

# 2017

## ANNUAL REPORT

**kamloops**  
BOLDLY UNSCRIPTED

BRITISH COLUMBIA  CANADA



## ABOUT US

Tourism Kamloops is the organization responsible for destination marketing on behalf of the Kamloops tourism industry and the City of Kamloops. Since 2005, tourism in Kamloops has evolved significantly to become an attractive, affordable and accessible getaway for outdoor enthusiasts, families, athletes and weekend warriors. The tourism industry in Kamloops welcomes approximately 1.8 million visitors annually and generates \$449 million in economic value.

## OUR MISSION

Partner with stakeholders as the leader for strategic development support and planning through implementing innovative technological marketing strategies to promote Kamloops as a valued tourism destination.

## OUR VISION

Come share the experience and play like a local.

## OUR GOAL

To increase tourism revenues through the delivery of innovative, results-based marketing strategies.

## OUR STRATEGIC VISION

- To increase visitation to the city with a key focus on overnight stays and increasing both average length of stay and daily expenditures
- To remain a viable and competitive tourism destination
- To collaborate with tourism industry partners realizing collective partnerships and integrated strategies
- To be the destination of choice for targeted visitors
- To communicate with tourism industry partners to better understand the value of the industry for the city
- To deliver innovative and accessible visitor services

## OUR VALUES

- Act with INTEGRITY, be authentic, ethical and selfless
- INSPIRE the community through positive influence, vision and open communication
- Embrace CREATIVITY and INNOVATION
- Be ADVENTUROUS...have FUN!
- Practice SUSTAINABILITY

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A person is lying face down in a vast, deep snowdrift on a mountain slope. The person is wearing dark winter clothing and a knit hat. The snow is bright white and textured. In the background, there are evergreen trees on the left and rolling hills under a clear blue sky with a bright sun in the upper right.

**"WHATEVER YOU CAN DO, OR DREAM YOU BEGIN IT.  
BOLDNESS HAS GENIUS, POWER & MAGIC IN IT."**

JOHANN WOLFGANG VON GOETHE



As Kamloopsians we are privileged to live in a city with such a vast opportunity to enjoy a diverse and rich culture. As locals we all enjoy these amazing attributes, and in 2017 we opened our doors even wider, and invited our visitors to come experience our city and *“play like a local”*. From a destination marketing perspective, we have a compelling story to tell. We have a welcoming, down to earth community, which conjures up a certain vibe enticing both locals and visitors to experience our *Boldly Unscripted* way of life. We asked our visitors to show up, get off the highway, and to allow themselves to embrace spontaneity and immerse in the unexpected. This is exactly what we were striving for when we launched our Boldly Unscripted brand and rolled out our 360 Kamera Krew in May of 2017. Our social channels, the media, travel trade, and our industry stakeholders could feel the shift in attitude. We are no longer accepting that we are simply a drive through community, if you don't stop...simply put, you are missing out.

To highlight the importance of our industry, we completed the first ever Value of Tourism study for 2015 creating a new benchmark, and compared those numbers to 2017. We were not surprised to learn that tourism is a growing, major economic driver to our community with overall contributions nearing \$450 million.

In September of 2017, Tourism Kamloops completed a city-wide poll, with 524 individuals responding. The people of Kamloops demonstrated their overwhelming support of tourism. Our community understands the benefit of this critical industry with a resounding 96.3% stating tourism is a key industry in Kamloops and 96.1% understanding that tourism has a positive impact on our economy.

Most importantly tourism represents an investment, not a cost to the taxpayers, as the majority of our funding comes from visitors through the Municipal Regional District Tax (MRDT). A robust tourism economy acts as a *“shop window”* for the region's lifestyle, enticing visitors to return as residents and investors. Tourism revenue helps to fund everything from art and sport facilities, to local policing, waste and water services, beautification of our parks, street maintenance, medical facilities, and our outdoor adventure assets. Museums, cultural events, heritage sites are all good things made possible by a healthy growing tourism economy.

As we move forward, it will be crucial to stay ahead of this highly competitive destination economy. We need to continue to be diligent and focused on creating an unsurpassed visitor experience. This diligence will continue to bring new and repeat visitors to the area from all over the globe.

Our outstanding Tourism Kamloops team will continue to do our part, revealing our story to targeted audiences; but make no mistake, this is a team event, and we need everyone operating collectively, to build this economy, creating and offering exceptional visitor experiences. Together we must continue to invest time and resources to ensure we stay ahead of those who also know, just how valuable this industry is to their community.

