



MARKETING PLAN 2021

Destination Osoyoos Marketing Plan 2021

Summary

The 2021 Marketing Plan has been developed through a combination of review of the previous 2020 Marketing Tactical Plan, as well as consultation with the Destination Osoyoos Marketing Committee and Destination Osoyoos Board. The Covid-19 pandemic has changed the landscape of tourism in British Columbia and Destination Osoyoos had used every resource available to build a marketing plan that meets the needs of stakeholders and the post-Covid consumer. Destination Osoyoos is cautiously optimistic that BC and the rest of Canada will begin to recover from the Covid crisis, and the 2021 plan is based on this ‘best-case scenario’. While optimistic, the 2021 Marketing Plan is adaptable should the ‘return to normal’ be slower than anticipated.

Demographics

Up until Spring 2020, Osoyoos was experiencing measurable growth in visitation year over year 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 – providing Provincial and international travel bans and restrictions are lifted. 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 such as the newly established “South Okanagan Travel Alliance” consortium. In years past, Destination Osoyoos relied on visitors travelling to Osoyoos for meetings, conferences and/or festivals and special events during the shoulder seasons and, due to Covid-19, this may not be a viable market in 2021. Visitors to the Okanagan Valley from the Washington State and Cascadia region, predominately couples that are traveling for leisure purposes have long been a target for Destination Osoyoos but the uncertainty about the border re-opening forced a reduced spend in the US market for 2021.

Primary Markets

- Okanagan/Similkameen Valleys (Near-in markets within a 2.5-hour drive), including couples and families
- Vancouver/Fraser Valley
- Other BC, including residents of Metro Vancouver seeking weekend getaways and regional markets that include couples and families
- Alberta residents seeking activity-based experiences that include outdoor and soft adventure
- Residents and rotation workers of Northern communities of the Western provinces seeking refuge in shoulder season/winter months

Secondary Markets

- Washington State/Pacific Northwest corridor

2021 Marketing Plan and Initiatives

The following outlines marketing initiatives for 2021 by target market. Please note that many initiatives overlap multiple target sectors.

Leisure

The leisure market, primarily from within BC, will be the focus in 2021 as other sectors continue to face uncertainty going into the new year. Leisure travellers are a high yield market that will be needed to replace business from the Travel Trade, Meeting and Incentive, and Festivals and Events sectors. DO's mandate is to increase shoulder season tourism and recognizing the importance of overnight visitors and day-trippers alike, the 2021 plan takes a focused approach on regional marketing to encourage "road trips" and day trips from near-in drive markets. Destination Osoyoos co-founded the "South Okanagan Tourism Alliance" and is a major contributor to "Visit South Okanagan" marketing initiatives that is solely focused on attracting the leisure market and promoting the South Okanagan as a year-round vacation destination. The Visit South Okanagan target markets directly align with that of Destination Osoyoos. Additionally, we will introduce a similar co-op program specific to the HWY 3 corridor communities.

Leisure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI'S
RVRAC Guide	Print, Digital	Q1 Q4	A guidebook that is distributed with RV rentals in BC and Alberta promoting early spring and late fall touring.	DO hopes to attract some of the 10,000+ couples and families that rent RVs in BC and AB between April – June and September-November each year, and to reinforce Osoyoos as the ideal RV/camping destination. DO will supplement stakeholders that wish to advertise in the guide.	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.
Global TV	Television, Digital	Q1 Q4	Two 2-week multifaceted campaign promoting spring and fall/winter through television spots, contesting, community calendar, and paid and unpaid social media support.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring.	Positive STR reports; positive Global analytics; increased website traffic; increased social media following; increase in newsletter database; increase in packages sold, increase in room nights sold, increase in MRDT.	# of packages developed and sold; # of stakeholders participating in contesting; # 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.

Indigenous Tourism Association Canada	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).
Indigenous Tourism BC	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).
Backroads Map Book	Print, Digital	Q1 Q2 Q3 Q4	A guidebook 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. DO to create a specific "call to action" for outdoor campaign that is measurable.	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.
Icicle Broadcasting	Radio, Digital	Q2 Q3 Q4	Spring and fall radio and digital campaign with contesting geared to the near-in US market. Summer "Two Nation Vacation" contest giveaway campaign.	To drive occupancy through the promotion of getaway packages during spring and fall 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.

