



## **Executive Director's Annual Report 2014-15**

### **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, Retallack and Baldface) Balfour, Proctor, Harrop, Ainsworth, Kaslo, Lardeau and Meadow Creek.

#### **NEW Vision**

To be the acting tourism voice of the Nelson Kootenay Lake region creating innovative and strategic marketing plans to attract visitors to its communities.

#### **NEW Mission**

Through year-round compelling marketing Nelson Kootenay Lake Tourism Society promotes the region's unique cultural qualities (outdoors, sports, dining, shopping, arts, health and wellness, heritage) to potential visitors, ultimately increasing the number of visitations and length of stays.

#### **NEW Guiding Principles**

1. Fulfillment & Enjoyment
2. Collaboration
3. Ethics
4. Innovative Growth
5. Accountability

#### **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. John Addison (Kaslo Chamber)
7. Jake Murfitt (Ainsworth Hot Springs Resort)
8. Ryan Martin (Hume Hotel/Best Western)
9. Rebeckah Hornung (Whitewater Winter Resort)
10. Vacant position (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 is composed of 12 board positions, an executive director and a variety of contractors. This group worked together developing and implementing marketing initiatives, community awareness and partnerships.



The Executive Director's contract was renewed July 1, 2015 for 3 years. The 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, sitting on the Cultural Development Committee and International Selkirk Loop Board, 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 of Nelson. The website is hosted and managed by Brad Higham of Collabo.co, located in the Slocan Valley. Janneke Guenther, a Selkirk College student of the Digital Arts and New Media program worked throughout the summer full-time, taking on the graphic design, photography, website content, coordination of the Paddle Kootenay Lake initiative, and other marketing tasks. Additional contractors were hired throughout the year to keep NKLT evolving in video, 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, engagement and finances with 122 partners from the local communities;
  - b. Continued to support the ever improving Spokane Shuttle, running 7 days a week throughout the winter;
  - c. Invited locals and visitors to paddle Kootenay Lake for 7 days, 100kms;
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
4. Increase Funding:
  - a. There are 41 accommodators collecting the MRDT in areas D, E, F. See Appendix A.
  - b. 122 partners (added 31 partners this fiscal) See Appendix B.
5. Host FAM tours:
  - a. DBC and KRT initiatives: UK, USA, Canada, China, Germany - \$6,080 investment
  - b. Return: priceless
  - c. Activities, dining and accommodation provided at a discount or sometimes donated by partners
6. Infrastructure:
  - a. Kaslo Trail Blazers for Unity Bridge - \$2000
7. Utilize KRT marketing opportunities:
  - a. Leveraged marketing opportunities: tradeshow, circle route map, golf map, eblasts
  - b. Leveraged Community Tourism Opportunities (CTO): Promo video, website refresh, 108 healthythingstodo.com blog, Community Marketing - \$21,000



8. Collaborative marketing with partners:

- a. Whitewater Ski Resort, Baldface Lodge, Selkirk Wilderness Snowcat Skiing, Retallack, White Grizzly, Sufferfest, Fat Tire Festival, Blue Night, Kootenay Spirit Festival, Kaslo Jazz Festival, Balfour Golf Course, Granite Golf Course, City of Nelson, Nelson Chamber of Commerce, Kaslo Chamber of Commerce, Columbia Basin Culture Tour, Dock n Duck, Dr. David Reaka, Gerick Cycle & Ski, Kaslo Outdoor recreation Society, Mountain Waters Spa, Touchstones, Living Lakes (Wildsight), Nelson Credit Union, RDCK, Imperial Oil, Husky Nelson, CBT, West Kootenay Eco Society

9. Leadership:

- a. Further developed relationships with stakeholders, Nelson City Council, Village of Kaslo, Balfour & District Historical and Business Association, 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 2014-15 covered a variety of media reaching our targeted audiences through magazine, newspapers, online advertising and digital (social media) promotions. We have created a new social media feed on our homepage - [check it out](#). The following is a summary of our initiatives that promoted the NKL region as a four-season destination.

