



## 2026 MARKETING PLAN

Destination Osoyoos Tactical Marketing Plan

## Summary

The 2026 Marketing Tactical Plan has been developed through a thorough review of the 2025 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 2026 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 2026 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 2026 and beyond, Destination Osoyoos is committed to continuing to build on our sustainable destination development efforts. The 2026 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 2026, 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 2026 plan aims to build on the attraction of active travelers through targeted campaigns and Provincial marketing efforts such as the BC Bird Trail, South Okanagan Golf 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 2026 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 2026 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 midsize 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

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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
Calgary Herald (Postmedia)	Winter/Ski Leisure Snowbirds Wine and Culinary	Online Social Media	Q1 Q4	Sponsored digital articles, digital display ads, and Meta advertising in Alberta to	To promote shoulder season leisure travel in Alberta.	# of article views, # of impressions, # of ad clicks, # of social media followers, positive increase in STR

	Outdoor Adventure Festivals and Events			promote spring, fall, and winter.		over 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 winterhaven for Snowbirds.	# of direct snowbird inquiries, # of visits to snowbird content on destinationosoyoos.com, # of visits to snowbird related packages, positive increase in STR over 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI

						results.
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 destinationosoyoos.com, # of ad impressions, positive increase in STR over 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.

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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
Global TV (BC)	Leisure Festivals and Events Wine and Culinary Outdoor Adventure Winter/Ski	Television Online Social	Q1 Q2	Multifaceted campaigns promoting spring and summer, 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 the spring and summer 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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
Global TV (AB)	Leisure Festivals and Events Wine and Culinary Outdoor Adventure	Television Online Social Radio	Q1 Q2 Q3	Multifaceted campaigns promoting spring, summer, and fall, through television	To drive occupancy during spring, summer, and fall through the promotion of leisure activities such as	# of stakeholders participating in contesting, # of link clicks to destinationosoyoos.com



	Winter/Ski			spots, contesting, and paid Meta advertising. "Local Escapes" segment will run through Global TV's network in Calgary, Edmonton, and online.	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.	packages page, # of social media followers, # of contest entries, # of members received for the consumer newsletter database, positive increase in STR over 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
CTV Vancouver	Leisure Wine and Culinary Outdoor Adventure	Television Online Social Media	Q2	Multifaceted campaigns promoting spring through television spots (live on location business segments and commercials), contesting, and digital display ads through CTV Vancouver.	To drive occupancy during spring 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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
Seekers Media	Leisure Wine and Culinary Outdoor Adventure	Online Social Media E-news	Q2	Digital campaign to promote festival and events in BC and Alberta.	To increase awareness of festival and event offerings and drive seasonal business.	# of link clicks to destinationosoyoos.com and participating stakeholders, # of social media followers, positive increase in STR over 2024, positive increase in MRDT over 2024. Refer to the 2025 Marketing Reporting

						document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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. US Marketing.	To increase awareness of Osoyoos on a national level and to maintain summer visitation domestic and from the USA.	Increase in direct traffic to destinationosoyoos.com; positive increase in STR over 2024, positive increase in MRDT over 2024. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting

						document for detailed KPI results.
Backroads Map Books	Outdoor Adventure	Print	Q1 Q2 Q3 Q4	A guidebook that supports adventure tourism with maps and information on routes, parks, trails, waterways, and roads in the Thompson Okanagan. Payment is for 3 years 2025-2027.	To promote Osoyoos as a destination or stopover point for eco and adventure tourists and to encourage downloads of the Osoyoos mobile app as a measurable call to action.	# guides distributed, # of click-throughs to destinationosoyoos.com camping and outdoor adventure content, # of mobile app downloads,

## 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 contractor 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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting

						document for detailed KPI results.
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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.
Social Media and Digital Contractor	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 2025, positive increase in MRDT over 2025. Refer to the 2025 Marketing Reporting document for detailed KPI results.

