



**CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION  
2018 ONE YEAR TACTICAL PLAN**

## **OVERVIEW AND UPDATE**

### **Introduction and Summary**

The Cariboo Chilcotin Coast Tourism Association is the Regional Destination Management Organization (RDMO) with geographical boundaries that are defined by distinctive regions that include the Cariboo, the Chilcotin and Central Coast of British Columbia. As a non-profit society, the organization works in conjunction with Destination BC and tourism industry stakeholders in the region to foster the development and growth of tourism, to strengthen partnerships and support BC's brand and global reputation. The region continues to achieve this by supporting the provinces *Wild at Heart* brand through their own *Land without Limits* messaging while aligning and adjusting to consumer expectations and industry priorities.

A recent review of the organizations previous 5-Year Business and Operating Plan identified that the region had been operating at a status quo level for many years, despite continued efforts to advance both the effectiveness of the organizational and management activities as well as boost and optimize destination marketing. Additionally, it was recognized that in comparison to other regions within the province, they fell behind in destination development and industry growth; primarily due to insufficient funding that includes regional, community and local business levels.

As a result of the noted conclusions, in the spring of 2016 the Cariboo Chilcotin Coast Tourism Association commenced heightened engagement with their stakeholders and accommodation providers to identify opportunities to source additional revenues, in particular through the province's Municipal, Regional and District Tax (MRDT) Program while redefining the region's marketing objectives and targets. *A Tourism Plan for MRDT in the Cariboo Chilcotin Coast*

determined that as an eligible entity, MRDT funds would allow the CCC to invest and leverage funds on behalf of their stakeholders in additional marketing programs and projects, enhance tourism assets, as well as intensify efforts to generate extended overnight stays, grow regional and local economies, increase visitation and aid in amplifying BC's tourism marketing efforts.

The 2018 One Year Tactical Plan has been developed to support the implementation and delivery of the 2018-2022 Cariboo Chilcotin Coast Business Plan and its inception of an innovative, regional MRDT funded model.

### **Strategic Direction**

The CCC region has identified four pillars as areas that can significantly provide tourism growth; Marketing, Remarkable Experiences, Tourism Management, Destination and Industry Development. With the new MRDT funding model, projects and programs will be strategically developed and delivered to enable the region to realize development and growth opportunities. The strategic direction for 2018 will have the objective of:

- Achieving annual increases in visitor volumes and visitor expenditures to the region;
- Contributing to the provincial increase of visitor volume and expenditures;
- Concentrating marketing efforts in the three-key short-haul markets; BC, Alberta and Washington State to strengthen familiarity and reputation of the CCC experiences;
- Fostering Destination BC partnerships while supporting the provincial brand influence and distinction
- Growing and strengthening industry partnerships

With the implementation of the 2018-2022 Business Plan, the CCC will ensure to identify and monitor opportunities on a regular basis as well as provide ongoing engagement with stakeholders to establish successful execution and evolution of the business and strategic plans while positioning the region and its stakeholders with a differential advantage over other competitive regions. This will include performance and reporting requirements as an eligible entity and designated recipient of the 3% MRDT.

The CCC region will also continue to be focused on the evolving visitor economy, annually reviewing its current strategic direction, analyzing the aspects of change, exploring opportunities for new alliances that would encourage collective approaches to marketing and developing newly defined expectations for the CCCTA from both a marketing and destination development perspective.

The MRDT Program will be managed and executed by a newly formed MRDT Committee, which will directly report to the Cariboo Chilcotin Coast Tourism Association Board of Directors. This Committee is expected to assemble and be established by December 31, 2017.

## Key Learnings & Conclusions

By March 2017 the Cariboo Chilcotin Coast Tourism Association garnered support from all required entities to apply as an eligible entity for MRDT funding including authorized signatures exceeding the 51% requirement from the accommodation sector within the region. Through continued stakeholder and partner engagement, the CCC ensured all relevant perspectives were identified.

There is an overall understanding from the region's stakeholders that although there is some measured growth and positive results for the previous year, and despite the wealth of product offerings and experiences available that can meet the needs of the identified markets, there remains both a low awareness and low interest value of the region. The key negative aspects impacting stronger growth in recent years can be attributed to a combination of transportation barriers, rural product offerings and accessibility, seasonal labor shortage, and limited resources and lack of funding for marketing. This includes the lack of community level DMO's in the region and limited opportunities to leverage funding programs with tourism businesses.

Conversely, identifying products and services and the unique appeal to the Cariboo Chilcotin Coast and aligning target markets with seasonal marketing programs will remain one of the success factors for the region. The most significant marketing efforts in the past several years has been promoting the Gold Rush Trail Corridor and Barkerville Historic Town & Park. Special events and winter product throughout the region have also aided in shoulder season demand, mainly with local and short-haul markets.

