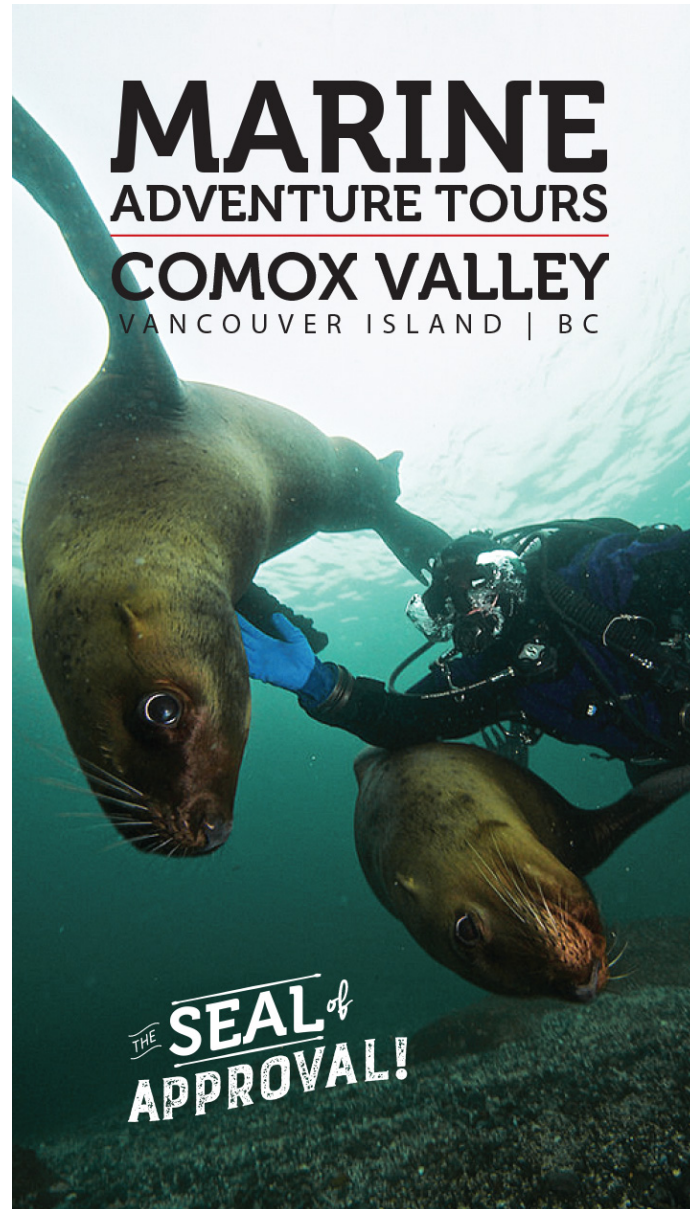


Discover Comox Valley
Tourism Annual Work Plan – 2016
November 12, 2015



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2015 – 16 Committees; Roles and Membership:

Destination Marketing Advisory Committee (DMAC)

Role: The Destination Marketing Advisory Committee (DMAC) is committed to increasing year round, overnight stays from tourists and other segments of the traveling public to the Comox Valley.

Bill Anglin	Chair, CVEDS Appointed Representative
Roger McKinnon	Old House Hotel & Spa
Grant Smith	Holiday Inn Express
Rick Browning	West Western Westerly Hotel
Jim Gardiner	Crown Isle Resort & Golf Community
Faruk Goz	Courtenay Travelodge
Abel O'Brennan	Coastal Black Estate Winery
Carolyn Touhey	Two Eagles Lodge
Deana Simkin	Billy D's Pub & Bistro
Susan Wood	MusicFest / Nautical Days

Additional Hotel Room Tax Committee (AHRT)

Role: The Additional Hotel Room Tax (AHRT) Committee is committed to Destination Marketing that is defined as developing marketing programs and initiatives that encourage tourists and other segments of the traveling public to prefer the Comox Valley for their overnight stays.

