



2024 MARKETING PLAN

Destination Osoyoos Tactical Marketing Plan

Summary

The 2024 Marketing Tactical Plan has been developed through a combination of review of the previous 2023 Marketing Tactical Plan, as well as consultation with the Destination Osoyoos Board and business stakeholders through ongoing engagement. Destination Osoyoos also reviews the stakeholder satisfaction survey on an annual basis to gauge stakeholder sentiment and comments on previous marketing initiatives. The 2024 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 2024 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.

As we move forward into 2024 and beyond, Destination Osoyoos is shifting towards sustainable destination development, and the 2024 plan will integrate sustainable tourism marketing into several initiatives.

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 the LGBT+ community
- 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
- Travellers looking for sustainable experiences

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 2024, 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 2024 plan will continue to encourage overnight stays, enticing visitors to stay longer and experience more. Destination Osoyoos will continue to partner for co-operative marketing initiatives, including Crowsnest Scenic 3, Travelling Out in the Thompson Okanagan, 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 local wineries to build campaigns that will attract this high yield traveler. Co-operative community partnerships 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 2024 plan will continue to attract this active traveler through highly targeted campaigns, regional promotions of the Travelling Out in the Thompson 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 region 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 targeted 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. The 2024 plan will incorporate ski into leisure and outdoor adventure travel to entice visitors to come to Osoyoos during the winter for a variety of experiences. Winter leisure marketing and promotion of weekly winter stays and workcations will continue to be a focus for winter campaigns.

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 2024 marketing plan will focus on promoting both longer monthly stays and shorter weekly stays (1-3 weeks) to Snowbirds, which is key to maintaining a healthy level of visitation during the winter months.

Festivals and Events

As major festivals and events continue to return in 2024, 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 as well as co-operative marketing initiatives. DO will work directly with festival and event organizers to assist with marketing initiatives, and 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 midsize meetings, corporate retreats, and incentive groups which will continue to have a strong rebound in 2024. With first-class wine and culinary product, a variety of accommodations, golf courses, and other activities including Area 27 and the District Wine Village, plus a diverse range of meeting spaces, Osoyoos has key product that is important in attracting corporate groups and enticing incentive travelers. In 2024, DO will continue to work directly with Cantrav and CVENT to manage leads for Corporate Incentive Travel and will work with Thompson Okanagan Tourism Association and Destination BC to further support this market.

Weddings

As Osoyoos is well positioned to host smaller weddings, elopements, and romantic getaways, DO will continue promote unique venues and services while working with stakeholders to ensure sufficient information is available to potential visitors and planners. An emphasis on shoulder-season weddings will be promoted through key outlets and digital marketing.

Sustainability

As we move forward into 2024, there is a pressing need to better align the visitor economy as we work towards the sustainable development goals outlined by the United Nations. Destination Osoyoos will utilize key marketing initiatives to encourage visitors and residents to travel with awareness and responsibility to lessen their impact on the Osoyoos community and surrounding areas. Travellers are seeking out sustainable tourism experiences, and Osoyoos is well positioned with a variety of existing tourism product that include environmentally and socially responsible products, practices, and values.

Advertising Campaigns

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
Wine Trails	Wine and Culinary Festivals and Events Sustainability	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 2023, positive increase in MRDT over 2023.
Vancouver Sun and Province	Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor Adventure Festivals and Events Sustainability	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 2023, positive increase in MRDT over 2023.
Calgary Herald	Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor	Online Social Media	Q1 Q4	Sponsored digital articles in Alberta (Calgary Herald) to promote weekly winter stays and leisure travel. Includes Facebook	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 2023, positive increase in MRDT over 2023.

	Adventure Festivals and Events Sustainability			remarketing campaign and print advertising.		
Bell Media Digital	Leisure Winter/Ski Outdoor Adventure Wine and Culinary Sustainability	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 (TSN, CTV News, Bloomberg).	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), positive increase in STR over 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.
Alberta Weekly	Snowbirds	Print	Q4	A classified	To promote weekly and	# of direct snowbird inquiries, # of

Newspapers	Winter/Ski Camping/RV			advertisement in the Alberta Weekly newspapers.	monthly winter accommodation rates to the Alberta market and to position Osoyoos as a winter haven for Snowbirds.	visits to snowbird content on destnationosoyoos.com, increase in Osoyoos Snowbird Facebook group members, positive increase in STR over 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.

