years, DO greatly reduced the investment in the wedding market by demand from stakeholders. Stakeholders interested in attracting weddings were responsible for independent advertising. DO continues to maintain the dedicated wedding page on the website and will ensure content is current and informative. DO will organize social campaigns to drive viewers to the website where wedding planners can request information through the website and potential leads will be forwarded to stakeholders for follow up. DO will refresh the existing Wedding pages on the website to include unique venues, accommodation updates and include any new services/facilities that would appeal to wedding planners. DO will work with stakeholders to ensure the site is current and inquiries generated from the website are handled efficiently.

## Weddings Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Wedding Remarketing</b>	Google Ads	Q1 Q2	Specifically target visitors who viewed the wedding related pages on the DO website and create Display Ads distributed through the Google Display Network to encourage visitors to return to the DO website and inquire about wedding venues/prices.	Bring visitors back to the DO website and continue along purchase path.	Increase in website traffic; increased customer conversions; positive STR reports; increase in room nights sold; increase in MRDT; increase in wedding leads; increased in weddings booked.	# of clicks to wedding content on destinationosoyoos.com; # of visitor's retargeted; # of conversions; # of new leads generated; # of new venue bookings generated; # of room nights booked; STR reports; MRDT reports.	\$500
<b>Wedding PPC</b>	Google Ads	Q2 Q4	Pay per click advertising targeted at young BC couples looking for wedding venues in the Okanagan.	To increase the number of wedding venue inquiries through the DO website to pass along to stakeholders and increase wedding bookings.	Increase in website traffic; increased customer conversions; positive STR reports; increase in room nights sold; increase in MRDT; increase in wedding leads; increased in weddings booked.	# of clicks to wedding content on destinationosoyoos.com; # of visitor's retargeted; # of conversions; # of new leads generated; # of new venue bookings generated; # of room nights booked; STR reports; MRDT reports.	\$300
<b>Facebook Advertising</b>	Facebook/ Instagram	Q3 Q4	Facebook advertising targeted at young BC couples in Vancouver/Lower mainland and North Okanagan looking for wedding venues.	To increase the number of wedding venue inquiries through the DO website to pass along to stakeholders and increase wedding bookings.	Increased awareness of Osoyoos as a wedding destination; increased web traffic; increased social media following and engagement; increase in wedding leads; increase in wedding bookings; positive STR; increase in room nights; increase in MRDT.	# of clicks to wedding content on destinationosoyoos.com; # of visitor's retargeted; # of conversions; # of new leads generated; # of new venue bookings generated; # of room nights booked; STR reports; MRDT reports.	\$200

## Festivals

Festivals are key in building shoulder season business in Osoyoos. Osoyoos’ annual festivals successfully attract visitors. We will focus our support in two area’s - one will be to support existing festivals with amplification through our existing destination information and awareness channels; the other through marketing guidance and support for new festivals and events.

### Festivals Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Events</b>	Facebook	Q1 Q2 Q3 Q4	All events happening in and around Osoyoos get put on the DO Website, promoted on Twitter, added to the Facebook events page.  For key shoulder-season festivals and multi-day events, paid social advertising will be used.	Increase awareness and attendance for all Osoyoos and area events providing a comprehensive visitor experience.	Increased social media following and engagement; increased awareness of Osoyoos events; increased web traffic; increase in event ticket sales and attendance; positive STR; increase in room nights; increase in MRDT.	# of clicks to event related pages on destinationosoyoos.com; # of social media followers; social media analytics (engagement, reach, link clicks); # of event attendees; # of event ticket sales; # of room nights sold; STR reports; MRDT reports.	\$2,000
<b>Events Remarketing</b>	Google Ads	Q1 Q2 Q4	Specifically target visitors who viewed the events related pages on the DO website and create Display Ads to encourage visitors to return to the DO website and check out other events.	Bring visitors back to the DO website and continue along purchase path.	Increased awareness of Osoyoos events; increased web traffic; increase in event ticket sales and attendance; positive STR; increase in room nights; increase in MRDT.	# of clicks to event related pages on destinationosoyoos.com; Google Analytics (engagement, reach, link clicks); # of event attendees; # of event ticket sales; # of room nights sold; STR reports; MRDT reports.	\$1,225

## Culinary

Culinary tourism continues to be a growing sector and "foodies" are passionate about travel that fulfills their desire to wine, dine, learn, and explore local foods and agricultural regions. The Okanagan Valley is recognized as a world class wine region and Osoyoos has created a "foodie" following through the successful support of many culinary events. Osoyoos is a mecca for 'Farm to Fork' experiences and DO plans to capitalize on the existing reputation and strong partnerships with the Oliver Osoyoos and Similkameen Wine Associations to build campaigns that will attract this high yield traveler.

### Culinary Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2019)	KPI's	Cost
<b>Facebook Advertising</b>	Facebook/Instagram	Q2 Q4	Advertising targeted at couples in the Vancouver market highlighting wine touring in the South Okanagan.	To promote Osoyoos as an integral part of the Okanagan wine region and encourage day trips and overnight stays.	Increase in website traffic; increase in social media following and engagement; increase in winery traffic; positive STR reports; increase in room nights sold; increase in MRDT.	# of clicks to wine related content on destinationosoyoos.com; # of social media followers; social media analytics (engagement, reach, link clicks); # of room nights booked; STR reports; MRDT reports.	\$250
<b>Wine Touring PPC</b>	Google Ads	Q2 Q4	Pay per click advertising targeted at couples in the Vancouver market highlighting wine touring in the South Okanagan.	To promote Osoyoos as an integral part of the Okanagan wine region and encourage day trips and overnight stays.	Increase in website traffic; increase in winery traffic; positive STR reports; increase in room nights sold; increase in MRDT.	# of clicks to wine related content on destinationosoyoos.com; Google Analytics (engagement, reach, link clicks); # of room nights sold; STR reports; MRDT reports.	\$350



## 2020 Destination Osoyoos Marketing Budget

2020 DO Marketing Budget		
<b>Media Advertising and Production</b>	<b>\$75,525</b>	
BackRoads Map Book		\$2,000
Westjet in Flight Magazine		\$5,500
Go Camping BC		\$2,000
RVRAC Guide		\$1,700
Wine Trails		\$2,000
The Senior Paper (3)		\$1,200
Western Producer		\$5,500
AB Weekly Newspapers (3)		\$1,100
Castanet Online + Contesting (Four season)		\$5,000
BC Arts Guide		\$2,500
Icicle Broadcasting + Contesting		\$3,000
BC Golf		\$2,250
Digital Re-targeting/Google Ads		\$6,775
Global TV - Romance/Winter Campaign (2)		\$30,000
<b>Social Media</b>	<b>\$3,500</b>	
In Support of each campaign		\$1,500
In Support of festivals/events		\$2,000
<b>Co-op Tourism Initiatives</b>	<b>\$25,000</b>	
Regional Partnerships (Travel Penticton, Baldy, OOWA)		\$20,000
Canada Day		\$5,000
<b>Total</b>		<b>\$104,025</b>