

Tourism Kamloops

Don't Recreate Content - Leverage

SEE 2021

kamloops
BRITISH COLUMBIA

GETTING HERE



DRIVING DISTANCE TO KAMLOOPS

| | | |
|---------------------|-----------|--------|
| — Edmonton | 8.5 hours | 805 km |
| — Calgary | 7 hours | 619 km |
| — Banff | 5.5 hours | 495 km |
| — Jasper | 5 hours | 441 km |
| — Whistler | 4 hours | 377 km |
| — Vancouver (Hwy 1) | 5 hours | 428 km |
| — Vancouver (Hwy 5) | 3.5 hours | 354 km |

REGIONAL POINTS OF INTEREST

| | | |
|---|------------|--------|
| 1. Sun Peaks Resort | 45 minutes | 58 km |
| 2. Tsútswecw Provincial Park (Roderick Haig-Brown) | 50 minutes | 73 km |
| 3. Wells Gray Provincial Park | 1.5 hours | 134 km |
| 4. Hell's Gate Airtram | 2.5 hours | 221 km |

FLY

| | |
|------------|--|
| Westjet | westjet.com |
| Air Canada | aircanada.com |





@hugoboss117



@hillphotography_of @furniss_dh

Kamloops, BC, Canada



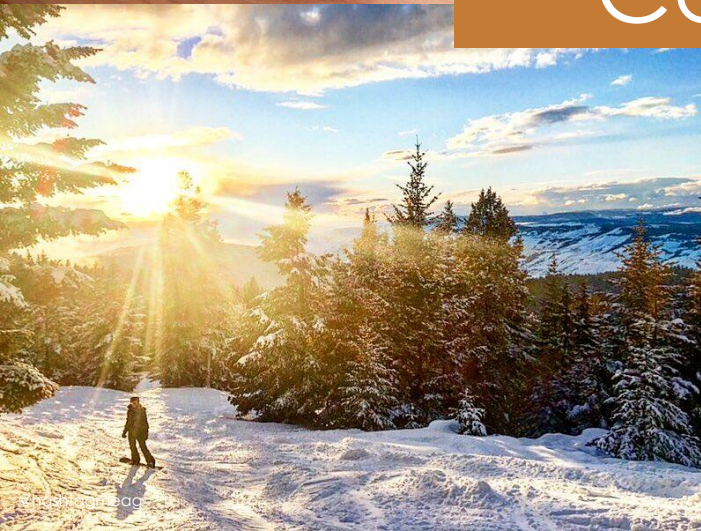
@www.valerywww



@dylansherrard

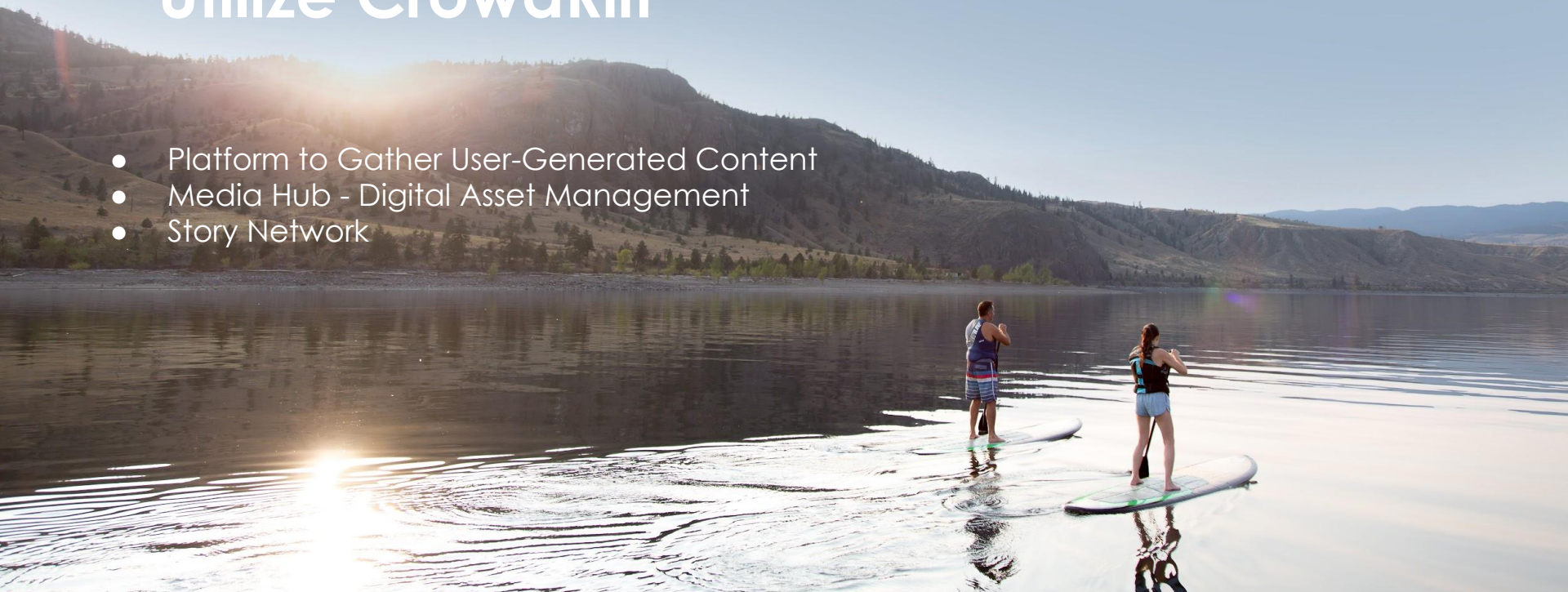


Content Needs



Utilize CrowdRiff

- Platform to Gather User-Generated Content
- Media Hub - Digital Asset Management
- Story Network



Leverage Partner Content



Leverage Partner Content

- Use the Connect feature to pull in partners' stories and posts
- Ask for permission through Hashtag Rights or Advanced Rights Apps

Fun awaits every pedalling style in Kamloops. Load up the bikes and stop for a casual city ride around the paved trail at **McArthur Island Park**—you might even spot wildlife along the way. The kids will also love testing their skills across bridges, roll overs, bumps and more on mini pump tracks at Kamloops Bike Ranch, Westsyde Centennial Park or the **KBRA Kids Zone** at Dufferin Park that mimic the bike trails. For more advanced cross-country mountain bike action, try the trails through **Lac du Bois Grasslands'** sage-scented vistas or hit **Kenna Cartwright Nature Park** for some winding singletrack action with fantastic views.



Golf Kamloops Case Study

Direct referrals to bookings





Brainstorm

- Determine intended goals & outcomes
- Define target audience

Get Creative Juices Pumping

- Which distribution channels align with the audience?
- How can I amplify the content on multiple channels?