#### Advertising/Social Media

- **Publications:** International Selkirk Loop, Seattle Mag, Out There Monthly, NKL Vacation Guide, KMC, CMC, Cantando, Nelson Cycling Club, KRT Travel Guide, Nelson Hotel Directory, Outdoors NW, Kettle Valley, Kootenay Ferry
- **Newspapers:** Kootenay papers through Black Press, Pennywise
- **Online Ads:** Outdoor NW, KRT Eblasts and brochures.ca, Pink Bike, Castanet, I Love Nelson, Out There Monthly, facebook, google ads, KMC, Back Country Skiing, Kootenay Biz, Avenue, Kelowna Now
- **Facebook:** 6808 to 8393 this fiscal - up 19%
- **Twitter:** from 1123 to 1484 followers - up 26%
- **Instagram:** 1670 followers
- **Newsletter:** emailed monthly to over 1200 subscribers
- **Initiative:** Paddle Kootenay Lake

#### Website

- Sessions have increased 32% from 76,862 to 112,981
- Users increased 30% from 61,914 to 88,365
- Page views increased 38% from 164,542 to 246,604
- 43% male and 57% female audience
- Ages: 25-34, 45-54, 55-64, 35-44, 65+, 18-24: 2-3% variance



- Link building will be promoted to help guide people from our partners pages to the regions tourism website, which has all the information on what to do and where to stay during a visitors holiday.

#### Photography and Video

- Landscape and event images - seven purchased and others taken in-house
- Videos: Festivals and Events, 6 Winter Vibe, Zipline, Markets, and Paddle Kootenay Lake

#### Trade Shows/Conferences

- Calgary Outdoor Show
- Vancouver Outdoor Show
- Spokane Motorcycle Show
- Seattle Outdoor Show
- KRT AGM
- TIABC

#### FAM Tours

- Dimestore Fishing, Marc Sissons, Red & White Ski Club Leaders, Instagrammers, Beth Adonno, Carolyn Heller, Go Media, Jennie Nunn, Christy Karras, Bob Legasa

#### Future

We have developed a new Strategic Plan that will guide us over the next three years. Our goals are:

- **Creative Direction** - We hired an advertising agency to review our existing brand, SWOT analysis, positioning statement, and once approved move into the design of our new brand image.
- **Research** - EQ Survey has been up and running for 2 months on our website and sent through our newsletter. We are starting a project with Selkirk College students, through RDI, to collect tourism data. Postal codes for the winter season were collected from 8 businesses. Presenters at the AGM will educate partners on the benefits of collecting and collating all of our data.
- **Shoulder Season** - funding through DBC Coop Marketing program will assist us in penetrating our target market for spring and fall marketing.
- **Collaboration** - partner with local and provincial organizations to better represent what we have to offer: CWSAA, Camping, MBTA, BC Fishing, Golf in BC, Kootenay Golf Trail, CDC, WKED, NAEDP, Kaslo Chamber and VC, Nelson Chamber and VC, link building, Whitewater and Powder Alliance, ISL, Sports Council, motorcycling. Through partners develop collaborative advertising to better represent the region.

Each of these goals has objectives, strategies, actions and measureables.

With a new funding model through Destination BC we have submitted a regional request for financial assistance with the Calendar, FAMs, Digital Maps, Billboard, Research, Tradeshow, Stories and Shoulder Season Marketing.



We will also continue to be the voice of tourism, helping organizations develop remarkable experiences. NKLT as an advocate, will ensure our tourism partners are heard and we will support fair and responsible initiatives to maintain and improve the tourism industry.

### **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 support and promote the region.

[info@nelsonkootenaylake.com](mailto:info@nelsonkootenaylake.com) | 250.352.7879

Dianna Ducs  
Executive Director  
*Nelson Kootenay Lake Tourism Society*



## Appendix A - MRDT Collectors

5 Gables Inn
Adventure Hotel
Ainsworth Hot Springs Resort
Ainsworth Motel
Alpine Inn & Suites
Baldface Lodge
Balfour Beach Inn
BEST WESTERN PLUS Baker Street Inn & Convention Ce
Blaylock Mansion Ltd.
Cedars Lakeshore Inn & Marina
Cloudside Inn
Dancing Bear Inn
Drifter's Restaurant
Grizzly Bear Ranch
Hume Hotel
Kaslo Hotel
Kaslo Motel
Kokanee Glacier Resort
Kootenay Lakeview Lodge
Lakeshore Homes Inc.
Mirror Lake Campground
Mountain Hound Inn
Mountain Trek
North Shore Inn
Prestige Inn Nelson
Prestige Lakeside Resort
Retallack
Selkirk Wilderness Skiing Limited
Footsteps Eco Adventures
Toad Rock Campground
Villa Motel
White Grizzly Cat Skiing
Wing Creek Resort