Best Western Westerly Hotel	Rick Browning
Courtenay Travelodge	Faruk Goz
Crown Isle Resort & Golf Community	Jim Gardiner
Old House Hotel & Spa	Roger McKinnon
Holiday Inn Express	Grant Smith

Advertisement		
Objective: Expanded and enhanced destination marketing initiatives result in increased visitation and overnight stays to the Comox Valley, as well as increased partnership within the industry; recognized as the premier, year round Island destination.		
Program & Tactics	Outcomes	Measurement Guidelines
<p>Print General awareness and specific campaign print ads are placed to drive consumers to discovercomoxvalley.com to support tour packages and seasonal hotel deals through redesigned landing page. Print plan includes promotion of Ales and Trails partnership with other regional DMO's. Co-op ads will continue to be solicited and tied back to holidays and softer visitation periods (Thanksgiving/Fall events, pre-Christmas shop and stays, Ski and Stay during Spring Break)</p> <p>Print ads:</p> <ul style="list-style-type: none"> ○ Blackpress coop ads promoting holidays/campaigns ○ Times Colonist coop ads promoting holidays/campaigns ○ Times Colonist Discover publication- other destination publications that distribute to Washington State ○ Ales and Trails coop print ads in destination publications <p>Online A significant increase in all areas of online/digital marketing will occur. Seasonal consumer event e-promos compliment Signature Event Series marketing, seasonal hotel package specials, tour packages, while consumer contact database is expanded with contesting and promoted posts. Increase digital video content to increase event awareness. Introduction of #exploreComoxValley social hashtag to tie into DBC model and ensure alignment with branding and provides increased exposure internationally of our tourism products.</p>	<ul style="list-style-type: none"> ● Remain competitive in print media that focus on tourism publications, drive awareness to products and tours with website call to action ● New DBC co-op marketing program will support print initiatives if approved <ul style="list-style-type: none"> ● The Comox Valley is recognized as having ongoing events, festival and special experiences and packages available, and more engagement occurs with consumers ● New DBC co-op marketing program will support online initiatives if approved 	<ul style="list-style-type: none"> ● # of ads or campaigns ● # of partners ● # increase in website visits ● AHRT room revenues <ul style="list-style-type: none"> ● # contacts ● # of e-promos ● % of clicks and engagement ● AHRT room revenues ● # increased engagements on social media channels

Program & Tactics	Outcomes	Measurement Guidelines
<p>Meeting and Conference Attraction Targeted meetings and conferences that are applicable to the regional venue capacity are solicited to consider the region, and matched with appropriate properties. Regional associations, hobby groups and clubs are targeted. Website improvements allow for easy dissemination of venue and property information. Groups solicited include: local businesses with ties to regional AGM's, realtors, seniors groups.</p> <p>Tourism Vancouver Island Campaigns A select number of destination ads will be considered in the following publications and outlets with corresponding targeted editorial, in collaboration with provincial and regional tourism organizations, leveraged by local businesses and partners, to expand the destinations presence and reach, and drive overnight stays and destination awareness.</p> <p>Tourism Vancouver Island:</p> <ul style="list-style-type: none"> ○ Wine & Culinary Guide; focus on culinary event line up ○ Travel Planning Map ○ Brochure Distribution Program; Comox Valley Vacation Guide distribution ○ 2016 TVI Vacation Guide and Outdoor Adventure Guide <p>TV Campaigns Building upon the success of TV campaigns in recent years, create or participate in 1-2 TV campaigns, supported by targeted online marketing tactics in Alberta, lower mainland and/or Vancouver Island that drive to DCV website landing pages with AHRT and partners highlighted.</p>	<ul style="list-style-type: none"> • Increased awareness and bookings in the region for small to media sized meetings and conferences. • The Comox Valley is recognized with progressive branded ads and campaigns structured to allow for partner buy-in where appropriate and motivate visitors to engage further online and via social media • Increased awareness of the Valley's key product and festivals • New DBC co-op marketing program will support TV initiatives if approved 	<ul style="list-style-type: none"> • # of groups solicited • # of groups booked • # of ads or campaigns • # of partners • # increase in website visits • AHRT room revenues • # of social media followers and fans • # of campaigns • # of contest entries • # of website hits • AHRT room revenues

