

## Tourism Wells Gray

### 2017 One Year Tactical Plan and MRDT Budget

#### Strategic Plan Goal and Objective Summary

Goal Increase the economic value of the tourism industry in Wells Gray Country

#### Objectives:

1. *Strengthen "Wells Gray" brand recognition and awareness among target markets*
2. *Increase accommodation occupancy and activity use during the shoulder (Spring and Fall) tourism seasons*
3. *Encourage longer visitors stays and activity use throughout the year as well as repeat visitation*
4. *Develop a more sustainable winter tourism season*
5. *Strengthen and increase tourism industry stakeholder capacity, engagement and relationships*

### 2017 One-Year Tactical Plan

<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Media Advertising and Production</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• Select choice advertising channels that will resonate with target markets including: BC, AB, Western Europe and emerging market U.S.A.</li> <li>• Leverage relationship with the Thompson Okanagan Tourism Association to gain maximum value for video and film production.</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
Print advertisements in Experience Parks and an Edmonton Summer Travel	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase awareness of brand in target markets	Publication reach and distribution	TWG	\$2,000	First quarter 2017

Guide						
Social media and online advertisements	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase awareness of brand in target markets	Social media metrics Website visits from advertisement	TWG	\$3,000	First quarter 2017
Route 97 online advertising package	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Strengthen regional presence through the North Thompson Valley brand	Website visits and visitor demographics	TOTA, NTV Marketing Committee	\$300	Third quarter
Video and Photography production	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Strengthen "Wells Gray" brand  Cultivate a strong social media presence	Number of views Number of website hits Number of shares	TOTA, Ace Film,	\$2,000	Ongoing
<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Website and Social Media</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• Utilize the capacity of the Marketing Manager to create and manage web and social media outlets.</li> <li>• Work to create and share compelling content that will resonate with target markets.</li> <li>• Web and social media content and narratives will demonstrate the wide variety of experiences available, enticing longer stays and resulting in more guided experiences being booked.</li> </ul>					

<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partnerships</b>	<b>Costs</b>	<b>Time-line</b>
<p>Maintenance and support of the current wellsgray.ca tourism site including domain and website hosting</p> <p>Google search optimization and adwords</p> <p>Enable trip mapping feature</p> <p>Ensure website is available in German and other languages</p>	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Strengthen "Wells Gray" brand	<ul style="list-style-type: none"> <li>Monthly website reports published by InControl Solutions and submitted to Tourism Wells Gray</li> <li>Web reports indicate outcomes like: # of visitors, origin of visitors, most visited pages, bounce rate, etc.</li> </ul>	TWG, InControl Solutions	\$3,500	Annually
Update website content to be accurate, reflective of offerings throughout the entire area	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Strengthen "Wells Gray" brand	<ul style="list-style-type: none"> <li>Bounce rate and length of website visit</li> </ul>	TWG	\$0 (Marketing Manager)	Ongoing
Write feature blog posts on website that are shareable to social media profiles	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Bounce rate and length of website visit</li> </ul>	Community	\$0 (Marketing Manager)	Ongoing
Update operator and accommodation listings	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Bounce rate and length of website visit</li> <li>Traffic to accommodator sites</li> </ul>	Stakeholders	\$0 (Marketing Manager)	Ongoing
Ensure Wells Gray is well represented on other regional and national marketing sites	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Check content periodically</li> </ul>	DBC HelloBC, TOTA, NTV,	\$0 (Marketing Manager)	Ongoing

				Tourism Canada		
Generate and share content in support of North Thompson Valley and Route 97 campaigns	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Social media metrics</li> </ul>	TOTA, NTV Marketing Committee	\$0 (Marketing Manager)	Bi-annually
Develop a social media strategy on an annual basis that includes a style and content guide	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Social media metrics</li> </ul>	TWG	\$0 (Marketing Manager)	First Quarter
Utilize social media management tools and generate appropriate content for diverse social media platforms	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Social media metrics</li> </ul>	TWG	\$0 (Marketing Manager)	Ongoing
Ensure social media content remains on brand and in sync with Destination BC brand	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Cultivate a strong social media presence	<ul style="list-style-type: none"> <li>Social media metrics</li> </ul>	TWG	\$0 (Marketing Manager)	Ongoing
Create and share sample itineraries for target markets during the shoulder seasons	2- <i>Increase accommodation occupancy and activity use during the shoulder (Spring and Fall) tourism seasons</i>	Develop and market existing tourism products for shoulder seasons.	<ul style="list-style-type: none"> <li>Social media metrics</li> </ul>	TWG	\$0 (Marketing Manager)	Ongoing