## Appendix B - Partners

Balfour & District Business & Historic Association	Cantina Del Centro	
Balfour Golf Course	Cartolina	
Black Productions	Civic Theatre	
Capitol Theatre Restoration Society	Davidson Communications	
Cody Cave Tours Ltd	Dock 'n' Duck Pub & Grill	
Granite Pointe Golf Course	Gerick Cycle & Ski - Nelson	
International Selkirk Loop	Hellman Canoes and Kayaks	
Kaslo & Area Chamber of Commerce	JB's Pub and Restaurant/Woodbury	
Kaslo Golf Club	Jones Boys Boats	
Kaslo Jazz Etc. Festival	Kaslo Kayaking	
Kootenay Climbing Association	Kaslo Outdoor Recreation	
Kootenay Lake Historical Society	Kastlerock Bed and Breakfast	
Kootenay Writers Society	Kokanee Mountain Zipline	
Langham Cultural Society	Kootenai Moon Furniture Inc.	
Nelson Athletic Association	Kootenay Paragliding Adventures	
Nelson Chamber of Commerce	Kootenay Valley Helicopters Ltd.	
Nelson Civic Theatre Society	Kootenay Wild	
Nelson Cycling Club	Lardeau River Adventures	
NELSON ELECTRIC TRAMWAY SOCIETY	Logden Lodge	
Nelson Overture Concert Society	Main Street Diner	
Nelson Regional Sport Council	MainJet	
Nelson Selects Rep Soccer	Mermaid Lodge & Motel	
Oxygen Art Centre	Mistiso's Place Vacation Rentals	
Selkirk College	Mountain Baby	
The Heritage Health Centre	Mountain Waters Spa and Wellness	
Touchstones Nelson: Museum of Art and History	Nelson Brewing Company	
True Blue Lodge	Nelson Chamber of Commerce	
West Kootenay Regional Arts Council	Nelson Kayak and Paddle board	
Yasodhara Ashram	Nelson Nordic Ski Club	
Academy of Classical Oriental Sciences	Nelson Star	
Adventure Hotel	Nelson Whitewater Rafting Co.	
All Seasons Cafe	Oso Negro	
Bellaflora	RAP Park Consulting	
Bibo	Reel Adventures Sportfishing	
Black Press	ROAM Shop	



Sanderella's Boutique & Starbird Teahouse	Village Ski Hut	
Schroeder Creek Resort	Way of Life Matters	
Shambhala Music Festival	West Coast Grill - Prestige	
SkinBliss Laser & Body Clinic	Whitewater Ski Resort	
Snowwater heli Skiing	Wildwoods Yoga & Wellness	
Stellar Heli Skiing	Willow Home Furnishings	
Summit Mountain Guides	Willow Point Beach House B&B	
Valhalla-Pure Outfitters	Wink Wink Events	
Victoria Falls Guesthouse		

This [Annual Report](#) is available on the NKLTourism.com website.

[www.nelsonkootenaylake.com/info/about/board-reports](http://www.nelsonkootenaylake.com/info/about/board-reports)





Nelson Kootenay Lake Tourism  
FAR OUT. FOR REAL.

