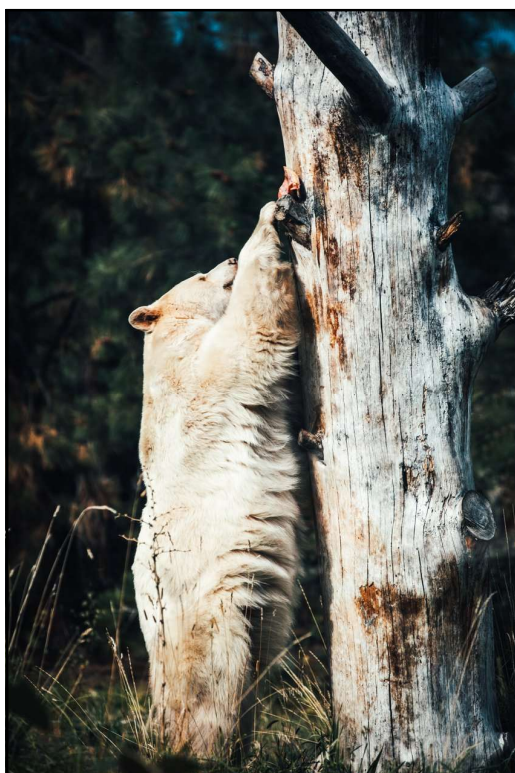




1



PURPOSE

Amplify our community with intention, unleashing the power of our BOLD, REAL people, and spaces.

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.

VISION

Come share the experience and play like a local.

2

VALUES

- Be real. Be bold. Be you.
- Our community is our soul. Create greatness together.
- Live with intention.
- Fiercely protect the spaces we live and play in.
- Act inclusively, live diversely.
- Be the voice for this valley. If you are loud enough, it will echo.

3

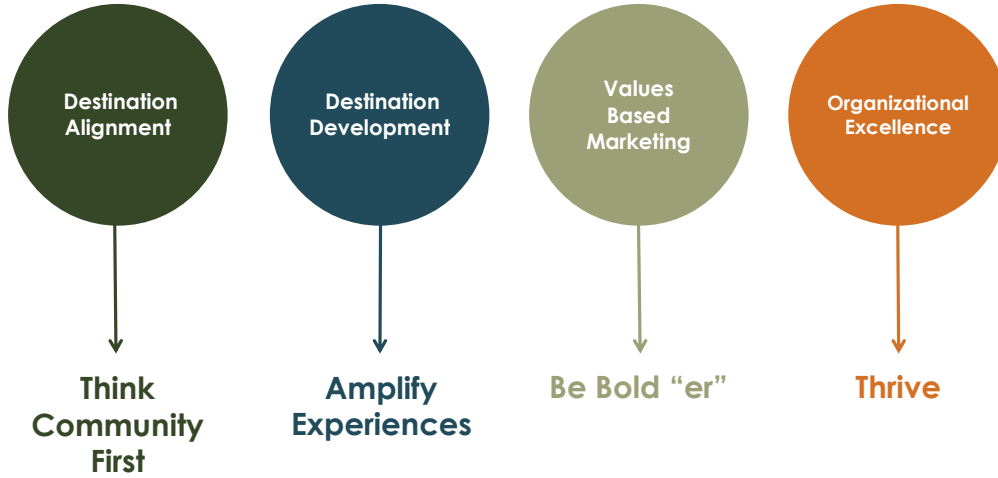
STRATEGIC PLAN UPDATE

Community/ Stakeholder Experience Sustainability Brand Innovation

Destination Alignment Destination Development Values Based Marketing Organizational Excellence

4

2022-2027 STRATEGIC GOALS



5

OUR APPROACH

Think Community First



- A. Engage with industry and government to enhance our community.
- B. Your cause is our cause — act in the interest and values of our community.
- C. Seek truth and reconciliation within the community. It's the way forward.
- D. Participate in municipal development discussions.
- E. Provide resources and promote collaboration to enrich businesses within the community.
- F. Champion stakeholder engagement.
- G. Unite and support sector development in arts, culture, heritage, and sport.

6

OUR APPROACH

Amplify Experiences



- A. Mobilize businesses, leaders and influencers for meaningful collaboration and creative ideation.
- B. Lead destination and experience development rooted in sustainability.
- C. Make connections that matter and impressions that last.
- D. Leverage data and innovation to enhance visitor experiences.
- E. Deepen Indigenous experiences through intentional connection and partnership.
- F. Celebrate inclusivity and diversity.

7

OUR APPROACH

Be Bold “er”



- A. Drive impact — apply our bold brand to all marketing and messaging.
- B. Tell an authentic story.
- C. Grow and expand partnerships:
 - Form new and evolve co-marketing opportunities within the sport, events, City of Kamloops, Indigenous, golf, wine, mountain biking and fishing sectors.
 - Seek partnership marketing opportunities with neighbouring destinations to create enhanced awareness.
 - Deliver a targeted trade relations strategy.
- D. Drive competitiveness through innovation.

8

OUR APPROACH

Thrive



- A. Fight for the tourism economy.
- B. Collect, analyze, and share meaningful data to drive change.
- C. Leverage people and technology to develop agile processes and optimize financial wellness.
- D. Promote a culture of growth.
- E. Innovate. Every time.
 - Participate in global initiatives and activities that challenge the norm and inspire change.
 - Use technology to elevate experiences and engagement.
- F. Achieve integrity and excellence across board governance and experiences.

9

OUR APPROACH

Thrive



- G. Practice unwavering fiscal responsibility, accountability, and transparency.
- H. Expand funding models and new opportunities.
- I. Embrace a culture of global responsibility – people, planet, profit.
- J. Be Awesome. Celebrate it.

10

THANK YOU...and...we got this!!



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