Castanet	Digital	Q2 Q4	Seasonal campaigns that include digital ads, contesting, news coverage, and social media, intended to promote packages to increase visits in the shoulder season.	To drive shoulder-season 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 social media following; # of stakeholder contest prizes; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
New Winter Initiative	Display	Q3 Q4	Airport signage strategically erected in domestic terminals in target markets i.e.: Edmonton, Kitimat, Fort MacMurray.	To promote weekly, monthly stays in Osoyoos in the winter months to rotational workers and potential snowbirds in northern communities.	Increase in snowbird/long stay inquiries; increase in snowbird/long stay bookings, increase in MRDT in Q4.	Airport usage stats, # of inquiries, website stats, MRDT reports.
South Okanagan Tourism Alliance	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for year 2 of the Visit South Okanagan campaign partnership with neighboring communities and associations.	Take advantage of co-op marketing opportunities and funding to promote the South Okanagan as a leading destination.	Increase in local and regional partnerships; leveraging of funds; additional exposure in new market segments, expanded reach of existing promotions; increase in website traffic for destinationosoyoos.com; increase in social media following.	# of advertising outlets; # of partners; # of visitors to website; # of social media followers; STR reports; MRDT reports.
Destination BC Co-op Initiative		Q1 Q2 Q3 Q4	Establish a marketing campaign partnership with select communities along Highway 3 to promote tourism product that includes agriculture, farm to table/culinary experiences, and beer, cider, and spirits (farm fork, and ferment).	To take advantage of co-op marketing opportunities as they arise to promote a “farm, fork, and ferment” route along Highway 3. Multiple partners must collaborate to pursue grants through Destination British Columbia (DBC) as well as other government/tourism agencies i.e.: Indigenous Tourism Assn of BC (ITBC); Indigenous Tourism Association of Canada (ITAC) or Western Diversification Rural Dividends.	Increase in local and regional partnerships; additional exposure in new market segments; expanded reach of existing promotions.	# of participating stakeholders; # of new projects; # of partners; # of grants.

Social Media	Digital	Q2 Q4	Targeted Facebook/Instagram advertising at specific leisure interests (hiking, cycling, wine, attractions, outdoor activities) during 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.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to the leisure product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to leisure product on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to leisure pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com leisure pages; # of conversions; STR reports; MRDT reports.

Camping

Osoyoos is recognized as an RV/camping destination and is one of the few resort destinations in BC that still offers camping as an accommodation option. While an advantage, Osoyoos will see reduced capacity in the coming year and have reallocated some of the budget in 2021 to enhance leisure traveller campaigns. As RV parks rely on winter business to stay viable, DO will continue to promote the campgrounds to the Snowbird market.

Camping Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI'S
RVRAC Guide	Print, Digital	Q1 Q2 Q3 Q4	A guidebook that is distributed with RV rentals in BC and Alberta promoting early spring and late fall touring.	DO hopes to attract some of the 10,000+ couples and families that rent RVs in BC and AB between April – June and September-November each year, and to reinforce Osoyoos as the ideal RV/camping destination. DO will supplement stakeholders that wish to advertise in the guide.	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.
Backroads Map Book	Print, Digital	Q1 Q2 Q3 Q4	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. DO to create a specific "call to action" for outdoor campaign that is measurable.	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.

Social Media	Digital	Q2 Q4	Targeted Facebook/Instagram advertising targeted to promote camping for spring and fall.	To drive occupancy in the shoulder seasons by promoting camping 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.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link Clicks, STR reports, MRDT Reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to the camping product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to camping and RV product on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to camping pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com camping pages; # of conversions; STR reports; MRDT reports.
Google Display Ads	Digital	Q2 Q4	Specifically target visitors who viewed camping sector pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com camping pages through retargeted display ads.	Increase in website traffic to camping pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com camping pages; # of visitor's retargeted; # of conversions; STR reports; MRDT reports.

Snowbirds

Destination Osoyoos expects to see growth from this market as Canadians are opting to stay in Canada over traveling south for the winter. DO will face more competition in the Snowbird market as many BC resort communities will be vying for those tourism dollars to recover from 2020 losses. 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. Since 2018, DO has successfully modified the strategy to reflect the trends of the consumer and meet the needs of the stakeholder. The 2021 snowbird strategy considers the increased demand due to Covid and will be promoting short stays (1-3 weeks) for the first time and offering incentives for earlier arrivals to a new demographic (younger Snowbirds and Northern camp workers on rotation).

