



2023 MARKETING PLAN

Destination Osoyoos Tactical Marketing Plan

Summary

The 2023 Marketing Tactical Plan has been developed through a combination of review of the previous 2022 Marketing Tactical Plan, as well as consultation with the Destination Osoyoos Board and business stakeholders through dedicated engagement sessions. Destination Osoyoos also reviewed the stakeholder satisfaction survey to gauge stakeholder sentiment towards the organization and marketing initiatives. The 2023 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 2023 Marketing Plan continues to focus 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 can 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 resources 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 2023 plan is based on identified shifts in consumer behaviour. The 2023 Marketing Plan is adaptable to fit potential threats or challenges to travel and tourism.

Demographics

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 as a destination of choice. 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+
- 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
- Leisure and digital nomad markets within BC and Alberta seeking shoulder-season getaways and workcations

Secondary Markets

- Washington State/Pacific Northwest corridor
- Key cities in Ontario/Quebec

Target Sectors

Leisure

The leisure market, primarily from within BC, will continue to be the focus in 2023, as leisure travellers are a high yield market. DO's mandate is to increase shoulder season tourism and recognizing the importance of overnight visitors, the 2023 plan takes a focused approach to encourage overnight stay, enticing visitors to stay longer and experience more. Destination Osoyoos will continue to partner for co-operative marketing initiatives, including Visit South Okanagan, Crowsnest Scenic 3, Mountain Biking BC, and the BC Bird Trail to promote Osoyoos within a larger regional and provincial context.

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 culinary events. Osoyoos is a mecca for 'Farm to Fork' experiences and DO will continue 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. Co-operative community partnerships with DBC, Visit South Okanagan, and Crowsnest Scenic 3 will also continue to build this market sector in our region.

Outdoor Adventure

Osoyoos boasts several outdoor recreational opportunities that can be promoted into the shoulder seasons (Spring/Fall/Winter) and the 2023 plan will attract this active traveler through highly targeted campaigns, regional promotions of the Visit South Okanagan and Crowsnest Scenic 3 co-op initiatives, and provincial co-operative marketing initiatives like the BC Bird Trail and Mountain Biking BC. Golf, ski, hiking, cycling and other outdoor adventure activities will continue to be popular as travellers continue to seek wide open spaces during the shoulder season.

Camping

While Osoyoos has long been recognized as an RV/camping destination, 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 and display advertising to maintain this market.

Winter/Ski

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 2023 plan will incorporate ski into leisure, outdoor adventure, and wine/culinary travel to entice visitors to come to Osoyoos during the winter for a variety of experiences.

Snowbirds

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 2021, DO has successfully modified the strategy to reflect the trends of the consumer and meet the needs of stakeholders. The 2023 marketing plan will focus on promoting shorter winter stays (1-3 weeks) to a new demographic of younger Snowbirds and remote office workers, as these markets are key to maintaining a healthy level of visitation during the winter months.

Festivals and Events

As major festivals and events continue to return in 2023, DO will 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.

Meeting and Incentive

Osoyoos is well suited to attract small and mid-sized meetings, corporate retreats, and incentive groups which will continue to have a strong rebound in 2023. With first-class wine and culinary product, a variety of accommodations, golf courses, and other activities including Area 27, plus a diverse range of meeting spaces, Osoyoos has key product that is important in attracting corporate groups and enticing incentive travelers. In 2023, DO will continue to work directly with Cantrav, a Destination Management Company (DMC) to manage leads for Corporate Incentive Travel.

Weddings

In recent years, the COVID-19 pandemic and rising costs have 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 and accommodation updates and will continue to work with stakeholders to ensure the site is current and inquiries generated from the website are handled efficiently. An emphasis on shoulder-season weddings will be promoted through key outlets and digital marketing.

