

A large group of people is gathered in an outdoor patio area, likely at a brewery or restaurant. The patio is covered with a wooden pergola structure, and the ceiling is adorned with numerous warm-toned string lights. Green vines and leaves hang down from the top of the frame, framing the scene. People are seated at black metal tables, some holding beer glasses. The atmosphere appears lively and social. The background shows a wooden wall with a lattice pattern and a doorway leading to an interior space.

TOURISM KAMLOOPS  
**2019 PARTNER ENGAGEMENT  
+ COMMUNICATIONS PLAN**

**kamloops**  
BOLDLY UNSCRIPTED

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# SUMMARY

Tourism Kamloops is committed to developing and maintaining strong relationships with our stakeholders, the Kamloops business community, and our residents. Kamloops' successful visitor economy relies on these relationships and the partnerships that are created to deliver exceptional visitor experiences. The visitor journey is influenced at many levels and the strategies created within this plan will equip our partners with tools and resources needed to be outstanding destination marketers and ambassadors.

In 2019, a coordinated strategy for partner engagement and communications will elevate our efforts and align with our commitment to a year of "Together in Tourism." At year end, results determined by the annual stakeholder satisfaction survey will indicate performance metrics.



# ENGAGEMENT CALENDAR

## TOGETHER IN TOURISM

INITIATIVE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>EVENTS</b>	IMPACT Conference	Bold Hospitality Awards Tourism Industry Associations (TIAC) Conference	Quarterly Luncheon	TK AGM	TK Summit Local FAM Tour				Quarterly Luncheon	Stakeholder Forum	TOTA AGM + Summit TIAC Conference	Quarterly Luncheon Holiday Open House
<b>TRAINING + WORKSHOPS</b>			Dashboard Training Webinar Superhost Training (3)	Superhost Training (3) Digital Marketing Workshop	Dashboard Training Webinar Superhost Training (3)	Superhost Training (3) Digital Marketing Workshop	Dashboard Training Webinar		Dashboard Training Webinar	Digital Marketing Workshop		
<b>SURVEYS + REPORTING</b>	Value of Tourism Economic Impact		Stakeholder Benefit Reports							Resident Polling Stakeholder Satisfaction Survey		
<b>NEWSLETTER + COMMUNICATIONS</b>	Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	TK Annual Report Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	Corporate Newsletter	TK Marketing Plan Corporate Newsletter	Corporate Newsletter
<b>OTHER</b>	Kamloops City Council Delegations <i>Year in Review</i>	One on One Visits	Chamber AGM Presentation One on One Visits	Kamloops City Council Delegations <i>Annual Report</i>	One on One Visits	One on One Visits	2020 Bold Awards <i>Nomination Launch</i> One on One Visits	One on One Visits	One on One Visits	One on One Visits	One on One Visits	One on One Visits
<b>KAA</b>			KAA AGM		Golf Tournament							

# VALUE OF TOURISM

## **TOGETHER IN TOURISM CAMPAIGN 2019**

A year-long campaign speaking to elected government officials, industry stakeholders, social influencers, community leaders and local media and to raise awareness of Kamloops' visitor economy and highlight the contributions tourism makes to the local economy.

This campaign is a public facing communications package that speaks to the hearts and minds of Kamloopsians. It resonates because it highlights stories, people, and experiences from the community. It works because it will clearly demonstrate each citizen's personal connection with the tourism industry.

## GOALS

- Ensure the target audiences are knowledgeable regarding tourism initiatives.
- Provide evidence that tourism is valued.
- Communicate the importance, the value, and the priorities of tourism.
- Keep tourism top-of-mind during all decision-making processes and community initiatives.
- Garner public support for the tourism industry and tourism initiatives by the target audiences.
- Work strategically with target audiences to fund tourism related infrastructure and initiatives.
- Encourage and empower target audiences to be positive ambassadors for Kamloops as a tourism destination.
- Identify local ambassadors (collect meaningful and useful data).

# VALUE OF TOURISM

## 2019 YEAR OF "TOGETHER IN TOURISM"

On January 29th, Tourism Kamloops along with the City of Kamloops proclaimed 2019 as the year of "Together in Tourism". The proclamation provides a formal foundation to connect and communicate with Kamloopsians and aligned industry partners, advocates and elected officials to recognize that tourism is an important economic driver for Kamloops.

