



THE CORPORATION OF THE CITY OF VERNON

TOURISM ADVISORY COMMITTEE MEETING

WEDNESDAY, FEBRUARY 21, 2018

OKANAGAN LAKE ROOM – 8:00 a.m.

AGENDA

- 1. ELECTION OF CHAIR AND VICE-CHAIR**
- 2. ADOPTION OF AGENDA**
- 3. ADOPTION OF MINUTES**
 - a) November 8, 2017 and January 17, 2018 (attached)
- 4. UNFINISHED BUSINESS**
 - a) Associated Membership
 - b) Dealing with Flood & Fire in Future
 - c) Vernon Accommodation Survey
 - d) Tourism Commission Discussion
 - e) District of Coldstream Tourism Advisory Committee
- 5. NEW BUSINESS:**
 - a) Winter Wellness Campaign with Sparkling Hill Resort
 - b) TAC support of Tourism Marketing Business Strategic Plan
 - c) DBC Open Pool Marketing Funding Projects:
 - d) Technology purchase – Crowdriff has been approved
 - e) Travel trade informational update with Thompson Okanagan Tourism Association
 - f) Tourism Vernon Open House Recap and Post Survey Results
 - g) Media FAM – Wild Women XC and Ski/Spa/Sip with Destination B.C.
 - h) Vernon Visitor Guide sales and production moving forward
 - i) Destination B.C. Visitor Centre Renewal
- 6. INFORMATION ITEMS:**
 - a) Accommodation Tracking (none)
 - b) Visitor Info Centre Statistics (attached)

Changes in Facebook:

- c) Municipal Reg. District Tax Update (attached)
- d) Vernon January 365 Report (attached)
- e) Travel Trade:
- f) Media:
 - Tracking:
 - .9 stories for just under \$700K
 - Stories:
 - i. Getting Lit – Destination Guide for Western Canada for Cross Country Skier Magazine – Ryan Stuart
 - ii. 7 Destinations for Sparkling Wine Lovers for Forbes Travel Guide – Blog
 - iii. Vernon to host largest Special Olympic B.C. Winter Games in 2019 – local BC newspapers online – Roger Knox
 - iv. Just as Cool in Summer – Stuart Condie.
 - v. Find your Sparkle in Canada – Lana Bogunovich
 - Recent/Upcoming Hosting:
 - 1. Wild Women in January
 - 2. Ski/Spa/Sip – Feb 4 – 7
 - 3. CTV film crew Feb 7 - 10
 - 4. Andrew McCreadie – Feb 6 – 9
 - 5. Australian film crew - March
 - Upcoming Media Dinners:
 - i. Seattle in April
 - ii. Vancouver April/May

7. NEXT MEETING:

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, March 21, 2018.

8. ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF

TOURISM ADVISORY COMMITTEE MEETING

HELD WEDNESDAY, JANUARY 17, 2018

OKANAGAN LAKE ROOM

PRESENT: VOTING:

Mayor Mund
Christine Kashuba, Greater Vernon Cultural Advisory
Kevin O'Brien, Kalavida Surf Shop
Aaron Deans, Allan Brooks Nature Centre
Kari Wilton, Community at Large
Jacqueline Birk, Sparkling Hill Resort

ABSENT: Tanis Black, Silver Star Mountain Resort
Susan Lehman, Downtown Vernon Association Rep.
Dione Chambers, Greater Vernon Chamber of Commerce Rep.
Matthew Ball, North Okanagan Cycling Society
Raj Sood, Super 8

NON-VOTING:

Councillor Nahal

STAFF: Ange Chew, Staff Liaison, Manager, Tourism
Kevin Poole, Manager, Economic Development & Tourism
Sherri Biluk, Executive Assistant

ORDER

The Legislative Committee Clerk called the meeting to order at 8:13 am and called three times for nominations for the position of Committee Chair for the January 17, 2018 Committee meeting.