Advertising Campaigns (\$259,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Wine Trails	Wine and Culinary Festivals and Events	Online Social Media 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.	# of magazines distributed, # of ad impressions, # of link clicks to destinationosoyoos.com, # of mobile app downloads, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$5,500
Vancouver Sun and Province	Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor Adventure Festivals and Events	Online Social Media Print	Q1 Q2 Q4	Sponsored digital articles in key outlets for BC (Vancouver Sun/Province) to promote weekly winter stays and leisure travel. Includes Facebook remarketing campaign and print advertising.	To promote weekly winter stays in Osoyoos to “digital nomads” and remote officer workers as well as promote shoulder season leisure travel in BC.	# of article views, # of impressions, # of link clicks to destinationosoyoos.com, # of social media followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$15,000
Calgary Herald	Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor Adventure Festivals and Events	Online Social Media	Q1 Q4	Sponsored digital articles in Alberta (Calgary Herald) to promote weekly winter stays and leisure travel. Includes Facebook remarketing campaign and print advertising.	To promote weekly winter stays in Osoyoos to “digital nomads” and remote officer workers as well as promote shoulder season leisure travel in Alberta.	# of article views, # of impressions, # of link clicks to destinationosoyoos.com, # of social media followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$10,000
Bell Media Digital	Leisure Winter/Ski Outdoor Adventure Wine and Culinary	Online	Q1 Q2 Q4	Targeted digital display ad campaigns (for spring, fall, and winter) through Bell Media’s mobile network which includes advanced location targeting through top outlets	To promote getaways in spring, fall, and winter (leisure, wine and culinary, outdoor adventure, ski and stay) to travelers in BC and AB.	# of impressions, # of link clicks to destinationosoyoos.com, increase in package pageviews, increase in lift tickets sold, # of event tickets sold (if applicable),	\$25,000

				(TSN, CTV News, Bloomberg).		positive increase in STR over 2022, positive increase in MRDT over 2022.	
The Senior Paper	Snowbirds Winter/Ski Camping/RV	Print	Q4	Print ad in 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.	# 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 2022, positive increase in MRDT over 2022.	\$1,500
Western Producer	Snowbirds Winter/Ski Camping/RV	Print E-Newsletter	Q4	A print ad and e-newsletter in Western Producer promoting weekly and monthly winter stays.	To promote weekly and monthly winter accommodation rates to a targeted market with measurable results.	# 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 2022, positive increase in MRDT over 2022.	\$5,500
Alberta Weekly Newspapers	Snowbirds Winter/Ski Camping/RV	Print	Q4	A classified advertisement in the 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.	# of direct snowbird inquiries, # of visits to snowbird content on destinationosoyoos.com, increase in Osoyoos Snowbird Facebook group members, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$1,500

Castanet	Leisure Wine and Culinary Outdoor Adventure Festivals and Events Winter/Ski	Online Social Media	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.	# 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 2022, positive increase in MRDT over 2022.	\$8,000
Global TV (BC)	Leisure Festivals and Events Wine and Culinary Outdoor Adventure Winter/Ski	Television Online Social	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 across British Columbia.	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 weekend getaways throughout fall, winter, and spring to BC.	# 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 2022, positive increase in MRDT over 2022.	\$45,000
Global TV (AB)	Leisure Festivals and Events Wine and Culinary Outdoor Adventure Winter/Ski	Television Online Social Radio	Q1 Q2 Q3	Multifaceted campaigns promoting spring and fall, through television spots, contesting, community calendar, and paid and unpaid social media support. Campaigns will run through Global TV Calgary.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary. To market Osoyoos as a destination for weekend getaways throughout spring and fall to the Alberta market.	# 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 2022, positive increase in MRDT over	\$20,000