Instagram Stories & Galleries

GOLF COURSES

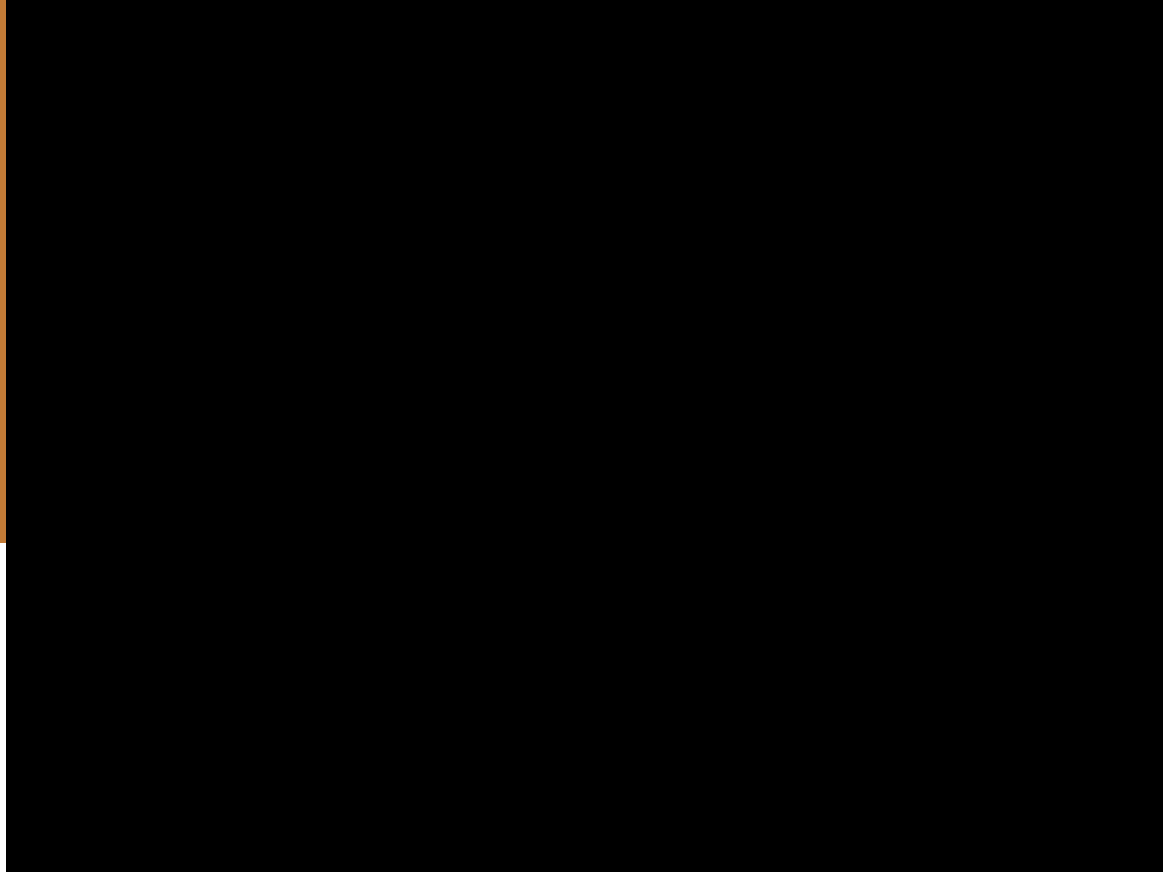


TOBIANO GOLF

On the 7th hole of Tobiano Golf Course, intrepid golfers attempt to make a daunting tee shot over a vast canyon. Golf does not get much more exhilarating than this. Located on the site of the historic Six Mile Ranch, Tobiano offers exceptional golf in a unique setting. Nestled in the bluffs above Kamloops Lake, each hole offers exquisite views of the canyons and clear blue lake. Expect a golf course that is dramatic, picturesque and exciting.

[LEARN MORE »](#)

Instagram Stories & Galleries



Tourism Kamloops
Golf Page Visits

↑ 74%
YOY

Golf Kamloops
Package Page Visits

↑ 400%
YOY

Direct Referrals to
GolfKamloops.com

432



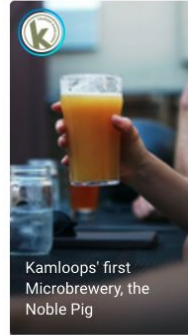


Amplify The Story

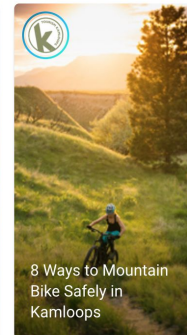
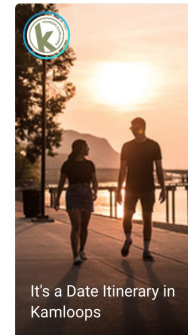
Story Network

- Develop travel stories from blog posts and webpages
- Leverage partner content
- Shared across multiple channels
 - Your own
 - RDMO
 - Sector Co-Ops
 - Instagram Stories
 - Google Search