<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Sports Tourism and Event Marketing</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• Attracting, promoting and developing sports tourism is an important strategy for developing shoulder season and winter tourism.</li> <li>• Partner with the District of Clearwater to support the part-time position of Sports Coordinator.</li> <li>• Sports Coordinator is responsible for attracting and bidding on sports tournaments and events for the community of Clearwater/Wells Gray</li> <li>• Work with Sports Coordinator to promote Wells Gray and surrounding area for additional tourism activities.</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partnerships</b>	<b>Costs</b>	<b>Time-line</b>
District of Clearwater Sports Coordinator to attract and host sports tournaments and events that take place at District of Clearwater facilities	2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons	Increase Sports tourism in Wells Gray and Clearwater	<ul style="list-style-type: none"> <li>• Number of sports tournaments and events</li> <li>• Number of participants and registrants</li> <li>• Economic impact of sports tourism</li> </ul>	District of Clearwater	\$12,000 per year for  \$0 Marketing Manager	Ongoing
Purchase branded event swag for tournament and event participants	2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons	Increase Sports tourism in Wells Gray and Clearwater	<ul style="list-style-type: none"> <li>• Number of items distributed</li> </ul>	TWG	\$800	First Quarter

Event & Marketing Sponsorship Support through social media ad buys or event marketing buys	2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons	Increase Sports tourism in Wells Gray and Clearwater	<ul style="list-style-type: none"> <li>Event participation and registration</li> </ul>	TWG, Community	\$200	Ongoing
Ensure sports tourism is well represented on TWG website and social media	4-Develop a more sustainable winter tourism season	Increase Sports tourism in Wells Gray and Clearwater	<ul style="list-style-type: none"> <li>Webpage visit and time spent on page</li> </ul>	TWG, DOC	\$0 (Marketing Manager)	Ongoing
Work with Sports Coordinator to send pitch packages to prospective outdoor and wilderness event/race organizations	<p>4-Develop a more sustainable winter tourism season</p> <p>2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons</p>	Develop new tourism products	<ul style="list-style-type: none"> <li>Responses received from wilderness event/race organizations</li> </ul>	District of Clearwater	\$0 (Marketing Manager, Sports Coordinator)	First Quarter
Ensure sports tourism visitors receive appropriate marketing materials for peripheral activities during their participation	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Strengthen "Wells Gray" brand	<ul style="list-style-type: none"> <li>Number of materials distributed in participant packages</li> </ul>	District of Clearwater	\$0 (Marketing Manager, Sports Coordinator)	Ongoing

Work to develop a signature destination event/festival in each of the shoulder seasons	2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons	Increase Sports tourism in Wells Gray and Clearwater	<ul style="list-style-type: none"> <li>Creation of signature event</li> </ul>	District of Clearwater, Stakeholders and Community groups	\$0 (Marketing Manager, Sports Coordinator)	Ongoing
<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Winter Tourism Product Development</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>Winter tourism in Wells Gray is underdeveloped</li> <li>Gather a Winter Tourism steering committee to help plan development of winter tourism</li> <li>Look for additional funding sources for planning</li> <li>Market existing guided and self-guided winter product</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
Work with operators and community to identify all existing winter tourism opportunities and activities	4-Develop a more sustainable winter tourism season	Promote current winter activity offerings and encourage development of activities in market ready products	<ul style="list-style-type: none"> <li>Winter MRDT collection</li> <li>Website hit</li> <li>Visitor inquiries</li> </ul>	Stakeholders	\$0 (Marketing Manager)	First, third and fourth quarter
Promote existing activities and accommodations through web, blog and social media.	4-Develop a more sustainable winter tourism season	Promote current winter activity offerings and encourage	<ul style="list-style-type: none"> <li>Winter MRDT collection</li> <li>Website hit</li> <li>Visitor inquiries</li> </ul>	Stakeholders	\$0 (Marketing Manager)	First, third and fourth quarter

		development of activities in market ready products				
Market existing self-guided activities such as cross-country skiing snowshoeing	4-Develop a more sustainable winter tourism season	Promote current winter activity offerings and encourage development of activities in market ready products	<ul style="list-style-type: none"> <li>Trail and park use data</li> </ul>	Stakeholders	\$0 (Marketing Manager)	First, third and fourth quarter
Targeted media outreach and advertising in publications that reach target winter markets	4-Develop a more sustainable winter tourism season	Promote current winter activity offerings and encourage development of activities in market ready products	<ul style="list-style-type: none"> <li>Winter MRDT collection</li> <li>Website hit Visitor inquiries</li> </ul>	Stakeholders	\$0 (Marketing Manager)	First, third and fourth quarter