The CCC has also come to recognize the evolution of travel experiences that visitors are seeking and the diverse blend of product and service offerings has several competitive advantages for stakeholders to subscribe to in the year ahead. They are highlighted by;

*Outdoor Adventure:* This includes experiences related to fishing, hunting, wildlife viewing, mountain biking and guest ranches. It continues to be the mainstay of the CCC and identified as an area with continued growth opportunities.

*Family oriented and cowboy culture:* While there is some overlap with the outdoor adventure product offering, this offering is geared towards the family market and draws heavily on residents and regional travelers. There is continued opportunity to capitalize on the reputation of the region as a family get away destination and building custom made experiences using guest ranches, outdoor adventure and camping as lures to the communities and region.

*History, Arts and Culture:* This includes iconic historical sites and experiences such as the Gold Rush Trail and Barkerville Historic Town & Park, First Nations products and programs as well as some inclusion to the archetypal cowboy culture.

*Eco-tourism:* With the growing demand for experiential product, there is an abundance of opportunities to grow this market in the years ahead. Product offerings include the Great Bear Rain Forest, the Chilcotin Ark and outdoor activities and experiences.

The CCC region recognizes that consideration must be given to the fact that currently over 80% of overnight travelers are from the domestic market and there will be fierce competition from other destinations for this market, in particular, shoulder season business in the next couple of years and will ensure to continue to work with stakeholders to develop all season products and services. Additionally, it is anticipated there may be a heightened awareness of the regions historical, natural and cultural products during the nation's Canada 150 celebrations throughout 2016.

### **Overall Goals, Objectives & Targets**

The overall goal of the Cariboo Chilcotin Coast is to ensure a strengthened year-round tourism based economy for the region through the promotion of its industry partners.

The **Vision** of the Cariboo Chilcotin Coast Tourism Association is to inspire the Cariboo Chilcotin Coast tourism industry to achieve the vision of a four-season iconic destination, known for breathtaking scenery and memorable experiences.

The **Goal** of the 2018-2022 Business Plan is primarily to ensure the tourism businesses within the Cariboo Chilcotin Coast tourism region are provided with opportunities that are equal to those within other tourism regions and communities within B.C., which will strengthen the overall CCC tourism product and industry. The **goal** is to ensure the CCC region will realize:

- A stronger share of voice for the CCC tourism operators when compared to other BC destinations,
- A stronger ability to cooperate and compete with other BC tourism destinations,
- A stronger ability to respond to marketing opportunities while creating new ones, and
- A stronger ability to evolve the product experiences to meet current and future consumer demands.

### **Target Markets**

The CCC brand will continue to progress to ensure alignment to the evolving provincial brand. Currently, the primary contributor of revenue to the regional tourism economy results from spending by visitors from both regional and out of province markets, in particular Cascadia (BC and Washington State) and includes economic contributors from the regional film and motion picture industry.

The following key target markets are identified as having the greatest potential to build upon the Cariboo Chilcotin Coast strengths. The geographic and product sector markets are also priority markets for the multiple organizations, sub regions and communities that implement their own tourism development and marketing initiatives. With the increase in the region's

marketing resources, enhanced transportation corridors and renewed confidence in product development, these markets should achieve the greatest visitor volume while remaining as investment and growth opportunities for stakeholders.

Destination Canada's Explorer Quotient research framework has been adopted by Destination BC and the CCCTA and will provide the region with a foundation for establishing target EQ types, based on the region's attributes, iconic experiences and passions-based product offerings. By including EQ research, the following EQ types will be included as the CCC's targets for the Canadian market and ensure heightened marketing and promotional opportunities.

*Authentic Experiencer (40%)*

- this travel type is something of an improve artist, and likes to explore. They are seeking authentic, tangible engagement with destinations and are high on historical and cultural travel.

*Cultural Explorer (40%)*

- These travel types are constant travelers and love to be immersed in local culture, people and settings. This may also include cultural history buffs, who travel to further research their hobbies and interests.

*Free Spirit (20%)*

- These travel types are young and ambitious and seek the iconic experiences. They are more inclined to travel with a group and embrace sharing their experiences online.

***Geographic Markets***

Primary Markets

- British Columbia
- Washington State

Secondary Markets

- German speaking Europe
- Alaska
- Western USA – Oregon, California
- Europe sector specific: UK, Switzerland, Belgium, the Netherlands, France
- Alberta
- Australia

Emerging Markets

- China
- Japan
- India
- South Korea
- Mexico

***Product Sector Markets***

Primary Sector Markets

- Touring
- Fishing and Hunting
- Outdoor Adventure
- Wildlife Viewing
- Guest Ranches

## Emerging Sector Markets

- First Nations
- Cuisine and Agritourism
- Mountain biking
- Hiking
- Photography

## **ONE YEAR-TACTICAL PLAN WITH PERFORMANCE MEASURES**

The following are Project Plans for each major activity the Cariboo Chilcotin Coast (CCCTA) will undertake in 2018 using MRDT funds. This document is the inaugural one year plan supporting the newly established eligible entity and it should be noted that it is expected to be an evolution to the plan as potential partnerships and alliances are formed and future resources are leveraged during the implementation stage.

Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation. As the eligible entity, the CCCTA will ensure the MRDT program is applied to contribute to the increase of regional and local tourism revenues, visitation, and economic benefits and is supported by regional tourism stakeholders that include the Cariboo Regional District and Central Coast Regional District as well as parts of:

- Thompson-Nicola Regional District – Area E
- Squamish-Lillooet Regional District – Area A & B
- Fraser-Fort George Regional District – Area E
- Kitimat-Stikine Regional District – Area C, part 2

The CCCTA will also ensure engagement from the following 4 municipalities that encompass the region; District of Lillooet, City of Williams Lake, District of 100 Mile House and the Village of Clinton.

<b>Major Category:</b> Marketing
<b>Activity Title:</b> Consumer Marketing
<b>Tactics:</b> To create a data base of activity based products and services that include but are not limited to the following: <u>Sports &amp; Recreation</u> <ul style="list-style-type: none"><li>• Fishing</li><li>• Hunting</li><li>• Skiing</li></ul> <u>Outdoor and Nature</u> <ul style="list-style-type: none"><li>• Hiking and Biking</li><li>• Wildlife viewing</li><li>• Camping/RVing</li><li>• Eco Tourism<ul style="list-style-type: none"><li>• Develop <i>stay and play</i> themed and experiential packages that include and are representative of each activity</li></ul></li></ul>

- Develop winter season packages to capitalize on shoulder season opportunities
- Ensure both *hellobc.com/cariboo* and *landwithoutlimits.com* interactive landing page and online presence to highlight custom experiences and ensure cross promotion with partnered stakeholders
- Develop strategic traditional and non-traditional advertising campaigns to promote packages, itineraries and experiences
- Implement measuring tools to gauge level of interest and success

Promoting the region's shared origins, history and cultural experiences provides the opportunity to strengthen and grow regional and community level economies. This will be accomplished by working with regional organizations that implement tourism development, indigenous partners, and current marketing programs dedicated to promoting the diversity of the CCC.

- Identify paid and unpaid media opportunities to promote history, arts and cultural related programs products and services
- Encourage participation of stakeholders to Destination Development workshops/seminars
- Work with partners and stakeholders to enhance existing sector tourism offerings and develop new tourism products, programs and experiences.
- Develop online marketing strategies including storytelling approaches to the region's cultural diversity; focus primarily on historic sites, First Nation's experiences, the Gold Rush Trail, cultural and natural landscapes and experiences within

Develop traditional marketing ad campaigns, identifying publications with target market reach

#### **Implementation Plan:**

##### *Short Description*

- **Local Awareness**
- Engage locals in sharing real time positive outdoor Cariboo Chilcotin Coast experiences using online/social channels. Communicate the CCC initiatives relating to outdoor activities to local stakeholders to raise the profile of experiential products and services.
- **Community Partnership Development**
- Create a strong activity based community by facilitating positive connections between developed and developing tourism partners.
- Encourage participation to scheduled workshop/seminars that focus on destination development.
- **Cross Promotional Activities**
- Include activities/experiences cross-promotional opportunities in Cariboo Chilcotin Coast initiatives where ever feasible.
- **Paid Media**
- Well-targeted, high impact advertising will be used to increase the reputation of the Cariboo Chilcotin Coast. They may be standalone ads and promotions, or in collaboration with provincial and regional stakeholders, community festivals and events, or supporting products and services.
- **Consumer Shows**
- Identify and participate in market specific tradeshow that will provide opportunities to highlight the regions leisure activities. (i.e. BC Outdoor Adventure Show, Calgary Outdoor Adventure and Travel Show).
- **Collateral Development** – Produce and distribute 2018 Cariboo Chilcotin Coast Visitor's Guide (40,000 copies) and the Cariboo Chilcotin Coast Map Pad
- **Website Enhancement & Online Presence**
- Ongoing website enhancement to ensure a strong presence for the outdoor adventure sector on *hellobc.com/cariboo-chilcotin-coast* and *landwithoutlimits.com* and working with social channels