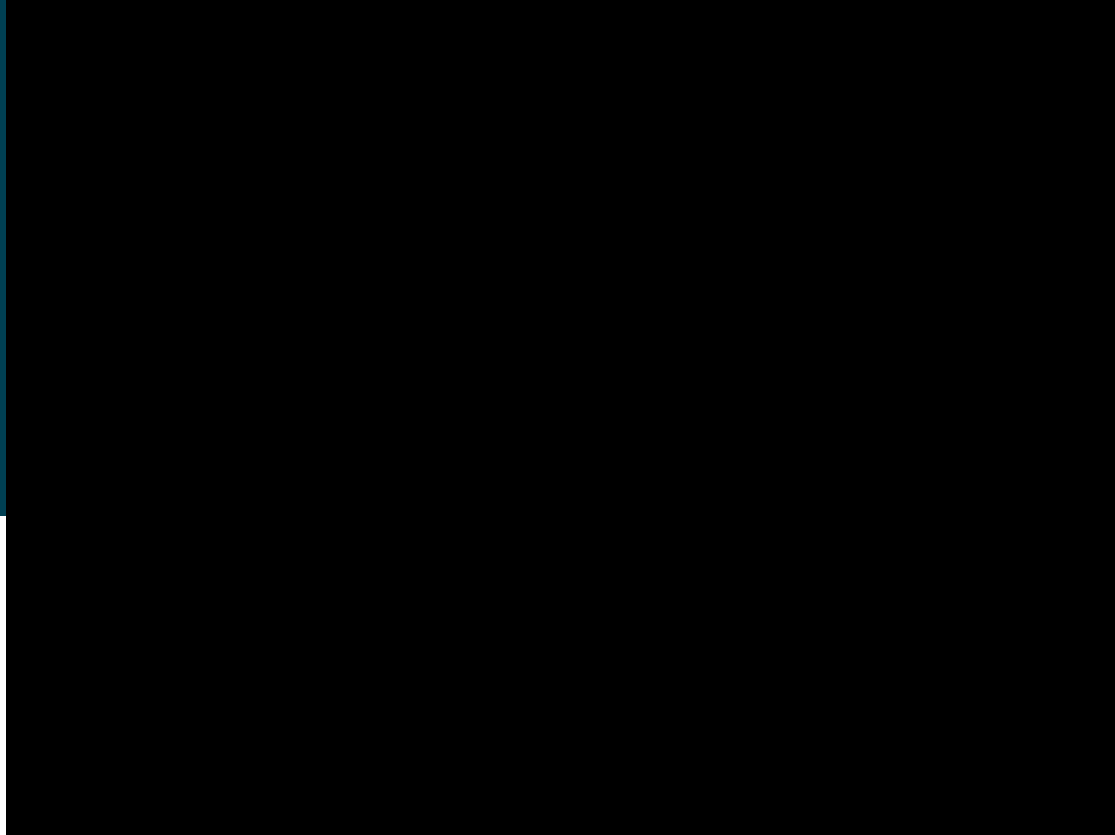
CURB YOUR HANGER & QUENCH YOUR THIRST



GET INSPIRED



Story Network



BE OPEN TO MORE

KNOW BEFORE YOU GO

WAKE UP IN NATURE

HOW TO TRAVEL SAFELY AND RESPONSIBLY

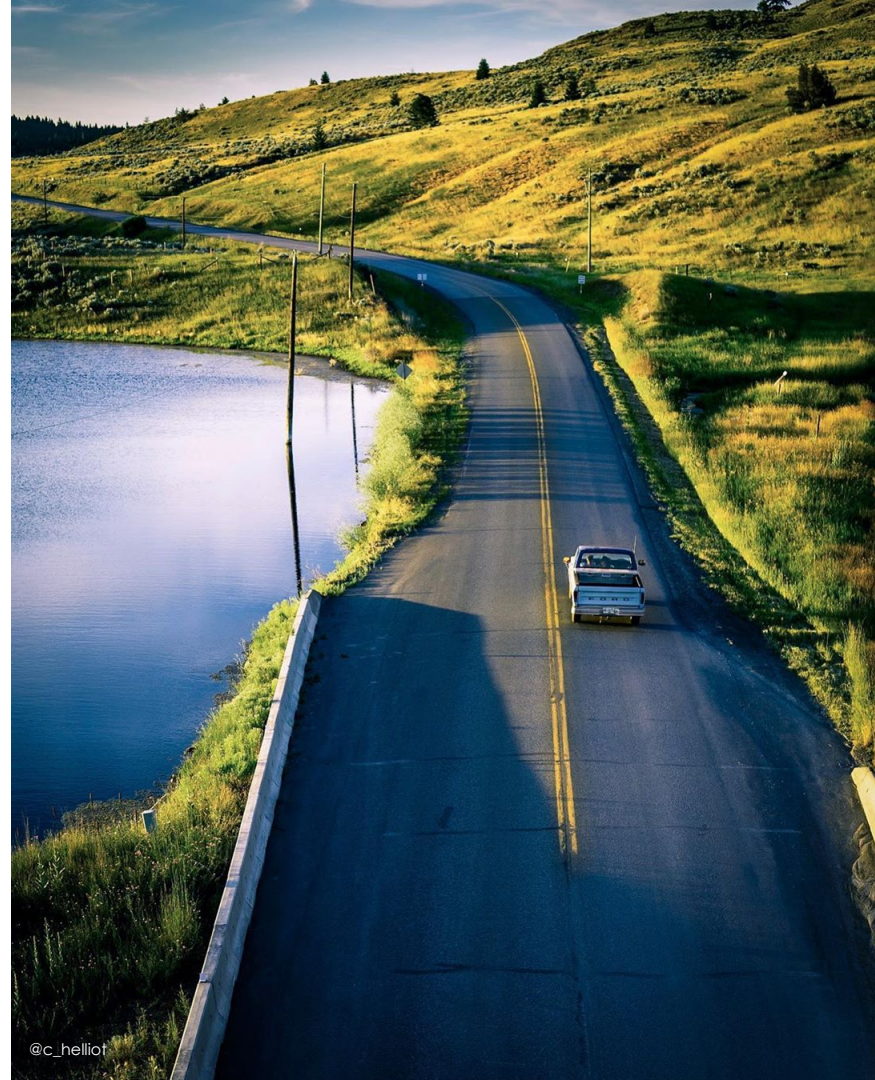
British Columbia's big backyard inspires introspective personal journeys and unbridled adventures. Our cities, set on the doorstep of the wild, make it easy to step further into nature and explore the endless possibilities of the outdoors. Our people connect explorers with unexpected moments that renew the human spirit.