### GOAL

- Signal the importance of partnership and advocacy in the city and across all sectors to elevate the profile of tourism's contribution to the local economy.

## LUV'N THE LOOPS" RESIDENT CAMPAIGN 2019

The "Luv'n the Loops" campaign aims to increase awareness of tourism products and experiences in Kamloops and seeks to empower residents to become local tourism ambassadors. Tourism Kamloops will organize and invite residents and local media to participate in organized familiarization tours on monthly basis. These tours uncover local experiences, events and tourism operators. The tours will be hosted by Tourism Kamloops and Kamloops tourism industry partners.

### GOAL

- To increase awareness of tourism products and experiences in Kamloops and empower residents to become local tourism ambassadors.

# VALUE OF TOURISM

## NATIONAL TOURISM WEEK: MAY 26 – JUNE 2, 2019

Tourism Week in Canada is a grassroots initiative that brings attention to the economic opportunity available to Canada through travel and tourism and the public policy challenges preventing the sector from capitalizing on those opportunities.

Tourism Week in Canada aligns tourism organizations, businesses and other partners from across the country around a common vision: a tourism sector unencumbered by government policies and recognized for its contribution to the Canadian.

## GOAL

Tourism Week is not just about showcasing the economic impact and social benefits of Canada's tourism sector, but about issuing a call to action to decision-makers from across the country to convey:

- Public policy challenges are not only inhibiting growth within the travel and tourism sector but squandering one of the great Canadian economic opportunities.
- Smarter public policy would not just stimulate travel but drive jobs and investment in the Canadian economy.

# PARTNER COMMUNICATIONS

## CORPORATE NEWSLETTERS

Delivered on a monthly basis to nearly 400 stakeholders and offers insights on events, industry news, Tourism Kamloops updates, best practices and industry partner highlights.

### GOAL

- To ensure stakeholders are current on all industry news as well as Tourism Kamloops opportunities and activities.

## PRESS RELEASES

Distributed as media-worthy events occur.

Press releases deliver news on industry performance, awards and accomplishments, new programs, new events and the like.

Press releases are sent to a database of nearly 400 tourism industry stakeholders as well as appropriate media outlets locally, provincially and nationally.

### GOAL

- Provide relevant and timely media-worthy news to stakeholders and media.

## ANNUAL REPORT

Prepared for the Annual General Meeting in April. The Annual Report highlights previous year's performance and reports deliverables and accomplishments in each of Tourism Kamloops' Strategic Plan key platforms.

### GOAL

- Provide to stakeholders a transparent snapshot of the year's strategies, initiatives, and successes.



# PARTNER COMMUNICATIONS

## TOURISM KAMLOOPS MARKETING PLAN

Prepared and presented annually to the Tourism Kamloops Board of Directors, City of Kamloops and Kamloops tourism industry partners. The plan outlines marketing strategies for the year and identifies key tactics to successfully achieve the strategies. We encourage partners to review this plan to align strategies for a collaborative marketing approach.

### GOAL

- To offer a transparent plan of marketing strategies and tactics undertaken by Tourism Kamloops.

## ONE ON ONE PARTNER MEETINGS

Allow for in person conversations between the Tourism Kamloops team and partners. Meetings provide an opportunity to build stronger working relationships and an understanding of areas of cooperation and collaboration. Meetings can be requested at any time; however, Tourism Kamloops will be proactively connecting with partners to schedule throughout the year.

### GOAL

- To build stronger relationships, identify areas of cooperation and collaboration, and to ensure partners are aware of all opportunities offered by Tourism Kamloops.



# ENGAGEMENT

## IMPACT SUSTAINABILITY TRAVEL + TOURISM CONFERENCE

JANUARY 21ST-23RD

The conference focuses on ensuring that the tourism industry is synonymous with responsibility, sustainability, respect and social good. It brought over 250 Canadians together under the theme: *Unite – Commit – Act.*

The second annual conference hosted delegates from government, academia, Indigenous communities, NGOs, and industry. Together, participants explore issues and solutions on four pillars of sustainability: ecology & environment, community & sense of place, culture & heritage and the environment.

### GOAL

- To garner key learnings for Tourism Kamloops and Kamloops tourism industry partners to actively include sustainable and responsible practices and values into business operations leading to a healthy, respectful and conscious industry.

