



MARKETING PLAN 2022

Destination Osoyoos Tactical Marketing Plan

Summary

The 2022 Marketing Tactical Plan has been developed through a combination of review of the previous 2021 Marketing Tactical Plan, as well as consultation with the Destination Osoyoos Marketing Committee and Destination Osoyoos Board. In the fall of 2020, Destination Osoyoos completed the first ever stakeholder satisfaction survey in order to gauge stakeholder sentiment towards the organization. The 2022 plan addresses the identified areas of improvement to build a cohesive relationship with stakeholders, while expanding stakeholder awareness of organizational activities and increasing the relevancy of Destination Osoyoos to local tourism businesses.

The 2022 Marketing Plan focuses largely on building and maintaining partnerships between Destination Osoyoos and its stakeholders, including local businesses as well as Community partners and DMO's (such as the Osoyoos Indian Band and Oliver Tourism), Regional DMO's (Thompson Okanagan Tourism Association), and our Provincial DMO (Destination British Columbia). Destination Osoyoos recognizes that by collaborating with partner organizations and businesses, we are able to support our mandate of increasing visitation by expanding our marketing reach, while building strong partnerships for the years to come.

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-19 consumer. Destination Osoyoos is optimistic that British Columbia and the rest of Canada will continue to see the recovery of travel and tourism, and the 2022 plan is based on a "new normal" based on identified shifts in consumer behaviour. The 2022 Marketing Plan is adaptable to fit potential threats or challenges to travel and tourism.

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 continue 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.

Primary Markets

- Okanagan/Similkameen Valleys (Near-in markets within a 2.5-hour drive)
- Vancouver/Lower Mainland and the Fraser Valley
- Other BC, including residents of Metro Vancouver in LGBTQ2+ and digital nomad markets seeking weekend getaways and workcations
- Regional markets that include couples and families
- Alberta residents seeking activity-based experiences that include outdoor adventure, wine and culinary
- Residents of Western provinces seeking refuge in shoulder the season for week-long and month-long stays

Secondary Markets

- Washington State/Pacific Northwest corridor

2022 Marketing Plan and Initiatives

The following outlines marketing initiatives for 2022 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 2022, as leisure travellers are a high yield market. DO's mandate is to increase shoulder season tourism and recognizing the importance of overnight visitors and day-trippers alike, the 2022 plan takes a focused approach on regional marketing to encourage overnight and day trips from near drive markets. Destination Osoyoos will continue to partner with the "South Okanagan Tourism Alliance" to market the South Okanagan into 2022. Additionally, Destination Osoyoos aims to continue the Crowsnest Scenic 3 co-operative marketing initiative, which focuses on connecting communities along Highway 3. Both marketing initiatives are solely focused on attracting the leisure market and promoting Osoyoos while aligning target markets of Destination Osoyoos.

Leisure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI'S
Global TV	Television Digital	Q1 Q3 Q4	Multifaceted campaigns promoting spring, fall, and winter through television spots, contesting, community calendar, and paid and unpaid social media support. Campaigns will run through Global TV's network in BC and Alberta.	To drive occupancy during spring, fall, and winter through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring to BC and Alberta markets.	Positive STR reports, increased website traffic, increased social media following, increase in newsletter database, increase in packages sold, increase in room nights sold, increase in MRDT.	# 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, positive increase in STR over 2021, positive increase in MRDT over 2021.
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. Destination Osoyoos will work with Backroads Map Book to collaborate on content including blog posts,	To promote Osoyoos as a destination or stopover point for eco and adventure tourists and to encourage downloads of the Osoyoos mobile app as a measurable call to action. To collaborate with Back Roads Map Book for content and promotion in order to expand reach and engage new and	Increase in website traffic to camping pages and content, increase in social media following and engagement, increase in mobile app downloads, increased shoulder season campground/RV bookings.	# guides distributed, # of click-through's to destinationosoyoos.com camping and outdoor adventure content, # of mobile app downloads, # of blogs posted to Back Roads Map Book website, # of social media posts shared through Back Roads Map Book, increase in social media following and engagement.

			newsletters, and social media. DO will also review opportunities to collaborate on event sponsorship through Back Roads Map Book.	existing consumers.		
Castanet	Digital	Q1 Q2 Q3 Q4	Seasonal campaigns that include digital ads, contesting, news coverage, and social media, intended to promote packages to increase visitation 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 link clicks to package page, increased social media following, # of contest entries, # of contacts received for consumer database, Castanet analytics (reach, impressions, clicks to contest page), positive increase in STR over 2021, positive increase in MRDT over 2021.
Postmedia	Digital Print	Q1 Q4	Sponsored digital articles in key outlets for BC (Vancouver Sun/Province) and Alberta (Calgary Herald) to promote weekly winter stays. Includes Facebook remarketing campaign and print advertising.	To promote weekly stays in Osoyoos in the winter months to “digital nomads” and remote officer workers in BC and AB.	Increase in weekly winter stays, positive STR reports, increased website traffic, increased # of social media followers and engagement, increase in room nights sold, increase in MRDT.	# of article views, # of impressions, # of link clicks to destinationosoyoos.com, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Bell Media	Digital	Q1 Q2 Q3 Q4	Targeted digital display ad campaigns (for spring, fall, and winter) through Bell Media’s mobile network which includes advanced targeting based on interest and physical location targets.	To promote getaways in spring, fall, and winter (leisure, wine and culinary, ski and stay, festivals and events) to travelers in BC, AB, and WA who visit specific locations (i.e., ski hills, winter wine festivals).	Positive STR reports, increased website traffic, increase in room nights sold, increase in lift tickets sold, increase in event tickets sold (if applicable), increase in MRDT.	# of impressions, # of link clicks to destinationosoyoos.com, increase in package pageviews, increase in lift tickets sold, # of event tickets sold (if applicable), positive increase in STR over 2021, positive increase in MRDT over 2021.
Indigenous Tourism BC	Membership	Q1 Q2 Q3 Q4	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, Industry engagement, # of opportunities developed through ITBC.

Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Association.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q1 Q2 Q3 Q4	Targeted Facebook/Instagram advertising at specific leisure interests (hiking, cycling, wine, blossom touring, fall colours, attractions, outdoor activities) during spring, fall, and winter.	To drive occupancy with focus on the shoulder seasons by promoting leisure activities to specific target markets.	Increase in website traffic, increased social media following and engagement, increase in room nights sold, positive STR reports, increase in MRDT.	# of people reached, # of impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 ad impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com leisure pages, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
Google Display Ads	Digital	Q1 Q2 Q3 Q4	Create 3 display and remarketing ad campaigns to promote spring (March-June), fall (August-October) and winter (November-February) leisure content on destinationosoyoos.com.	Encourage new and returning visitation to leisure product on destinationosoyoos.com, encourage more time spent on website, promote stakeholder packages and deals.	Increase in website traffic to leisure pages, increased ad impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com leisure pages, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

Camping

While 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, our destination continues to see reduced capacity in campground availability. DO will continue to market early spring and late fall camping through leisure campaigns as well as through social media and Google search advertising.

Camping Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI'S
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. Destination Osoyoos will work with Backroads Map Book to collaborate on content including blog posts, newsletters, and social media. DO will also review opportunities to collaborate on event sponsorship through Back Roads Map Book.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists and to encourage downloads of the Osoyoos mobile app as a measurable call to action. To collaborate with Back Roads Map Book for content and promotion in order to expand reach and engage new and existing consumers.	Increase in website traffic to camping pages and content, increase in social media following and engagement, increase in mobile app downloads, increased shoulder season campground/RV bookings.	# guides distributed, # of click-through's to destinationosoyoos.com camping and outdoor adventure content, # of mobile app downloads, # of blogs posted to Back Roads Map Book website, # of social media posts shared through Back Roads Map Book, increase in social media following and engagement.
Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Association.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q2 Q3	Targeted Facebook/Instagram advertising in Q2 + Q4 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 to camping pages and content, increase in social media following and engagement, increase in ad impressions, increased shoulder season campground/RV bookings.	# of people reached, # of impressions, # of link clicks to camping pages and content on destinationosoyoos.com.

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 leisure pages, increased impressions, increase in in-kind funding spent, increased shoulder season campground/RV bookings.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com camping pages, # of impressions.
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Snowbirds

With border restrictions easing, Destination Osoyoos may see a reduction in demand from the snowbird market for the 2022-2023 winter season. However, Osoyoos remains attractive to Snowbirds seeking affordable accommodations and a milder winter climate within Canada. 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 2022 Snowbird Strategy considers the need to promote shorter winter stays (1-3 weeks) to a new demographic (younger Snowbirds and remote office workers). In 2022, Destination Osoyoos will implement quarterly brainstorming sessions with stakeholders in order to get input on initiatives, including snowbird campaigns.

Snowbird Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI's
The Senior Paper	Print Digital	Q3 Q4	1/3-page print ad for September, October, November editions in a popular seniors' newspaper distributed in BC, Alberta, and Saskatchewan.	To promote weekly and monthly winter accommodation rates and to position Osoyoos as a winter haven for Snowbirds.	Increase in weekly and monthly winter bookings, increase in website traffic to snowbird pages, increase in package page views, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	# of direct snowbird inquiries, # of visits to snowbird content on destinationosoyoos.com, # of visits to snowbird related packages, increase in Osoyoos Snowbird Facebook group members, positive increase in STR over 2021, positive increase in MRDT over 2021.
AB Weekly Newspapers	Print	Q3 Q4	3 x classified advertisements in Alberta Weekly newspapers.	To promote weekly and monthly winter accommodation rates to the Alberta market and to position Osoyoos as a winter haven for Snowbirds.	Increase in weekly and monthly winter bookings, increase in website traffic to snowbird pages, increase in package page views, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	# of direct snowbird inquiries, # of visits to snowbird content on destinationosoyoos.com, increase in Osoyoos Snowbird Facebook group members, positive increase in STR over 2021, positive increase in MRDT over 2021.