						2022.	
CTV Vancouver	Leisure Wine and Culinary Outdoor Adventure	Television Online Social Media	Q2 Q4	Multifaceted campaigns promoting spring and fall through television spots, contesting, and social media support through CTV Vancouver.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf,ski, and culinary. To market Osoyoos as a destination for weekend getaways throughout spring and fall to the BC market.	# of stakeholders participating in contesting, # of link clicks to destinationosoyoos.com packages page, # of social media followers, # of contest entries, # of members receivedfor the consumer newsletter database,positive increase in STR over 2022, positive increase in MRDT over 2022.	\$40,000
CTV Calgary	Leisure Wine and Culinary Outdoor Adventure	Television Online Social Media Radio	Q2 Q4	Multifaceted campaigns promoting spring and fall through television spots, contesting, radio, and social media support through CTV Calgary.	To drive occupancy during spring and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf,ski, and culinary. To market Osoyoos as a destination for weekend getaways throughout spring and fall to the Alberta market.	# of stakeholders participating in contesting, # of link clicks to destinationosoyoos.com packages page, # of social media followers, # of contest entries, # of members receivedfor the consumer newsletter database, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$20,000
Rocky Mountain Bride	Weddings Leisure	Online Print Social Media	Q1 Q4	Print and digital campaign to promote romantic getaways, honeymoons and weddings in spring and micro-weddings and elopements in winter.	To drive traffic to wedding related content and venues on destinationosoyoos.com and to increase shoulder season wedding activity.	# of link clicks to destinationosoyoos.com wedding related content, # of social media followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$12,000
Expedia	Leisure Wine and Culinary Outdoor Adventure	Online Social Media	Q1 Q2 Q4	Digital campaign to encourage direct bookings for Osoyoos properties through the Expedia network	To drive direct bookings to properties in Osoyoos during shoulder season as well as build destination awareness through display campaign	# of link clicks to destinationosoyoos.com, positive increase in STR over 2022, positive increase in MRDT over	\$25,000

				(hotels.com, Expedia, trivago, etc.) during spring, fall, and winter.	advertising.	2022.	
Travel Zoo	Leisure Outdoor Adventure Wine and Culinary	Online Social Media E-Newsletter	Q1	Digital content and packages that get promoted through the Travel Zoo network within North America.	To drive direct bookings to properties in Osoyoos during shoulder season as well as build destination awareness through dedicated “bucket list” content.	# of stakeholders participating in Travel Zoo deals, # of link clicks to destinationosoyoos.com, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$10,000
Kelowna Now	Winter/Ski Leisure Wine and Culinary Outdoor Adventure	Online Social Media E-Newsletter	Q1 Q4	Digital campaign to promote winter product in Osoyoos to the regional market.	To drive traffic to Osoyoos winter content and packages on destinationosoyoos.com and drive shoulder season traffic from the regional market.	# of link clicks to destinationosoyoos.com, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$7,500
Prince George Citizen	Winter/Ski Snowbirds Leisure Wine and Culinary Outdoor Adventure	Online Social Media	Q1	Digital campaign to promote winter product and weekly/monthly winter stays in Osoyoos to Prince George residents.	To drive traffic to Osoyoos winter content and weekly/monthly stays on destinationosoyoos.com and drive shoulder season traffic from a key target in Northern BC.	# of link clicks to destinationosoyoos.com, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$2,500
Miscellaneous	All	Digital Print	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 2023.	N/A	\$5,000

Social Media and Digital (\$42,500)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Google Search and Display Advertising	All	Online	Q1 Q2 Q3 Q4	Targeted search advertising as well as display and remarketing advertising through the Google Ad network to support each target sector. Includes account management fees for Navigator Multimedia and advertising spend.	Encourage new and returning visitation to all sectors on destinationsoyoos.com, encourage more time spent on website, promote stakeholder packages and deals.	# of link clicks to destinationsoyoos.com pages, # of ad impressions, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$35,000
Social Media Advertising	All	Social Media	Q1 Q2 Q3 Q4	Social media advertising to promote each sector based on target locations and interests for Facebook, Instagram, and Pinterest to drive traffic to destinationsoyoos.com.	To drive occupancy with focus on the shoulder seasons by promoting all activities to specific target markets.	# of people reached, # of impressions, # of page likes/followers, # of post engagements, # of link clicks, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$5,000
Festival and Event Social Media Advertising	Festivals and Events	Social Media	Q1 Q2 Q3 Q4	Budget set aside to promote key festivals and events in Osoyoos based on specific criteria. Destination Osoyoos will work directly with stakeholders to develop ads that will run through DO channels.	Increase exposure for festivals and events while increasing event ticket sales.	# of stakeholders participating in advertising, # of people reached, # of impressions, # of page likes/followers, # of post engagements, # of link clicks, # of tickets sold, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$2,500