	<p>to further increase the CCC awareness as an outdoor adventure destination.</p> <ul style="list-style-type: none"> <li>- Work with social media strategists to ensure an online presence. Determine the most effective social channels to reach target markets and engage with visitors who have made or are thinking of making the decision to choose the Cariboo Chilcotin Coast region. Promote the use of #explorebc and #ccclives and ensure a consistent tone and message that is aligned with the Cariboo Chilcotin Coast brand.</li> <li>- <b>Community Support and Leveraged Funding Opportunities</b></li> <li>- Assist communities and interest groups in pursuing funding and financial support for specialized projects that will provide economic benefit to the outdoor adventure sector.</li> <li>- Fully utilize Destination BC's Open Pool programs funds.</li> <li>- Establish updated inventory of region's market ready historical and cultural attributes</li> <li>- Work with various regional and community level committees and stakeholders to identify expectations</li> </ul>
<p><i>Quantifiable Objectives:</i></p>	<ul style="list-style-type: none"> <li>• Interest and participation from stakeholder buy-in opportunities</li> <li>• Website visits – tracked via unique landing pages or tracking codes</li> <li>• Number of packages sold</li> <li>• Social media followers &amp; engagement levels</li> <li>• Media stories generated</li> <li>• Increase overnight visitations to Cariboo Chilcotin Coast</li> <li>• Increase the number of visitor inquiries</li> <li>• Enhance website content on hellobc and landwithoutlimits</li> </ul>
<p><i>Rationale:</i></p>	<p>Marketing and promoting activity based experiences creates the opportunity for short and long term growth opportunities for the destination and enables the ability to grow in current markets, extend overnight stays, and invest in both expanding and emerging markets. Successful activity based tourism marketing will depend on customizing to the specific markets the Cariboo Chilcotin Coast aims to attract. With the increase in demand for experiential travel, the region's reputation for its natural resource assets and outdoor activities and proximity to high density target markets, the CCC has identified this as sector with the opportunity for significant growth.</p> <p>The marketing and promotion of the CCC region's history, arts and culture engages residents and encourages inter-community collaboration as it enables the ability to tell the regions story. Iconic historic corridors, sites and museums, First nations product, and wealth of visual artists are vested in the Cariboo Chilcotin Coast. This sector continues to gain popularity presents opportunities to grow this sector and further differentiate the region from competitive destinations in the province. The successful development and promotion of the history, arts and culture of the CCC and its experiential offerings contributes to the long-term sustainability of the sector in the region.</p>
<p><i>Action Steps:</i></p>	<ul style="list-style-type: none"> <li>• Review current available content focusing on activities and determine priority areas for improvement</li> <li>• Work closely with DBC to enhance content as directed and ensure end product is consistent with the CCC brand.</li> <li>• Ensure content for packages and activities sections of websites is engaging and up to date</li> <li>• Identify relevant publications for advertising CCC outdoor activities</li> <li>• Establish a content calendar to ensure social media channels include packaged</li> </ul>



	<p>activities content. Schedule content boots when applicable</p> <ul style="list-style-type: none"> <li>• Build inventory of historical and cultural festivals and events</li> <li>• Determine market readiness of various elements of the sector</li> <li>• Engage and educate stakeholders on the value of tourism</li> <li>• Encourage product development and packaging with market ready products, services and businesses</li> <li>• Facilitate partnerships for sector products, activities and events</li> </ul>
<i>Potential Partnerships:</i>	<ul style="list-style-type: none"> <li>• Regional districts, outdoor adventure tour operators, ranches &amp; resorts, hotels, RV parks and camp grounds, transportation providers</li> <li>• DBC</li> <li>• ATAC &amp; ATBC (Aboriginal Tourism of Canada, Aboriginal Tourism of BC)</li> <li>• Other RDMO's (i.e. TOTA, TAVI, NBCTA)</li> <li>• History, Arts &amp; Cultural Societies (i.e. Barkerville, Gold Country, etc.)</li> <li>• Regional Districts and regional tourism-related organizations</li> </ul>
<i>Resources:</i>	<ul style="list-style-type: none"> <li>• Traditional; print</li> <li>• Non-traditional; online, video</li> <li>• Consumer Shows/Events</li> <li>• Media/Influencers</li> <li>• Community visitor services</li> </ul>
<i>Sources of Funding:</i>	<ul style="list-style-type: none"> <li>• MRDT Funds</li> <li>• Funding grants (i.e. NDIT, UBCM, WED, CCBAC, etc.)</li> <li>• Stakeholder buy-in</li> </ul>
<i>Responsibilities:</i>	MRDT Marketing Committee, CCCTA staff; CEO and Board of Directors
<i>Timeframe:</i>	<ul style="list-style-type: none"> <li>• Media and Online Advertising will be ongoing in Q1 through Q4 in 2018</li> <li>• Enhanced marketing tools such as updated image and video bank will be utilized summer and fall of 2018 to capitalize on peak and availability of seasonal product highlights.</li> </ul>
<i>Budget:</i>	\$555,000
<i>Evaluation Mechanism:</i>	<ul style="list-style-type: none"> <li>• Increased social media engagement with activities/adventure mentions</li> <li>• Increased interest and participation in stakeholder buy-in opportunities</li> <li>• Increased revenues from stakeholder buy-in opportunities</li> <li>• Increased visitation to businesses</li> <li>• Increased revenues to local sector related businesses</li> <li>• Increased number of inquiries from visitors and potential visitors</li> <li>• Number of participants to business related workshop/seminars</li> <li>• Website visits – tracked via unique landing pages or tracking codes</li> </ul>
<p><b>Performance Measures</b></p> <p>Output Measures:</p> <ul style="list-style-type: none"> <li>• Increase in overnight stays</li> <li>• Traditional and non-traditional advertising campaigns</li> <li>• Increased number of advertisers in the 2018 Cariboo Chilcotin Coast Visitor's Guide</li> <li>• Increased visitation at historical sites and businesses supporting arts and culture</li> <li>• Increased visitation at community visitor information centres</li> <li>• Number of visitor inquiries</li> </ul>	