IMMERSE YOURSELF IN VISUAL STORIES



Before You Hit The Road

- Leverage your stakeholders and partners content
- Utilize partners' content to generate direct referrals for bookings
- Amplify the story through various marketing channels
- Use this approach to build meaningful relationships with local partners and provincial or state organizations





Thank You

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BRITISH COLUMBIA



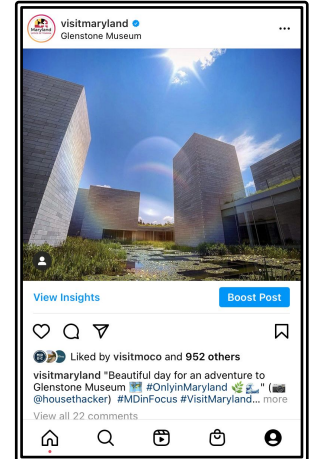
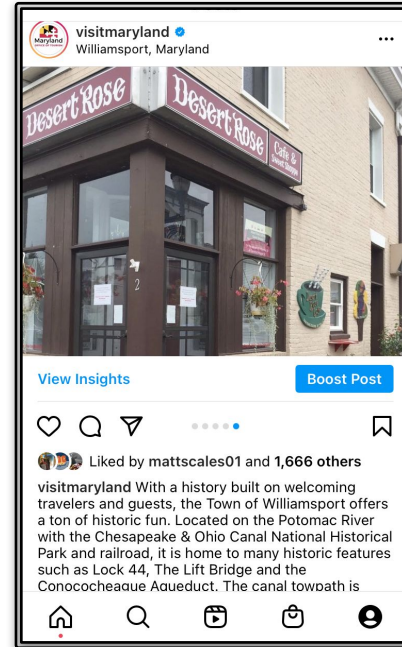
Collaboration or Competition: Tips for Leaning into Your Tourism Network

