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2025 MARKETING PLAN  
 Destination Osoyoos Tactical Marketing Plan

### Summary

The 2025 Marketing Tactical Plan has been developed through a thorough review of the 2024 Marketing Tactical Plan as well as regular research and engagement with local, regional, and provincial partners. This ongoing engagement ensures our strategies are aligned with stakeholder needs and expectations. Destination Osoyoos conducts an annual stakeholder satisfaction survey to gauge sentiments and gather feedback on previous marketing initiatives. The 2025 plan addresses these insights to foster stronger relationships with stakeholder sectors, enhance awareness of our activities, and increase the relevance of Destination Osoyoos to local tourism businesses, all while increasing visitation to Osoyoos.

The 2025 Marketing Plan emphasizes building and maintaining robust partnerships between Destination Osoyoos and its stakeholders, including local businesses, community partners, and Community DMOs. We also collaborate with regional DMOs like the Thompson Okanagan Tourism Association and our provincial DMO, Destination British Columbia. By working closely with these organizations and businesses, we aim to increase visitation, expand our marketing reach, and cultivate long-lasting partnerships.

As we advance into 2025 and beyond, Destination Osoyoos is committed to continuing to build on our sustainable destination development efforts. The 2025 plan will continue to integrate sustainable tourism marketing into various initiatives, promoting responsible and mindful travel to preserve the natural beauty and cultural heritage of Osoyoos for future generations.

### 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 and Northern BC 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

# Target Sectors

### Leisure

### In 2025, Destination Osoyoos (DO) will continue to focus on the high-yield leisure market, particularly from within BC. Our mandate is to boost shoulder season tourism by encouraging overnight stays, enticing visitors to extend their trips and experience more. In addition to our key advertising initiatives, we will continue to partner on co-operative marketing initiatives such as Crowsnest Scenic 3 and Highway 3, Travelling Out in the Thompson Okanagan, Mountain Biking BC, and the BC Bird Trail to promote Osoyoos within a broader regional and provincial context.

### Wine and Culinary

### Culinary tourism remains a pivotal sector, with "foodies" eager to travel for unique wine, dine, and farm-to-fork experiences. Recognized as a world-class wine region, the South Okanagan and Similkameen wine regions are ideal for these culinary adventures. DO will leverage and build upon existing partnerships with local wineries to attract high-yield travelers through targeted campaigns, bolstering this market with strong community collaborations.

### Outdoor Adventure

### Osoyoos offers numerous outdoor recreational opportunities that can extend into the shoulder seasons (spring, fall, and winter). Our 2025 plan aims to build on the attraction of active travelers through targeted campaigns and Provincial marketing efforts such as the BC Bird Trail and Mountain Biking BC co-operatives. Popular activities like golf, skiing, hiking, and cycling will continue to draw visitors seeking open spaces during these seasons.

### Camping

### Osoyoos has long been a favored RV and camping destination. DO will continue to promote early spring and late fall camping through leisure campaigns, social media, and Google search/display advertising to maintain this market.

### Winter/Ski

### The 2025 plan will integrate skiing into leisure and outdoor adventure travel campaigns to attract winter visitors. Marketing efforts will focus on promoting weekly winter stays and winter festivals to enhance winter tourism.

### Snowbirds

### Osoyoos remains a top destination for Snowbirds seeking affordable accommodations and a mild winter climate within Canada. This market is vital for local accommodators to improve year-round operations and a stable workforce. Since 2021, DO has adapted its strategy to reflect consumer trends and stakeholder needs. The 2025 marketing plan will promote both longer monthly stays and shorter weekly stays (1-3 weeks) to sustain winter visitation.

### Festivals and Events

### DO will support and promote festivals and event activities through marketing and public relations. Recognizing the importance of events in building shoulder season business, DO will amplify both new and existing events via our channels and co-operative marketing initiatives. We will collaborate with event organizers to enhance their marketing efforts and provide support and information for grant applications where feasible.

### Meetings and Incentives

### Osoyoos is well-suited for small to midsized meetings, corporate retreats, and incentive groups. With top-tier wine and culinary offerings, diverse accommodations, golf courses, and unique activities such as Area 27 and District Wine Village, Osoyoos is a prime destination for corporate groups. DO will continue working with Cantrav, CVENT, the Thompson Okanagan Tourism Association, and Destination BC to support this market.

### Weddings

### Osoyoos is ideal for smaller weddings, elopements, and romantic getaways. DO will continue to promote unique venues and services, ensuring potential visitors and planners have access to comprehensive information. Emphasis will be placed on shoulder-season weddings through targeted digital marketing.

### Sustainability

### Continuing to align our organizational efforts with the United Nations' sustainable development goals is crucial. Destination Osoyoos will use key marketing initiatives to encourage responsible and mindful travel, minimizing the impact on the Osoyoos community and its surroundings. With a variety of existing environmentally and socially responsible tourism products, Osoyoos is well-positioned to attract travelers seeking sustainable experiences.