- Hotel occupancy rate
- Outcome Measures:

- 5% increase in occupancy rate compared to 2017
- 5% increase in number of advertisers in the Cariboo Chilcotin Coast Visitor's Guide
- 15% increase in social media followers and engagement over previous year
- 10% Increase in number of visitors served by community visitor services
- 15% increase in number of visitor inquiries

<b>Major Category:</b> Marketing	
<b>Activity Title:</b> Media Advertising and Production	
<b>Tactics:</b> To develop a visual media plan and increase the visual data base. The digital assets (DAMS) to be available for all stakeholders and to be utilized in marketing and promoting the region. <ul style="list-style-type: none"> <li>• Identify gaps and requirements for images and video</li> <li>• Build and maintain a digital image data base</li> <li>• Develop program for stakeholder, media and travel trade access</li> <li>• Ensure image bank remains relevant, and of reproduction quality</li> </ul>	
<b>Implementation Plan:</b> Build on existing media inventory and grow partnerships of media and image contributors.	
<i>Quantifiable Objectives:</i>	<ul style="list-style-type: none"> <li>• Increase the number and quality of images including still and video b-roll</li> <li>• Increase the number of image/video requests from media compared to 2017</li> <li>• Increase the number of influencers contributing to CCC marketing initiatives including social channels (Facebook, Twitter, Instagram, etc.)</li> <li>• Increase the data base of image and media contributors</li> </ul>
<i>Rationale:</i>	<p>Media plays a critical role in marketing the region and its attributes and reinforces the CCC brand. Images and video help to establish the differentiation from competitive destinations; positioning the Cariboo Chilcotin Coast as a visitor destination and provides the visitor and potential visitor with a sense of place.</p> <p>While the CCC region has developed a strong image bank in recent years, gaps in up to date imagery and third party usage has been identified.</p>
<i>Action Steps:</i>	<ul style="list-style-type: none"> <li>• Identify deficiencies for imagery/video, review current products, regions and communities inventory and list categories for enhancement</li> <li>• Source and contract professional photographer (s)</li> <li>• Purchase usage rights of existing images if applicable</li> <li>• Source options to access free images (i.e. Destination Canada, DBC, local operators)</li> <li>• Develop copyright and third-party usage guidelines</li> <li>• Develop procedures for ongoing maintenance of DAMS</li> </ul>
<i>Potential Partnerships:</i>	<ul style="list-style-type: none"> <li>• Destination Canada</li> <li>• DBC</li> <li>• Regional districts, municipalities, local stakeholders and tour operators</li> </ul>

	<ul style="list-style-type: none"> <li>• Influencers</li> <li>• Professional photographers</li> </ul>
<i>Resources:</i>	<ul style="list-style-type: none"> <li>• Local photographer partnerships</li> <li>• DBC photographer partnerships</li> </ul>
<i>Sources of Funding:</i>	<ul style="list-style-type: none"> <li>• MRDT Funds</li> <li>• Stakeholder buy-in</li> </ul>
<i>Responsibilities:</i>	MRDT Marketing Committee, CCCTA staff; CEO and Board of Directors
<i>Timeframe:</i>	Q1 through Q4 2018
<i>Budget:</i>	\$30,000
<i>Evaluation Mechanism:</i>	<ul style="list-style-type: none"> <li>• Number &amp; quality of low resolution, high resolution, video and b-roll</li> <li>• Number of third-party rights usage contracts</li> <li>• Increase in image/video requests from media</li> <li>• Increase in number of followers and contributors to social channels</li> </ul>
<p><b>Performance Measures:</b></p> <p><b>Output Measures:</b></p> <ul style="list-style-type: none"> <li>• Image and video promotion in social and traditional avenues</li> </ul> <p><b>Outcome Measures:</b></p> <ul style="list-style-type: none"> <li>• 25% increase in number of low resolution and high resolution images</li> <li>• 25% increase in video and b-roll production (for media, broadcast and travel trade)</li> <li>• 25% increase in following and engagement on <i>cariboochilcotincoast</i> social channels</li> </ul>	