Market Research and Destination Branding		
Objective: Ensure progressive and effective Discover Comox Valley brand identity in all its marketing, use data to drive future marketing initiatives.		
Program & Tactics	Outcomes	Measurement Guidelines
<p>Brand Enhancement Development of new photography, video collateral to support marketing festivals, events and the destination, continue revisions and updates to the Discover Comox Valley brand and website. DiscoverComoxValley.com to receive a significant overhaul in landing page and branded direction to focus on specific tour programs and themes relating back to the Visitor Services Op program guides. Incorporate EQ program into DiscoverComoxValley.com for furthering research into our traveller profiles.</p> <p>Festival and Event Tracking Ongoing festival and event tracking of ticket sales, revenues, marketing efforts and their impact on hotel bookings.</p>	<ul style="list-style-type: none"> Enhanced images allow for improved and more compelling marketing and media outreach Video collateral will help build website and social media profiles Brand alignment across all marketing/media platforms- website, print, video, social <ul style="list-style-type: none"> Improved understanding of visitor spending, origins and travel habits which support developing improved marketing and visitor services strategies Enhanced tracking allows for improved understanding of marketing and hotel booking impacts. 	<ul style="list-style-type: none"> Number of images secured for print, web and social media # of engagements through EQ program <ul style="list-style-type: none"> Ticket sales strategies to # of tickets sold, determine marketing activities driving ticket sales spikes, compare AHRT revenues to events taking place in the Valley

Trade / Consumer Shows		
Objective: Attend targeted consumer, trade and travel shows to ensure targeted and general awareness of destination and sell product.		
Program & Tactics	Outcomes	Measurement Guidelines
<p>Show Attendance Participate in Consumer and Trade Shows and produce show collateral for the following:</p> <ul style="list-style-type: none"> • Seattle Outdoor Show: March 5-6, 2016 • Calgary Outdoor Show: March 19-20, 2016 	<ul style="list-style-type: none"> • Show attendance supports improved general consumer awareness of the destination and allows for contact database expansion, contesting and partnered support for exposure of bookable products available in the region 	<ul style="list-style-type: none"> • # of shows attended • # of new contacts collected • # new show collateral • # of groups/leads considering the region

Market Development		
Objective: Strategic new and existing destination level events are expanded to drive more out of area visitation and increase overnight stays, and barriers are removed in attracting events to use the Comox Valley as the host location.		
Program & Tactics	Outcomes	Measurement Guidelines
<p>Sport and Event Attraction Program Administration and provision of the Sport and Event Attraction Fund continues to provide funding capacity that supports removing expansion barriers to existing events, or enables new event hosting groups or agencies to hold events for the first time, if they can demonstrate increased overnight accommodations, with preference given to shoulder season</p>	<ul style="list-style-type: none"> • Existing and new events or organizations are successfully applying for and being awarded funds which results in increased overnight stays 	<ul style="list-style-type: none"> • # of events funded • # of overnight stays as a result of events, track events and impact on AHRT room revenues

Program & Tactics	Outcomes	Measurement Guidelines
<p>DMAC Sub-Committees including Sport Tourism and Event Expansion and Attraction Committee, Culinary Event Expansion and Attraction Committee, and Arts and Culture Event Expansion and Attraction Committee will support and activate event objectives through meetings, partner outreach, event expansion ideas and support</p> <p>A Festival and Events Industry Resource Calendar, is maintained and distributed quarterly, capturing local tourism oriented events and included an improved and enhanced online events calendar via DiscoverComoxValley.com</p> <p>Existing and New Event Support</p> <p>Building upon the significant emphasis placed on event development and expansion, 2 existing destination level Signature Series Events, held in the shoulder seasons, are expanded and enhanced via sponsorship & product development, and supported by multi-media marketing & communication resources to result in overnight stays and awareness of the destination. They include:</p> <ol style="list-style-type: none"> 1) winterJAM100, Jan 15-31, 2016 2) BC Shellfish & Seafood Festival, June 2016 	<ul style="list-style-type: none"> • Sub-Committees support the expansion and partnership development of events • Tourism businesses use events calendar tool to market their own events, as well as utilized the calendar to plan leveraging tactics to grow their business • New and existing Signature Event participation drives increased room nights and awareness of the region. Proven to be beneficial to tour operators, hotels and entire industry 	<ul style="list-style-type: none"> • # of meetings • # of times event calendar distributed • # of events included • # of events and number of room nights per event • # of website visits • # of ticket sales • # of new sponsors, tracking in-kind kind and cash sponsorship revenues