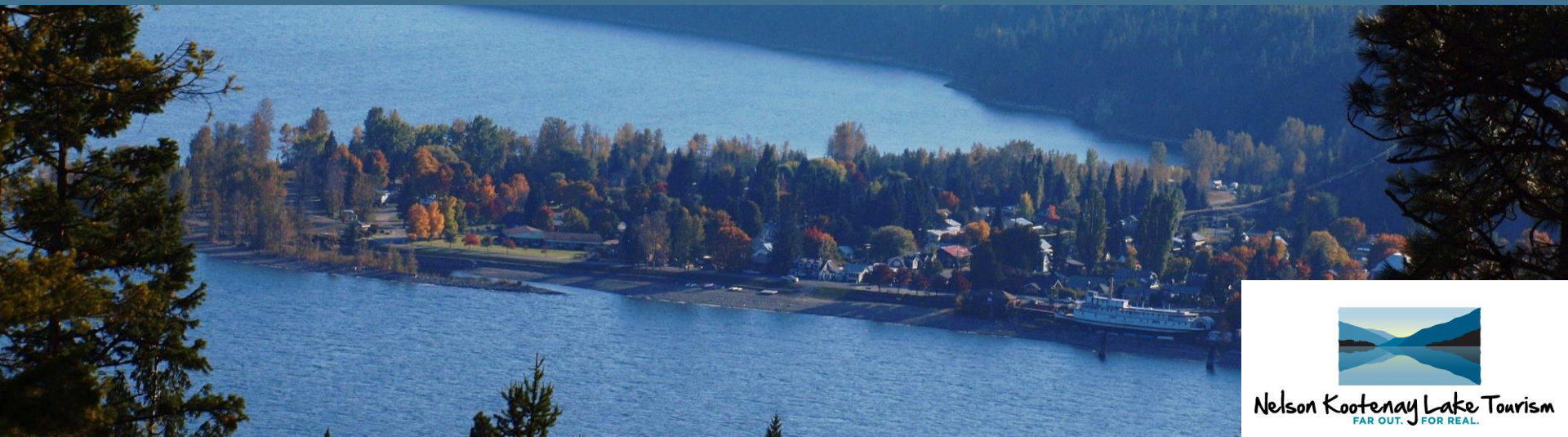
2015 AGM | January 28, 2016

# VISION

- To be the acting **tourism voice** of the Nelson Kootenay Lake region creating innovative and **strategic marketing** plans to attract visitors to its **communities**.

# MISSION

- Through year-round compelling marketing Nelson Kootenay Lake Tourism Society **promotes** the region's unique **cultural qualities** (outdoors, sports, dining, shopping, arts, health and wellness, heritage) to potential visitors, ultimately **increasing** the number of **visitations** and **length** of stays.



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FAR OUT. FOR REAL.



# SUPPLY CHAIN

Infrastructure  
Improves

Tourists  
Visit

Businesses  
Prosper  
\$



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# GOALS

1. Exceeded practices
2. Key Target Markets
3. Effective and Efficient Tools
4. Increased Funding
5. Host FAM (media tours)
6. Community Infrastructure
7. KRT opportunities
8. Partnering
9. Leadership