## TOURISM KAMLOOPS BOLD HOSPITALITY AWARDS

FEBRUARY 27TH

Recognizes and celebrates Kamloops' greatest hospitality rock stars. The awards are a tribute to frontline and the behind the scenes hospitality staff providing exceptional customer service welcoming visitors to our city and ensuring they keep coming back again and again. Hosted in partnership with the Kamloops Blazers, the awards are presented at a casual reception followed by attendance at a Kamloops Blazers home game.

### GOAL

- To recognize and celebrate hospitality rock stars in Kamloops, setting an example to encourage Kamloops hospitality to elevate service levels and provide remarkable experiences.

# ENGAGEMENT

## BC TOURISM INDUSTRY CONFERENCE

FEBRUARY 27TH – MARCH 1ST

For over 20 years, the BC Tourism Industry Conference has been providing a forum for tourism businesses and stakeholders from around British Columbia to come together to learn from experts and each other about the key issues, challenges and best practices in the industry.

### GOAL

- To connect with tourism industry partners from across the province and garner industry insights, expertise and tools to support the work done at Tourism Kamloops.

## QUARTERLY LUNCHEONS

MARCH, JUNE, SEPTEMBER + DECEMBER

NEW for Tourism Kamloops. Quarterly luncheons will offer an opportunity for a diverse group of partners to come together to discuss trends, opportunities, insights and potential strategies for Tourism Kamloops to consider.

### GOAL

- To bring key partners together building strong working relationships and a chance to share beneficial feedback for Tourism Kamloops. Partners from diverse sectors of the industry will be invited each quarter.

## TOURISM KAMLOOPS ANNUAL GENERAL MEETING

APRIL 17TH

Abiding by the society's organizational bylaws, the voting stakeholders of the Kamloops Tourism Marketing Society convene to approve audited financial statements, elect new board directors and ensure compliance of the constitution and bylaws.

### GOAL

- To approve audited financial statements, elect annual board of directors and ensure compliance of the society's act.

# ENGAGEMENT

## TOURISM KAMLOOPS ANNUAL SUMMIT

MAY

A day of learning, sharing and networking to prepare for peak tourism season. This one-day event delivers expert insights, Tourism Kamloops updates, and an opportunity for tourism industry partners to collaborate.

### GOAL

- To deliver tools and insights to tourism industry partners for innovative and collaborative learning and knowledge sharing.

## LOCAL INDUSTRY FAMILIARIZATION (FAM) TOURS

MAY

Offered in the spring for front line hospitality team members to tour local experiences and products to enhance their knowledge of what Kamloops visitors can see and do.

### GOAL

- To educate hospitality ambassadors about the variety of local tourism experiences inspiring an enhanced visitor experience for Kamloops visitors.

## KAMLOOPS CHAMBER OF COMMERCE SOCIAL

JUNE 5TH

Tourism Kamloops is hosting the June social. This event presents an important opportunity to showcase local tourism industry partners, initiatives and spotlight the importance the visitor economy plays in Kamloops. The social will occur the week following National Tourism Week.

### GOAL

- To showcase the tourism industry to Kamloops businesses and bring awareness to the economic impact of tourism in Kamloops.

# ENGAGEMENT

## TOURISM KAMLOOPS STAKEHOLDER FORUM

OCTOBER/NOVEMBER

Forum provides the opportunity for the Tourism Kamloops team to share programming, insights and results with stakeholders. This event coincides with the annual marketing plan process and helps to communicate new initiatives and garner industry insights from the previous year.

### GOAL

- To communicate and share new programs, industry insights and results in planning for the year ahead.

## TOURISM KAMLOOPS HOLIDAY OPEN HOUSE

DECEMBER 11TH

Held each December as a year end celebration and holiday gathering for partners. The event includes a showcase of local food and beverage partners and entertainment.

### GOAL

- To celebrate and offer thanks to our amazing industry partners.



# ENGAGEMENT

## THOMPSON OKANAGAN TOURISM ASSOCIATION (TOTA) AGM + SUMMIT

NOVEMBER

With the theme of “Drive for Sustainability”, the Summit focuses on hearing from Destination BC, Tourism Industry Association Canada, Tourism Industry Association British Columbia, Indigenous Tourism British Columbia, Destination Canada, and other industry stakeholders and representatives from the scientific restoration community, government, and Indigenous communities in the region.