Western Producer	Digital	Q3 Q4	A digital campaign across Farm Media's advertising network using contextual keywords and location-based targeting.	To promote weekly and monthly winter accommodation rates to a targeted market with measurable results.	Increase in weekly and monthly winter bookings, increase in website traffic to snowbird pages, increase in package page views, increase in ad impressions, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	# of direct snowbird inquiries, # of visits to snowbird content on destinationosoyoos.com, increase in Osoyoos Snowbird Facebook group members, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
BC Birding	Digital Partnerships	Q1 Q2 Q3 Q4	A co-operative campaign funded by Destination BC to build and promote birding trails and suggested itineraries. Osoyoos would be a standalone "outpost" community which will feature local product, packages, and events.	Promote "birding" related product and packages including local trails and attractions, accommodations, retailers, and festivals and events such as the Meadowlark Festival and Romancing the Desert.	Increase in website traffic to snowbird, outdoor adventure, and birding related pages, increase in package page views, increase in ad impressions, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	Completion of the Osoyoos "outpost" community listing, # of itineraries developed for Osoyoos, # of visits to destinationosoyoos.com from BC birding campaigns, # of photography assets completed, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 weekly and monthly winter bookings, increase in website traffic, increase in ad impressions, 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.	# of people reached, # of impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 and reach new customers based on our target markets through dedicated key word search.	Increase in weekly and monthly winter bookings, increase in website traffic to snowbird page, increased customer conversions, increase in room nights sold, positive STR reports, increase in MRDT.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com snowbird pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 weekly and monthly winter bookings, increase in website traffic to snowbird page, increased impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com snowbird pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

Outdoor Adventure

Osoyoos boasts several outdoor recreational opportunities that can be promoted into the shoulder seasons (Spring/Fall/Winter) and the 2022 plan will attract this active traveler through highly targeted social media campaigns, regional promotions of the Visit South Okanagan and Crowsnest Scenic 3 co-op initiatives. Golf and other outdoor adventures will continue to be popular as travellers continue to seek wide open spaces 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.

Outdoor Adventure Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI's
BC Golf	Digital	Q2	A dedicated e-blast to over 20,000 subscribers that have opted into BC Golf's newsletter.	Promote Osoyoos' early season opening to a dedicated list of golfers. 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, positive increase in STR over 2021, positive increase in MRDT over 2021.
BC Birding	Digital Partnerships	Q1 Q2 Q3 Q4	A co-operative campaign funded by Destination BC to build and promote birding trails and suggested itineraries. Osoyoos would be a standalone "outpost" community to feature local product, packages, and events.	Promote "birding" related product and packages including local trails and attractions, accommodations, retailers, and festivals and events such as the Meadowlark Festival or Romancing the Desert.	Increase in website traffic to snowbird, outdoor adventure, and birding related pages, increase in package page views, increase in ad impressions, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	Completion of the Osoyoos "outpost" community listing, # of itineraries developed for Osoyoos, # of visits to destinationosoyoos.com from BC birding campaigns, # of photography assets completed, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 and to encourage downloads of the Osoyoos mobile app as a measurable call to action.	Increased web traffic, increased social media followers, increase in mobile app downloads, positive STR reports, increase in room nights sold, increase in MRDT.	# of guides distributed, # of click-through's to destinationosoyoos.com outdoor adventure content, # of mobile app downloads, positive increase in STR over 2021, positive increase in MRDT over 2021.

Mountain Bike BC	Digital Partnership	Q1 Q2 Q3 Q4	Mountain Biking BC is co-operative campaign under Destination BC. The sector-lead strategy aims to develop a robust marketing platform to feature BC's mountain biking destinations and the diverse riding experiences available in the province.	To drive shoulder-season occupancy and collaborate with regional and provincial CDMO's to further expand DO's reach to a new market segment.	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.	Successful development of community content for Mountain Bike BC, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Castanet	Digital	Q1 Q2 Q3 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 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), positive increase in STR over 2021, positive increase in MRDT over 2021.
Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Association.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q1 Q2 Q4	Facebook/Instagram 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.	# of people reached, # of impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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	Increase in website traffic to golf and outdoor adventure pages, increased impressions, increase in in-kind funding spent, increase in room nights sold, positive	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com golf and outdoor adventure pages, # of impressions, positive increase in STR over 2021, positive increase in

				dedicated key word search.	STR reports, increase in MRDT.	MRDT over 2021.
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 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 golf and outdoor adventure pages, increased impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com golf and outdoor adventure pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

Ski/Winter

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 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 2022 plan will incorporate ski into leisure, outdoor adventure, and wine/culinary travel in order to entice visitors to come to Osoyoos during the winter for a variety of experiences.

Ski/Winter Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI's
Global TV	Television Digital	Q4	Multifaceted campaigns promoting spring, fall, and winter through television spots, contesting, community calendar, and paid and unpaid social media support. Campaigns will run through Global TV's network in BC and Alberta.	To drive occupancy during spring, fall, and winter through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring to BC and Alberta markets.	Positive STR reports, increased website traffic, increased social media following, increase in newsletter database, increase in packages sold, increase in room nights sold, increase in MRDT.	# 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, positive increase in STR over 2021, positive increase in MRDT over 2021.