### Advertising Campaigns

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| --- | --- | --- | --- | --- | --- | --- |
| Initiative | Target Sectors | Medium | When | Description | Goals/Objectives | KPI’s |
| Vancouver Sun and Province (Postmedia) | Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor Adventure Festivals and Events Sustainability | Online Social Media Print | Q1 Q2 Q4 | Sponsored digital articles, digital display ads, and Meta advertising in key outlets for BC (Vancouver Sun/Province) to promote spring, fall, and winter. | To promote shoulder season leisure travel in BC. | # of article views, # of impressions, # of ad clicks, # of social media followers, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Calgary Herald (Postmedia) | Winter/Ski Leisure Snowbirds Wine and Culinary Outdoor Adventure Festivals and Events | Online Social Media | Q1 Q4 | Sponsored digital articles, digital display ads, and Meta advertising in Alberta to promote spring, fall, and winter. | To promote shoulder season leisure travel in Alberta. | # of article views, # of impressions, # of ad clicks, # of social media followers, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Toronto Sun (Postmedia) | Leisure  Wine and Culinary  Outdoor Adventure  Festivals and Events | Online  Social Media  Print | Q2 | Sponsored digital article, digital display, Meta, and print article and digital ads promoting spring and summer visitation to Osoyoos. | To promote spring/summer getaways as well as key festivals and events. | # of article views, # of impressions, # of ad clicks, # of social media followers, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Bell Media Digital | Leisure Winter/Ski Outdoor Adventure Wine and Culinary | Online | Q1 Q3 | 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 and fall to travelers in BC and AB. | # of impressions, # of link clicks to destinationosoyoos.com, increase in package pageviews, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| The Senior Paper | Snowbirds Winter/Ski Camping/RV | Print | Q3 Q4 | Print ad in 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 destnationosoyoos.com, # of visits to snowbird related packages, positive increase in STR over 2024, positive increase  in MRDT over 2024. |
| Western Producer | Snowbirds  Winter/Ski Camping/RV | Print Online E-Newsletter | Q3 Q4 | Print, digital, and e-newsletter advertising through the 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 destnationosoyoos.com, # of ad impressions, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Alberta Weekly Newspapers | Snowbirds Winter/Ski Camping/RV | Print | Q3 | 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, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| 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, news coverage, and social media, intended to promote packages to increase visitation in all seasons. | To drive seasonal occupancy through the promotion of packaged tourism products and contests 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 2024, positive increase in MRDT over 2024. |
| Global TV (BC) | Leisure Festivals and Events Wine and Culinary  Outdoor Adventure Winter/Ski | Television Online Social | Q1  Q2  Q3 | Multifaceted campaigns promoting spring, summer, and fall through television spots, contesting, and paid Meta advertising. “Local Escapes” segment will run through Global TV’s network across British Columbia and online. | To drive occupancy during spring, summer, and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary, while highlighting key tourism stakeholders. To market Osoyoos as a destination for weekend getaways throughout spring, summer, and fall 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 2024, positive increase in MRDT over 2024. |
| 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, summer, and fall, through television spots, contesting, and paid Meta advertising. “Local Escapes” segment will run through Global TV’s network in Calgary, Edmonton, and online. | To drive occupancy during spring, summer, and fall through the promotion of leisure activities such as blossom touring, fall colours, wine, golf, ski, and culinary, while highlighting key tourism stakeholders. To market Osoyoos as a destination for weekend getaways throughout spring, summer, and fall to AB. | # 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 2024, positive increase in MRDT over 2024. |
| CTV Vancouver | Leisure Wine and Culinary Outdoor Adventure | Television Online Social Media | Q2 Q4 | Multifaceted campaigns promoting spring and fall through television spots (live on location business segments and commercials), contesting, and digital display ads through CTV Vancouver. | To drive occupancy during spring and fall through the promotion of key tourism businesses. | # 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 2024, positive increase in MRDT over 2024. |
| Expedia | Leisure Wine and Culinary Outdoor Adventure Sustainability | Online Social Media | Q1 Q2 | 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 2024, positive increase in MRDT over 2024. |
| Globe and Mail | Leisure Outdoor Adventure Wine and Culinary Sustainability | Online Social Media E-Newsletter | Q3 | Digital sponsored article and ads promoting fall activities/reasons to visit. | To increase awareness of fall offerings and drive shoulder season business. | # of link clicks to destinationosoyoos.com, # of article views, # of ad clicks, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Prince George Citizen | Winter/Ski Snowbirds Leisure Wine and Culinary Outdoor Adventure | Online Social Media | Q4 | 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 increase shoulder season visitation from a key target in Northern BC. | # of article views, #of link clicks to destinationosoyoos.com, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| BC Living | Leisure  Wine and Culinary  Outdoor Adventure Sustainability | Online Social Media | Q2 | Sponsored article and display advertising in a prominent BC lifestyle outlet. | To increase awareness of Osoyoos product including sustainable experiences and to drive spring visitation from the BC market. | # of article views, # of link clicks to destinationosoyoos.com, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| NG Media | Leisure Wine and Culinary  Outdoor Adventure Sustainability | Television | Q2  Q4 | PSA style television commercials running across major networks (Rogers, Bell) to promote summer and winter. | To increase awareness of Osoyoos on a national level and to maintain summer visitation. | Increase in direct traffic to destinationosoyoos.com; positive increase in STR over 2024, positive increase in MRDT over 2024. |
| Rogers Media | Leisure Wine and Culinary Outdoor Adventure | Television Online | Q1 Q3 | Digital television commercials on City TV Vancouver, City TV Calgary, and Sportsnet. | To increase awareness of Osoyoos as a must-visit destination during spring and fall to key markets in BC and AB. | Increase in direct traffic to destinationosoyoos.com; positive increase in STR over 2024, positive increase in MRDT over 2024. |