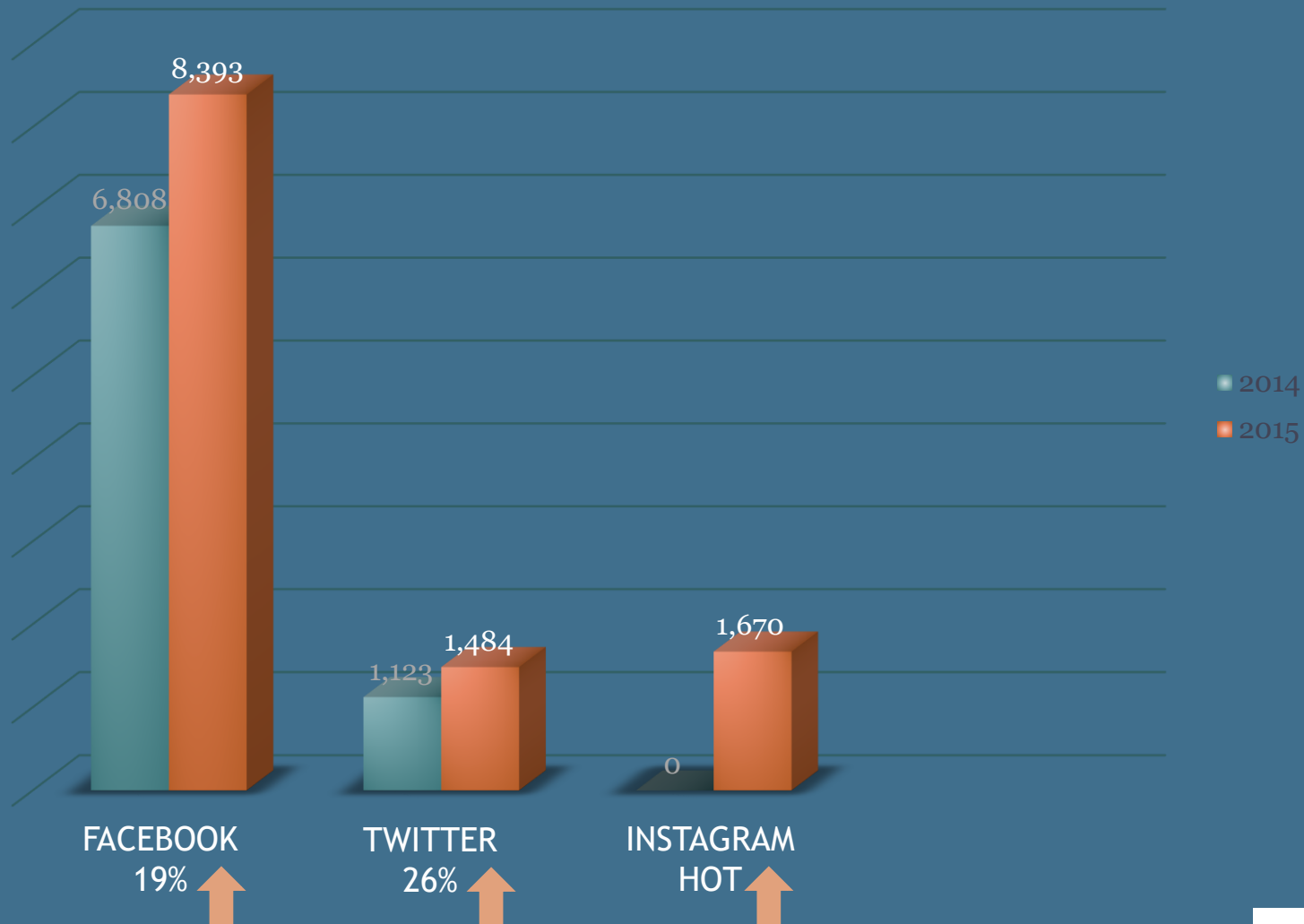
# MARKETING TOOLS

- Magazines, Newspapers, Online Ads, Newsletter, Contests
- Newsletter Monthly: over 1200 subscribers
- Vacation Guide + Map Guide
- Tradeshows: Calgary, Vancouver, Spokane
- FAM Tours - media from across Canada, USA and Europe
- Photography
- Video - Festivals & Events, 6 Winter Vibe, Zipline, Markets
- [Paddle Kootenay Lake](#)
- Social Media



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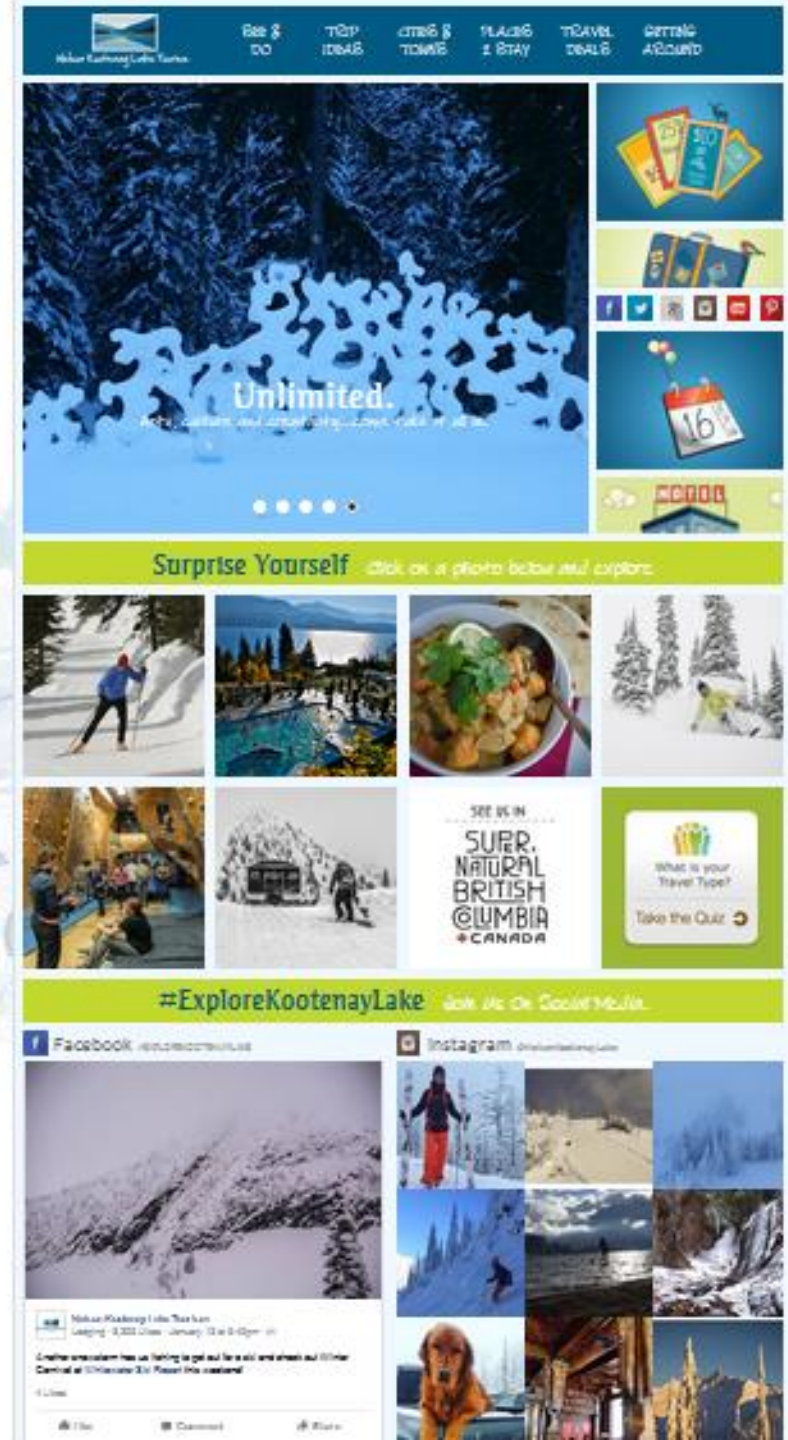
# SOCIAL MEDIA