Snowbird Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
The Senior Paper (3)	Print	Q3 Q4	3 x 1/3-page full color advertising and editorial in a popular seniors' newspaper distributed in BC, Alberta, and Saskatchewan.	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.
AB Weekly Newspapers (3)	Print	Q3 Q4	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.
Western Producer	Print	Q3 Q4	A full-page advertisement in the Snowbird edition of a publication that is 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.
New Winter Initiative	Display	Q3 Q4	Airport signage strategically erected in domestic terminals in target markets i.e.: Edmonton, Kitimat, Fort MacMurray.	To promote weekly, monthly stays in Osoyoos in the winter months to rotational workers and potential snowbirds in northern communities.	Increase in snowbird/long stay inquiries; increase in snowbird/long stay bookings, increase in MRDT in Q4.	Airport usage stats, # of inquiries, website stats, MRDT reports.
Social Media	Digital	Q3 Q4	Targeted Facebook/Instagram advertising to promote short- and long-term snowbird stays.	To drive winter occupancy by promoting snowbird stays to prairie provinces and northern BC.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in group members for Osoyoos Snowbird Facebook page; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link Clicks; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to the snowbird product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to the snowbird page on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to snowbird page; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com snowbird page; # of conversions; STR reports; MRDT reports.

Google Display Ads	Digital	Q3 Q4	Specifically target visitors who viewed the snowbird page on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com snowbird page through retargeted display ads.	Increase in website traffic to snowbird page; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com snowbird page; # of visitor's retargeted; # of conversions; STR reports; MRDT reports.
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Golf/Outdoor Adventure

Osoyoos boasts several outdoor recreational opportunities that can be promoted into the shoulder seasons (Spring/Fall/Winter) and the 2021 plan will attract this active traveler through highly targeted social media campaigns, regional promotions of the Visit South Okanagan co-op initiative. Golf and other outdoor adventures will be even more popular as travellers are seeking wide open spaces, social distancing, and less crowds. Golf, ski, hiking, and cycling can boost shoulder season visitation and provide necessary marketing support to sectors that have often been overlooked.

Golf/Outdoor Adventure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
BC Golf	Digital	Q2	E-blast to BC golfers that opt-in to BC Golf mail-outs (stakeholder buy-in a possibility).	Promote Osoyoos' early season opening to a very dedicated list of golfers to coincide with Vancouver and Alberta golf shows. E-blast must include a special offer that could include room or golf discounts that is available only to BCPGA golfers for a specific period.	Increased web traffic; increased social media followers; increased consumer database; increased # of packages sold; increased # of room nights sold; increased MRDT; increased # of green fees sold; increased stakeholder satisfaction.	# of link clicks to destinationosoyoos.com golf related pages; # of packages sold, # of contacts received for consumer database; # of green fees sold; increased STR; increased MRDT.
Backroads Map Book	Print Digital	Q1 Q2 Q3 Q4	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. DO to create a specific "call to action" for outdoor campaign that is measurable.	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.

Castanet	Digital	Q2 Q4	Seasonal campaigns that include digital ads, contesting, news coverage, and social media, intended to promote packages to increase visits in the shoulder season.	To drive shoulder-season 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 social media following; # of stakeholder contest prizes; # of contest entries; # of contacts received for consumer database; Castanet analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
Icicle Broadcasting	Radio, Digital	Q2 Q3 Q4	Spring and fall radio and digital campaign with contesting geared to the near-in US market. Summer “Two Nation Vacation” contest giveaway campaign.	To drive occupancy through the promotion of getaway packages during spring and fall 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; increased followers; # of contest entries; # of contacts received for consumer database; Icicle Broadcasting analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
Social Media	Digital	Q1 Q2 Q4	Facebook/Instagram targeted advertising to golf and outdoor adventure enthusiasts.	To drive spring and fall occupancy by promoting golf and outdoor adventure getaways, packages, and specials.	Increase in website traffic; increased customer conversions; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks; # of package/special sales; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to the golf product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to the golf product on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to golf pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com golf pages; # of conversions; # of package/special sales; STR reports; MRDT reports.
Google Display Ads	Digital	Q1 Q2 Q4	Specifically target visitors who viewed the outdoor adventure and golf pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com outdoor adventure and golf pages through retargeted display ads.	Increase in website traffic to outdoor adventure and golf pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com golf pages; # of visitor’s retargeted; # of conversions; # of package/special sales; 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 has restructured, and the new management is keen to maintain the momentum of past years and continue to promote Ski and Stay packages by taking advantage of their reciprocal partnerships with Mt. Washington, Manning Park, Seymour, Apex and Silver Star. The 2021 plan will not deviate from the past but will leverage the Visit South Okanagan project to further promote Osoyoos' winter product.