BEVERLEY DESANTIS  
TOURISM KAMLOOPS, CEO



# KAMLOOPS TOURISM ECONOMY



**1.8 MILLION VISITORS**



**\$270 MILLION IN VISITOR SPENDING**

**\$449 MILLION IN ECONOMIC IMPACT**

**VISITORS COME TO KAMLOOPS FOR**



**TOURISM IS BC'S LARGEST NATURAL RESOURCE**

**\$60 MILLION**



**2018 PROJECTED ACCOMMODATION ANNUAL REVENUES**



# BOLDLY UNSCRIPTED



# BOLDLY UNSCRIPTED

Kamloops has a natural, well-earned, rough around the edges, inviting attitude. It has stood the test of time and has even weathered a little. Not in a bad way. In a kind of tough, salt of the earth, humble kind of way. Kamloops is honest, endearing and refreshing. Its grit and tenacity is what sets it apart.

On May 16 we launched the new brand, *Boldly Unscripted* in a secret location (laundry building at Tranquille Farm Fresh). The essence of our new brand is Spontaneous Discovery and it speaks to the truth about our audience: they seek spontaneous, authentic experiences and a connection to the outdoors.

Our brand aligns with Destination BC and Destination Canada's brands to mirror the idea that visitors can trust that their experience in Kamloops will enrich their lives and create compelling stories to share. This is achieved through:

EMOTION | EXPRESSION | EXPLORATION

The colours chosen for our brand reflect the natural elements that can be found in Kamloops.

With the launch of our brand came a new website. We worked with Simpleview to design our website to integrate with our CRM, creating a data rich platform. The new website was designed with a mobile friendly approach and we shifted our marketing efforts to focus on digital opportunities.



WESTJET FALL 2017 AD



## 2017 BRAND OVERVIEW

### TAGLINE

**BOLDLY**

A confident and courageous way; showing a willingness to take risks

**UNSCRIPTED**

Spontaneous, different, unusual and unique.

### BRAND ATTRIBUTES

Sunny  
Liberating  
Energizing  
Vivid  
Real  
Spontaneous

### BRAND ASSETS

Logo  
Tagline  
Website  
Photography

### BRAND ADVERTISING

GoogleAdwords  
YouTube  
TripAdvisor Advertising  
Social Channels

## DIGITAL TECHNOLOGY

- Integrated Shopify in Visitor Centre retail space
- New visitor welcome kiosk at the Kamloops Airport arrivals area
- Transitioned content marketing to video first approach
- Implemented the PhotoKamloops Stock Photography Program
- Designed a new website with Simpleview for CRM/CMS integration
- Implemented BOLD Dashboard for stakeholder communications and website listing management
- Received Destination BC Innovation funds to support offsite visitor servicing and data collection

# EXPERIENCE

## TRAVEL TRADE RELATIONS

- Attended 5 targeted travel trade shows including ITB in Berlin, Rendezvous Canada in Calgary, World Travel Marketing in London, Canada's West Marketplace in Victoria and National Tour Association in San Antonio. In total, over 215 face-to-face appointments
- Attended the Canadian Inbound Tourism Association Asia/Pacific and presented to 100 tour operators attending DBC's Discover BC session
- Represented Kamloops at Showcase China by Sunmore Ginseng
- Hosted 15 travel trade fam tours; 548 tour operators/travel agents from key markets

## PRODUCT EXPERIENCE ENHANCEMENT

- Co-hosted Destination BC's Remarkable Experiences program in Oct/Nov 2017.
- Provided marketing support to 15 Kamloops event stakeholders
- Worked closely with our experience clusters including Indigenous, Mountain Biking, Kamloops Wine Trail, Golf, Tournament Capital/Sport, North Shore Business Association and Kamloops Central Business Association

## EVENT DEVELOPMENT + SUPPORT

- Actively supported Ribfest, Brewloops, Spookloops, International Buskers Festival (2018), Kamloops Cowboy Festival, Kamloops Film Festival, Winter Festival (2019), Downtown Block Party
- Sport hosting included 1st Annual Tournament Capital Games, CIS Men's International Soccer, Kamloops Blazers Advisory Committee, 2018 BC Winter Games, Roger's Hometown Hockey (2018) and bid committee for 2020 Memorial Cup.
- Host Kamloops evolved into Destination Kamloops and recruitment for business development position was completed.
- Supported conferences this year including Jehovah's Witness gathering, Canadian Association of Wound Care, Canadian Mineral Analysts, Forestry Council, Freshwater Fishing Tourism Symposium, Ministry of Education, Horse Council BC, Ministry of Forests, Invasive Species Council of BC, BC Ready Mix Concrete Association
- A high number of events were turned down due to facility limitations