<b>Major Category:</b> Tourism Management
<b>Activity Title:</b> Engagement & Research
<p><b>Tactics:</b></p> <p>Business intelligence is a critical aspect to ensuring tourism development and marketing decisions are being made based on sound research. Efforts should be made to gather and distribute information required to provide the information and research needed to monitor and evolve this plan.</p> <p>Establish a tracking and evaluation program that is directly associated with the goals and objectives of the tourism plan. Instill a culture of ongoing performance measurement collection and documentation to enable the analysis of trends over time and ensure business decisions are based on solid information, research and analysis.</p>
<p><b>Implementation Plan:</b></p> <ul style="list-style-type: none"> <li>• Establish a communications plan that engages and informs the tourism industry and key stakeholders of this plan and solicits input to its evolution.</li> <li>• Encourages participation and support for tourism growth, increased marketing efforts, and the actions as identified within this plan.</li> <li>• Engage with key partners and stakeholders.</li> <li>• Solicit annual input from accommodators to guide MRDT funds execution and budget.</li> <li>• Implement robust website statistics tracking to enable better collection of visitor information</li> </ul>

<p>through this critical channel to market.</p> <ul style="list-style-type: none"> <li>• Create a culture of researching/following other tourism organizations and target markets to generate ideas for CCC.</li> <li>• Ensure tracking and sharing of performance measurements, statistics and other indicators to monitor performance and enable accurate historical data analysis.</li> <li>• Work with Destination BC Research to leverage research projects that can assist in providing better information, research and knowledge for the CCC to execute and evolve this plan.</li> </ul>	
<i>Quantifiable Objectives:</i>	<ul style="list-style-type: none"> <li>• Number of stakeholders engaged</li> <li>• Number of communications</li> <li>• Research completed</li> </ul>
<i>Rationale:</i>	Tourism development programming should be monitored and evaluated so the CCCTA, community stakeholders and other partners can assess plan progress. This will help with managing and allocating resources, assist with partnership development and build a better relationship with the community by communicating expectations, outcomes and benefits.
<i>Action Steps:</i>	<ul style="list-style-type: none"> <li>• Create and implement a communications plan</li> <li>• Track response to communications plan</li> <li>• Establish baseline data</li> <li>• Determine best measurement tools</li> </ul>
<i>Potential Partnerships:</i>	<ul style="list-style-type: none"> <li>• Destination BC</li> <li>• Regional districts, municipalities, local stakeholders, sector associations</li> </ul>
<i>Resources:</i>	<ul style="list-style-type: none"> <li>• DMAI</li> <li>• Destination BC</li> </ul>
<i>Sources of Funding:</i>	<ul style="list-style-type: none"> <li>• MRDT funds</li> <li>• Stakeholder buy-in</li> </ul>
<i>Responsibilities:</i>	MRDT Marketing Committee, CCCTA staff; CEO and Board of Directors
<i>Timeframe:</i>	<ul style="list-style-type: none"> <li>• Communication will be ongoing in 2018</li> <li>• Research tools to be implemented in Q1</li> </ul>
<i>Budget:</i>	\$20,000
<i>Evaluation Mechanism:</i>	<ul style="list-style-type: none"> <li>• Number of stakeholders engaged</li> <li>• Number of communications</li> <li>• Research completed</li> </ul>
<p><b>Performance Measures</b></p> <ul style="list-style-type: none"> <li>• Implementation of a research plan</li> <li>• Implementation of a communication plan</li> </ul>	

<b>Major Category:</b> Destination and Industry Development
<b>Activity Title:</b> Development and Product Experience Enhancement
<p><b>Tactics:</b></p> <p>Identify programs, collaborative and otherwise to grow tourism demand for the Cariboo Chilcotin Coast region, including;</p> <ul style="list-style-type: none"> <li>• Creating new avenues for community engagement</li> </ul>