Castanet	Digital	Q1 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 newsletter opt-ins, increase in room nights sold, increase in MRDT.	# 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), positive increase in STR over 2021, positive increase in MRDT over 2021.
Postmedia	Digital Print	Q4	Sponsored digital articles in key outlets for BC (Vancouver Sun/Province) and Alberta (Calgary Herald). Includes Facebook remarketing campaign and print advertising.	To promote weekly and monthly stays in Osoyoos in the winter months to the “digital nomad” market in BC and AB.	Increase in weeklong winter stays, positive STR reports, increased website traffic, increased # of social media followers and engagement, increase in room nights sold, increase in MRDT.	# of article views, # of impressions, # of link clicks to destinationosoyoos.com, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Bell Media	Digital	Q1 Q4	Targeted Digital display ads through Bell Media’s network which include advanced targeting based on interest and physical location targets.	To promote winter getaways (leisure, wine, ski and stay, festivals and events) to travelers in BC, AB, and WA who visit specific locations (i.e., Ski Hills, winter wine festivals).	Increase in weeklong winter stays, positive STR reports, increased website traffic, increase in room nights sold, increase in lift tickets sold, increase in event tickets sold (if applicable), increase in MRDT.	# of impressions, # of link clicks to destinationosoyoos.com, increase in package pageviews, increase in lift tickets sold, # of event tickets sold (if applicable), positive increase in STR over 2021, positive increase in MRDT over 2021.
Fall/Winter Event	Partnerships	Q3/ Q4	A signature winter event marketed by Destination Osoyoos and developed by local partner organizations (Oliver Tourism Association) with engagement from the Osoyoos Indian Band and local stakeholders.	Collaborate with partner associations in the development of an event in the shoulder season and manage the marketing and promotion of the event to boost shoulder season visitation.	Development of winter product, increase in visitation during need period, increase in room nights, increased exposure and awareness of shoulder season and activities.	Successful delivery of event, # of tickets sold, # of stakeholders participating in event, # of media stories produced, positive increase in STR over 2021, positive increase in MRDT over 2021.
BC Birding	Digital Partnerships	Q1 Q2 Q3 Q4	A co-operative campaign funded by Destination BC to build and promote birding trails and suggested itineraries. Osoyoos would be a standalone “outpost” community to feature local product, packages, and events.	Promote “birding” related product and packages including local trails and attractions, accommodations, retailers, and festivals and events such as the Meadowlark Festival or Romancing the Desert.	Increase in website traffic to snowbird, outdoor adventure, and birding related pages, increase in package page views, increase in ad impressions, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	Completion of the Osoyoos “outpost” community listing, # of itineraries developed for Osoyoos, # of visits to destinationosoyoos.com from BC birding campaigns, # of photography assets completed, positive increase in STR over 2021, positive increase in MRDT over 2021.

Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Association.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q1 Q4	Targeted Facebook/Instagram advertising to promote ski, winter activities, festivals and events, and romantic winter getaways.	To drive winter occupancy by promoting winter product, romance, events, and ski packages and specials.	Increase in website traffic, increase in ad impressions, increased social media following and engagement, increase in room nights sold, positive STR report, increase in MRDT.	# of people reached, # of ad impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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, events) on the website, reach new customers based on our target markets through dedicated key word search.	Increase in website traffic to ski and winter content, increased impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com golf and outdoor adventure pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 ski and winter pages, increased impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com ski and winter related pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

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 Winery Association and Similkameen Winegrowers Associations to build campaigns that will attract this high yield traveler. The creation of co-operative community partnerships with DBC, Visit South Okanagan, 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 2021)	KPI's
Wine Trails	Digital Print	Q2 Q3 Q4	Ad and editorial in a print and digital guide for Okanagan wineries that promotes touring options and suggested itineraries. DO also receives paid social media and display advertising through the Black Press network.	To promote Osoyoos as an integral part of the Okanagan wine region and encourage overnight stays through promoting wine tasting/packages, culinary offerings, and events. To promote the Osoyoos mobile app as a trip planning tool.	Positive STR reports, increased website traffic, increased social media following, increase in mobile app downloads, increase in packages sold, increase in room nights sold, increase in MRDT.	# of magazines distributed, # of ad impressions, # of link clicks to destinationosoyoos.com, # of mobile app downloads, positive increase in STR over 2021, positive increase in MRDT over 2021.
Global TV	Television Digital	Q1 Q3 Q4	Multifaceted campaigns promoting spring, fall, and winter through television spots, contesting, community calendar, and paid and unpaid social media support. Campaigns will run through Global TV's network in BC and Alberta.	To drive occupancy during spring, fall, and winter through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary. To market Osoyoos as a destination for romantic weekend getaways throughout fall, winter, and spring to BC and Alberta markets.	Positive STR reports, increased website traffic, increased social media following, increase in newsletter database, increase in packages sold, increase in room nights sold, increase in MRDT.	# 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, positive increase in STR over 2021, positive increase in MRDT over 2021.
Castanet	Digital	Q1 Q2 Q3 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 newsletter opt-ins, increase in room nights sold, increase in MRDT.	# 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), positive increase in STR over 2021, positive increase in MRDT over 2021.