ELECTION OF CHAIR

Moved by Jaqueline Birk, seconded by Christine Kashuba:

THAT Kevin O'Brien be elected Chair of the Tourism Advisory Committee for the January 17, 2018 meeting.

CARRIED.

REVIEW – TERMS OF REFERENCE AND BULLYING AND HARASSMENT POLICY

The Committee reviewed the Advisory Planning Terms of Reference and the Bullying and Harassment Policy.

It was pointed out that the Bullying and Harassment Policy must be provided to all staff and all committee members on an annual basis.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 17, 2018

ADOPTION OF AGENDA Moved by Jaqueline Birk, seconded by Kari Wilton:

THAT the agenda for Wednesday, January 17, 2018 Tourism Advisory Committee meeting be amended to include:

- **Add item – New Business:** Coldstream Tourism Committee
and be adopted, as amended.

CARRIED.

ADOPTION OF MINUTES Moved by Christine Kashuba, seconded by Kari Wilton:

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, November 8, 2017 be adopted.

CARRIED.

UNFINISHED BUSINESS:

55+ SENIOR'S GAMES

Staff are looking for advice from the committee members on how they wish to proceed with the cooperative funding for the 55+ Senior Games.

Council approved the matching funding application submitted by the 55+ Senior's Games, at the request of this committee, of up to \$25,000 for qualified expenses.

Once the expenses were submitted by the 55+ Seniors Games, it was noted that there were not \$25,000 worth of qualifying expenses to be matched by the Tourism Committee, as per the parameters of the policy.

The question was posed to the committee that if the policy is followed, there would be only \$10,000 worth of eligible expenses to be matched.

Does the Committee wish to provide the qualifying \$10,000 matching grant, or do they wish to provide more funding, as the Games did put heads in beds and was a positive impact to the community.

The 55+ Senior's Games seen a profit of \$114,000. After paying for a couple of insurance claims due to tape being used on gymnasium floors, the end profit would be more like \$100 - \$115,000. It was noted that half the profits go back to the Senior's Games and half goes back to groups in the community through grants.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 17, 2018

Moved by Jaqueline Birk, seconded by Christine Kashuba:

THAT the Tourism Advisory Committee recommends that Council approve a 'Cooperative Marketing Funds Grant' to Vernon & Area 2017 55+ Games Society in the amount of \$15,000, not \$25,000, to be allocated from the Hotel Tax Reserve.

CARRIED.

LARGE TOURISM MAP

The Committee members had provided feedback on the initial design of the large Tourism Map following the October meeting.

The map has not yet been finalized but there were requests for more pictures of the Vernon area as opposed to Silver Star Mountain and Kalamalka Lake. It was suggested to put the pictures in areas right on the map as opposed to adjacent to the map. Also suggested were to include images from Sparkling Hill, Okanagan Indian Band lands, the downtown murals, Allan Brooks Nature Centre, Okanagan Science Centre etc.

All comments or suggestions are to be submitted by email to Angeline Chew. The map is scheduled to be finalized by early spring.

ASSOCIATED MEMBERSHIP - UPDATE

This initiative is still in the works. The question was posed as to whether or not the District of Coldstream could be an associate member of the Vernon Tourism Advisory Committee.

As all City of Vernon businesses are paying through taxation. Could Coldstream pay a fee to be an associated member of the Committee?

DEALING WITH FLOODING AND FIRE IN FUTURE

The Tourism Manager has reached out to the Tourism Association in the valley for strategies. Although there has been dollars provided to deal with future flooding issues, there is no plan on how to prepare for future floods as far as pointing tourist to other options besides the lakes.

It was pointed out that we are within 5 months of a possible flood, and that this is an urgent matter. A plan to be prepared, with other great options for vacationers in case the lakes are out of commission.

VERNON ACCOMMODATION SURVEY

Destination BC research has remodeled their research platform. Staff are in the process of getting backdated information. Once gathered, the information will send out to our hotel partners. It was noted that

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 17, 2018

TOURISM COMMISSION DISCUSSION - UPDATE

the previous survey was too cumbersome and that the new survey will be much easier for accommodators to fill out.

