



## Executive Director's Annual Report 2013-14 Nelson Kootenay Lake Tourism Society

Nelson Kootenay Lake Tourism Society is a not-for-profit self-sustaining Destination Marketing Organization. It is industry-funded, research-based and membership-driven, covering an area from Nelson (including Whitewater Ski Resort and Baldface) Balfour, Proctor, Harrop, Ainsworth, Kaslo and Meadow Creek/Lardeau Valley.

### **Vision**

To generate awareness and a desire to travel to Nelson Kootenay Lake region as a four season destination.

### **Mission**

The mission of the Nelson Kootenay Lake Tourism Society is to create a healthier sustainable tourism industry for the Nelson Kootenay Lake region through innovative marketing initiatives.

To attract visitors to the Nelson Kootenay Lake area for the purpose of enhancing the local economy through the purchase of room nights, food and beverage, retail items, transportation, and visitor services.

### **Board of Directors**

1. Joy Barrett (Cultural Development Commission)
2. Gary McCandlish (Balfour Historical Society and Business Association)
3. Wendy Anderson (Selkirk College)
4. John Dutton (Nelson Whitewater Rafting Company)
5. Chris Drysdale (Cloudside Inn)
6. Maggie Winters (Kaslo Chamber)
7. Karen LeMoel (Ainsworth Hot Springs Resort)
8. Ryan Martin (Hume Hotel/Best Western)
9. Rebeckah Hornung (Whitewater Winter Resort)
10. Kim Palfenier (Nelson Regional Sports Council)
11. Tom Thomson (Nelson and District Chamber of Commerce)
12. John LeBleu (Prestige Lakeside Resort and Prestige Inn)

### **Organizational Summary**

NKLT was composed of 12 board members, an executive director and numerous contractors. This team worked together developing and implementing marketing initiatives, community awareness and partnerships.

The Executive Director's contract expires June 30, 2015. Her 40 hour work week consists of managing and implementing the marketing plan, hosting media tours, attending meetings inside and outside the area to support collaboration between other tourism organizations, and partnering with businesses throughout the region to improve awareness of what we have to offer to potential visitors.



The social media contract position is held by Brittany Robins. The website was hosted and managed by Gary Browning of Soho Portal, but was recently redesigned and now managed by Brad Higham of Collabo.co, who is located in the Slocan Valley. Additional contractors were hired throughout the year to keep NKLT evolving in video, design, photography and copywriting. Working as a team, sharing ideas, and discussing strategies and creative direction allowed us to meet our goals and make high level decisions on opportunities and challenges.

#### Goals:

1. Meet or exceed best practices of other DMOs:
  - a. Leveraged visibility and finances with 91 partners from the local communities;
  - b. Continued to support the ever improving Spokane Shuttle, now running 7 days a week throughout the winter;
  - c. Developed an interactive, mobile, CMS, website that is different than all other tourism websites out there.
  - d. Supported the Spirit of the Waterfront Banner to cover the old Esso Gas Station lot on Nelson Ave.
  - e. Cat Ski Capital of the World recognition
2. Reach Key markets:
  - a. Location: Alberta up to and including Edmonton; Southern BC including Vancouver; and Northwest Pacific - Spokane, Idaho, Washington
  - b. Audience: families, adventurers, seniors boomers
3. Use effective and efficient methods to reach markets:
  - a. Digital ads, magazines, newspaper, social media, online ads, trade shows, videos and photos
  - b. Contests: seasonal photo contests, KMC and CMC win accommodation, Best Friend
4. Increase Funding:
  - a. 91 partners (added 14 partners this fiscal) See Appendix A.
  - b. There are 36 accommodators collecting the MRDT in areas D, E, F. See Appendix B.
5. Host FAM tours:
  - a. DBC and KRT initiatives: UK, USA, Canada, China, Germany - \$13,653.64 investment
  - b. Return: priceless
  - c. Activities, dining and accommodation provided at a discount or sometimes donated by partners
6. Infrastructure:
  - a. Kaslo Trail Blazers and Nelson Cycling Community - \$4000 (\$2000 each)
7. Utilize KRT marketing opportunities:
  - a. Leveraged marketing opportunities: tradeshow, Arts-BC, photography, Travel Guide, Sno-Riders ad, Golf ads, google places
  - b. Leveraged Community Tourism Opportunities (CTO): Promo video, website refresh, 108 healthythingstodo.com blog, Community Marketing - \$21,000
8. Package with partners:
  - a. Touchstones, Columbia Basin Culture Tour, Wing Creek Resort, Ainsworth Hot Springs, Dock n' Duck, Balfour Golf Course, Gericks Cycle and Ski, Village Ski Hut, Kaslo Chamber of Commerce, Kaslo Hotel, City of Nelson, Nelson Chamber of Commerce,