Ski/Winter Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
Global TV	Television, Digital	Q2 Q4	Two 2-week multifaceted campaign promoting spring and fall/winter through television spots, contesting, community calendar, and paid and unpaid social media support.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring.	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.
Castanet	Digital	Q2 Q4	Seasonal campaigns that include digital ads, contesting, news coverage, and social media, intended to promote packages to increase visits in the shoulder season.	To drive shoulder-season 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.
New Winter Initiative	Display	Q3 Q4	Airport signage strategically erected in domestic terminals in target markets i.e.: Edmonton, Kitimat, Fort MacMurray.	To promote weekly, monthly stays in Osoyoos in the winter months to rotational workers and potential snowbirds in northern communities.	Increase in snowbird/long stay inquiries; increase in snowbird/long stay bookings, increase in MRDT in Q4.	Airport usage stats, # of inquiries, website stats, MRDT reports.

Social Media	Digital	Q1 Q4	Targeted Facebook/Instagram advertising to promote ski, winter activities, and romantic winter getaways.	To drive winter occupancy by promoting winter product, romance, and ski packages and specials.	Increase in website traffic; increased package sales; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link Clicks; # of package/special sales; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q4	Target specific search keywords related to the winter product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to winter pages and related packages (ski, romance, winter getaways) on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to winter package pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com winter package pages; # of conversions; # of package/special sales; STR reports; MRDT reports.
Google Display Ads	Digital	Q1 Q4	Specifically target visitors who viewed the winter related pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com winter pages through retargeted display ads.	Increase in website traffic to winter package pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com winter pages; # of visitor's retargeted; # of conversions; # of package/special sales; STR reports; MRDT reports.

Wine and 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 as well as the new South Okanagan Tourism Alliance partnership to build campaigns that will attract this high yield traveler. The creation of a cooperative with DBC and the HWY 3 communities will also facilitate the building of this market sector in our region.

Wine and Culinary Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
Wine Trails	Print, Digital	Q1 Q2	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.	Additional editorial for "feature" product; exposure for Osoyoos wine and culinary product and events; increase in shoulder season visitation.	# of magazines distributed; # of website hits to wine related content on destinationosoyoos.com.
Global TV	Television, Digital	Q1 Q4	Two 2-week multifaceted campaign promoting spring and fall/winter through television spots, contesting, community calendar, and paid and unpaid social media support.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring.	Positive STR reports; positive Global analytics; increased website traffic; increased social media following; increase in newsletter database; increase in packages sold, increase in room nights sold, increase in MRDT.	# of packages developed and sold; # of stakeholders participating in contesting; # 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.
South Okanagan Tourism Alliance	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for year 2 of the Visit South Okanagan campaign partnership with neighboring communities and associations.	Take advantage of co-op marketing opportunities and funding to promote the South Okanagan as a leading destination.	Increase in local and regional partnerships; leveraging of funds; additional exposure in new market segments, expanded reach of existing promotions; increase in website traffic for destinationosoyoos.com; increase in social media following.	# of advertising outlets; # of partners; # of visitors to website; # of social media followers; STR reports; MRDT reports.
Destination BC Co-op Initiative		Q1 Q2 Q3 Q4	Take the lead in establishing a marketing partnership with select communities in the Fraser Valley and Highway 3/Crowsnest corridor that aligns with DBC priorities showcasing agriculture, farm	The "Farms, Forks and Fermentations" route will connect DO with agricultural communities of the Fraser & Similkameen Valleys to create a multi-year marketing campaign that will qualify for DBC matched funding	Establishment of a new, formal partnership; DBC support, additional exposure in new market segments; amplification of existing promotions.	# of participating communities; matched funding approval from DBC; media exposure.

			to table/culinary experiences including beer, cider, and spirits “Farms, Forks and Fermentations”.	using a theme that resonates with both consumers and DBC alike.		
Social Media	Digital	Q2 Q4	Targeted Facebook/Instagram advertising to promote wine and culinary in spring and fall.	To drive spring and fall occupancy by promoting wine and culinary product (spring/fall wine releases, specials and tasting experiences, winery events, fall colours)	Increase in website traffic; increased winery tasting experience bookings; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks; # of tasting package bookings; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to the wine product in Osoyoos to encourage traffic to destinationosoyoos.com	Encourage visitation to wine related pages on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to wine and winery special pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com wine pages; # of conversions; # of package/special sales; STR reports; MRDT reports.
Google Display Ads	Digital	Q2 Q4	Specifically target visitors who viewed the wine related pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com wine pages through retargeted display ads.	Increase in website traffic to wine related pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com wine pages; # of visitor’s retargeted; # of conversions; # of wine package/special sales; STR reports; MRDT reports.