	<ul style="list-style-type: none"> <li>• Educate tourism stakeholders on the power of packaging; develop new product packages and enhance existing packages to align with DBC Marketing Plan and identified target markets</li> <li>• Increase product focused on experiential and emotionally connected themes; build upon authenticity, iconic identification, aboriginal cultural learnings, self-discovery and outdoor adventure</li> <li>• Nurture and strengthen relationships with other regional tourism associations, regional and provincial partners and industry sector representatives and partners in existing key corridor routes (i.e. Gold Rush Trail, North to Alaska, Freedom Highway, Fishing Highway 24)</li> <li>• Develop new partnerships with traditional and non-traditional partners, providing opportunities to grow revenue sources for marketing and operations</li> </ul>
<p><b>Implementation Plan:</b></p>	<ul style="list-style-type: none"> <li>• Encourage the building of new community stakeholder relationships for co-operative marketing and packaging opportunities and cross-promotion into broader markets.</li> <li>• Development of engaging outdoor adventure, aboriginal cultural learning, wellness and historic, arts &amp; culture packages and ensure measureables in place. Share information with influencers as well as DBC media and travel trade staff</li> <li>• Increase awareness and appeal of existing key travel corridor routes</li> <li>• Establish an industry development program to aid in meeting the needs of local tourism business operators and organizations</li> <li>• Create landing page on <i>landwithoutlimits.com</i> promoting destination experiences products and packages</li> <li>• Work with Destination Canada's EQ Quotient program and pursue Canadian Signatures Experience recognition (CSE)</li> <li>• Hold workshops designed to promote stakeholder engagement and collaboration</li> <li>• Provide stakeholder engagement opportunities at annual AGM</li> </ul>
<p><i>Quantifiable Objectives:</i></p>	<ul style="list-style-type: none"> <li>• Number of meetings scheduled with stakeholders</li> <li>• Number of new and enhanced packages developed for targeted audiences</li> <li>• Attendance of stakeholders at scheduled seminars and workshops</li> <li>• Increase in number of CCCTA stakeholders</li> <li>• New opportunities for stakeholder engagement in campaigns and initiatives</li> <li>• Development of new content for the CCCTA <i>Land without Limits</i> website featuring three distinct sub-regions; Cariboo Chilcotin and Coast and their notable unique qualities</li> </ul>
<p><i>Rationale:</i></p>	<p>Maximizing the destination's reach into broader markets and growing the audience can be achieved through partnerships with community stakeholders as well as neighboring destinations and leveraging funds to develop new and enhance existing cooperative marketing initiatives. Product and experiences with consistent themes delivered by partners across all pertinent platforms will increase attractiveness of the region to visitors. Community engagement and cross promotion promotes positive stakeholder relationships with each other, as well with the CCCTA.</p> <p>The success of developing and enhancing product forges partnerships as well as regional and community building which positively impacts revenue sources for the CCCTA and DBC and ensures marketing and operational efficiencies.</p>
<p><i>Action Steps:</i></p>	<ul style="list-style-type: none"> <li>• Identify those opportunities that will most benefit tourism development in the CCC region</li> <li>• Bring speakers and presenters to the community to provide valuable and</li> </ul>

	<p>informative workshops that will promote relationship building and collaborative programming</p> <ul style="list-style-type: none"> <li>• Identify opportunities with DBC, stakeholders and neighboring RDMO's to capitalize on resources</li> <li>• Liaise with DBC to ensure alignment with provincial criteria</li> <li>• Ensure that the Cariboo, Chilcotin and Coast sub regional content is up to date across all collaborative partnerships.</li> <li>• Create engaging itineraries to share and appeal to the travelling public.</li> </ul>
<i>Potential Partnerships:</i>	<ul style="list-style-type: none"> <li>- Destination Canada</li> <li>- DBC</li> <li>- Other DBC regions (TOTA, TAVI, NBCTA)</li> <li>- Key corridor partners (Gold Rush Trail, North to Alaska, etc.)</li> <li>- BC Ferries</li> <li>- Other transportation providers (i.e. air, rail, coach)</li> <li>- CCCTA stakeholders including regional districts and communities</li> </ul>
<i>Resources:</i>	<ul style="list-style-type: none"> <li>• Destination Canada research</li> <li>• DBC Destination Development workshops</li> <li>• DBC research</li> <li>• RDMO's destination development team</li> <li>• CCC MRDT Marketing Committee</li> </ul>
<i>Sources of Funding:</i>	MRDT
<i>Responsibilities:</i>	MRDT Marketing Committee; CCCTA staff; CEO and Board of Directors
<i>Timeframe:</i>	Q1 through Q4 2018
<i>Budget</i>	\$35,000
<i>Evaluation Mechanism:</i>	<ul style="list-style-type: none"> <li>• <i>Hello BC</i> and <i>Land without Limits</i> website visitation</li> <li>• Exposure for stakeholders through collaborative mediums</li> <li>• Sign up for stakeholder workshops and programs</li> <li>• Participation in media trips and promotional events</li> <li>• Greater community engagement and communication with the CCCTA</li> <li>• Increase in BC itineraries that include the CCC region and/or extended stays in the region</li> <li>• Increased level of interest from tour operators</li> <li>• Increased number of followers on social channels</li> </ul>
<p><b>Performance Measures</b></p> <p><b>Output Measures</b></p> <ul style="list-style-type: none"> <li>• A minimum of 3 packages created.</li> <li>• A minimum of 3 new itineraries created</li> <li>• Positive stakeholder survey feedback</li> </ul> <p><b>Outcome Measures</b></p> <ul style="list-style-type: none"> <li>• An increase in attendance by stakeholders at workshop/seminars</li> <li>• Increase in revenues from stakeholder buy-in</li> <li>• Increase in the number of regional stories generated</li> <li>• Increase in number of stakeholder packages and collaborative opportunities.</li> </ul>	

- Increase in number of itineraries that include the Cariboo Chilcotin Coast.