Discussions are still taking place on this initiative. More information will be provided at the next TAC meeting.

TAPPING THE ONTARIO MARKET

Toronto has become a secondary tourism market with more direct flights arriving to the Okanagan Valley.

Will work with Ontario travel consultants to ask “How can we support you?”

WINTER CHILL OUT CAMPAIGN WITH CTV

It was reported that 2000+ people have signed up for the contest which runs from mid-December to the first week of January to promote Vernon.

NEW BUSINESS

REQUEST FOR ACTIVATE SAFETY TASK FORCE REPRESENTATIVE FROM TAC

A memorandum included in the agenda package was reviewed. Stakeholders on the new Activate Safety Task Force was discussed having a mandate of safety around the downtown core with the homeless population prior to summer.

As per the Terms of Reference for the Task Force, a representative from the Vernon Tourism Advisory Committee was requested participate which will have specific deliverables to make recommendations on to Council.

Moved by Jaqueline Birk, seconded by Kevin O'Brien:

THAT Kari Wilton be nominated as the ‘Activate Safety Task Force’ Representative from the Tourism Advisory Committee.

CARRIED.

DIGITAL CAMPAIGN FOR WINTER

The Digital Campaign for Winter will be launching on January 22.

TOURISM COLDSTREAM COMMITTEE

It was reported that the Coldstream Tourism Committee met recently to discuss, among other things, the following two items.

1. An inventory of what tourism related businesses are actually located within the District of Coldstream’s boundaries; and
2. Define what Tourism in Coldstream would be.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 17, 2018

The Committee members came to the table with lots of great ideas although it was pointed out that they must get their statistics first before moving ahead. At this point there has been no direction provided by Coldstream Council.

A formal agreement between the City of Vernon and District of Coldstream seemed to be supported by the Coldstream Tourism Committee. This request will be investigated by staff.

The Rail Trail in Coldstream was also discussed as to whether or not there could be signage at the ends of the trail to promote what Vernon has to offer. The Rail Trail spokesperson is Doug Gilchrist who staff will try and have an open communication line with him.

INFORMATION ITEMS:

ACCOMMODATION TRACKING

Angie reviewed statistics with committee members. It was pointed out that Sparkling Hill was not listed on the Visitors Center Calendar of events.

Parking passes for visitors from out of town was discussed. Currently, anyone visiting Vernon is eligible for a free 2 day parking pass for downtown.

As for Bylaw Compliance, anyone who is illegally parked downtown that is from out of town, will get a warning and will be advised to get a free pass from Visitor's Center.

Besides investing so much in the media, it was suggested to invest more in the travel trade and expand Tourism's portfolio for advertising. Some examples provided were bus tours, frequent travelers, Expedia campaign etc.

VISITOR INFO CENTRE STATISTICS

The Committee reviewed the statistics for the Visitor Info Centre.

MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE

The Committee reviewed the statistics attached to the agenda for the Municipal & Regional District Tax.

SILVER STAR FAM TOUR

The Committee reviewed the December 21, 2017 Wrap Report from the Silver Star FAM Tour.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 17, 2018

SOCIAL MEDIA CALENDAR

The social media calendar which is used by the Tourist Centre to keep track of upcoming events, and on which days they occur was shared with the Committee.

MEDIA

The Manager, Tourism reviewed various media information including events, conferences, hosting opportunities and articles, etc. that have happened and are upcoming.

DATE AND TIME OF NEXT MEETING

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, February 21, 2018 at 8:00 a.m. in the Okanagan Lake Room.

ADJOURNMENT

The Tourism Advisory Committee meeting adjourned at 9:17 a.m.