## 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 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	Professional design and delivery of marketing	To maintain the integrity and cohesiveness of the	# of assets produced.

			Q3 Q4	collateral including stickers or posters.	Destination Osoyoos brand.	
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.

## Website Redesign

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
Website Redesign	All	Design	Q1 Q2 Q3 Q4	Professional design for destinationosoyoos.com with updated standards and technology.	To maintain the integrity and cohesiveness of the Destination Osoyoos brand.	# of website users, # CTR

## 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 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

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. Stakeholder mixer type events to be held in Visitor Centre	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

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. With cost share agreement for TMAC and SATW.	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

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 2025, positive increase in MRDT over 2025.

## Group & FIT

Initiative	Target Sectors	Medium	When	Description	Goals/Objectives	KPI's
Group & FIT Markets	Leisure Wine and Culinary Outdoor Adventure Winter/Ski Snowbirds Festivals and Events Meetings and	Online Social Media Partnerships Marketing Shows	Q1 Q2 Q4	Targeting Group and Free Independent Travellers (FIT) helps Osoyoos balance visitor demand across seasons. Group travel supports shoulder-	Grow year-round visitation and visitor spending by targeting both Group and FIT markets. Efforts will focus on increasing destination awareness, strengthening partnerships	# of group tours, increase in group room nights, # of partnerships, increase in shoulder-season occupancy rates, YOY visitation growth, occupancy and ADR improvements, average

	Incentives Weddings			period occupancy, while FIT travellers drive longer stays and greater local spending through personalized, experience-based travel.	with tour operators, and inspiring longer stays through targeted campaigns and itineraries.	length of stay, visitor spending, # of itinerary downloads, website sessions
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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 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 destinationsoyoos.com, positive increase in STR over 2025, positive increase in MRDT over 2025.
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. Participation towards the Great Taste of Canada.	Collaborate with regional partner organizations to promote unique culinary offerings.	# of link clicks to destinationsoyoos.com from the Canadian Culinary Tourism Alliance website, positive increase in STR over 2025, positive increase in MRDT over 2025.
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	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 destinationsoyoos.com from Touring Out in the Thompson Okanagan, increase in social media engagement, positive increase in STR over 2025,



				Kamloops.		positive increase in MRDT over 2025.
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 2025, positive increase in MRDT over 2025.
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 2025, positive increase in MRDT over 2025.
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 2025, positive increase in MRDT over 2025.

South Okanagan Fire and Ice Festival	Winter/Ski Snowbirds Festivals and Events	Partnerships Marketing Social Media	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 2025, positive increase in MRDT over 2025.
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Golf in BC	Outdoor Adventure Leisure Weddings Meetings and Incentives Festivals and Events	Partnerships Online Social Media Marketing	Q1 Q2 Q3 Q4	A partnership with the South Okanagan golf courses of Osoyoos Golf Club, Fairview Mountain Golf Course, and Nk'Mip Desert Canyon Golf Course (Potentially Sonora Dunes).		
Agri-Tourism Project (South Okanagan Farm Trail Project)	Wine and Culinary Leisure Snowbirds Outdoor Adventure	Partnerships Online Social media Marketing	Q1 Q2 Q3 Q4	The South Okanagan Farm Trail is a collaborative, self-guided culinary route connecting visitors with farm gates, markets, and immersive food experiences across the region. Developed from the Osoyoos Tourism Master Plan with support from local and regional partners, the trail showcases farm-to-table offerings beyond wineries, celebrates diverse agricultural producers, and strengthens the local economy.	To position the South Okanagan as a leading agri-culinary destination by connecting visitors to authentic farm, food, and market experiences that support local producers, diversify tourism offerings, and encourage year-round visitation.	#landing page visitors, social media engagement, # of participating businesses, #growth in spring and fall visitation, #media coverage

## Memberships, Partnerships and Subscriptions

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.
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 2025, positive increase in MRDT over 2025.
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 2025, positive increase in MRDT over 2025.
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	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,

				communications.		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.
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

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 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.