<b>Major Category:</b> Visitor Servicing	
<b>Activity Title:</b> Visitor Servicing	
<b>Tactics:</b> Travelers demands and expectations include access to readily available information, interaction and personalization. The CCCTA will strive to create a positive impression and warm welcome of the region and meet the needs and demands of travelers. <ul style="list-style-type: none"> <li>• Review regional and community level visitor servicing locations and identify areas requiring CCCTA support.</li> <li>• Website – <i>Hellobc.com/Cariboo-Chilcotin-Coast</i> and <i>LandwithoutLimits.com</i></li> <li>• Collateral Materials</li> <li>• Online and digital Marketing</li> <li>• Signage</li> </ul>	
<b>Implementation Plan:</b> <i>Short Description:</i> <ol style="list-style-type: none"> <li>1. <u>Visitor Information Centres</u> – Review current locations and identify community and visitor servicing support opportunities.</li> <li>2. <u>Website</u> – Enhance the <i>HelloBC</i> and <i>LandwithoutLimits</i> websites with fresh content. Maintenance to the sites will be continual and requires imagery and content updates to ensure relevance and engagement of site.</li> <li>3. <u>Signage</u> – Work with key stakeholders to ensure effective wayfinding programs are in place.</li> </ol>	
<i>Quantifiable Objectives:</i>	<ul style="list-style-type: none"> <li>• Increase number of visitor inquiries and number of visitors served to community visitor centres</li> <li>• Increase conversations over social channels</li> <li>• Increased traffic and length of time on CCC websites</li> <li>• Increased engagement with visitors at key gathering points, events and key information distribution points</li> <li>• Increased collateral distribution</li> </ul>
<i>Rationale:</i>	A positive travel experience encourages the visitor to readily share information and raise awareness to potential new visitors. This may be accomplished by providing efficient and effective information and distribution tools that will showcase the region and respond to visitors and potential visitor’s inquiries as well as ensure repeat customers and extended stays.
<i>Action Steps:</i>	<ul style="list-style-type: none"> <li>• Identify key trends in visitor’s travel demands and expectations</li> <li>• Develop a regional signage strategy to improve marketing of rural routes and off highway destinations</li> <li>• Facilitate visitor satisfaction research to identify areas for improvement and implement Net Promoter Score</li> <li>• Work with communities and service providers front line staff to encourage and support delivery of WorldHost and First Host programs</li> <li>• Promote visitor servicing enhancement through support of DBC Special Projects and VIC Innovative Funds programs</li> <li>• Enhance social media strategies to better engage with visitors online</li> <li>• Ensure ongoing distribution of 2018 CCC Visitor’s Guide, Gold Rush Trail</li> </ul>

	<p>Guide, map pads, etc.</p> <ul style="list-style-type: none"> <li>Identify key events throughout the region to attend and support visitor services</li> </ul>
<i>Potential Partnerships:</i>	<ul style="list-style-type: none"> <li>DBC</li> <li>Ministry of Transportation</li> <li>CCC stakeholders</li> <li>CCC accommodation providers</li> </ul>
<i>Resources:</i>	<ul style="list-style-type: none"> <li>2018 CCC Visitor's Guide, Gold Rush Trail Guide, map pads</li> <li>Social Channels and Analytic tools (Facebook, Twitter, Hootsuite, YouTube, Pinterest and Instagram)</li> <li>Stakeholders</li> <li>Visitor Information Centres and visitor servicing programs</li> </ul>
<i>Sources of Funding:</i>	<ul style="list-style-type: none"> <li>MRDT</li> </ul>
<i>Responsibilities:</i>	MRDT Marketing Committee, CCCTA staff; CEO and Board of Directors
<i>Timeframe:</i>	Ongoing from Q1 to Q4 2018
<i>Budget:</i>	\$25,000
<i>Evaluation Mechanism:</i>	<ul style="list-style-type: none"> <li>Reported number of visitors at community visitor information centres, information requests and brochure distribution</li> <li>Number of participants in WorldHost and FirstHost workshops</li> <li>Web analytics, specifically time spent on websites</li> <li>Number of downloads digital version Visitor's Guide</li> <li>Social Media engagement analytics and <i>#landwithoutlimits</i> references</li> </ul>
<p><b>Performance Measures</b></p> <p><b>Output Measures:</b></p> <ul style="list-style-type: none"> <li>Promote the use of <i>#explorebc</i> and <i>#ccclives</i> on all digital mediums</li> <li>Post to social channels at least 5 times/week</li> <li>Delivery of WorldHost and FirstHost program</li> <li>Net Promoter Score</li> </ul> <p><b>Outcome Measures:</b></p> <ul style="list-style-type: none"> <li>Train an average of 10 front line employees and/or students per quarter (40 in fiscal year)</li> <li>15% increase in social media followers and engagement</li> <li>15% increase in <i>#ccclives</i> references</li> <li>25% Increase in interactions with visitors using 2017 as baseline</li> <li>Increase in requests for collateral materials</li> <li>Increase in downloads of digital CCC Visitor's Guide</li> </ul>	