<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Consumer Tradeshows and events</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>Attend and exhibit at tradeshows that fit our key markets and activities.</li> <li>Showcase signature activities and attractions, while also debuting newly developed tourism product (i.e. mountain biking).</li> <li>Feature North Thompson Valley brand and offerings to encourage longer stays in the region.</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
2017 Vancouver Outdoors	1-Strengthen "Wells Gray"	Develop and market existing	<ul style="list-style-type: none"> <li>Number of</li> </ul>	TWG,	\$3000	March

Show as Tourism Wells Gray	brand recognition and awareness among target markets	tourism products for shoulder seasons.	brochures distributed <ul style="list-style-type: none"> <li>Show attendance numbers</li> <li>Web statistics on days following show</li> </ul>	Stakeholders		2017
2017 Edmonton RV Show on behalf of the North Thompson	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Develop and market existing tourism products for shoulder seasons.	<ul style="list-style-type: none"> <li>Number of brochures distributed</li> <li>Show attendance numbers</li> <li>Web statistics on days following show</li> </ul>	TOTA, NTV	\$0 (North Thompson Valley)	Feb 2017
Use new TV monitor to showcase compelling on brand photography and video shorts highlighting activities and accommodation	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Develop and market existing tourism products for shoulder seasons.		TWG	\$500	First Quarter

<b>Major Category</b>	<b>MARKETING</b>
<b>Activity Title</b>	<b>Brochure Production and Distribution</b>
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>Print and distribute Wells Gray brochure that meets Destination BC brand guidelines</li> <li>Distribute collateral at visitor centers throughout the province, at tradeshows, as well as a download online.</li> </ul>

<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
Printing of destination brochure and edits to design	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase general awareness of the "Wells Gray" brand	<ul style="list-style-type: none"> <li>Number of brochures distributed</li> </ul>	TWG, stakeholders	\$7000	Annually
Distribution of brochures to Visitor Information Centres across BC	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase general awareness of the "Wells Gray" brand	<ul style="list-style-type: none"> <li>Number of brochures distributed</li> </ul>	Destination BC Racking Program	\$0 (Destination BC)	Spring 2017
Rack card re-design	2-Increase accommodation occupancy and activity during the shoulder seasons (Spring and Fall) tourism seasons	Increase general awareness of the "Wells Gray" brand	<ul style="list-style-type: none"> <li>Number of brochures distributed</li> </ul>	TWG	\$600	Fall 2017

<b>Major Category</b>	<b>MARKETING</b>
<b>Activity Title</b>	<b>Travel Trade Media</b>
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>Utilize capacity of Marketing Manager to solicit stories in travel media</li> </ul>

	<ul style="list-style-type: none"> <li>Leverage relationship with the Thompson Okanagan Tourism Association to benefit from their travel media efforts and familiarization tour initiatives</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
Travel trade media outreach	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase awareness of activities to encourage a longer stay.	<ul style="list-style-type: none"> <li>Number of media hits</li> </ul>		\$0 (Marketing Manager)	Ongoing
Respond to media requests issued by TOTA	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase awareness of activities to encourage a longer stay.	Number of media hits		\$0 (Marketing Manager)	Ongoing
Familiarization Tours	1-Strengthen "Wells Gray" brand recognition and awareness among target markets	Increase awareness of activities to encourage a longer stay.	<ul style="list-style-type: none"> <li>Number of fam tours</li> </ul>		\$500	Ongoing

<b>Major Category</b>	<b>MARKETING</b>					
<b>Activity Title</b>	<b>Regional Marketing Initiatives</b>					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• The North Thompson Valley forms a significant travel route along Highway 5 North that connects to world famous Jasper, AB and the Columbia Icefields Parkway route. The area has the highest concentration of significant natural features and world-class destination experiences in the Thompson Okanagan region warranting the feasibility of a Geopark designation.</li> <li>• Together, the five Tourism partners (Tourism Wells Gray, Tourism Sun Peaks, Tourism Valemount, Blue River Tourism, and the Lower North Thompson Tourism Association) collaborate on marketing initiatives in partnership with TOTA.</li> <li>• With each partner pooling together a contribution of \$4,000 in 2017, together our \$20,000 may become \$40,000 in matching funds from Destination BC.</li> <li>• In 2017, the priorities for the North Thompson Valley include new banner displays, tradeshow, two social media campaigns, a new guidebook, and video and photography as well as website upgrades and a blog.</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
<ul style="list-style-type: none"> <li>• Support the work of the North Thompson Valley (NTV) Marketing Committee by being an</li> </ul>	1-Strengthen "Wells Gray" brand recognition and awareness	Strengthen regional presence through the North Thompson Valley (NTV)	<ul style="list-style-type: none"> <li>• Social channel performance indicators, compare month over month,</li> </ul>	NTV	\$4,000 (to be leveraged and matched)	Ongoing

