

Frequently Asked Questions & Answers

2020 Marketing & MRDT Collection Area Presentations

What are your plans for international marketing?

We are awaiting greenlight indicators of international border re-openings before resuming our international marketing campaigns. In preparation, we have allocated budget in our 2021-22 budget for marketing to our short-haul U.S. markets (WA, OR, CA) and a German-speaking Europe campaign. However, campaigns will not resume until our Marketing Committee receives greater indication for two-way travel resumption between Canada and these respective countries.

How much MRDT is generated from my community?

The Ministry of Finance through the Province of BC does not allow anyone to see this information. We are only able to see how much MRDT is collected per month across the whole region as a lump sum.

Which activities/experiences on LandWithoutLimits.com receive the highest website traffic?

From April 1, 2020 to-date (March 9, 2021) the Top 10 most visited pages on our site are the following:

1. [Special Offers](#) *(If you would like to list a Special Offer, please email us!)*
2. [Story – Road Tripping BC’s Roads Less Travelled](#)
3. [Plan Your Adventure \(Regional Map\)](#)
4. [Story – The Best Winter Cabins in BC’s Backyard](#)
5. [Places](#)
6. [Stories – BC’s Top Trips for Adventurous Families](#)
7. [Provincial Parks](#)
8. [Stories – Camping With No Reservations in BC’s Cariboo Chilcotin Coast](#)
9. [Places – Road Trips](#)
10. [Places – Chilcotin](#)

The Top 5 most visited Activity pages* on our site are the following:

1. [Touring & Camping](#) – 7,629 page views
2. [Guest Ranching & Rodeo](#) – 5,229 page views
3. [Fishing & Hunting](#) – 3,650 page views
4. [Hiking](#) – 2,876 page views

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5. [Winter Activities](#) – 1,196 page views

**Total 32,144 page views across all Activity pages.*

Who is on the Marketing Committee and how are they elected?

Our Marketing Committee is made up of tourism business representatives that are nominated and elected by MRDT-eligible tourism businesses in their collection area.

How much do you spend on marketing versus administrative costs each year?

One of the first ‘rules’ that our Marketing Committee established was that our administrative costs (staff wages, accounting and audit fees, meetings and travel, office rent/expenses, etc.) were to not exceed more than 20% of our annual marketing budget. This means that at LEAST 80% of our budget every year is dedicated to marketing that promotes your businesses and regional tourism. This low administrative % is made possible as Cariboo Chilcotin Coast Tourism is a not-for-profit association, meaning that we do not carry high administrative costs associated with government-led initiatives.

How can I stay more up-to-date on what you’re doing for regional marketing initiatives?

Attending these annual presentations is a good re-cap of the previous year. For monthly updates, you can subscribe to our industry marketing e-newsletters where we share insights from our campaigns and programs for businesses to take advantage of. You can subscribe to these e-newsletters here: <https://industry.landwithoutlimits.com/#newsletter>

What are your plans for COVID-19 Recovery?

We recognize both the urgency for dedicated, large-scale marketing efforts to generate bookings to our businesses and the need for our businesses to be ready to take advantage of that increased attention to our region. We know that the marketplace is going to be both competitive and expensive; therefore incentive-driven campaigns along with highlighting our ‘wide-open spaces’ will be what sets us apart. Awaiting a greenlight for widespread travel, we will continue encouraging consumers to support tourism businesses through gift certificate purchases to use towards future bookings. Upon a greenlight, we will be deploying a value-add incentive campaign intended to stimulate 3+ night room bookings to businesses listed on LandWithoutLimits.com.

We have identified that our businesses need to be ready to compete stronger than ever in an increasingly digital-world and hyper-competitive domestic marketplace. We also know that so many of our stakeholders

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are overwhelmed by just trying to keep their businesses afloat. We are taking care of the digital pre-game by launching a FREE program to equip you with the following:

1. Installation of free data collection and analysis tools to make sure you are gathering important insights about your customers and the effectiveness of your website, social media accounts and marketing efforts.
2. Creation and optimizations for your business on Google My Business, Bing Places, Tripadvisor, HelloBC, and LandWithoutLimits.com so you are in front of as many eyes as possible.
3. Access and integration into our commission-free online booking engine through LandWithoutLimits.com. Either via your existing GDS, or if you're a pen-and-paper business, we'll help with matching and onboarding you to a property management solution that allows you access to third-party booking platforms.
4. Uploading your COVID-19 Safety Plan to your website to comply with Provincial Health Office orders.
5. A free online password management tool to keep all your passwords secure and available at your fingertips when you need them!

This program will launch March 15th and we are planning to have as many businesses through the door to be prepared for the 2021 peak season by May 15th.