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 receivedfor the consumer newsletter database,positive increase in STR over 2023, positive increase in MRDT over 2023.
CTV Vancouver	Leisure Wine and Culinary Outdoor Adventure Sustainability	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 2023, positive increase in MRDT over 2023.
CTV Calgary	Leisure Wine and Culinary Outdoor Adventure Sustainability	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 2023, positive increase in MRDT over 2023.

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 2023, positive increase in MRDT over 2023.
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 (hotels.com, Expedia, trivago, etc.) during spring, fall, and winter.	To drive direct bookings to properties in Osoyoos during shoulder season as well as build destination awareness through display campaign advertising.	# of link clicks to destinationosoyoos.com, positive increase in STR over 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.
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 2023, positive increase in MRDT over 2023.
Prince George Citizen	Winter/Ski Snowbirds Leisure Wine and Culinary	Online Social Media	Q1	Digital campaign to promote winter product and weekly/monthly winter stays in Osoyoos to	To drive traffic to Osoyoos winter content and weekly/monthly stays on destinationosoyoos.com and drive shoulder season traffic	# of link clicks to destinationosoyoos.com, positive increase in STR over 2023, positive increase in MRDT over 2023.

	Outdoor Adventure			Prince George residents.	from a key target in Northern BC.	
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

Social Media and Digital

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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 destinationosoyoos.com, encourage more time spent on website, promote stakeholder packages and deals.	# of link clicks to destinationosoyoos.com pages, # of ad impressions, positive increase in STR over 2023, positive increase in MRDT over 2023.
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 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 2023, positive increase in

				to destinationosoyoos.com.		MRDT over 2023.
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 2023, positive increase in MRDT over 2023.

Creative

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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.
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.
Winery Map	Wine and Culinary	Print	Q1 Q2 Q3	Printed winery map for visitors	Print and distribute winery map for South Okanagan and Similkameen wineries,	# of brochures printed and distributed, # of QR code scans from brochure.

			Q4		encourage Osoyoos mobile app downloads	
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.

Collateral Production and Giveaways

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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 2023.
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.

Community Relations

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
Local Public Relations	All	Public Relations	Q1 Q2 Q3	DO will work with local media outlets to present a series of features on	Increase awareness of DO as an organization with stakeholders and residents,	Increase in stakeholder awareness of DO activities, increase in stakeholder

			Q4	tourism in Osoyoos, the impact and importance of tourism on the community, and an overview of what DO does as an organization to engage residents and stakeholders.	amplify the Destination Osoyoos brand.	satisfaction, increase in positive resident sentiment towards tourism.
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.

Public Relations

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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.
FAMs/Media Visits	All	Public Relations	Q1 Q2	Hosting of qualified media that can generate stories	To effectively host media that has been pre-qualified by Serena PR,	# of FAMs hosted, # of stories generated, \$ of

			Q3 Q4	that showcase the key messages of DO's marketing plan.	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.	unpaid media received over 2023.
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Research and Development

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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.
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.
PRIZM Data and Reporting	All	Research and Development	Q1 Q2 Q3 Q4	Research from TOTA that provides DO with a comprehensive look at visitors to the RDOS	Assist DO in accurately identifying visitor volume and distinct profiles, receive visitor origin to use for target	# of marketing campaigns using data, increase in CTR for ads, positive increase in STR over 2023, positive

				including location and visitor profiles.	marketing.	increase in MRDT over 2023.
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Co-op Tourism Initiatives

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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 neighboring 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 destinationosoyoos.com, positive increase in STR over 2023, positive increase in MRDT over 2023.
Canadian Culinary Tourism Alliance	Wine and Culinary Leisure	Partnerships Online Social Media Print	Q1 Q2 Q3 Q4	A co-operative marketing initiative lead by TOTA to promote unique culinary experiences in the Okanagan region.	Collaborate with regional partner organizations to promote unique culinary offerings.	# of link clicks to destinationosoyoos.com from the Canadian Culinary Tourism Alliance website, positive increase in STR over 2023, positive increase in MRDT over 2023.
Touring Out in the Thompson Okanagan	All	Partnerships Online Social Media Print	Q1 Q2 Q3 Q4	A co-operative campaign funded by Destination BC to attract visitors from the LGBT+ market. Partners include the communities of Osoyoos, Penticton, Kelowna, Vernon, and Kamloops.	Take advantage of co-op marketing opportunities and funding with neighboring communities and associations. Build strategic partnerships with local organizations to further organizational goals.	# of video and photography assets developed, # of visits to destinationosoyoos.com from Touring Out in the Thompson Okanagan, increase in social media engagement, positive increase in STR over 2023, positive increase in MRDT