Wine Growers British Columbia (WGBC)	Partnerships	Q1 Q2 Q3 Q4	Collaborate with the Wine Growers British Columbia to promote Osoyoos and area wineries through content collaboration including blogs, social media, and photography/videography.	Work with WGBC promote Osoyoos as an integral part of the Okanagan wine region and encourage overnight stays through promoting wine tasting/packages, culinary offerings, and events.	Positive STR reports, increased website traffic, increased social media following, increase in photography assets received, increase in packages sold, increase in room nights sold, increase in MRDT.	# of link clicks to destinationosoyoos.com wine related pages, # of photography/video assets received, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
BC Ale Trail	Partnerships Digital	Q1 Q2 Q3 Q4	Collaborate with the BC Ale Trail to promote Osoyoos and local breweries through content collaboration including blogs, media hosting, and social media.	Work with the BC Ale Trail to promote Osoyoos as “must stop” community through their “Road Trip” content for beer, cider, spirits, and wine enthusiasts.	Positive STR reports, increased website traffic, increased social media following, increase in photography assets received, increase in packages sold, increase in room nights sold, increase in MRDT.	# of link clicks to destinationosoyoos.com beer/cider/spirits/wine related pages, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
District Wine Village	Partnerships	Q1 Q2 Q3 Q4	Collaborate with the District Wine Village and local stakeholders (including accommodators and transportation operators) to cross-promote tourism offerings while providing a seamless visitor experience between Osoyoos operators and the District Wine Village.	Work with the District Wine Village to cross-promote Osoyoos tourism operators. Encourage visitation to Osoyoos by linking accommodation and transportation options with the District Wine Village.	Development of partnership between DO, District Wine Village, and local stakeholders, positive STR reports, increase in room nights sold, increase in MRDT.	# of visitors to the District Wine Village, positive increase in STR over 2021, positive increase in MRDT over 2021.
Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crownsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Associations.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q2 Q3 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, increase in ad impressions, increased social media following and engagement, increase in room nights sold, positive STR report, increase in MRDT.	# of people reached, # of ad impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.

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 related content, increased impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com wine related pages, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 related content through retargeted display ads.	Increase in website traffic to wine related pages, increased impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com wine related pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

Meeting and Incentive

While Osoyoos has limited conference facilities, the community is well suited to attract small and mid-sized meetings, corporate retreats, and incentive groups which will have a strong rebound for 2022. Area 27, wineries, special events, first class accommodation and golf are important in attracting corporate groups. In 2022, DO will work directly with venues to develop programming to support through key outlets. 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 2021)	KPI's
Cantrav	Digital Partnerships	Q1 Q2 Q4	Work with Cantrav to promote Osoyoos as a destination for small to mid-sized meetings and incentive travel.	DO will work with Cantrav to ensure that all Meeting/Incentive information is updated and meets the needs of planners in a post-COVID environment. DO will also collaborate with Cantrav on initiatives to increase interest in Osoyoos product.	Increase in website traffic to meeting and incentive related content, increase in meeting/incentive inquiries, increase in room nights sold, positive STR reports, increase in MRDT.	# of inquiries received over 2021, # of RFPs received over 2021, # of meeting/incentive groups booked; # of positive increase in STR over 2021, positive increase in MRDT over 2021.

CVENT	Digital	Q1 Q2 Q4	Web-based software for meeting site selection, online event registration, and event management.	DO will continue to enhance the profile on CVENT to showcase the destination and increase the number of RFPs received.	Increase in website traffic to meeting and incentive related content, increase in meeting/incentive inquiries, increase in room nights sold, positive STR reports, increase in MRDT.	# of RFPs received over 2021, # of positive increase in STR over 2021, positive increase in MRDT over 2021.
Social Media	Digital	Q1 Q4	Facebook/Instagram targeted advertising to promote meeting and incentive product.	To drive shoulder season occupancy by promoting meeting and incentive product through targeted advertising.	Increase in website traffic, increase in ad impressions, increased social media following and engagement, increase in room nights sold, positive STR report, increase in MRDT.	# of RFPs received over 2021, # of people reached, # of ad impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 related content, increased impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	# of RFPs received over 2021, % of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com meeting and incentive related pages, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of RFPs received over 2021, # of link clicks to destinationosoyoos.com meeting and incentive related pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

Weddings

COVID-19 has created a new wedding trend of micro weddings and elopements. DO will continue to 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 these new wedding trends. DO will launch digital campaigns through social media and Google search and display to drive viewers to the website. DO will continue to 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 2021)	KPI's
Social Media	Digital	Q1 Q2 Q4	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, increase in ad impressions, increased social media following and engagement, increase in room nights sold, positive STR report, increase in MRDT.	# of people reached, # of ad impressions, #of page likes/followers, # of post engagements, # of link clicks, # of new wedding bookings, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 related content, increased impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	% of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com wedding related pages, # of ad impressions, # of new wedding bookings, positive increase in STR over 2021, positive increase in MRDT over 2021.
Google Display Ads	Digital	Q1 Q2 Q4	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 impressions, increase in room nights sold, positive STR reports, increase in MRDT.	# of link clicks to destinationosoyoos.com wedding related pages, # of impressions, # of new wedding bookings, positive increase in STR over 2021, positive increase in MRDT over 2021.