Adventure Hotel, All Seasons Café, Whitewater Ski Resort, Sufferfest, Fat Tire Festival, Blue Night, Granite Pointe Golf Course, OutThere Monthly, Capital Theatre, Kaslo Jazz Festival

- b. Created Cat Ski Capital of the World promotion with support from 5 Cat Ski Operators
9. Leadership:
- a. Further developed relationships with stakeholders, City Council, environmental organizations, West Kootenay Tourism Alliance, Cultural Development Committee, Sister City Sandpoint, International Selkirk Loop, and other DMO's to stay informed and engaged in the activities of BC and our local communities and abroad.

## Marketing Summary

The marketing initiatives in 2013-14 covered a variety of media reaching our targeted audiences through magazine, newspapers, online advertising and digital (social media) promotions. The following is a summary of our initiatives that promoted NKL area as a four-season destination.

### Advertising/Social Media

- **Publications:** International Selkirk Loop, Vacation Guide, KMC, CMC, Rocky Mountain Rider, KRT Travel Guide, Nelson Hotel Directory, Outdoors NW, Arts-BC, WestJet, Kettle Valley, Balfour & District Historical and Business Association, Snowboard BC
- **Radio:** East Kootenays winter
- **Newspapers:** Kootenay papers through Blackpress, Calgary Herald, Pennywise
- **Online Ads:** community websites through Outdoor NW, Northwest Travel, Castanet, I Love Nelson, Sandpoint, OutThere Monthly, facebook, google ads
- **Facebook:** 5062 to 6808 this fiscal.
- **Twitter:** from 740 to 1123 followers
- **Newsletter:** emailed monthly to over 1000 subscribers

### Website - See Appendix C

- Sessions have increased 100.35% from 38,363 to 76,862.
- Users increased 101.27% from 30,761 to 61,914
- Page views increased 86.84% from 88,066 to 164,542
- 45% male and 55% female audience
- Ages: 23-34, 45-54, 55-64, 35-44, 65+, 18-24: 5-10% variance
- Link building needs to continue to be monitored and increased

### Photography and Video

- Landscape and event images - over 50 purchased
- 3 minute Festivals and Events video currently being filmed and to be released this spring.

### Trade Shows/Conferences

- Calgary Outdoor Show - March 2013



- Vancouver Outdoor Show - March 2013
- Spokane Motorcycle Show - March 2013
- KRT AGM - October 2013

#### FAM Tours

- SlopeTV, NSMB, Asian Tour Group, Dime Store Fishing, Globe & Mail - motorcycling, Calgary Herald, Rendezvous, MBTA, The Telegraph (UK), Seattle Magazine, Ski.com, Skipass.com, Royal Auto Magazine

## Future

As we move forward we intend to continue to meet our goals, while keeping the vision and mission front of mind. Contractors will continue to be employed for specific tasks, new and creative marketing ideas will be addressed, additional content for the website will be created, SEO updated, and website optimization adjusted as required.

#### Marketing Plan for 2014-15 is as follows:

##### Organization

- Community Foundation Opportunity, a DBC opportunity, will provide us a full day session to review our vision and values, determine who we are, who we want to be, who are our audiences and refine our target markets to better allocate our resources

##### Partnerships

- Continue to increase partnerships through improved exposure: 20% discount on website advertising, travel deals, co-operative marketing opportunities, social media exposure, online newsletter, free courses, community support and engagement, and face-to-face interaction at meetings and events

##### Funding

- MRDT - 2%
- Canada Summer Works Employment program or Get Youth Working program
- Website advertising from partners
- Continue leveraging KRT and DBC funding options
- Continue marketing through partnered advertising

##### Marketing Initiatives

- Festivals and Events Video with smaller videos to promote each event throughout the year
- Vacation Guide magazine - annually printed in collaboration with Black Press and the Nelson Chamber
- Map and Guide for all accommodators and businesses who are partners
- Monthly Newsletter - emailed to subscribers and partners (over 1100 in database)