Matthew Scales
Public Relations Specialist
Maryland Department of Commerce
Office of Tourism



C&O Canal Experience - Partnerships Formed

- DMOs (government and non-profit)
- National Park Service
- Non-Profits (i.e. C&O Canal Trust, Canal Towns Partnership)
- Maryland Main Streets
- A&E Districts
- Heritage Areas
- Tourism Industry Partners (restaurants, breweries, attractions)
- Consumers (i.e. UGC, social media postings)



C&O Canal Experience - Goals

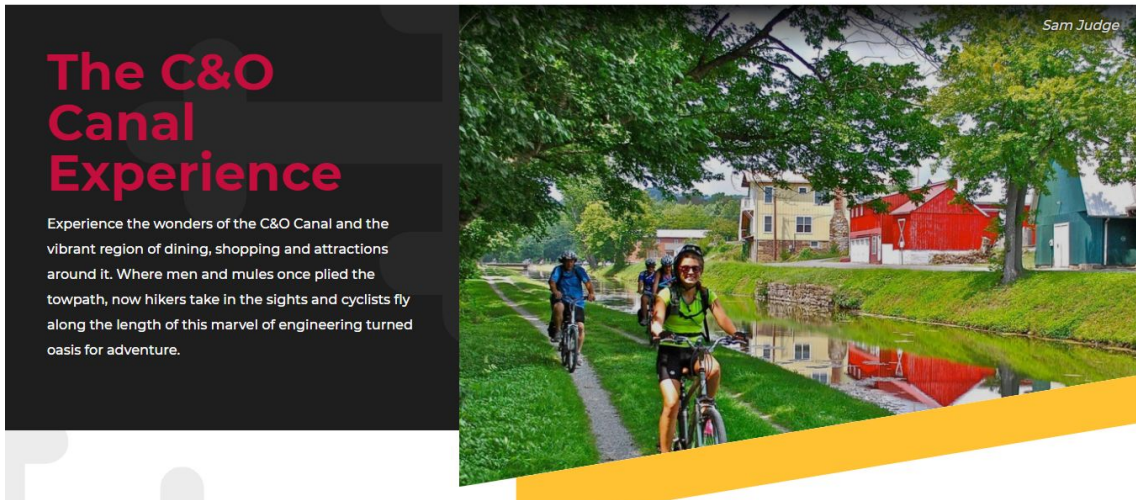
The Maryland Office of Tourism (OTD) and DMOs working together to:

- Increase customer awareness/engagement with experiences around the C&O Canal
- Develop a unified marketing message for the C&O Canal Experience
- Leverage partnerships between OTD, local DMOs, National Park Service, C&O Canal Trust, and the Canal Towns Partnerships to encourage transactionable opportunities (i.e. overnight stays)