Travel Trade

Since 2017, DO has invested lightly in the Travel Trade market to introduce Osoyoos as a great shoulder season stopover for Rockies itineraries and an add-on to Vancouver programs. In 2019, stakeholders reported significant increases in Fall/Winter tour business from the Asian markets and DO expanded efforts to network with Vancouver based RTO's with the intent of seeing more Osoyoos product in Spring/Fall/Winter tariffs. The Covid-19 crisis has devastated the Vancouver-based Receptive Tour Operators and Destination BC and Destination Canada are working hard to support them during the International travel bans. DO has set aside nominal budget to cater to this sector should DBC/DC develop programs to revitalize international travel trade and take advantage if international travel demands are reflective of the pent-up demand in the domestic markets for our area.

Travel Trade Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
Fams/Travel Trade	Direct Sales	Q2	A Spring fam of qualified Receptive Tour Operators supported by Destination BC.	To introduce Receptive Tour Operators with potential for shoulder season business to Osoyoos' product. To take advantage of local tourism businesses that have connections to the Asian markets.	Increased web traffic; increased social media following; increase in room nights sold; increase in MRDT.	# of fam participants; stakeholder support; increased tour activity.
CITAP	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.
CITAP Winter Marketplace	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.
CITAP Golf Tournament Sponsor	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.

Meeting and Incentive

Since 2016, DO has increased investment in the MICE market and it is starting to show results. Covid-19 forced groups to cancel group bookings from April – December 2020 and it is not clear when current health & safety regulations limiting gatherings to just 50 people will be lifted. Latest studies from Destination Canada show that corporate business meetings have the strongest projections for recovery, followed by convention. Planners are primarily focused on rebooking business events with an increased preference to the Q3-Q4 2021 and Q1-4 in 2022.

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 2021 plan secures memberships in powerful industry associations and, where feasible, DO will have 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.

MICE Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
Howard Silver Executive Show	B2B	Q1	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.	Increased # of leads; increased # of bookings; increase in room nights; increase in MRDT.	# of RFPs; # of new contacts generated; # of new bookings generated.
Incentive Canada	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.
MPI Winter Social	B2B	Q4	A networking event for Corporate and Association 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.
Social Media	Digital	Q1 Q4	Facebook/Instagram targeted advertising targeted to promote meeting and incentive product.	To drive shoulder season occupancy by promoting meeting and incentive product through targeted advertising.	Increase in website traffic; increased winery tasting experience bookings; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks; # of group inquiries; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q4	Target specific search keywords related to the meeting and incentive product in Osoyoos to encourage traffic to destinationosoyoos.com.	Encourage visitation to meeting and incentive related pages on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to meeting and incentive page; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com meeting and incentive pages; # of group inquiries; STR reports; MRDT reports.

Google Display Ads	Digital	Q1 Q4	Specifically target visitors who viewed the meeting and incentive related pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com meeting and incentive pages through retargeted display ads.	Increase in website traffic to meeting and incentive related pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com meeting and incentive pages; # of visitor's retargeted; # of group inquiries; STR reports; MRDT reports.
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Festivals and Events

Given current circumstances and uncertainty as to how long large groups will be restricted from gathering, DO has opted to reduce the budget typically spent promoting events in 2021 but understand that events are key to building shoulder season business in Osoyoos. DO is prepared to offer marketing support should the regulations relax and planners once again host festivals and events that will attract visitors. DO will support both new and existing events with amplification through our channels.

Festivals and Events Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2020)	KPI's
Castanet	Digital	Q2 Q4	Seasonal campaigns that include digital ads, contesting, news coverage, and social media, 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.

Icicle Broadcasting	Radio, Digital	Q2 Q3 Q4	Spring and fall radio and digital campaign with contesting geared to the near-in US market. Summer “Two Nation Vacation” contest giveaway campaign.	To drive occupancy through the promotion of getaway packages during spring and fall 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; increased followers; # of contest entries; # of contacts received for consumer database; Icicle Broadcasting analytics (reach, impressions, clicks to contest page), STR reports, MRDT reports.
Social Media	Digital	Q1 Q2 Q3 Q4	Targeted Facebook/Instagram advertising targeted to promote Osoyoos events.	To increase awareness and attendance for local events through targeted advertising.	Increase in website traffic; increased event attendance; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks; # of event tickets sold; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to Osoyoos events to encourage traffic to destinationosoyoos.com.	Encourage visitation to the events calendar on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to online events calendar; increased ticket sales; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com events calendar; # of group inquiries; STR reports; MRDT reports.
Google Display Ads	Digital	Q1 Q2 Q3 Q4	Specifically target visitors who viewed the events calendar destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com events calendar through retargeted display ads.	Increase in website traffic to online events calendar; increased ticket sales; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com events calendar; # of group inquiries; STR reports; MRDT reports.