Festivals and Events

As major festivals and events continue to return in 2022, DO will continue to promote and support events and facilitators with marketing and public relations. As events are key to building shoulder season business in Osoyoos, DO will support both new and existing events with amplification through our channels. DO will also work directly with festival and event organizers to ensure that they are taking advantage of regional, provincial, and federal grant funding opportunities available.

Festivals and Events Target Marketing Initiatives

Initiative	Medium	When	Description of Initiative	Goals/Objectives	ROI (Over 2021)	KPI's
Castanet	Digital	Q1 Q2 Q3 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.	Increased event attendance/ticket sales, Positive STR reports, increased website traffic, increased # of social media followers, increased consumer database, increase in room nights sold, increase in MRDT.	# of link clicks to package page, increased social media following, increase in event attendees/tickets sold, # of contest entries, # of contacts received for consumer database, Castanet analytics (reach, impressions, clicks to contest page), positive increase in STR over 2021, positive increase in MRDT over 2021.
Wine Trails	Digital Print	Q2 Q3 Q4	Ad and editorial in a print/digital guide for Okanagan wineries that promotes touring options and suggested itineraries. DO also receives paid social media and display advertising through the Black Press network.	To promote Osoyoos as an integral part of the Okanagan wine region and encourage overnight stays through promoting wine packages, events, and day trips. To promote the Osoyoos mobile app as a trip planning tool.	Increased event attendance/ticket sales, positive STR reports, increased website traffic, increased social media following, increase in mobile app downloads, increase in packages sold, increase in room nights sold, increase in MRDT.	# of magazines distributed, # of ad impressions, increase in event attendees/tickets sold, # of link clicks to destinationosoyoos.com, # of mobile app downloads, positive increase in STR over 2021, positive increase in MRDT over 2021.
BC Birding	Digital Partnerships	Q1 Q2 Q3 Q4	A co-operative campaign funded by Destination BC to build and promote birding trails and suggested itineraries. Osoyoos would be a standalone "outpost" community to feature local product.	Promote "birding" related product and packages including local trails and attractions, accommodations, retailers, and festivals and events such as the Meadowlark Festival or Romancing the Desert.	Increase in website traffic to snowbird, outdoor adventure, and birding related pages, increase in package page views, increase in ad impressions, increase in Osoyoos Snowbird Facebook group members, positive STR reports, increase in MRDT.	Completion of the Osoyoos "outpost" community listing, # of itineraries developed for Osoyoos, # of visits to destinationosoyoos.com from BC birding campaigns, # of photography assets completed, positive increase in STR over 2021, positive increase in MRDT over 2021.
Fall/ Winter Event	Partnerships	Q3 Q4	A signature winter event marketed by Destination Osoyoos and developed by	Collaborate with partner associations in the development of an event in	Development of winter product, increase in visitation during need period, increase in	Successful delivery of event, # of tickets sold, # of stakeholders participating in event, # of media stories produced, positive increase

			local partner organizations (Oliver Tourism Association) with engagement from the Osoyoos Indian Band and local stakeholders.	the shoulder season and manage the marketing and promotion of the event to boost shoulder season visitation.	room nights, increased exposure and awareness of shoulder season and activities.	in STR over 2021, positive increase in MRDT over 2021.
Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Associations.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 to event pages, increased ticket sales and event attendance, increase in ad impressions, increased social media following and engagement, increase in room nights sold, positive STR report, increase in MRDT.	Increase in # of event attendees/tickets sold, # of people reached, # of ad impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2021, positive increase in MRDT over 2021.
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 event pages, increased ticket sales and event attendance, increased ad impressions, increase in in-kind funding spent, increase in room nights sold, positive STR reports, increase in MRDT.	Increase in # of event attendees/tickets sold, % of in-kind ad dollars spent, # of link clicks to destinationosoyoos.com event related pages, # of ad impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.
Google Display Ads	Digital	Q1 Q2 Q3 Q4	Specifically target visitors who viewed the online events calendar 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 event pages, increased ticket sales and event attendance, increased impressions, increase in event ticket sales, increase in room nights sold, positive STR reports, increase in MRDT.	Increase in # of event attendees/tickets sold, # of link clicks to destinationosoyoos.com event related pages, # of impressions, positive increase in STR over 2021, positive increase in MRDT over 2021.