## CONSUMER SHOWS

Vancouver Outdoor Adventure Show  
Calgary Outdoor Adventure Show

## NEW KEY EVENTS

Tournament Capital Games  
Electric Avenue at Hot Nite in the City  
Welcome Winter Block Party  
Back Alley Block Party

## NEW PRODUCTS

Iron Road Brewing  
Jump 360  
Privato Vineyard & Garden Tour  
Bruker Marina & Rentals expansion  
New cougar cub at BC Wildlife Park  
Leon John's Deli  
Lululemon

# #YKA360 CAMPAIGN

After the new brand launch in May, the #YKA360 campaign challenged locals and visitors to experience unscripted adventures in Kamloops. These experiences were captured weekly on video and shared across our social channels.



**VIDEOS  
MADE**

## SOCIAL ENGAGEMENT

FACEBOOK **121,642**  
TWITTER **10,956**

## INCREASE IN VIDEO VIEWS



**+70%**



**+83%**



**+94%**

## #YKA360 EXPERIENCES

WINE  
OUTDOOR ADVENTURE  
EVENTS  
SPOOKLOOPS  
CHRISTMAS

## KEY PARTNERS WHO EMBRACED THE #YKA360 CHALLENGE CARDS

Tastefull Excursions  
Four Points by Sheraton  
Ramada Kamloops  
Privato Vineyard + Winery  
Kamloops Heritage Railway

# FALL CAMPAIGNS

Two digital campaigns were launched in the fall to enhance our off-peak season. Endless Summer showcased the extension of outdoor activities in Kamloops such as mountain biking, hiking and golf. Spookloops highlighted all things spooky for Halloween such as tunnel tours at Tranquille Farm and Kamloops Heritage Railway's Ghost Train.