C&O Canal Experience - Marketing

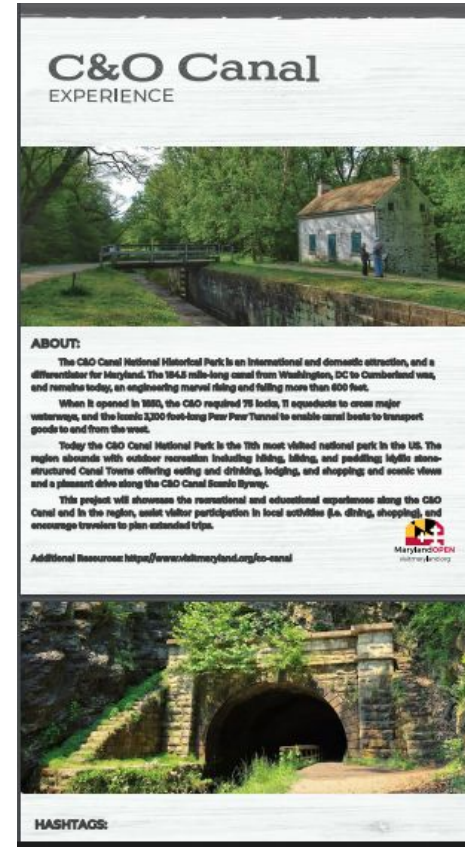
- Unified branding to market the C&O Canal Experience (i.e. five themes)
- Developed marketing materials (i.e. toolkit, fact sheet, profile sheet)
- Worked together on media opportunities (i.e. virtual fam, desksides, media coverage)
- Assisted DMOs and industry partners with social media efforts (i.e. social media guide)



The C&O Canal Experience

Experience the wonders of the C&O Canal and the vibrant region of dining, shopping and attractions around it. Where men and mules once plied the towpath, now hikers take in the sights and cyclists fly along the length of this marvel of engineering turned oasis for adventure.

Sam Judge



C&O Canal EXPERIENCE

ABOUT:

The C&O Canal National Historical Park is an international and domestic attraction, and a differentiator for Maryland. The 184.6-mile-long canal from Washington, DC to Cumberland was, and remains today, an engineering marvel rising and falling more than 600 feet.

When it opened in 1828, the CMO required 78 locks, 11 aqueducts to cross major waterways, and the locally 3,300-foot-long Pear Pear Tunnel to enable canal boats to transport goods to and from the west.

Today the C&O Canal National Park is the 11th most visited national park in the US. The region abounds with outdoor recreation including hiking, biking, and paddling. Historic stone-structured Canal Towns offering eating and drinking, lodging, and shopping and scenic views and a pleasant drive along the C&O Canal Scenic Byway.

This project will showcase the recreational and educational experiences along the C&O Canal and in the region, solicit visitor participation in local activities (e.g. dining, shopping, and encourage travelers to plan extended trips.

Additional Resources: <https://www.visitmaryland.org/co-canal>

Maryland
VISITOR EXPERIENCE

HASHTAGS:



C&O Canal Experience -Accomplishments

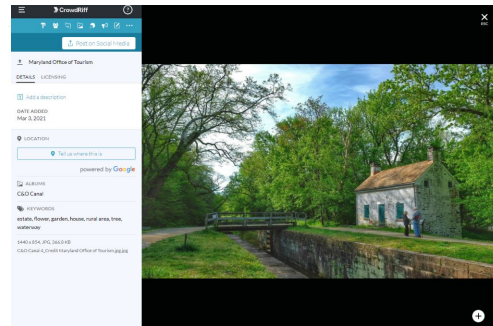
- Identified audiences to market C&O Canal Experience
- Partners collaborated on media, social media and marketing opportunities
- Provided a model project of OTD and DMO cooperation for the benefit of all
- Other partners (C&O Canal Trust/Canal Towns) got involved with developing products for the C&O Canal