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 2021)	KPI's
Destination British Columbia (DBC)	Partnerships	Q1 Q2 Q3 Q4	Work with Destination BC to collaborate on marketing initiatives and participate in provincial programs.	Continue to participate in existing programs and campaigns such as the DBC story network and CrowdRiff platform. Collaborate on new programs such as shared social media scheduling tools, salesforce programming, and marketing initiatives.	Increased engagement with DBC, increased exposure for Osoyoos as a destination, expanded marketing reach, increase in website traffic, increase in social media following and engagement.	# of DBC programs DO participates in, # of users to destinationosoyoos.com from DBC campaigns, # of page likes/followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Thompson Okanagan Tourism Association (TOTA)	Partnerships	Q1 Q2 Q3 Q4	Work with TOTA to collaborate on marketing initiatives within the region and participate in regionally based programs.	Collaborate with TOTA and neighbouring DMO's on new programming and initiatives.	Increased engagement with TOTA, increased engagement with regional DMO's, increased exposure for Osoyoos as a destination, expanded marketing reach, increase in website traffic, increase in social media following and engagement.	# of TOTA programs DO participates in, # of users to destinationosoyoos.com from TOTA campaigns, # of page likes/followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Tourism Industry Association of BC (TIABC)	Membership	Q1 Q2 Q3 Q4	Membership for the Tourism Industry Association of British Columbia.	Stay informed of provincial trends and opportunities.	Increased engagement with TIABC, BC DMO's, and tourism organizations.	Increase in industry engagement.
Contest Giveaways	Contests	Q1 Q2 Q3 Q4	Giveaways from Osoyoos stakeholders for contesting and promotion.	To provide equal opportunity to businesses to participate in DO contesting and promotions.	Increased stakeholder satisfaction.	# of stakeholders supported, # of contests hosted.

Regional Co-operative Marketing Initiatives	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns such as Crowsnest Scenic 3 and Visit South Okanagan. Destination Osoyoos will also collaborate on marketing initiatives with the Osoyoos Indian Band, Oliver Tourism Association, and the Thompson Okanagan Tourism Association.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	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.	Amount of funding received, # of community/association partners participating in campaigns, # of campaigns completed, # of visitors to website, # of social media followers, positive increase in STR over 2021, positive increase in MRDT over 2021.
Stakeholder Training Seminars	Training	Q1 Q4	Group and one-on-one stakeholder training seminars to increase stakeholder capabilities in digital programs and platforms. Seminars will also be used to educate stakeholders on the importance of DO initiatives such as media hosting and package development.	Educate stakeholders on specific programming including digital and social media platforms, media hosting, media management, and packaging. Equip stakeholders with the tools that they need to remain competitive in catering the post-COVID consumer.	Increase in stakeholder satisfaction, increase in awareness of Destination Osoyoos activities from stakeholders, increased digital savviness for local businesses, increased bookings.	# of stakeholder training seminars hosted, # of stakeholders attending training seminars, positive increase in stakeholder satisfaction over 2020 survey results.
Stakeholder Engagement Sessions	Partnerships	Q1 Q2 Q3 Q4	Engage stakeholder groups (accommodations, wineries, transportation, restaurants, retailers, etc.) in quarterly sessions to encourage discussion around potential initiatives and collaborative marketing campaigns	Provide stakeholder sectors with an opportunity to collaborate and engage with DO and other stakeholders. Utilize information from sessions to develop campaigns and/or programs based on identified business needs.	Increase in stakeholder satisfaction, increase in awareness of Destination Osoyoos activities from stakeholders, increase in collaborative marketing initiatives with stakeholders.	# of stakeholder engagement sessions hosted, # of stakeholders attending sessions, # of initiatives produced from sessions, positive increase in stakeholder satisfaction over 202 survey results.

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. For 2022, DO will continue to incorporate "new" media markets including LGBTQ2+.	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 received over 2021.
FAM Giveaways	FAM's/Media	Q1 Q2 Q3 Q4	VIP gifts for FAM participants.	To influence visiting media with take-aways reflective of Osoyoos/South Okanagan.	Positive rapport.	# of items purchased, # of items distributed.
PR - Fee for Service	Fee for Service	Q1 Q2 Q3 Q4	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 qualified media, leverage relationships with TOTA, DBC and Destination BC to ensure DO is top of mind.	Increase in media brought to Osoyoos over 2021, 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)	FAM's/Media	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)	FAM's/Media	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	Air, meals, hotel.	Travel for Media Lunches (Vancouver & Calgary) for Destination Osoyoos staff to assist in hosting.		

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 Asset Development	Stakeholder Benefit	Q1 Q2 Q3 Q4	Fees for 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 allows DO to quickly build galleries for stakeholder and media use, as well as to enhance website and social media. DO will include additional funds for system upgrade to include video migration and media uploader for website. Digital asset development will also include funds for the development of updated b-roll.	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), # of stakeholders using shared gallery, gallery analytics (impressions, clicks).
CRM	Digital	Q1 Q2 Q3 Q4	Fees for Salesforce Customer Relationship Management System (CRM) to track and manage stakeholder leads and relations, key consumer interests, and build DO's consumer database. DO will include funding for system upgrades in order to track consumer data.	Continue to use CRM system to track leads for stakeholders, monitor consumer activity and follow up, track all DO activity with stakeholders, partners, and consumers. Upgrade to track consumer data.	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.