CERTIFIED CORRECT:

Chair

DATE RANGE:

PHONE CALLS											
	AB	MB	BC	ON	SK	USA	UK	Local	Europe	Other	Total
Toll Free	14		21								35
Regular			49	2				112			163
Emails	7		24					51			82
Packages	2			1		1	1				5
										TOTAL	285

*Some calls may have more than one inquiry

TOLL FREE INFORMATION				VISITORS		2018	% Change over 2017
Requested	Total Regular	Source	Total TF	Total Parties			
Phone Number	5	Website Tour	13		171		-24.7%
Event/Attraction	18	Website Other		Total Visitors	254		-20.1%
Relocation	4	Print	5	ORGANIZATIONS ASSISTED			
Silver Star		Repeat Visits	4	Name of Group		Assistance Provided	
Roads	4	Other (Word of mouth)	1	Tourism Open House	Helped Organize & Present VIC		
Services	2			Visitor Guide Proof	Helped Darcy with info & proof		
Accommodation	2			Visitor Guide Ad Sales	Ongoing @ \$19,970 Feb 1		
TOTAL	35	Total	23	IT Computer Change Outs	Supported		

REGULAR CALL LINE				VISITORS		2018	% Change over 2017
Requested	Total Regular	Source	Total	Name of Group	Assistance Provided		
Phone Number	8	Website Tour	52	Tourism Open House	Helped Organize & Present VIC		
Event/Attraction	65	Website Other		Visitor Guide Proof	Helped Darcy with info & proof		
Relocation	6	Print		Visitor Guide Ad Sales	Ongoing @ \$19,970 Feb 1		
Silver Star	4	Repeat Visits	71	IT Computer Change Outs	Supported		
Roads	8	Other (Word of mouth)	39	Queen Silver Star	40 Packages & Attended Talent		
Services	18			North Ok Hot Air Balloon Soc	40 Packages & Hosted their Balloon		
Stakeholder	48			Vernon Winter Carnival	Built the Parade Float 25 hours		
Accommodation	6			Media Night Carnival	Attended Reception Tourism		
TOTAL	163	TOTAL	162	Public Art Gallery	Attended Reception Tourism		
				BA5 Museum	Attended Reception Tourism		
				55+ Legacy	Meetings		
				Tourism Admin	Helped with 4 Admin projects		
				Sparkling Hill	Social Meeting		

WEBSITE VISITS

Facebook	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	0	Klout = 62
Organic	2269	3539	2534	2465	2873	3253	3489	20422	
Paid Campaign	90892	99077	92914	68210	45726	84461	90102	571382	
Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Totals	
Tourism Vernon Twitter Activity	1512	1515	1424	1185	1256	1391	1349	9632	
	followers 3923 increase over last month 46								

WEBSITE TRAFFIC		
Organic	7053	73%
Referring Sites	239	2.50%
Direct Traffic	1423	15%
Social	833	8.60%
Email	60	1%
Total Visits	9608	

MAIL OUTS SENT		EMAIL INQUIRIES	
	Totals	Emails Sent	
Relocation	1	All from the website	
Info Pkg	4	Accommodation Camping	2
Advert Pack		Vernon Information Requests	29
TOTAL	5	Other / Ad sales	51