## ENDLESS SUMMER

LANDING PAGE  
BCAA/AAA ADS  
LINKEDIN ADS  
GOLF BLOG  
FACEBOOK ADS  
EMAIL  
YOUTUBE VIDEO ADS  
GOOGLE DISPLAY ADS

**TOTAL CLICKS** **1,113**  
**TOTAL VIEWS** **7,896**

## SPOOKLOOPS

LANDING PAGE  
FB ADS  
BLOG  
GOOGLE DISPLAY ADS  
KAMERA KREW VIDEOS  
EMAIL  
RADIO AD

**TOTAL CLICKS** **6,030**  
**TOTAL VIEWS** **14,354**

EXPERIENCE

## SOCIAL FOLLOWER GROWTH



+24%



+37%



+12%



## EMAIL MARKETING

SUBSCRIBERS

5,069

OPEN RATE

30.5%

CLICK THROUGH

3.78%

### KAMLOOPS BLAZERS + CITY OF KAMLOOPS

POP-UP VISITOR CENTRE AT THE SANDMAN CENTRE

### KAMLOOPS AIRPORT

WELCOME SPACE IN ARRIVAL SECTION WITH TV AND BROCHURE RACKS

### SPOKE'N MOTION

PURCHASED 2 MOUNTAIN BIKES FOR MOBILE VISITOR SERVICING

### DOWNTOWN KAMLOOPS + BREWLOOPS

BACK ALLEY BLOCK PARTY

PARTNERSHIPS

# COMMUNITY + STAKEHOLDERS



## INDUSTRY DEVELOPMENT

BOLD U SUMMIT  
61 attended

HOSPITALITY AWARDS  
169 attended

HOLIDAY OPEN HOUSE  
138 attended

REMARKABLE EXPERIENCES  
33 attended

BOLDY UNSCRIPTED BRAND LAUNCH  
306 attended

HOW TO WORK WITH THE TRAVEL TRADE  
21 attended

## ANNUAL EVENTS

Brewloops

Kamloops Wine Festival

Tournament Capital Games

Kamloops Cowboy Festival

Kamloops Marathon

Kamloopa Powwow

Back Alley Party

Winter Block Party

Project-X Theatre

Kamloops Film Festival

Overlanders Day

**43**  
**MEDIA FROM**  
**KEY MARKETS**

15 FAMS TOURS  
HOSTED



**+\$250,000**  
**IN EARNED MEDIA**

29 ARTICLES  
PRODUCED

**150**  
**MEDIA VISITS**  
AT 6 MEDIA DINNERS

**56**  
**MEDIA**  
**APPOINTMENTS**  
AT 2 MEDIA  
MARKETPLACES

**12**  
**MONTHLY**  
**NEWSLETTERS**

**50**  
**LOCAL STORIES**  
**RESULTED**

FROM 15  
PRESS  
RELEASES

**ANNUAL**  
**REPORT**

**MARKETING**  
**PLAN**

## WILDFIRE RELIEF

Our visitor centre took on an enhanced role to assist both travellers and evacuees affected by the wildfires. The Sandman Centre acted as a secondary information centre for Tourism Kamloops. Our Visitor Experience Ambassadors provided assistance with Red Cross registration and Emergency Support Services.

### ASSISTED EVACUEES

- Provided directions
- Prepared maps & lists of 'Things to do'
- Provided lists of local businesses that offered discounts

### INCREASED ONLINE SUPPORT

- Monitored Trip Advisor Forums
- Sourced accommodations for evacuees, volunteers, and visitors
- Responded to air quality and weather inquiries
- Tweeted daily updates on road closures

### POSTED BLOGS

- Indoor Adventure Awaits in Kamloops
- 7 Great Reasons to be in Kamloops This Weekend (July 14)
- BC Wildfire FAQ's
- Kamloops Outdoor Adventure Lives On
- Kamloops Is Open For Business
- Hottest Weekend of the Summer

**KAMLOOPS IS OPEN  
FOR BUSINESS.**





## GREEN TOURISM CANADA

Tourism Kamloops received a Silver Medal Designation from Green Tourism Canada for employing a sustainable approach to tourism operations. A green audit was conducted and provided valuable insight into ways we can meet the growing consumer demand for sustainable business practices and set an example for tourism operators and improved sustainability.

- Shifted from print to digital
- Partnered with local artisans to showcase hand-crafted, locally made products
- Launched a new multi-use trail guide promoting sustainable outdoor activities
- Supported BC Wildlife Park and its conservation and education programming



SILVER  
DESIGNATION



The Kamloops tourism industry is an integral part of the diverse economy in Kamloops. Because of tourism growth over the past decade, the city continues to see an increase in total hotel room supply with the new Wingate by Wyndham hotel opening in spring 2018 and a few more in the planning stages.

This continued growth and success of Tourism Kamloops led the Kamloops Accommodation Association members to approve an increase in the Municipal Regional District Tax (MRDT) from 2% to 3% effective July 1, 2017, with a focus to grow the shoulder seasons in Kamloops.

The Kamloops Accommodation Association continues to engage its members to ensure that the partnership with Tourism Kamloops is strong and adaptive to the changing landscape.

Tourism Kamloops' new brand, Boldly Unscripted, launched in May 2017 and is producing successful results. Our members were involved and engaged throughout, along with the rest of the tourism stakeholders within Kamloops.

The Kamloops Accommodation Association looks forward to continuing to strengthen this partnership to grow tourism in Kamloops.

TIM RODGERS CHGM, CHAIR  
KAMLOOPS ACCOMMODATION BOARD OF DIRECTORS

Tourism continues to be a strong economic driver for Kamloops. A recent Value of Tourism study demonstrated nearly a half-billion-dollar tourism economic impact for the city and ever-increasing visitor numbers. Tourism business in 2017 resulted in \$449 million in total economic impact and 1.8 million visitors – significant increases from just two years ago.

There is much to celebrate for our industry stakeholders, yet 2017 also tested tourism business operators as the reality of unforeseen natural disaster reeked havoc all around Kamloops. The early season flooding followed by wildfire outbreak the first week of July was a true testament to the unpredictability in a projected record setting year.

In June, performance indicators issued best-ever Municipal Regional District Tax (MRDT) receipts and were a strong projection of what the rest of year would bring. Very quickly, however, impending wildfire affected regions, residents and tourism operators west and north of the city. Kamloops soon became a key evacuation centre for these people and communities. While not the typical tourism visitor for peak season, Kamloops and Kamloopsians rallied to welcome and support thousands displaced. And while many of our local tourism experience

providers such as golf courses, wineries and tour operators saw significant drops in visitation, our local accommodation partners were busy providing much needed refuge for evacuees.