C&O Canal Experience - Results

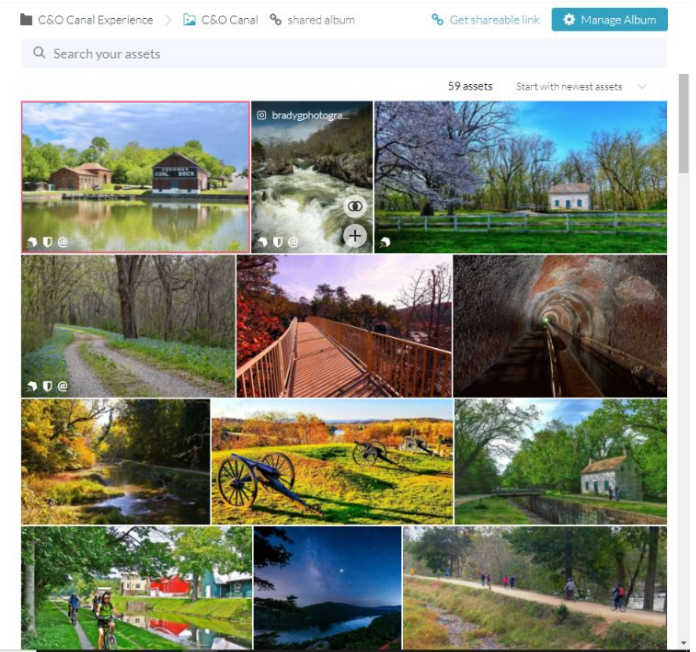
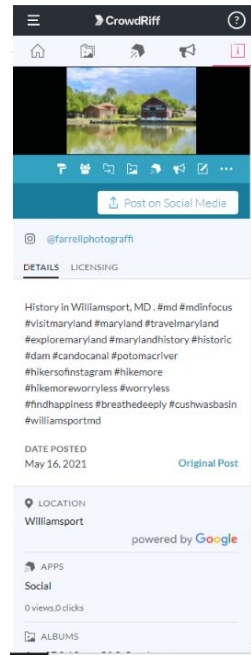
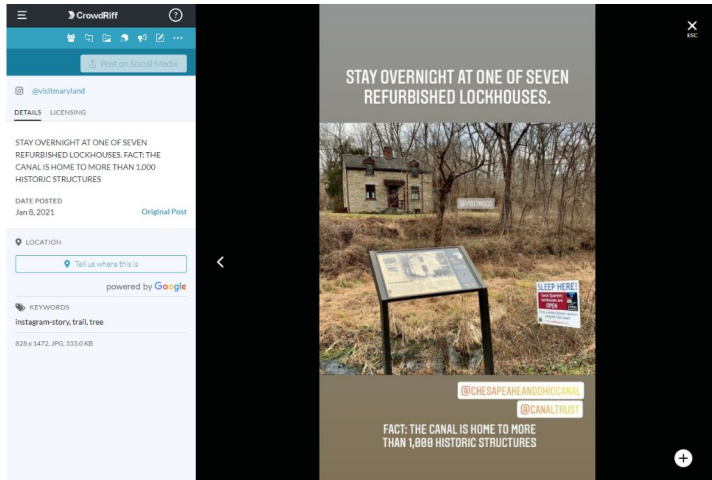
- Visitation at a Glance
 - Estimated Number of Visitors: 1.3 million (visitors who traveled 50+ miles)
 - Average Distance Traveled: 354 miles
 - Average number of Maryland Counties Visited: 3.2
 - Average Maryland Towns Visited: 3.6
- 85% of the C&O Canal National Historical Park visitors also visited a town in the region
- 70% of visitors indicated the C&O Canal was the primary reason for visiting the region

(Source: US National Park Service (NPS), UberMedia, Rockport Analytics)



C&O Canal Experience - How we used CrowdRiff

- Sourced inspirational UGC images of those within the C&O Canal Region
- Followed partners social media channels
- Tracked hashtag usage
- Used CrowdRiff's Media Hub



Summary

- Leverage partnerships that will maximize the opportunities for market expansions that will lead to transactional outcomes
- If appropriate, take advantage of timely milestones to allow built in collaboration with the community
- Partners establish and strengthen relationships with each other through collaboration efforts (i.e. social media takeovers, media desksides)
- Create marketing materials and strategies to provide universal brand awareness and messaging
- Opens the door as other county/city destinations are looking for opportunities to collaborate



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