<p>active member of the consortium</p> <ul style="list-style-type: none"> <li>• Representation of the NTV at tradeshow in target BC, AB, and US markets</li> <li>• NTV social media strategy</li> <li>• NTV preprint/revision of magazine-style brochure</li> </ul>	<p><i>among target markets</i></p>		<ul style="list-style-type: none"> <li>• Google Analytics</li> <li>• Monthly reports to Consortium</li> <li>• Inventory monitoring of distribution outlets, demand at consumer shows</li> </ul>		<p>to a value of \$40,000)</p>	
<p><b>Major Category</b></p>	<p><b>VISITOR SERVICES</b></p>					
<p><b>Activity Title</b></p>	<p><b>Extending Visitor Information Service</b></p>					
<p><b>Implementation Plan</b></p>	<p>The Wells Gray Visitor Information is an essential services and stop for visitors to Wells Gray Provincial Park and Clearwater, BC. It is open at the height of tourism season from May until mid-October. Even though the centre is not open year-round, the Wells Gray VIC remains the busiest VIC in British Columbia. In 2016, the Wells Gray VIC received a total of 115,022 visitors, a 16.2% increase over 2016 visitation.</p> <p>Extending the time the VIC is open would be of tremendous benefit to tourists, accommodators, and tourism operators alike. To that effect, Tourism Wells Gray looks to subsidize the staffing cost for the month of April in order to have the VIC open in early April instead of in May. This will help drive Spring tourism. Additional, Tourism Wells Gray will support the application by the VIC to have a Virtual and Mobile VIC from Jan-April of 2017.</p>					
<p><b>Tactics</b></p>	<p><b>Related Objective</b></p>	<p><b>Related Strategy</b></p>	<p><b>Performance Measures</b></p>	<p><b>Partner-ships</b></p>	<p><b>Costs</b></p>	<p><b>Time-line</b></p>
<p>Sponsor the opening of the VIC in April 2017</p>	<p>2-Increase accommodation occupancy and</p>	<p>Increase awareness of full breadth of</p>	<ul style="list-style-type: none"> <li>• Number of visitors interactions &amp; booking</li> </ul>	<p>VIC</p>	<p>\$1800</p>	<p>April 2017</p>

	activity during the shoulder seasons (Spring and Fall) tourism seasons	activities and businesses in Wells Gray/Clearwater				
Application to Visitor Innovation Fund	4-Develop a more sustainable winter tourism season	Increase awareness of full breadth of activities and businesses in Wells Gray/Clearwater	<ul style="list-style-type: none"> <li>Number of visitor queries</li> </ul>	VIC	\$200 (10% of total budget)	Jan-April 2017
Drive visitors to visit to the Visitor Information at the start of their visit to increase operator and accommodations bookings	<i>3- Encourage longer visitors stays and activity use throughout the year as well as repeat visitation</i>	Increase awareness of full breadth of activities and businesses in Wells Gray/Clearwater	<ul style="list-style-type: none"> <li>Number of visitors interactions &amp; booking</li> </ul>		\$0 (Marketing Manager)	Ongoing
Facilitate easier bookings by offering a single profile for bookings and destination information	<i>3- Encourage longer visitors stays and activity use throughout the year as well as repeat visitation</i>	Increase awareness of full breadth of activities and businesses in Wells Gray/Clearwater	<ul style="list-style-type: none"> <li>Number of visitors interactions &amp; booking</li> </ul>		\$0 (Marketing Manager)	Ongoing
Work with parks and municipality to advocate for trail and infrastructure improvements to enhance visitor experience	<i>3- Encourage longer visitors stays and activity use throughout the year as well as repeat visitation</i>	Increase awareness of full breadth of activities and businesses in Wells Gray/Clearwater			\$0 (Marketing Manager)	Ongoing