Social Media Stats - Organic Facebook

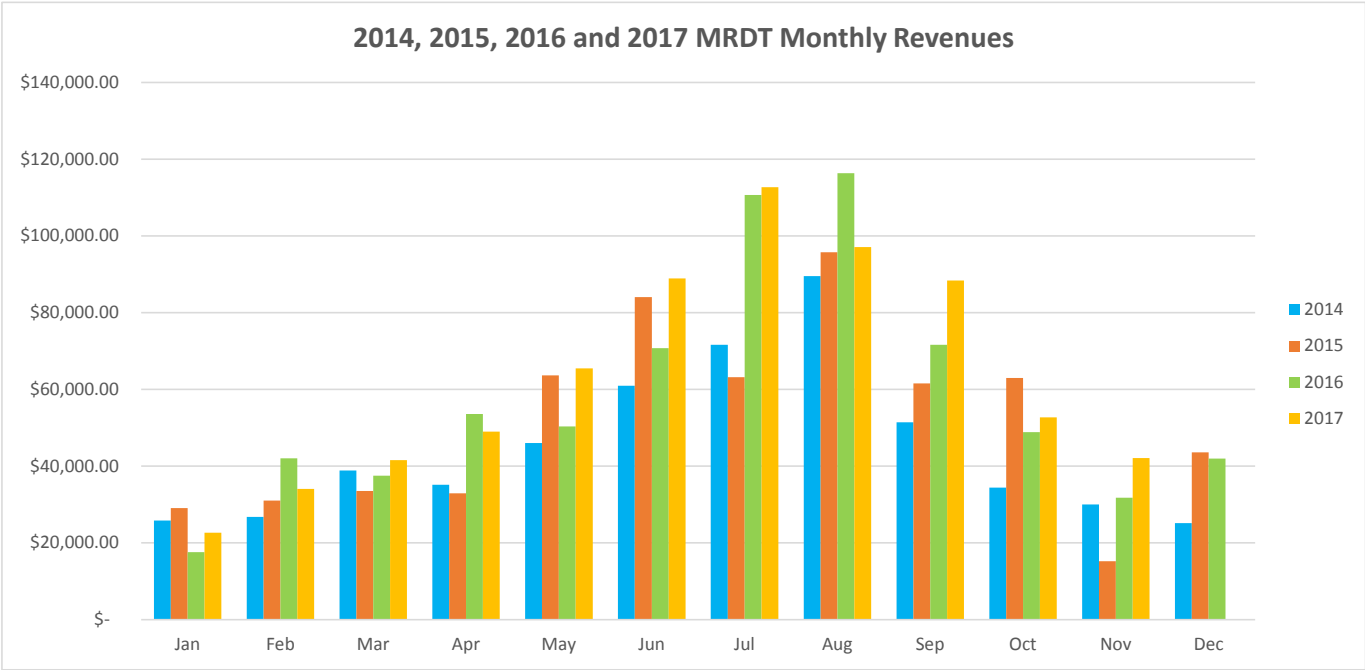
	2016	2017	% Change 2016 to 2017	2018	%Change2 017 to 2018
January	59,711	43,263	-27.55%	20,422	-52.80%
February	60,850	36,521	-39.98%		
March	61,402	47,023	-23.42%		
April	64,464	56,925	-11.69%		
May	33,507	51,332	53.20%		
June	50,120	37,473	-25.23%		
July	59,023	52,940	-10.31%		
August	50,137	71,545	42.70%		
September	46,354	37,603	-18.88%		
October	58,316	45,025	-22.79%		
November	38,423	26,866	-30.08%		
December	51,106	30,719	-39.89%		

City of Vernon - Municipal Regional District Tax (MRDT)