Weddings

Covid-19 has forced wedding planners to pivot, creating a new “elopement” and small destination wedding trend that DO will take advantage of. With travel restricted, DO sees an opportunity to attract small weddings that would typically travel to Mexico and other popular international destinations. DO will update and refresh existing Wedding pages on the website to include unique venues, accommodation updates and include those venues and planners that offer elopement and other packages specific to the

new wedding trends. 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 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 2020)	KPI's
Social Media	Digital	Q1 Q2	Facebook/Instagram targeted advertising targeted to promote small weddings, honeymoons, and elopements.	To drive shoulder season occupancy by promoting wedding product through targeted advertising.	Increase in website traffic; increased social media following and engagement; increase in room nights sold; positive STR report; increase in MRDT.	Facebook and Instagram analytics: # of people reached, # of engagement (likes, shares); # of link clicks; # of wedding inquiries; STR reports; MRDT reports.
Google Search Ads	Digital	Q1 Q2 Q3 Q4	Target specific search keywords related to wedding product in Osoyoos to encourage traffic to destinationosoyoos.com.	Encourage visitation to wedding related pages on destinationosoyoos.com; reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to wedding pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com wedding pages; # of wedding inquiries; STR reports; MRDT reports.
Google Display Ads	Digital	Q1 Q2	Specifically target visitors who viewed the wedding related pages on destinationosoyoos.com and create display ads distributed through the Google Display Network to encourage visitors to return to the website.	Bring visitors back to the destinationosoyoos.com wedding pages through retargeted display ads.	Increase in website traffic to wedding related pages; increased customer conversions; increase in room nights sold; positive STR reports; increase in MRDT.	Google analytics; # of link clicks to destinationosoyoos.com wedding pages; # of visitor's retargeted; # of wedding inquiries; STR reports; MRDT reports.

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 2020)	KPI's
Giveaways Swag	Tradeshaw FAM's	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 purchased; # of items distributed.
Branded Collateral	Tradeshaw FAM's	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 purchased; # of items distributed.
TIABC	Membership	Q1	Tourism Industry Association of British Columbia.	Stay informed of provincial trends and opportunities.	Increased engagement with TIABC, BC DMO's, and tourism organizations.	Industry engagement.
Miscellaneous	Print Digital	Q1 Q2 Q3 Q4	As Destination Osoyoos often receives new marketing opportunities throughout the year, funding will be set aside to take advantage of these opportunities.	Set aside marketing dollars for marketing opportunities that arise throughout 2021.		
Regional Partnerships (Travel Penticton, Baldy, OOWA)	Partnerships	Q1 Q2 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; leveraging of funds for marketing initiatives.	# of new projects; # of partners; STR reports; MRDT reports.

South Okanagan Tourism Alliance	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for year 2 of the Visit South Okanagan campaign partnership with neighboring communities and associations.	Take advantage of co-op marketing opportunities and funding to promote the South Okanagan as a leading destination.	Increase in local and regional partnerships; leveraging of funds; additional exposure in new market segments, expanded reach of existing promotions; increase in website traffic for destinationsoyoos.com; increase in social media following.	# of advertising outlets; # of partners; # of visitors to website; # of social media followers; STR reports; MRDT reports.
Destination BC Co-op Initiative		Q1 Q2 Q3 Q4	Take the lead in establishing a marketing partnership with select communities in the Fraser Valley and Highway 3/Crowsnest corridor that aligns with DBC priorities showcasing agriculture, farm to table/culinary experiences including beer, cider, and spirits “Farms, Forks and Fermentations”	The “Farms, Forks and Fermentations” route will connect DO with agricultural communities of the Fraser & Similkameen Valleys to create a multi-year marketing campaign that will qualify for DBC matched funding using a theme that resonates with both consumers and DBC alike.	Establishment of a new, formal partnership; DBC support, additional exposure in new market segments; amplification of existing promotions.	# of participating communities; matched funding approval from DBC; media exposure.
Stakeholder Benefit Projects	Stakeholder Benefit	Q1 Q2 Q3 Q4	Allocate funding to support smaller stakeholders in developing professional marketing materials	Identify and support tourism stakeholders that would benefit from DO’s marketing expertise by providing a subsidized tool kit allowing them to professionally market their business and, in return, enhance DO’s marketing portfolio with professional collateral and imagery Projects could include the continuation of an assisted rack card program, digital marketing enhancement plans and basic professional photo shoots.	Increase in stakeholder engagement; inventory of professional marketing collateral more aligned with DO’s image; suggest higher quality experience through professional marketing assets, instil sense of pride in Visitor Centre staff, increased referrals and direct sales through VC	# of stakeholders participating in programming; stakeholder satisfaction; positive response in social media