Increase business and activity representation on <a href="http://www.wellsgray.ca">www.wellsgray.ca</a>	<i>3- Encourage longer visitors stays and activity use throughout the year as well as repeat visitation</i>	Increase awareness of full breadth of activities and businesses in Wells Gray/Clearwater			\$0 (Marketing Manager)	Ongoing
<b>Major Category</b>	<b>DESTINATION AND PRODUCT EXPERIENCE MANAGEMENT</b>					
<b>Activity Title</b>	Stakeholder relations and product management					
<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• Work with stakeholders to bridge gaps in marketing needs and abilities</li> <li>• Communicate on a regular basis with stakeholders to increase transparency of organization</li> <li>• Consult with and advocate on behalf of tourism industry in order to gain trust and act as an effect destination marketing organization</li> </ul>					
<b>Tactics</b>	<b>Related Objective</b>	<b>Related Strategy</b>	<b>Performance Measures</b>	<b>Partner-ships</b>	<b>Costs</b>	<b>Time-line</b>
Work with Simpcw First Nation groups to work on tourism product development and promotion.	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Create new tourism product	•	Simpcw First Nation, Canim Lake Band, North Thompson Aboriginal Center	\$0 (Marketing Manager)	Ongoing

Hold one or two workshops on web and social media brand management and marketing for stakeholders	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Aid tourism stakeholders in establishing/maintaining an online presence that compliments the Tourism Wells Gray brand	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• Participant feedback</li> </ul>	TOTA, DBC	\$500	Spring and Fall
Work with regional and government partners to advocate for the application of a UNESCO GEOPARK	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Demonstrate that Wells Gray is a world-class destination	<ul style="list-style-type: none"> <li>• Submission of application</li> </ul>	DOC, Gov of BC Municipal Gov	\$0 (Marketing Manager)	Ongoing
Publish e-newsletter for stakeholders on a regular basis that features relevant tourism news, organizational updates, and marketing impact	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Increase organizational transparency.	<ul style="list-style-type: none"> <li>• Number of email opens and clicks</li> </ul>		\$0 (Marketing Manager)	Monthly
Host Annual General Meeting and drive increased stakeholder participation and membership	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Aid tourism stakeholders in establishing/maintaining an online presence that compliments the Tourism Wells Gray brand	<ul style="list-style-type: none"> <li>• Number of participants and feedback</li> </ul>		\$0 (Marketing Manager)	Annual
Conduct value of tourism study on a bi-annual basis and attract local media coverage	5-Strengthen and increase tourism stakeholder capacity, engagement and	Demonstrate to community and public the great value of tourism in our community to	<ul style="list-style-type: none"> <li>• Number of participants in study</li> <li>• Community feedback</li> </ul>		\$0 (Marketing Manager)	Bi-annually

	relationships	economy.				
Identify and support the creation of interpretive offerings on topics pertaining to geology, history, culture, and nature	<i>Increase accommodation occupancy and activity use during the shoulder (Spring and Fall) tourism seasons</i>	Develop and market existing tourism products for shoulder seasons.			\$0 (Marketing Manager)	Ongoing
Obtain other special designations and superlatives for area including (i.e “Dark Sky Preserve”)	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Demonstrate Wells Gray/Clearwater is a world-class destination			\$0 (Marketing Manager)	Ongoing
Share accommodation awards and designations through existing print media and online platforms	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Demonstrate Wells Gray/Clearwater is a world-class destination	<ul style="list-style-type: none"> <li>Number of clicks and shares</li> </ul>		\$0 (Marketing Manager)	Ongoing
Seek out funding sources and apply for projects that support Strategic Plan.	5-Strengthen and increase tourism stakeholder capacity, engagement and relationships	Demonstrate fiscal prudence and responsibility	<ul style="list-style-type: none"> <li>Funding amounts granted</li> </ul>	TWG, DBC, Government of BC	\$0 (Marketing Manager)	Ongoing
<b>Major Category</b>	<b>MEETINGS AND CONVENTIONS</b>					
<b>Activity Title</b>	<b>Regional and Stakeholder meetings</b>					

<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>• Attend regional tourism convention to network, strengthen partnerships, and learn about new marketing initiatives.</li> <li>• Hold AGM to share annual achievements and performance measures as well as future plans.</li> <li>• Hold at least one tourism industry networking event to build better stakeholder relationships</li> </ul>			
<b>Tactics</b>		<b>Partner -ships</b>	<b>Costs</b>	<b>Time- line</b>
Thompson Okanagan Tourism Association AGM and Tourism Summit		TOTA/stakeholders	\$1,000	Fall 2017
TWG AGM			\$500	Spring 2017
TWG Board Meetings			\$300	Monthly
Tourism Industry Events			\$500	Fall
Travel mileage			\$1,000	Ongoing