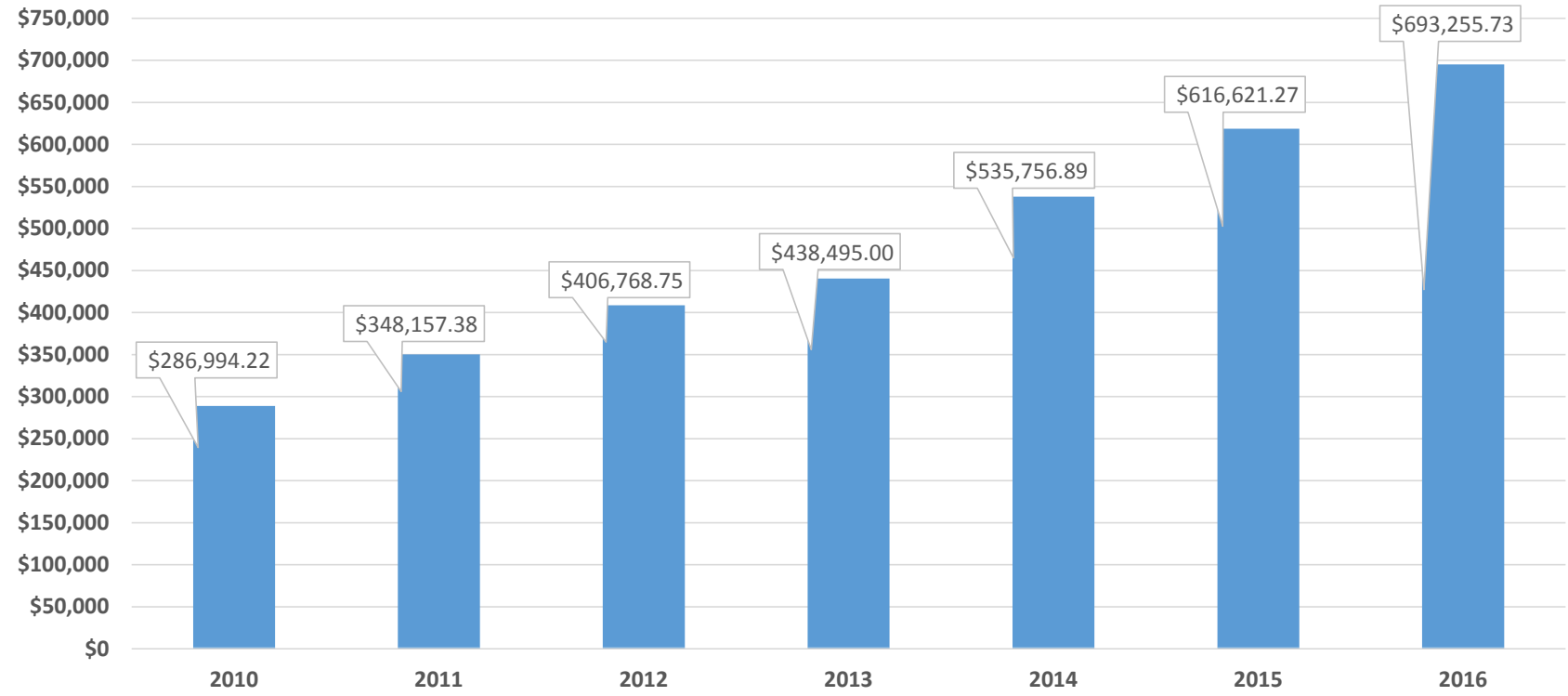
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2010			\$ 14,059.37	\$ 15,378.73	\$ 29,706.08	\$ 28,307.55	\$ 57,794.11	\$ 51,024.02	\$ 37,161.53	\$ 23,118.91	\$ 15,367.53	\$ 15,076.39	\$ 286,994.22	
2011	\$ 13,981.12	\$ 16,742.05	\$ 17,222.08	\$ 21,906.75	\$ 30,889.11	\$ 36,343.13	\$ 53,694.20	\$ 55,603.66	\$ 39,460.30	\$ 28,493.44	\$ 16,974.86	\$ 16,846.68	\$ 348,157.38	21.3%
2012	\$ 15,892.31	\$ 22,100.33	\$ 23,464.58	\$ 25,369.30	\$ 45,707.82	\$ 32,426.54	\$ 58,396.59	\$ 65,696.25	\$ 46,579.53	\$ 30,194.44	\$ 21,192.47	\$ 19,748.59	\$ 406,768.75	16.8%
2013	\$ 16,026.37	\$ 23,733.51	\$ 19,139.83	\$ 40,283.88	\$ 24,869.37	\$ 57,577.49	\$ 58,946.46	\$ 75,141.02	\$ 46,232.59	\$ 28,396.24	\$ 25,350.62	\$ 22,797.62	\$ 438,495.00	7.8%
2014	\$ 25,807.91	\$ 26,765.80	\$ 38,843.83	\$ 35,149.52	\$ 46,008.33	\$ 60,983.09	\$ 71,608.62	\$ 89,567.76	\$ 51,430.75	\$ 34,414.08	\$ 30,018.81	\$ 25,148.39	\$ 535,746.89	22.2%
2015	\$ 29,094.14	\$ 31,022.31	\$ 33,554.57	\$ 32,953.08	\$ 63,650.92	\$ 84,034.83	\$ 63,183.41	\$ 95,771.69	\$ 61,559.02	\$ 62,992.74	\$ 15,199.82	\$ 43,604.74	\$ 616,621.27	15.1%
2016	\$ 17,588.50	\$ 42,075.23	\$ 37,520.57	\$ 53,626.42	\$ 50,353.08	\$ 70,757.97	\$ 110,712.30	\$ 116,350.69	\$ 71,607.80	\$ 48,901.92	\$ 31,770.00	\$ 41,991.25	\$ 693,255.73	12.4%
2017	\$ 22,673.79	\$ 34,065.95	\$ 41,568.22	\$ 49,031.11	\$ 65,502.09	\$ 88,915.85	\$ 112,682.35	\$ 97,088.02	\$ 88,380.56	\$ 52,740.41	\$ 42,124.24		\$ 694,772.59	6.7%

