

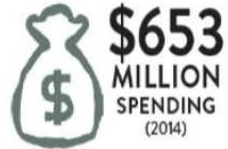
An aerial photograph of a scenic landscape. In the foreground, a lush green golf course with several sand traps is visible, surrounded by dense evergreen forests. A wide, light-colored river flows through the middle ground, curving to the right. In the background, rugged mountains with patches of snow and dense forests rise under a blue sky with scattered clouds.

TOURISM GOLDEN  
ANNUAL GENERAL MEETING  
MAY 14, 2019

# KOOTENAY ROCKIES TOURISM

TOURING & EXPLORING MARKETING UPDATE

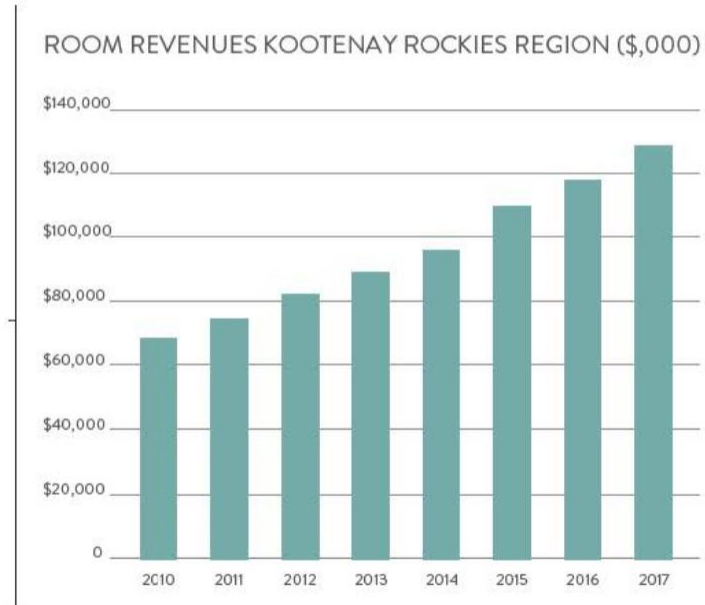
# VALUE OF TOURISM IN THE KOOTENAY ROCKIES



**7 OF 14 RESORT  
MUNICIPALITIES**  
ACCESSED **\$12.7M** IN PROVINCIAL  
SUPPORT TO TOURISM INFRASTRUCTURE  
FROM 2012 TO 2018



# VALUE OF TOURISM IN THE KOOTENAY ROCKIES



**TOTAL  
ROOM  
REVENUES  
2017**

**\$ 129.2 M**



# FY19-20 TOURING & EXPLORING MKTG PLAN

## Regional Content Acquisition

- **Photos**
- **B-roll, Videos**
- **Blogs**

## Social & Digital Media

- **Paid Social Ads**
- **Boosted Posts**
- **Paid Digital Ads**
- **You Tube Channels**

## Regional Travel Publications

- **Themed Map Guide**
- **Touring & Exploring Guide**

## Online Support

- **Google 360 Photo Tours**
- **Google My Business - Trip Advisor - Hello BC**
- **Grow with Google Workshops**



# Grow with Google Workshops

Cranbrook - June 18  
Fernie - June 19  
Nelson - June 27  
Columbia Valley - September  
Golden - September

# FY19-20 INDUSTRY SUPPORT

## Sectors

- **BC Ale Trail**
- **BC Farmers Markets**
- **BC Lodging & Camping**
- **Crown of the Continent**