The additional 1% increase in MRDT from 2% to 3% implemented in July 2017, immediately aided in a strong “Endless Summer” and “Spookloops” digital marketing campaigns that launched on the tail end of the wildfires, ensuring visitors that Kamloops remained open for business and is an ideal location for early fall mountain biking, golf, fishing, wine touring and Halloween festivities. The MRDT revenue for 2017 increased 6% over 2016 and visitation increased 3%.

Kamloops truly shone in a year of utmost uncertainty. It is the strength and collaboration of our tourism industry stakeholders, the City of Kamloops and passionate residents that continues to spotlight our destination. Tourism Kamloops remains well positioned as a desirable vacation option offering remarkable experiences and world-class events.

JOEY BELTRANO, CHAIR  
TOURISM KAMLOOPS BOARD OF DIRECTORS

# BOARD OF DIRECTORS

**JOEY BELTRANO**

CHAIR

Retirement Concepts

**SHATHA AL-REIHANI**

PAST CHAIR

SAR Hospitality Consulting

**STEVE EARL**

VICE CHAIR

Fairfield Inn & Suites

**JOHN STARK**

TREASURER

BC Wildlife Park

**PAV GILL**

SECRETARY

Countryview Motor Inn

**TRISH MORELLI**

DIRECTOR

Kamloops Wineries Association

**ALISON STEWART**

DIRECTOR

Rocky Mountaineer

**AL PATEL**

DIRECTOR

Scott's Inn

**PERCY AMARIA**

DIRECTOR

Ramada Inn

**TIM RODGERS**

DIRECTOR

Best Western Plus Kamloops

**DENIS WALSH**

CITY REPRESENTATIVE

City of Kamloops

**TAMMY ROBERTSON**

CITY LIAISON

City of Kamloops

# TOURISM KAMLOOPS TEAM

## **BEVERLEY DESANTIS**

CEO

## **MONICA DICKINSON**

Director, Industry Relations + Communications

## **LISA STRACHAN**

Director, Destination Development + Travel Trade

## **KENDEL LAVALLEE**

Senior Marketing Strategist

## **MARY PUTNAM**

Destination Marketing Manager

## **TARA LOOK**

Corporate Events + Trade Specialist

## **LISA WHITE**

Industry Relations + Communications Specialist

## **ANDREA HEATH**

Visitor Experience + Destination Development Specialist

## **MICHELLE MCALEESE**

Visitor Experience + Social Media Specialist

## **RACHEL LEWIS**

Graphic Designer + Marketing Specialist

## **CANDACE LEWIS**

Graphic Designer + Marketing Specialist

# 2017 APPROVED BUDGET

REVENUE	2017 BUDGET	% OF
City of Kamloops - Tourism Service Agreement	\$250,000	14%
Municipal Regional District Tax	\$1,400,000	76%
Co-Op Advertising	\$5,000	0%
City of Kamloops - Visitor Centre Service Agreement	\$113,500	6%
Destination BC - Co-Op Marketing Partnership	\$5,000	0%
Destination BC - Visitor Centre Service Agreement	\$20,923	1%
Destination BC - Innovation Fund	\$6,500	0%
Kamloops Airport Research Fund	\$4,680	0%
Visitor Centre Retail Sales + Brochure Racking	\$8,000	0%
Federal Job Grant - Visitor Centre	\$8,000	0%
Lower North Thompson Tourism Society MOU	\$10,000	1%
City of Kamloops Building Maintenance	\$10,000	1%
Interest Revenue	\$1,500	0%
<b>TOTAL REVENUE &amp; APPROVED FUNDING</b>	<b>\$1,843,103</b>	

EXPENSES		
Brand + Marketing	\$355,000	19%
Experience	\$245,000	13%
Community + Stakeholders	\$160,000	9%
Meetings + Conventions	\$135,000	7%
Visitor Services	\$156,210	8%
Allocated Salaries + Benefits	\$564,353	31%
Administration	\$177,540	10%
Contingency	\$50,000	3%
<b>TOTAL EXPENSES</b>	<b>\$1,843,103</b>	



# kamloops

BOLDLY UNSCRIPTED

[TOURISMKAMLOOPS.COM](http://TOURISMKAMLOOPS.COM)