FAMs/Media Visits	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.
PR - Fee for Service	Fee for Service	Q2 Q3	A monthly retainer securing the services of a professional Public Relations firm for up to 6 months during key need period.	To pursue, qualify and professionally manage media relationships; organize FAMs for relationships with TOTA, DBC and Destination BC to ensure DO is top of mind.	Increase in media brought to Osoyoos; increased exposure of Osoyoos tourism product; increase in stories generated; increase in social media following.	# of qualified media FAMs; \$ unpaid ad equivalency; # of articles/stories featuring Osoyoos; # of social media posts featuring Osoyoos/tourism product.
Media Lunch (Vancouver)	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.
Media Lunch (Calgary)	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.
Travel		Q2 Q4	Air, meals, hotel.	Travel for Media Lunches (Vancouver & Calgary), Howard Silver, CITAP Golf Tournament, MPI Winter Social.		
Creative	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.	High quality design.	# of ad assets produced.
Digital Creative	Collateral	Q1 Q2 Q3 Q4	Contract qualified digital company to design and build high-quality, responsive digital ad sets for Google display and retargeting.	To ensure digital ads are streamlined with regional and provincial standards as well as built properly for Google's responsive platforms; maintain the integrity and cohesiveness of the Destination Osoyoos brand.	High quality, cohesive design aligned with Destination BC; responsive functionality; enhanced ad testing and analytics.	# of ad assets produced; ad performance (google analytics)

Digital Asset Development	Stakeholder Benefit	Q1 Q2 Q3 Q4	Implement the CrowdRiff User Generated Content (UGC) platform to allow DO to acquire the rights to UGC and house internal media content. The platform also acts as cloud base storage and will allow DO to quickly build galleries for stakeholder and media use, as well as to enhance website and social media.	Acquire rights to photography and video assets from user generated content to be used for Destination Osoyoos' print and digital outlets including advertising, social media, and web content. The digital platform acts as an asset management and cloud-based storage tool to allow DO to quickly build and share content for stakeholders and media.	Curation 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 assets acquired; # of assets used for collateral (print, digital, social, web); analytics from media.
CRM	Research and Development, Stakeholder Benefit, Digital	Q1 Q2 Q3 Q4	Implement a Customer Relationship Management System (CRM) to track and manage stakeholder leads and relations, key consumer interests, and build DO's consumer database.	Acquire a CRM system to track leads for stakeholders, monitor consumer activity and follow up, track all DO activity with stakeholders, partners, and consumers.	Increased tracking on ROI for stakeholders; increased statistics and sales reporting; enhanced communication and efficiency for DO team.	# of team members utilizing CRM; # of consumer inquiries tracked; # of stakeholder inquiries tracked.
Email Marketing Service (such as Mail Chimp)	Digital	Q1 Q2 Q3 Q4	Subscription to an email marketing service (such as Mail Chimp) to allow DO to produce and distribute stakeholder and consumer communications.	To create and distribute professional emails to consumer and stakeholder databases. To maintain and grow databases and analyze customer data and trends.	Increased engagement with consumer and stakeholder databases; increase in consumer retention; promotion for Osoyoos tourism product to dedicated database; increase in stakeholder satisfaction.	# of consumer newsletters produced; # of stakeholder newsletters produced; increase in consumer database; increase in stakeholder database; increase in newsletter opens; increase in click-through's to Osoyoos content.
Mobile Application	Digital	Q1 Q2 Q3 Q4	Produce a mobile application for Destination Osoyoos to provide visitors with enhanced information and provide a promotional outlet for targeted marketing initiatives.	Design and create a mobile application for smartphones that adheres to Destination Osoyoos' brand standards; provide an opportunity for stakeholder exposure; collect user data for targeted marketing.	Increased exposure for Osoyoos tourism product; ability to directly target consumers pre, post, and in-market.	Successful completion of application; # of app downloads; # of contacts acquired for consumer database.