Creative (\$20,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Digital/Print Ad Creative	All	Design	Q1 Q2 Q3 Q4	Professional design for marketing advertising including Google display advertising.	To maintain the integrity and cohesiveness of the Destination Osoyoos brand.	# of ad assets produced.	\$6,500
Printing and Collateral	All	Print	Q1 Q2 Q3 Q4	Professional design and delivery of all Destination Osoyoos collateral including stickers and posters.	To maintain the integrity and cohesiveness of the Destination Osoyoos brand.	# of ad assets produced.	\$2,500
Brand Development	All	Digital	Q3 Q4	Contract design firm to begin phase 1 of Destination Osoyoos' brand refresh to ensure DO remains a leading presence in the tourism market.	Refresh the Destination Osoyoos brand to reflect organizational values, improve overall brand presence and competitiveness in the market.	Development of brand, successful initiation of brand refresh, # of new brand assets used for advertising.	\$10,000
Lure Piece for Mobile Application	All	Print	Q1 Q2 Q3 Q4	Printed lure piece to promote the Destination Osoyoos mobile application.	Print and distribute professional lure piece, encourage application downloads.	# of brochures printed and distributed, # of businesses displaying brochures, # of QR code scans from brochure.	\$1,000
Winter Activity Brochure	Snowbirds Winter/Ski Leisure Festivals and Events	Print Digital	Q1 Q4	Print/digital brochure featuring winter activities and events for snowbirds and winter leisure travelers.	Develop and distribute a winter activity brochure for Osoyoos snowbirds and winter leisure travellers to encourage visitation to local attractions and events.	# of brochures printed and distributed, # of businesses displaying brochures, # of QR code scans from brochure.	N/A

Collateral Production and Giveaways (\$7,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Fam Giveaways	All	Giveaways Collateral	Q1 Q2 Q3 Q4	Gifts for FAM participants.	To influence visiting media with take-aways reflective of Osoyoos and stakeholders.	# of FAMs hosted, # of stories generated, \$ of unpaid media received over 2022.	\$2,000
Contest Giveaways	All	Giveaways Collateral	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.	# of stakeholders supported, # of contests hosted.	\$5,000

Community Relations (\$4,500)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Local Public Relations	All	Public Relations	Q1 Q2 Q3 Q4	DO will work with local media outlets to present a series of features on tourism in Osoyoos, the impact and importance of tourism on the community, and an overview of what DO does as an organisation to engage residents and stakeholders.	Increase awareness of DO as an organisation with stakeholders and residents, amplify the Destination Osoyoos brand.	Increase in stakeholder awareness of DO activities, increase in stakeholder satisfaction, increase in positive resident sentiment towards tourism.	\$2,500
Community Engagement	Festivals and Events	Community Engagement Partnerships	Q1 Q2 Q3 Q4	Funds for staff to attend key community events.	Ensure Destination Osoyoos presence at key festivals and events to engage with organizers and the community while collecting assets and information to promote the event.	# of events attended, # of assets collected at events (photo, video), increase in stakeholder satisfaction.	\$2,000

Public Relations (\$52,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
PR Fee for Service	All	Public Relations	Q1 Q2 Q3 Q4	A monthly retainer securing the services of a professional Public Relations firm to arrange media visits, provide story starters to writers, and distribute press releases to qualified outlets.	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.	# of qualified media FAMs, \$ unpaid ad equivalency, # of articles/stories featuring Osoyoos, # of social media posts featuring Osoyoos/tourism product.	\$42,000
FAMs/Media Visits	All	Public Relations	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 2023, DO will continue to incorporate "new" media markets.	# of FAMs hosted, # of stories generated, \$ of unpaid media received over 2022.	\$10,000

Research and Development (\$25,500)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
STR Report	All	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.	# of properties reporting, # of stakeholders using data.	\$1,500