- Contests
- Shopping campaign - spring and fall
- Sister City cross-border event
- Hiking and cycling brochures
- Revisit our creative strategy
- Vlogger - partnership with WH2O in producing 6 winter videos
- Surveys of our visitors online and face-to-face - who is visiting?
- Implement EQ (new DBC initiative)
- Social media engagement: instagram, facebook, twitter
- Shuttle from Nelson to Spokane - Winter
- Blog: 108healththingstodo.com
- Kootenay Golf Trail - support and promote
- Powder Highway - support and promote
- West Koot Route - support and promote
- International Selkirk Loop - support and promote
- Tradeshows: Calgary and Vancouver Outdoor Shows, Seattle Expo, Spokane Motorcycle Show
- Monitor link building - ensure all partners link to us from their websites
- Community Calendar - CBT Funded

## Feedback

We value your participation and opinions. For NKLT to meet the needs of the communities and its stakeholders, please send us an email or give us a call anytime. Let us know what we are doing well, and other ideas we should consider to help promote the region.

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Dianna Ducs

Executive Director

*Nelson Kootenay Lake Tourism Society*



## Appendix A - Partners

1. Academy of Classical Oriental Sciences
2. Adventure Hotel
3. Ainsworth Hot Springs Resort
4. Ainsworth Motel
5. All Seasons Cafe
6. Alpine Inn & Suites
7. Baldface Lodge
8. Balfour & District Business & Historic Association
9. Balfour Golf Course
10. BC Wineguys
11. Bellaflora
12. BEST WESTERN PLUS Baker Street Inn & Convention Centre
13. Bibo
14. Black Productions
15. Blaylock Mansion Ltd.
16. Capitol Theatre Restoration Society
17. Civic Theatre
18. Cloudside Inn
19. Cody Cave Tours Ltd
20. Community Futures
21. Dock 'n' Duck Pub & Grill
22. Gerick Cycle & Ski - Nelson
23. Granite Pointe Golf Course
24. Hume Hotel
25. International Selkirk Loop
26. Kaslo & Area Chamber of Commerce
27. Kaslo Golf Club
28. Kaslo Hotel
29. Kaslo Jazz Etc. Festival
30. Kaslo Kayaking
31. Kaslo Motel
32. Kastlerock Bed and Breakfast
33. Kootenai Moon Furniture Inc.
34. Kootenay Climbing Association
35. Kootenay Lake Historical Society
36. Kootenay Lakeview Lodge
37. Kootenay Valley Helicopters Ltd.
38. Kootenay Writers Society
39. Lakeshore Homes Inc.
40. Langham Cultural Society
41. Lardeau River Adventures
42. Logden Lodge
43. Mistiso's Place Vacation Rentals
44. Mountain Baby
45. Mountain Hound Inn
46. Mountain Waters Spa and Wellness
47. Nelson Athletic Association
48. Nelson Brewing Company
49. Nelson Chamber of Commerce



50. Nelson Chamber of Commerce
51. Nelson Civic Theatre Society
52. Nelson Cycling Club
53. NELSON ELECTRIC TRAMWAY SOCIETY
54. Nelson Overture Concert Society
55. Nelson Regional Sport Council
56. Nelson Selects Rep Soccer
57. Nelson Star
58. Nelson Whitewater Rafting Co.
59. North Shore Inn
60. Oso Negro
61. Oxygen Art Centre
62. Prestige Inn Nelson
63. Prestige Lakeside Resort
64. RAP Park Consulting
65. Reel Adventures Sportfishing
66. Retallack
67. ROAM Shop
68. Sanderella's Boutique & Starbird Teahouse
69. Selkirk College
70. Selkirk Wilderness Skiing Limited
71. Shambhala Music Festival
72. SkinBliss Laser & Body Clinic
73. Snowwater heli Skiing
74. Stellar Heli Skiing
75. Summit Mountain Guides
76. The Heritage Health Centre
77. Toad Rock Campground
78. Touchstones Nelson: Museum of Art and History
79. True Blue Lodge
80. Valhalla-Pure Outfitters
81. Villa Motel
82. Village Ski Hut
83. Way of Life Matters
84. West Kootenay Regional Arts Council
85. White Grizzly Cat Skiing
86. Whitewater Ski Resort
87. Wildwoods Yoga & Wellness
88. Willow Point Beach House B&B
89. Wing Creek Resort
90. Wink Wink Events
91. Yasodhara Ashram