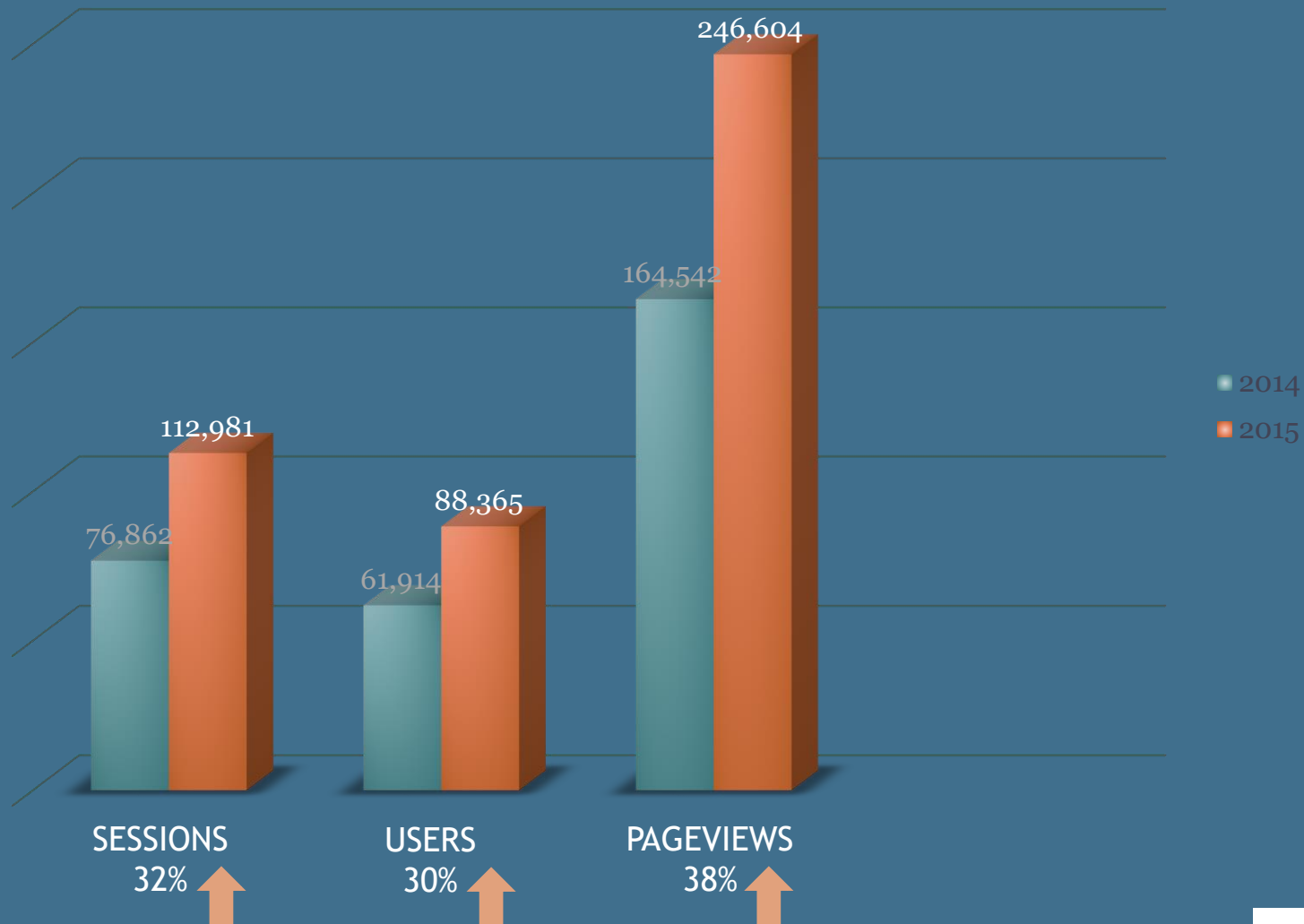
# WEBSITE

- Social Media feed homepage
- EQ Survey
- DBC Link
- Mobile
- Visual & Interactive
- CMS
- Partner Exposure
- Searchable