### GOAL

- To connect with regional tourism industry partners and learn from key tourism organizations regionally, provincially and nationally.

## TOURISM INDUSTRY ASSOCIATION CONFERENCE (TIAC) CONFERENCE

NOVEMBER 18TH – 20TH

The Tourism Congress is held in Ottawa, the heart of government activity in Canada, each year. Delegates from across the country converge on the capital region and interact with the elected officials and decision-makers whose departments and agencies impact the travel and tourism industry.

### GOAL

- To obtain a national perspective on the tourism industry and connect with decision makers at the national level to advocate for policies directly affecting tourism in Canada.

## STAKEHOLDER PRESENTATIONS

Allows Tourism Kamloops to connect, network and share information about organizational goals, strategies and initiatives with other organizations and groups in the city. Presentations may be used to deliver key messages about the value of tourism and other tourism related advocacy.

### GOAL

- To educate, inform and share details about Tourism Kamloops’ goals, strategies and initiatives related to and impacting the tourism industry.

# TRAINING + DEVELOPMENT

## SUPER HOST TRAINING

New this year! Tourism Kamloops is now an official Super Host training provider with an in-house certified trainer. Training and certification opportunities for local tourism partners will be offered frequently throughout the year.

For Kamloops Accommodation Association members, Tourism Kamloops will provide Super Host free training for 2 employees in 2019.

Please connect with Angie Halas for more details and scheduled training dates – [angie@tourismkamloops.com](mailto:angie@tourismkamloops.com).

### GOAL

- To elevate front line hospitality excellence and to create a local culture of tourism ambassadors.

## BOLD DASHBOARD TRAINING

Available to all stakeholders throughout the year on a one on one basis and at scheduled workshop times. The BOLD Dashboard serves as a communication tool between Tourism Kamloops and stakeholders. Stakeholders can independently access RFP opportunities, learning opportunities, update partner listing accounts and communicate with other stakeholders.

### GOAL

- To ensure partners are comfortable using this communication tool for seamless connectivity to Tourism Kamloops opportunities and insights.

## DIGITAL MARKETING WORKSHOPS

Provide stakeholders with digital marketing best practices, tools, tips and insights to elevate your online presence and influence the customer journey. Tourism Kamloops' marketing experts will present easy how-to sessions to quickly improve your digital outreach and performance.

### GOAL

- To elevate Tourism Kamloops stakeholders' digital performance creating enhanced online experiences for potential Kamloops visitors.

# SURVEYS + REPORTING

## TOURISM ECONOMIC IMPACT ANALYSIS

Conducted annually as a key industry performance indicator. This data reports annual visitation, direct visitor spending and total tourism economic impact.

### GOAL

- To understand and report annual tourism performance resulting from tourism visitation, direct visitor spending and total tourism economic impact.

## DESTINATIONS INTERNATIONAL EVENT ECONOMIC IMPACT CALCULATOR

Measures the economic value of an event and calculates its return on investment to local taxes. Armed with this information, DMOs are better prepared to make the case to policymakers and stakeholders for the ongoing development and growth of the events and meetings sectors. Updated annually, the calculator draws on ten different data sources to provide an industry-wide standard.

The models and platform have been developed by Tourism Economics, an Oxford Economics Company, and includes three distinct modules:

**Meetings:** Including business meetings, conventions and trade shows.

**Sports:** Including amateur, college and professional sports.

**Festivals + Cultural Events:** Including performing and visual arts, awards ceremonies, food and drink and cultural.

### GOAL

- To measure the direct impacts of events on businesses, employment, income and taxes.



# SURVEYS + REPORTING

## STAKEHOLDER BENEFIT REPORTS

Will be distributed annually summarizing data collected by the Tourism Kamloops' CRM (Simpleview). Reports will highlight website listing clicks, opportunities presented during the year, media mentions and coverage, travel trade partnerships, and RFP opportunities relating to meetings/conferences/sport hosting.

### GOAL

- To provide partners with an overview and valuation of working with Tourism Kamloops.

## STAKEHOLDER SATISFACTION SURVEY

Conducted annually to nearly 400 Tourism Kamloops stakeholders. The survey gauges stakeholder satisfaction relating to programs, communications, engagement, visitor services and events.

### GOAL

- To understand stakeholder satisfaction with Tourism Kamloops initiatives and provide an opportunity for stakeholders to deliver feedback.

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