Air DNA	All	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.	# of properties reporting, # of stakeholders using data.	\$6,500
Surveys (Stakeholder, Visitor, Resident)	All	Research and Development	Q1 Q2 Q3 Q4	Surveys for stakeholders and visitors to acquire visitor and stakeholder data to use for marketing and industry development.	Surveys will help to better identify DO's consumers, measure stakeholder satisfaction, and identify stakeholder needs.	# of surveys developed, # of survey participants, value of data received.	\$15,000
TOTA Enviroics	All	Research and Development	Q1 Q2 Q3 Q4	Research from TOTA that provides DO with a comprehensive look at visitors to the RDOS including location and visitor profiles.	Assist DO in accurately identifying visitor volume and distinct profiles, receive visitor origin to use for target marketing.	# of marketing campaigns using data, increase in CTR for ads, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$2,500

Co-op Tourism Initiatives (\$72,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Regional Partnerships (TOTA)	All	Partnerships	Q1 Q2 Q3 Q4	Funding set aside for regional co-operative marketing campaigns under 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.	# of campaigns participated in under TOTA, increase in social media engagement, increase in traffic to destinationsoyoos.com, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$5,000
Visit South Okanagan	All	Online Social Media Print	Q1 Q2 Q3	A co-operative campaign funded by Destination BC to build and promote	Take advantage of co-op marketing opportunities and funding with neighbouring	# of video and photography assets developed, # of visits to destinationsoyoos.com from	\$6,500

			Q4	touring of the South Okanagan. Partners include the communities of Osoyoos, Oliver, Okanagan Falls, Kaleden, Penticton, Naramata, Summerland, and Peachland.	communities and associations. Build strategic partnerships with local organizations to further organizational goals.	Visit South Okanagan, increase in social media engagement, positive increase in STR over 2022, positive increase in MRDT over 2022.	
Crowsnest Scenic 3	All	Online Social Media	Q2	A spring co-operative campaign funded by Destination BC to build and promote touring and road trips of Crowsnest Scenic 3 between Boundary Country and the Similkameen Valley. Partners include Destination Osoyoos, Boundary Country Tourism, Similkameen Independent Winegrowers Association, and Similkameen Valley Planning Society.	Take advantage of co-op marketing opportunities and funding with neighbouring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	# of visits to destinationosoyoos.com from Crowsnest Scenic 3, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$3,500
BC Bird Trail	Winter/Ski Snowbirds Outdoor Adventure Leisure Festivals and Events	Online Social Media E-Newsletters	Q1 Q2 Q4	A co-operative campaign funded by Destination BC to build and promote birding trails and suggested itineraries. Osoyoos is currently a standalone “outpost” community which features local product, packages, itineraries, and events.	Build on shoulder season activities and utilize strategic partnerships with community organizations to further organizational goals.	# of itineraries developed for Osoyoos, # of video and photography assets developed, # of visits to destinationosoyoos.com from BC birding campaigns, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$6,000
Stakeholder Training Seminars	All	Digital Training Partnerships	Q1 Q4	Group and one-on-one stakeholder training seminars to increase stakeholder capabilities in	Educate stakeholders on specific programming including digital and social media platforms, media	# of stakeholder training seminars hosted, # of stakeholders attending training seminars, positive increase in	\$10,000

				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.	hosting, media management, and packaging. Equip stakeholders with the tools that they need to remain competitive in catering the post- COVID consumer.	stakeholder satisfaction over 2022 survey results.	
Stakeholder Engagement Sessions	All	Partnerships	Q2	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.	# of stakeholder engagement sessions hosted, # of stakeholders attending sessions, # of initiatives produced from sessions, positive increase in stakeholder satisfaction over 2022 survey results.	\$3,000
Mountain Biking BC	Outdoor Adventure Leisure	Digital Partnerships	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.	# of landing page visitors, # of visitors to mountain biking content on destinationosoyoos.com, # of social media followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	\$5,000
Castanet Co-op Marketing	All	Partnerships Co-operative Marketing	Q1 Q2 Q3 Q4	Funding set aside to co-operatively fund digital advertising for stakeholders through Castanet Media.	Directly assist businesses that would like to by co-funding digital advertising through Castanet.		\$8,000
Fall-Winter Event Co-op	Winter/Ski Snowbirds Festivals and Events	Partnerships Co-operative Marketing	Q4	A signature winter event marketed by Destination Osoyoos and developed by local partner organizations (Oliver Tourism Association) with	Collaborate with partner associations in the development of an event in the shoulder season and manage the marketing and promotion of the event to	Completion of the Osoyoos "outpost" community listing, # of itineraries developed for Osoyoos, # of visits to destinationosoyoos.com from BC birding campaigns, # of	\$25,000