\$ 651,264.48

% Chg	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
16/15	-39.5%	35.6%	11.8%	62.7%	-20.9%	-15.8%	75.2%	21.5%	16.3%	-22.4%	109.0%	-3.7%		\$ 5,227.41
16/17	28.9%	-19.0%	10.8%	-8.6%	30.1%	25.7%	1.8%	-16.6%	23.4%	7.8%	32.6%			



2017	\$ 694,772.59	6.7%
2016	\$ 693,255.73	12.4%
2015	\$ 616,621.27	15.1%
2014	\$ 535,746.89	22.2%
2013	\$ 438,495.00	7.8%
2012	\$ 406,768.75	16.8%
2011	\$ 348,157.38	



Accommodators Revenue		
2010	\$	14,349,711.00
2011	\$	17,407,869.00
2012	\$	20,338,437.50
2013	\$	21,924,750.00
2014	\$	26,787,344.50
2015	\$	30,831,063.50
2016	\$	34,662,786.50
2017	\$	34,738,629.50



Tourism Vernon: 365 Month of January Report

The Brief

Increase awareness for Vernon as a destination, with particular attention given to seasonal events and activities.

Objectives

Generate more clicks to the Vernon website as regional authority

Drive traffic and revenue to tourism partners

Increase awareness for Vernon as a destination

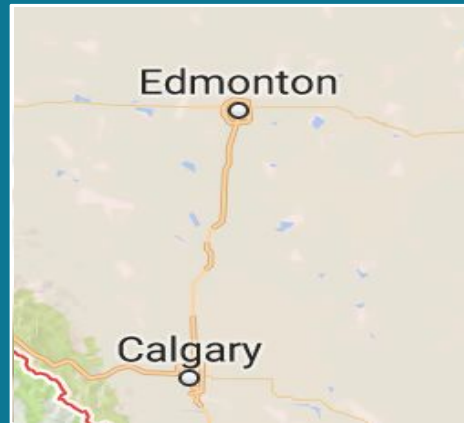
Increase use of official #exploreVernon hashtag

Target Audience



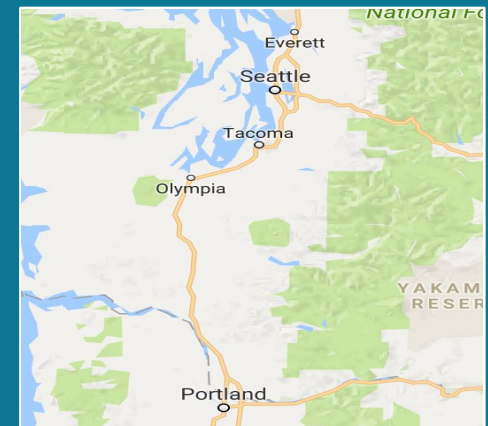
BC

Vancouver + Lower Mainland



Alberta

Calgary + Edmonton



USA

Washington – Everett,
Seattle Spokane

Key Performance Indicators (KPIs)

Impressions:

the number of times an ad has been displayed

Engagement:

the number of interactions the audience has with an ad, such as likes, comments, and shares

Click Through Rate (CTR):

The number of active clicks an ad receives divided by the number of times it was shown

Engagement rate:

the level of engagement an ad receives relative to the size of the audience (number of total followers)

Executive Summary



Facebook and Instagram Promoted Posts and Facebook Click 2 Web ads were used to highlight winter experiences in Vernon, as well as build anticipation for key events.