## Appendix B - MRDT Collectors

1. 5 GABLES INN
2. AINSWORTH HOT SPRINGS RESORT
3. AINSWORTH MOTEL
4. ALPINE MOTEL
5. BALDFACE LODGE
6. BALFOUR BEACH INN
7. BEST WESTERN PLUS BAKER STRE
8. CEDARS LAKESHORE INN & MARINA
9. CLOUDSIDE INN INCORPORATED
10. DANCING BEAR INN
11. DRIFTER'S RESTAURANT, PUB & LO
12. GRIZZLY BEAR RANCH
13. HUME HOTEL
14. JB'S PUB & RESTAURANT
15. KASLO BAY LIQUOR STORE, KASLO
16. KASLO MOTEL
17. KOKANEE GLACIER RESORT
18. KOOTENAY LAKEVIEW LODGE LTD.
19. LAKESHORE HOME
20. MIRROR LAKE CAMPGROUND
21. MOUNTAIN HOUND INN
22. MOUNTAIN TREK FITNESS RETREAT
23. ADVENTURE HOTEL (formerly New Grand Hotel)
24. NORTH SHORE INN
25. PRESTIGE INN LAKEVIEW NELSON
26. PRESTIGE LAKESIDE RESORT AND
27. RETALLACK LODGE
28. SELKIRK WILDERNESS SKIING LIMIT
29. THE BLAYLOCK MANSION LTD.
30. THE KASLO
31. THE MERMAID LODGE & MOTEL
32. TRUE BLUE LODGE
33. VICTORIA FALLS GUESTHOUSE
34. VILLA MOTEL
35. WHITE GRIZZLY ADVENTURES LTD.
36. WING CREEK RESORT INC.

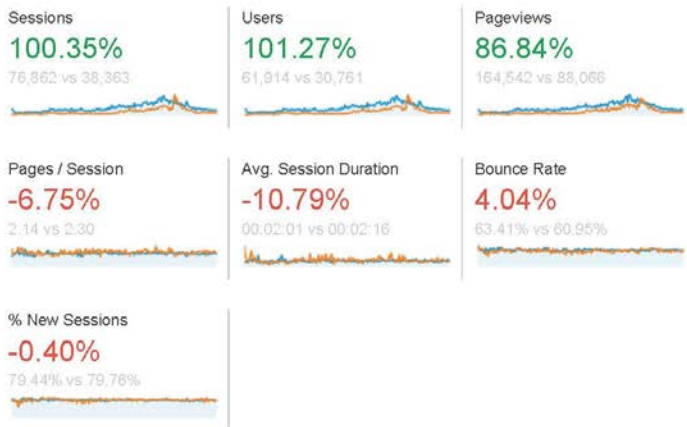
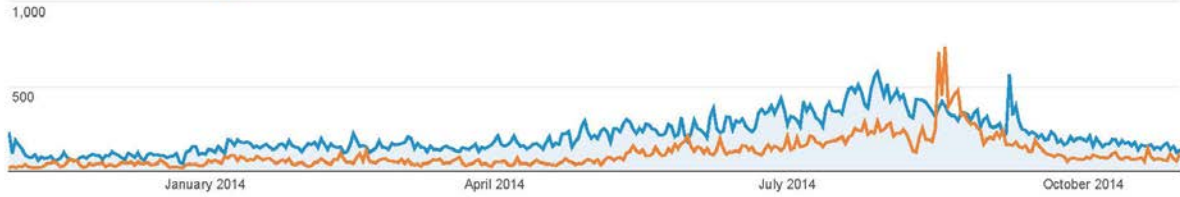




## Appendix C - Website Analytics

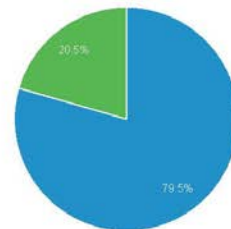
Nov 1, 2013 - Oct 31, 2014: ● Sessions

Nov 1, 2012 - Oct 31, 2013: ● Sessions

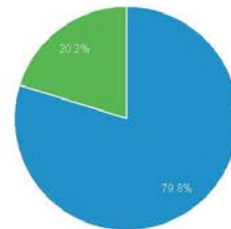


■ New Visitor ■ Returning Visitor

Nov 1, 2013 - Oct 31, 2014



Nov 1, 2012 - Oct 31, 2013



Nov 1, 2013 - Oct 31, 2014: ● Pageviews

Nov 1, 2012 - Oct 31, 2013: ● Pageviews