Animoto	Digital	Q1 Q2 Q3 Q4	Fee for digital video editing software for social media and paid social and display ad campaigns.	Continue to use Animoto to develop professionally designed videos for ad deployment through social media and google display/YouTube.	Increased social media following, increased ad impressions, increased ad engagement.	# of videos developed, # of videos used for ad campaigns, # of ad impressions, # of ad engagement.
Later	Digital	Q1 Q2 Q3 Q4	Fee for social media scheduling software. The software also allows for analytics so that DO can track post performance.	Continue to use later as a scheduling tool for social media (mainly Instagram and Pinterest).	Increased social media following, increased social media engagement.	# of posts scheduled using software, # of post engagements, post reach.
Email Marketing Service	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	Fees for the mobile application for Destination Osoyoos to provide visitors with enhanced information and provide a promotional outlet for targeted marketing initiatives.	Mobile application and digital visitor's guide that provides an opportunity for stakeholder exposure and for DO to collect user data for targeted marketing through contesting.	Increased exposure for Osoyoos tourism product, ability to directly target consumers pre, post, and in-market.	Increased # of app downloads, # of contacts acquired for consumer database, # of in-app contests launched.
Mobile Application Lure Piece	Print	Q1 Q2 Q3 Q4	Printed lure piece to promote the Destination Osoyoos mobile application.	Print and distribute professional lure piece, encourage application downloads.	Increased application downloads, increased exposure for Osoyoos and tourism product.	# of brochures printed and distributed, # of QR scans from brochure.

Miscellaneous (Advertising)	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 2022.		
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)	Research and Development	Q1 Q2 Q3 Q4	Set aside funding for new research and development platforms as they arise. Potential research could include enviroics/Prizm data reporting through TOTA.	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.

2022 Destination Osoyoos Marketing Budget

2022 DO Marketing Budget		Notes
Media Advertising Campaigns	\$130,500	
BackRoads Map Book	\$2,500	<i>Increased for 2022</i>
Wine Trails	\$5,000	<i>Increased for 2022</i>
Postmedia	\$15,000	<i>NEW for 2022</i>
Bell Media	\$20,000	<i>NEW for 2022</i>
The Senior Paper	\$1,500	
Western Producer	\$3,000	
Alberta Weekly Newspapers	\$1,000	
Castanet	\$6,000	<i>Increased for 2022</i>
BC Golf	\$2,500	
Mountain Biking BC	\$5,000	<i>NEW for 2022</i>
Global TV (BC + AB)	\$65,000	<i>Increased for 2022</i>
Lure Piece for Mobile Application	\$1,000	
Miscellaneous	\$3,000	<i>Decreased for 2022</i>
Creative	\$6,500	
Digital/Print Ad Creative	\$6,500	
Social Media and Digital	\$40,000	
Google Search and Display Advertising	\$35,000	<i>Increased for 2022</i>
Social Media Advertising	\$5,000	<i>Increased for 2022</i>
Collateral Production	\$5,000	
Fam Giveaways	\$2,000	
Contest Giveaways	\$2,000	<i>Increased for 2022</i>
Public Relations	\$38,000	
PR Fee for Service	\$38,000	<i>Increased for 2022</i>
Travel Media Relations	\$14,000	
Fams/Media Visits	\$7,000	<i>Increased for 2022</i>
Vancouver Media Event	\$1,500	
Calgary Media Event	\$1,500	
Travel	\$4,000	
Research and Development	\$25,800	
STR Report	\$1,400	
Air DNA	\$1,400	
Surveys (Stakeholder, Visitor, Resident)	\$15,000	
Miscellaneous (TOTA Envirionics)	\$8,000	
Co-op Tourism Initiatives	\$84,000	
Regional Partnerships (TOTA)	\$10,000	

Visit South Okanagan* DBC Co-operative – DBC will fund 50% (\$9,000) of total co-op program	\$0	
Crowsnest Scenic 3 DBC Co-operative – DBC will fund 50% (\$25,000) of total co-op program	\$5,000	
BC Birding Initiative	\$10,500	<i>NEW for 2022</i>
Stakeholder Training Seminars	\$5,000	<i>NEW for 2022</i>
Stakeholder Engagement Sessions	\$3,000	<i>NEW for 2022</i>
Fall-Winter Event Co-op	\$50,000	<i>NEW for 2022</i>
BC Ale Trail	\$500	<i>NEW for 2022</i>
Memberships and Subscriptions	\$12,050	
Indigenous Tourism Association of Canada	\$100	
Indigenous Tourism BC	\$100	
TIABC	\$850	
Email Marketing Service	\$4,000	<i>Increased for 2022</i>
Mobile Application	\$6,000	<i>Decreased for 2022</i>
Animoto	\$700	
Later	\$300	
CRM	\$20,000	
Salesforce CRM	\$20,000	
Digital Asset Development	\$23,500	
Digital Asset Development	\$18,500	<i>Increased for 2022</i>
Video Production	\$5,000	<i>New for 2022</i>
Total	\$398,350	

*Visit South Okanagan has approximately \$18,000 to spend on campaign initiatives in 2022 from the 2021 funding pool.