## Tourism Career Awareness

- **go2HR**
- **Career Fairs**
- **College Case Competitions**

## Accessible Tourism

- **Universal Design Workshops**
- **Community Audits**
- **AccessibleBC.ca**

## Indigenous Tourism

- **Workshops**
- **Export Ready Training**

# SOCIAL MEDIA CHANNELS 2018 VS 2017



FACEBOOK FANS +17.1%

INSTAGRAM FOLLOWERS +58.4%

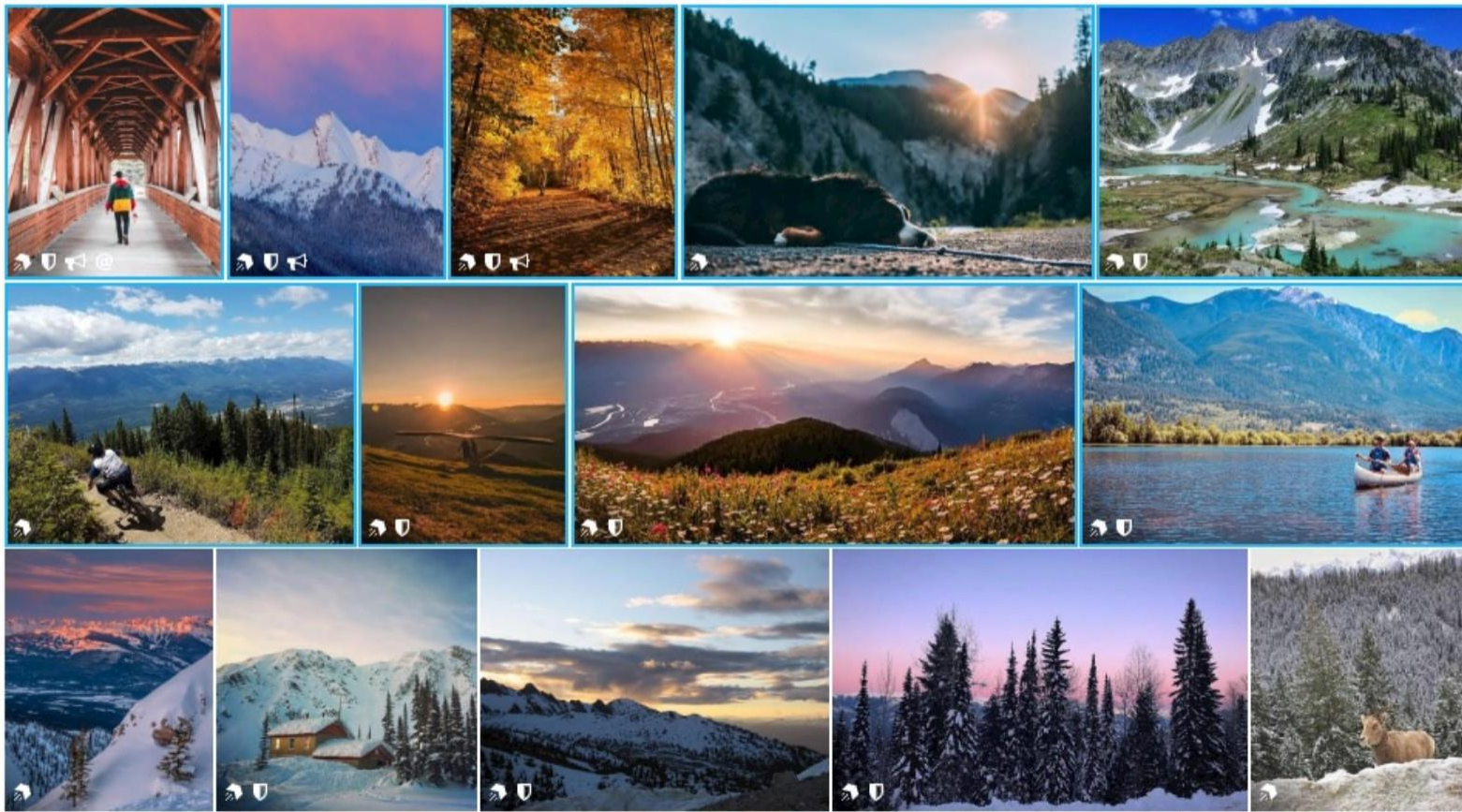
12.5 MILLION IMPRESSIONS

403,000 ENGAGEMENT ACTIONS

43,700 LINKS TO STAKEHOLDER SITES

Last 30 days: 107.7% Engagement rate 56 Interactions 52 Views

91 assets





## GROW YOUR SKILLS



### Digital Marketing

Scale your marketing efforts, strengthen your online presence, and deliver compelling content that speaks to your current fans and connects with prospective visitors.