				engagement from the Osoyoos Indian Band and local stakeholders.	boost shoulder season visitation.	photography assets completed, positive increase in STR over 2022, positive increase in MRDT over 2022	
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Memberships and Subscriptions (\$14,300)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Destination BC (DBC)	All	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.	# of DBC programs DO participates in, # of users to destinationosoyoos.co m from DBC campaigns, # of page likes/followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	N/A
Thompson Okanagan Tourism Association (TOTA)	All	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.	# of TOTA programs DO participates in, # of users to destinationosoyoos.co m from TOTA campaigns, # of page likes/followers, positive increase in STR over 2022, positive increase in MRDT over 2022.	N/A
Indigenous Tourism Association of Canada (ITAC)	All	Memberships Partnerships	Q1 Q2 Q3 Q4	Membership in Indigenous Tourism of Canada.	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 engagement, Industry engagement, # of opportunities developed through ITBC.	\$125

					(OIB) by building stronger connections in the tourism industry.		
Indigenous Tourism BC (ITBC)	All	Memberships Partnerships	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.	OIB engagement, Industry engagement, # of opportunities developed through ITBC.	\$125
Tourism Industry Association of BC (TIABC)	All	Partnerships	Q1 Q2 Q3 Q4	Membership for the Tourism Industry Association of British Columbia.	To stay informed of provincial trends, updates, and opportunities including attendance at the annual Tourism Industry Conference.	Increase in industry engagement.	\$950
CVENT	Meeting and Incentive	Digital	Q1 Q2 Q4	Web-based software for meeting site selection, online event registration, and event management.	Utilize software to review and distribute RFPs for meeting space in Osoyoos to increase bookings for meeting and incentive travel.	# of leads to destinationosoyoos.com, # of RFP's received, # of bookings, positive increase in STR over 2022, positive increase in MRDT over 2022.	N/A
Cantrav	Meeting and Incentive	Partnerships	Q1 Q2 Q4	A Destination Management Company (DMC) for Corporate Incentive Travel.	Work with Cantrav to promote Osoyoos as a destination for small to mid-sized meetings and incentive travel.	# of leads to destinationosoyoos.com, # of inquiries received; # of bookings, positive increase in STR over 2022, positive increase in MRDT over 2022.	N/A
Email Marketing	All	E-Newsletters	Q1 Q2 Q3 Q4	Subscription to an email marketing service (such as Mail Chimp) to allow DO to produce and distribute stakeholder and consumer	To create and distribute professional emails to consumer and stakeholder databases. To maintain and grow databases and analyze	# of consumer newsletters produced, # of stakeholder newsletters produced, increase in consumer database, increase in	\$5,000

				communications.	customer data and trends.	stakeholder database, increase in newsletter opens, increase in click-through's to Osoyoos content.	
Mobile Application	All	Mobile Application	Q1 Q2 Q3 Q4	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.	Increase number of downloads for Mobile App, create stakeholder programming to allow for direct exposure.	Increased # of app downloads, # of contacts acquired for consumer database, # of in-app contests launched.	\$6,000
Adobe Product Suite	All	Design Software	Q1 Q2 Q3 Q4	Fee for adobe product suite to cover Photoshop, Lightroom, Premiere, and other applications for in house design and video development.	Develop professionally designed videos, photos, and creative in house for web, social, and campaigns.	# of assets edited or developed, increased engagement with social media channels, increased CTR on advertising campaigns.	\$600
Social Media Software	All	Social Media Software	Q1 Q2 Q3 Q4	Fee for social media scheduling software. The software also allows for analytics so that DO can track post performance.	Improve efficiency and increase distribution of social media content through channels.	# of posts scheduled using software, # of post engagements, post reach.	\$500
Miscellaneous	All	N/A	Q1 Q2 Q3 Q4	Funds for miscellaneous software or subscriptions that arise.	N/A	N/A	\$1,000