						over 2023.
Crowsnest Scenic 3	All	Partnerships 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, Similkameen Valley Planning Society, and Hope.	Take advantage of co-op marketing opportunities and funding with neighboring 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 2023, positive increase in MRDT over 2023.
BC Bird Trail	Winter/Ski Snowbirds Outdoor Adventure Leisure Festivals and Events	Partnerships Online Social Media	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 2023, positive increase in MRDT over 2023.
Mountain Biking BC	Outdoor Adventure Leisure	Partnerships Online Social	Q1 Q2 Q3	Mountain Biking BC is co- operative campaign under Destination BC.	To drive shoulder-season occupancy and collaborate with regional and provincial	# of landing page visitors, # of visitors to mountain biking content on

		Media	Q4	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.	CDMO's to further expand DO's reach to a new market segment.	destinationosoyoos.com, # of social media followers, positive increase in STR over 2023, positive increase in MRDT over 2023.
Winter Event Co-op	Winter/Ski Snowbirds Festivals and Events	Partnerships Marketing	Q4	A signature winter event developed and marketed by Destination Osoyoos in partnership with 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.	Completion of signature event, # of tickets sold, # of partner events created, positive increase in STR over 2023, positive increase in MRDT over 2023.

Memberships and Subscriptions

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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 2023, positive increase in MRDT over 2023.
BC Destination	All	Partnerships	Q1	Membership in the	To work with industry and	# of programs DO

Marketing Organization Association (BCDMOA)			Q2 Q3 Q4	Provincial DMO association.	government groups to enhance tourism programming for the province through collective efforts.	participates in, # of resources utilized, # of events attended.
BC Hotel Association (BCHA)	All	Partnerships	Q1 Q2 Q3 Q4	Membership in the Provincial hotel association.	To stay informed of industry trends, training, resources, and advocacy efforts for hotels on a Provincial level.	# of programs DO participates in, # of resources utilized, # of events attended.
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 neighboring DMO's on new programming and initiatives.	# of TOTA programs DO participates in, # of users to destinationosoyoos.com from TOTA campaigns, # of page likes/followers, positive increase in STR over 2023, positive increase in MRDT over 2023.
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) by building stronger connections in the tourism industry.	OIB engagement, Industry engagement, # of opportunities developed through ITBC.
Indigenous	All	Memberships	Q1	Membership in	To stay informed of	OIB engagement, Industry

Tourism BC (ITBC)		Partnerships	Q2 Q3 Q4	Indigenous Tourism BC (ITBC).	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.	engagement, # of opportunities developed through ITBC.
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.
Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC)	All	Partnerships	Q1 Q2 Q3 Q4	Membership for Canada's 2SLGBTQI+ Chamber of Commerce.	To showcase Osoyoos as an inclusive destination.	Increase in industry engagement, increase in recognition as an inclusive destination.
South Okanagan Chamber of Commerce	All	Partnerships	Q1 Q2 Q3 Q4	Membership in the South Okanagan Chamber of Commerce.	To participate in local networking events and to partner with the South Okanagan Chamber of Commerce in business engagement activities.	# of networking events attended, increase in stakeholder satisfaction and engagement.
Go2HR	All	Partnerships	Q1 Q2 Q3	Membership for go2HR.	Take advantage of BC tourism and hospitality resources including training.	# of training programs utilized, # of jobs posted to board.

			Q4		job boards, and more.	
CVent	Meeting and Incentive	Digital	Q1 Q2 Q3 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 2023, positive increase in MRDT over 2023.
Cantrav	Meeting and Incentive	Partnerships	Q1 Q2 Q3 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 2023, positive increase in MRDT over 2023.
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 communications.	To create and distribute professional emails to consumer and stakeholder databases. To maintain and grow databases and analyze customer data and trends.	# 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	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.

Customer Relationship Management

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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.

Digital Asset Development

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
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 that 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 destinationosoyoos.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.