Mobile Application Lure Piece	Print	Q1 Q2 Q3 Q4	Produce a lure piece to promote the Destination Osoyoos mobile application.	Design, print, and distribute professional lure piece; encourage application downloads.	Increased application downloads; increased exposure for Osoyoos and tourism product.	Completion of lure piece; # of brochures printed and distributed; # of QR scans from brochure.
STR Report	Research and Development	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.
Air DNA	Research and Development	Q1 Q2 Q3 Q4	A statistics report generated by a professional polling company that allows DO to measure success by tracking the supply and demand growth of properties listed on Airbnb and Vrbo.	To measure the success of DO's marketing efforts through monitoring accommodation trends throughout the year. Monthly reporting will help DO forecast the revenue potential of Airbnb and Vrbo vacation rental properties.	Accurate reporting for the accommodation sector; statistics assist DO in marketing initiatives and tracking.	# of properties reporting.
Surveys	Research and Development	Q1 Q2 Q3 Q4	Establish surveys for stakeholders and visitors to acquire visitor and stakeholder data to use for marketing initiatives.	Surveys will help to better identify DO's consumers, measure stakeholder satisfaction, and identify stakeholder needs.	Accurate reporting for the accommodation sector; statistics assist DO in marketing initiatives and tracking.	# of surveys developed; # of survey participants; value of data received.
Miscellaneous	Research and Development	Q1 Q2 Q3 Q4	Set aside funding for new research and development platforms as they arise.	Take advantage of research and development opportunities so that DO has better insight for marketing initiatives.	Accurate reporting for the accommodation sector; statistics assist DO in marketing initiatives and tracking.	# of surveys developed; # of survey participants; value of data received.

2021 Destination Osoyoos Marketing Budget

2021 DO Marketing Budget			NOTES
Media Advertising and Production	\$68,500		
BackRoads Map Book		\$2,000	
RVRAC Guide		\$1,800	
Wine Trails		\$3,000	Increased for 2021
New Winter Initiative		\$2,000	NEW for 2021
The Senior Paper		\$1,200	
Western Producer		\$3,000	
AB Weekly Newspapers		\$1,100	
Castanet		\$5,000	
Icicle Broadcasting		\$1,500	
BC Golf		\$2,500	
Global TV		\$30,000	
Mobile Application		\$11,000	NEW for 2021
Lure Piece for Mobile Application		\$1,000	NEW for 2021
Miscellaneous		\$3,400	NEW for 2021
Creative	\$5,000		
Creative		\$5,000	
Social Media and Digital	\$18,000		
Google Search and Display Advertising		\$12,000	Increased for 2021
Social Media Advertising		\$3,500	
Digital Creative		\$2,500	NEW for 2021
Collateral Production and Distribution	\$3,000		
Giveaways/Swag		\$1,500	Decreased for 2021
Branded Collateral		\$500	
Contest Giveaways		\$1,000	NEW for 2021
Public Relations	\$15,000		
PR Fee for Service		\$15,000	Decreased for 2021
Travel Media Relations	\$17,000		
Fams/Media Visits		\$6,500	Decreased for 2021
Vancouver Media Event		\$1,500	
Calgary Media Event		\$1,500	
Travel		\$2,500	
Project Coordination		\$5,000	NEW for 2021
Travel Trade	\$3,900		

Fams/Travel Trade	\$500	
CITAP Golf Tourney Sponsor	\$700	
Travel for CITAP Golf Tournament	\$1,000	
CITAP Winter Marketplace	\$700	
Travel for CITAP Winter Marketplace	\$1,000	
MICE	\$6,550	
Howard Silver Executive Show	\$0 (Credit from 2020)	
Travel for Howard Silver Show*	\$1,200	
Incentive Canada	\$4,500	
MPI Winter Social (Vancouver)	\$250	
Travel MPI Winter Social	\$600	
Research and Development	\$9,300	
STR Report*	\$1,400	
Air DNA	\$400	
Surveys	\$5,000	NEW for 2021
Miscellaneous	\$2,500	NEW for 2021
Co-op Tourism Initiatives	\$25,000	
Regional Partnerships (Tourism Oliver, Baldy, OOWA)	\$5,000	
South Okanagan Tourism Alliance	\$10,000	
Stakeholder Benefit Projects	\$5,000	
Destination BC Co-op Initiative - HWY 3	\$5,000	
Memberships and Subscriptions	\$5,850	
Indigenous Tourism Association of Canada	\$100	
Indigenous Tourism BC	\$100	
CITAP	\$500	
TIABC	\$850	
MPI	\$500	
Email Marketing Service	\$3,800	Increased for 2021
Digital Asset Development	\$35,000	
Digital Asset Development	\$15,000	
CRM	\$20,000	NEW for 2021
Total	\$212,100	

*Co-operative/Partnership Opportunity - Partners to offset expense