[www.nelsonkootenaylake.com](http://www.nelsonkootenaylake.com)



# WEBSITE ANALYTICS

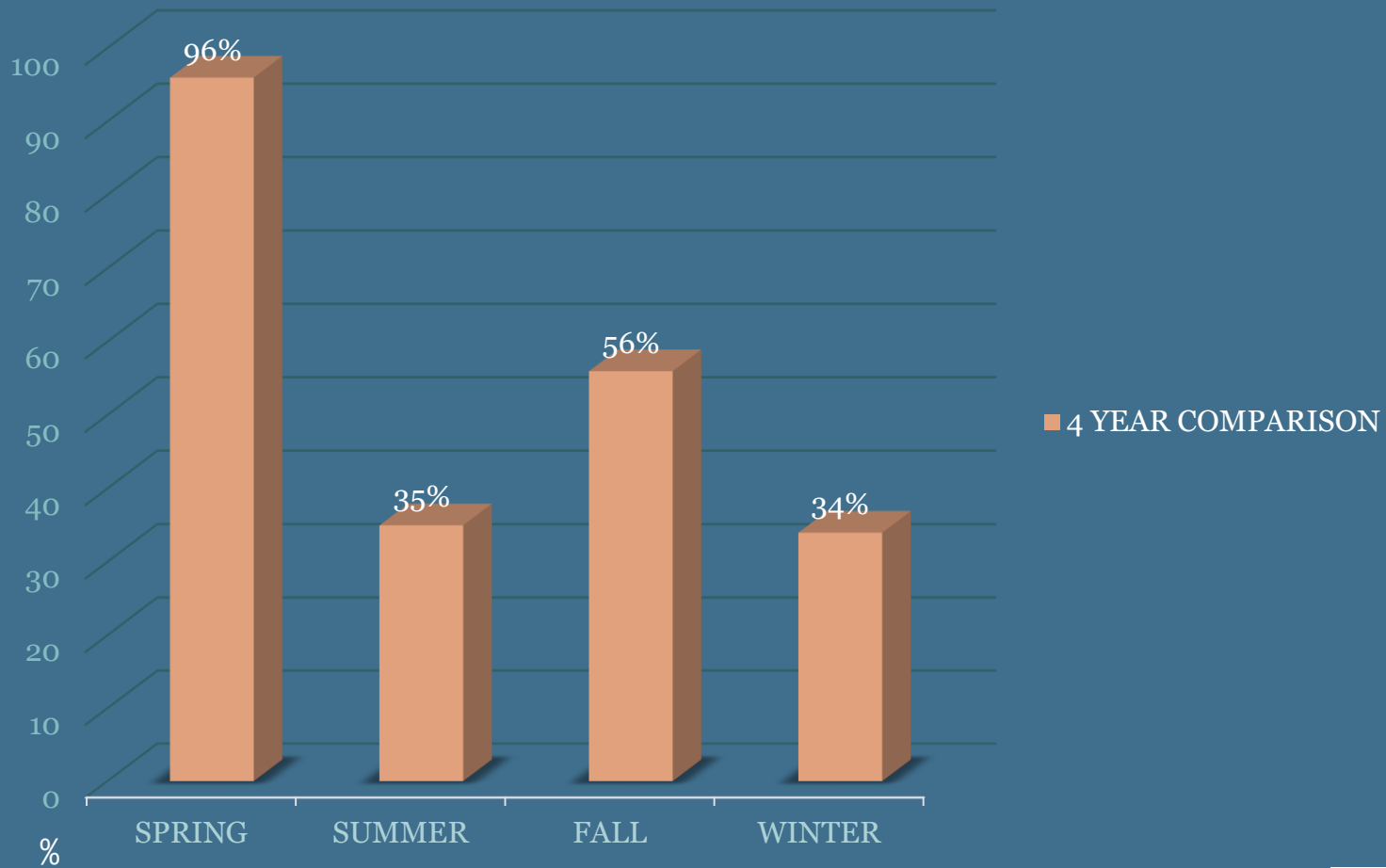




# MRDT % Increases - (Municipal, Regional and District Tax)

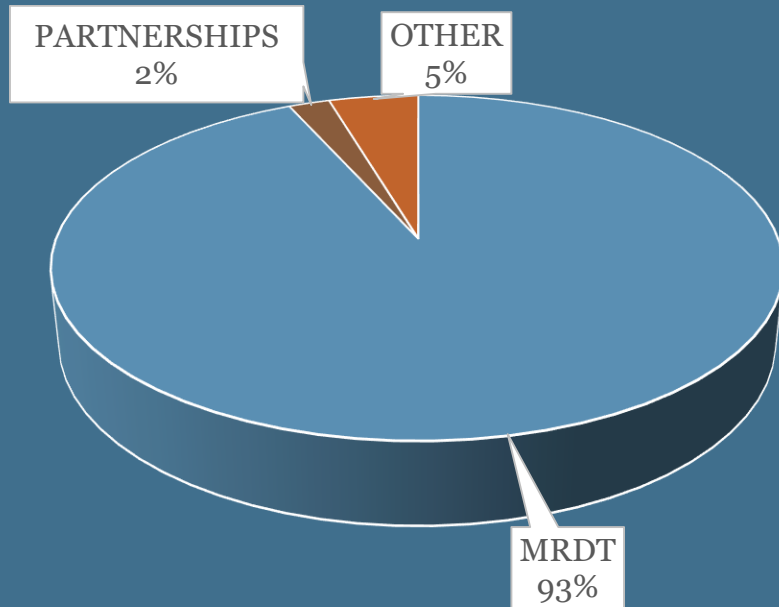


# MRDT - SEASONAL % INCREASE

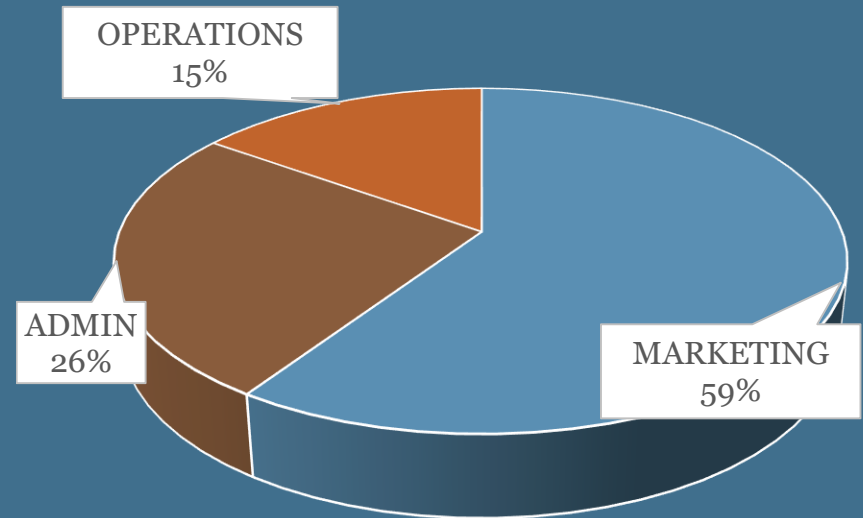


# FINANCES

REVENUE - \$317,534



EXPENSES - \$253,268



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# FUTURE

Strategic Plan - three years

## FOUR GOALS

1. creative direction
2. research
3. shoulder season
4. collaboration

*Each of these goals has objectives, strategies, actions and are measureable.*



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# ACTIONS

- **Destination BC:** new branding and funding model - 8 areas of support, remarkable experiences
- **Advocacy:** Airbnb and VRBO, Logging near Monica Meadows, Fisheries
- **Shoulder Season:** Promote videos, Paddle Kootenay Lake, Online and Print ads, Events, Festivals, Photography
- **Collaboration:** CWSAA, Camping, MBTA, BC Fishing, Golf in BC, Kootenay Golf Trail, motorcycling, CDC, WKED, NAEDP, Kaslo Chamber and VC, Nelson Chamber and VC, link building, Whitewater and Powder Alliance, ISL, Sports Council
- **Research:** improve “our” marketing focus



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FAR OUT. FOR REAL.



We're here to help promote the region and your business  
through collaborative marketing.

LET'S CHAT.

THANK YOU FOR SUPPORTING TOURISM.



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