Customer Relationship Management (\$7,500)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
Salesforce CRM	Research and Development	Software	Q1 Q2 Q3 Q4	Fees for Salesforce Customer Relationship Management System (CRM) to track and manage stakeholder leads and relations.	Continue to use CRM system to track leads for stakeholders, and track all DO activity with stakeholders, partners, and suppliers.	# of team members utilizing CRM, # of days used, # of stakeholder inquiries tracked.	\$7,500

Digital Asset Development (\$20,000)

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's	Total Budget
CrowdRiff DAM	All	Asset Development	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.	Increase number of assets acquired from user generated content, increase time spent on destinationsoyoos.com through use of galleries and story itineraries, increase the number of stakeholders utilizing shared gallery.	# of assets acquired, # of assets used for collateral (print, digital, social, web), # of stakeholders using shared gallery, gallery analytics (impressions, clicks), increase in time spent on website, decrease in website bounce rate.	\$18,500
Digital Asset Development	Winter/Ski Weddings	Asset Development	Q1 Q4	Professional development of updated photography.	Develop specific sector photography including weddings and winter/ski.	# of assets developed, # of assets used for collateral (print, digital, social, web).	\$1,500

2023 BUDGET TOTAL: \$524,300

2023 DO Marketing Budget	
Media Advertising Campaigns	\$259,000
Wine Trails	\$5,500
Vancouver Sun and Province	\$15,000
Calgary Herald	\$10,000
Bell Media Digital	\$25,000
The Senior Paper	\$1,500
Western Producer	\$5,500
Alberta Weekly Newspapers	\$1,500
Castanet	\$8,000
Global TV (BC)	\$45,000
Global TV (AB)	\$20,000
CTV Vancouver	\$40,000
CTV Calgary	\$20,000
Rocky Mountain Bride	\$12,000
Expedia	\$25,000
Travel Zoo	\$10,000
Kelowna Now	\$7,500
Prince George Citizen	\$2,500
Miscellaneous	\$5,000
Social Media and Digital	\$42,500
Google Search and Display Advertising	\$35,000
Social Media Advertising	\$5,000
Festival and Event Social Media Advertising	\$2,500
Creative	\$20,000
Digital/Print Ad Creative	\$6,500
Printing and Collateral	\$2,500
Brand Development	\$10,000
Lure Piece for Mobile Application	\$1,000
Winter Activity Brochure	\$0
Community Relations	\$4,500
Local Public Relations	\$2,500
Community Engagement	\$2,000
Public Relations	\$52,000
PR Fee for Service	\$42,000
FAMs/Media Visits	\$10,000
Research and Development	\$25,500
STR Report	\$1,500

Air DNA	\$6,500
Surveys (Stakeholder, Visitor, Resident)	\$15,000
TOTA Environics	\$2,500
Co-op Tourism Initiatives	\$72,000
Regional Partnerships (TOTA)	\$5,000
Visit South Okanagan	\$6,500
Crowsnest Scenic 3	\$3,500
BC Bird Trail	\$6,000
Stakeholder Training Seminars	\$10,000
Stakeholder Engagement Sessions	\$3,000
Mountain Biking BC	\$5,000
Castanet Co-op Marketing	\$8,000
Fall-Winter Event Co-op	\$25,000
Memberships and Subscriptions	\$14,300
Destination BC (DBC)	\$0
Thompson Okanagan Tourism Association (TOTA)	\$0
Indigenous Tourism Association of Canada	\$125
Indigenous Tourism BC	\$125
Tourism Association of BC (TIABC)	\$950
CVENT	\$0
Cantrav	\$0
Email Marketing	\$5,000
Mobile Application	\$6,000
Adobe Product Suite	\$600
Social Media Software	\$500
Miscellaneous	\$1,000
Customer Relationship Management	\$7,500
Salesforce CRM	\$7,500
Digital Asset Development	\$20,000
CrowdRiff DAM	\$18,500
Digital Asset Development	\$1,500
2023 Tactical Plan Budget Total: \$524,300	