[LEARN MORE](#) →



### Experience Development

Create unforgettable experiences, programs, and services for your visitors.

[LEARN MORE](#) →



### Social Media Marketing

Build your reputation and amplify your word-of-mouth marketing campaigns on social media.

[LEARN MORE](#) →



### Travel Trade & Travel Media

Work with travel trade and travel media to increase awareness of your tourism experiences with BC's top international markets.

[LEARN MORE](#) →

[DestinationBC.ca/Learning-Centre](https://DestinationBC.ca/Learning-Centre)



INTRODUCING:

# The New TripAdvisor

Create, discover, share, and follow original travel content and experiences from your friends, favorite brands, influencers, and local experts.



# Content Sources



## Geolocation

- Main Location (TripAdvisor API)
- Experience Location – for Tours and Transportation (DBC Input via Salesforce)

## Media

- Up to 5 “Management” photos (TripAdvisor API)
- Up to 2 YouTube videos (Business via Salesforce portal)

**Rating (TripAdvisor API)**

**Name (TripAdvisor API)**

**Categories (TripAdvisor API, remapped to HelloBC taxonomy)**

**Contact / Website / Book Now URL (Business via Salesforce portal)**

**Address (TripAdvisor API)**

**Description (TripAdvisor API)**

**Social URLs (Business via Salesforce portal)**

**Related Articles and Travel Deals (automatic, based on meta-tagging)**

**Geolocation**

- Main Location (TripAdvisor API)
- Experience Location – for Tours and Transportation (DBC Input via Salesforce)

**Media**

- Up to 5 “Management” photos (TripAdvisor API)
- Up to 2 YouTube videos (Business via Salesforce portal)

**TRICKLE CREEK GOLF RESORT** (22)  
Golf Course

1 (877) 754-5462 | EMAIL | WEBSITE | BOOK NOW

500 GERRY SORENSEN DR, KIMBERLEY, BRITISH COLUMBIA, V1A 2Y6

Woven through the rugged alpine environment, crossing creeks and diving with the slopes of North Star Mountain, Trickle Creek Golf Resort is one of the most thrilling golf courses you'll ever play.

Located in beautiful Kimberley, British Columbia, and designed by renowned architect Les Furber, the course was recently awarded (2010) a bronze medal by readers of SCORE Golf Magazine for being one of the top resort courses in all of Canada. Each hole is a unique, secluded experience with dramatic elevation changes that offer many exhilarating moments...

READ MORE >

FACEBOOK | TWITTER | INSTAGRAM

**FEATURED IN**

- 4 Quick BC Trips By Air From Vancouver
- Taking It Easy in Kimberley, BC
- 2 for 1 Golf Deal at Trickle Creek

Suggest an edit



Claim Your Listing

[TripAdvisor.ca/Owners](https://www.tripadvisor.ca/Owners)



## Kootenay Rockies Tourism

Website

Directions

Save

4.8 ★★★★★ 5 Google reviews

Marketing agency in Kimberley, British Columbia

**Address:** 1905 Warren Ave, Kimberley, BC V1A 1S2

**Hours:** Open · Closes 5 p.m. ▼

**Province:** British Columbia

**Phone:** (250) 427-4838

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

### Questions & answers

Be the first to ask a question

Ask a question

# WENDY VAN PUYMBROECK

1905 Warren Avenue, Kimberley BC V1A 1S2



**250-427-4838 ext 210**



**Wendy@KootenayRockies.com**