Social Media and Digital

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| 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 2024, positive increase in MRDT over 2024. |
| 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 LinkedIn to drive traffic to destinationosoyoos.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 2024, positive increase in MRDT over 2024. |
| Festival and Event 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 destinationosoyoos.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 2024, positive increase in MRDT over 2024. |

Creative

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| Initiative | Target Sectors | Medium | When | Description | Goals/Objectives | KPI’s |
| Digital/Print Ad Creative | All | Design | Q1 Q2 Q3 Q4 | Professional design for marketing campaign collateral as well as project specific assets (winery map, Osoyoos town map) | 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 marketing collateral including stickers or posters. | To maintain the integrity and cohesiveness of the Destination Osoyoos brand. | # of assets produced. |
| Winery Map | Wine and Culinary | Print | Q1 Q2 Q3 Q4 | Printed winery map for visitors. | Print and distribute winery map for South Okanagan and Similkameen wineries, encourage Osoyoos mobile app downloads | # of brochures printed and distributed, # of QR code scans from brochure. |
| 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

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| 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 2024. |
| 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

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| Initiative | Target Sectors | Medium | When | Description | Goals/Objectives | KPI’s |
| Local Public Relations | All | Public Relations | Q1 Q2 Q3 Q4 | Advertising in local outlets to promote awareness of Destination Osoyoos initiatives. | 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. |
| 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

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| 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 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, TOTA, and DBC to generate media exposure to attract the leisure travel market. | # of FAMs hosted, # of stories generated,  $ of unpaid media received over 2024. |

Research and Development

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| 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 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 2024, positive increase in MRDT  over 2024. |

Co-op Tourism Initiatives

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| 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 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 destinationosoyoos.com, positive increase in STR over 2024, positive increase in MRDT over 2024. |
| 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 2024, positive increase in MRDT over 2024. |
| Traveling 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 neighbouring 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 2024, positive increase in MRDT  over 2024. |
| Crowsnest Scenic 3 | All | Partnerships Online Social Media | Q2 | A co-operative campaign to promote touring and road trips of Crowsnest Scenic 3 between Boundary Country and Hope. Partners include Destination Osoyoos, Boundary Country Tourism, Similkameen Independent Winegrowers Association, Similkameen Valley Planning Society, and Hope. | Build strategic partnerships with local organizations to further organizational goals. | # of visits to destinationosoyoos.com from Crowsnest Scenic 3, positive increase in STR over 2024, positive increase in MRDT  over 2024. |
| 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 part of the Okanagan bird trail and features local product, packages, itineraries, and events, promoted through paid digital advertising and print materials. | 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 2024, positive increase in MRDT  over 2024. |
| Mountain Biking BC | Outdoor Adventure Leisure | Partnerships Online Social Media | 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 2024, positive increase in MRDT over 2024. |
| South Okanagan Fire and Ice Festival | Winter/Ski Snowbirds Festivals and Events | Partnerships Marketing | Q4 | A signature winter event 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 2024, positive increase in MRDT  over 2024. |

Memberships, Partnerships and Subscriptions

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| Initiative | Target Sectors | Medium | When | Description | Goals/Objectives | KPI’s |
| BC Destination Marketing Organization Association (BCDMOA) | All | Partnerships | Q1 Q2 Q3 Q4 | Membership in the Provincial DMO association. | To work with industry and government groups to enhance tourism programming for the province through collective efforts. | # of programs DO 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. |
| 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 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. |
| 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. |
| Tourism Industry Association of Canada (TIAC) | All | Partnerships | Q1 Q2 Q3 Q4 | Membership for the Tourism Industry Association of Canada. | To stay informed of national trends, updates, and opportunities. | 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 Q4 | Membership for go2HR. | Take advantage of BC tourism and hospitality resources including training, job boards, and more. | # of training programs utilized, # of jobs posted to board. |
| 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 2024, positive increase in MRDT over 2024. |
| 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 2024, positive increase in MRDT over 2024. |
| 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. |
| 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. |
| 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. |
| QR Code Software | All | Software | Q1 Q2 Q3 Q4 | Fee for QR Code generator software subscription to allow DO to track website visits and mobile app downloads on printed materials. | Develop QR codes to be used for tracking website visitation on print materials. | # of QR codes generated, # of scans, # of mobile app downloads, # of website visits. |
| Miscellaneous | All | N/A | Q1 Q2 Q3 Q4 | Funds for miscellaneous software or subscriptions that arise. | N/A | N/A |

Customer Relationship Management

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| 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

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| 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 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. |