Program & Tactics	Outcomes	Measurement Guidelines
<p>Secondary events supported by DCV compliment and leverage upon awareness generated by the Signature Event Series, with a focus on shoulder season and include:</p> <ol style="list-style-type: none"> 1) Comox Valley Dine Around, Feb 19 – Mar 15 2) Comox Valley Farm Cycle Tour, Sept 3) Mountain Bike Races (BC Bike Race and new destination level bike event) <p>New Product and Tourism Development</p> <p>1-2 Tourism Product Development Workshops are hosted to support professional and business development of new tourism product expansion in the sector; work with VIVC on securing the Innovation Fund Grant from DBC to build a tradeshow to promote industry product and educate front-line staff in the tourism sector.</p> <p>Continue working towards the development of enhanced booking of Comox Valley product through VIVC and travel partners: Harbour Air, Westjet, Pacific Coastal, BC Ferries</p>	<ul style="list-style-type: none"> • Secondary events activate local businesses and the economy in the shoulder season, and provide other product experiences for existing visitors • New DBC co-op marketing program will support signature and secondary support event initiatives if approved • Increased registration enhances tourism product that can drive increased visitation to the region • Improved call to action, one-stop-shop with the ability to book vacation in one spot. Allows for upsell options with Comox Valley hotels and bookable tour operator products. 	<ul style="list-style-type: none"> • # of expanded events • # of event partners • # of followers & fans on social media • # of consumer e-promos sent • # of subscribers • # of businesses registered • # of bookable products with flights and hotel packages • # of travel partner bookings

Media Relations		
Objective: Investors, visitors and potential resident migrants are aware of the Comox Valley as a leading location for livability, relocation and business expansion. CVEDS Stakeholders are aware of the organizations mandate, ongoing activities and areas in which CVEDS can assist.		
Program & Tactics	Outcomes	Measurement Guidelines
<p>Media and Communications</p> <p>Drive increased awareness around regional tourism and attraction business & product, Signature Series Events to motivate potential visitors to view the website and visit the region. This includes monthly press releases, online communications, e-promos, media outreach and hosting activities. Also includes production of communications tools including online backgrounders, fact sheets and updates to websites.</p> <p>Exploring the conversion of @vvisitorcentre social media handles to align with DBC strategies.</p> <p>Contract Media Relations firms and digital media communications firms, as needed for specific targeted support relative to Signature Events and key initiatives, as well as possible Media Show attendance including Canada Media Marketplace (Spring, San Francisco) and Go Media Canada (Fall)</p> <p>Determine new media program framework with TVI and DBC to best leverage and support increased media engagement with region.</p>	<ul style="list-style-type: none"> • Increased earned media exposure generates increased awareness of the regions tourism opportunities and product, complementing & leveraging the marketing efforts of the region 	<ul style="list-style-type: none"> • # of social media followers & fans • Circulation of media coverage • # of media visits • # of press releases • # of website visits • # of shows attended

Program & Tactics	Outcomes	Measurement Guidelines
<p>Determine viability and activation of Travel Agency License designation to allow for boarder product sales capacity at the VIVC.</p> <p>Secure Innovation Fund Grant from DBC for enhanced tourism industry product development and sales initiatives via the VIVC</p> <p>Comox Valley Signage Committee - Welcome Sign Project design completion in spring, supported by launch event.</p>	<ul style="list-style-type: none"> • Grant is secured and matched to expand capacity of regional tourism businesses • New Welcome sign project completed and launched 	<ul style="list-style-type: none"> • # of tourism businesses participated • # of partners recognized