This month, impressions were higher but engagements were down, which explains slight decreases in engagement rates. It is important to note Facebook algorithm changes taking effect this month.

Instagram continues to be the most cost effective platform with a low cost per engagement.

While our American audience is steadily more responsive to ad content, our Canadian targeted content continues to receive stronger results.

Campaign Details:

Duration: January 8 – January 31

Spend: \$4,000

Target: Greater Vancouver and Lower Mainland, Calgary, Edmonton, Washington State

Metrics:

- Total impressions: 633,204
- Total engagements: 32,592
- Overall engagement rate: 10%
- Click to web results: 1,208 clicks

Campaign Mechanics

Audiences

In keeping with niche marketing tactics, several custom audiences were created in order to target specifically to geographic region and interest.

Note: These are monitored and optimized based on current images being used in order to keep relevancy scores high.

Canadian interests	Canadian geographic targets with interests in travel + leisure, winter sport, winter, skiing, snowboarding, snowboard, snowmobile, outdoor recreation, snow, ski resort
American interests	American geographic targets with interests in travel + leisure, winter sport, winter, skiing, snowboarding, snowboard, snowmobile, outdoor recreation, snow, ski resort



Campaign Performance

Topline Results: Facebook

Facebook	August	Sept.	October	November	December	January
Facebook impressions	589,431	354,489	228,304	95,507	271,043	490,579
Total likes, comments, shares	41,041	30,669	21,779	12,697	18,478	14,229
Link clicks	572	996	1643	119	515	1208
Overall engagement rate*	14%	12%	15%	18%	13%	7%
Average cost per engagement	\$0.28	\$0.30	\$0.20	\$0.29	\$0.46	\$0.35
Average click through rate**	0%	0%	0.01%	0%	0%	1%
Average cost per click	\$0.85	\$0.79	\$0.45	\$0.92	\$1.12	\$0.54

*calculated through engagements divided by reach

**calculated through link clicks divided by reach for accuracy

DESTINATION Think!

Topline Results Commentary

Facebook

- Impressions almost doubled from December to January, likely due to comments and shares by our audience bringing our content to newsfeeds more often
- Link clicks dramatically increased
- Costs per click and cost per engagement also performed better, with these stronger metrics returning close to peak Fall season October numbers
- Engagements and engagement rate decreased
 - Rate is relative to reach, so significantly increased impressions and reach affected this
- Highest click-through rate to date at a full 1% can be attributed to more consistently successful C2W ads

Topline Results: Instagram

Instagram	August	September	October	November	December	January
Instagram impressions	139,303	180,650	151,496	44,612	139,589	142,165
#Explore Vernon Uses to date	8,562	8,900	9,356	9,679	9,989	10,600
Total likes, comments, shares	19,802	24,078	109,404	7,021	18,085	18,363
Overall engagement rate*	17%	16%	18%	20%	21%	17%
Average cost per engagement	\$0.05	\$0.08	\$0.06	\$0.05	\$0.06	\$0.07

*calculated through engagements divided by reach

Topline Results Commentary Continued

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Instagram

- Impressions, engagements, engagement rate, and cost per engagement are remarkably consistent from month to month
 - Engagement rate hovers near 20% and cost per click \$0.06
- #exploreVernon uses continue to be on the rise
- Consistent performance reflects benefits of image centric ads
- Currently all Instagram ads are promoted posts, designed at inspiring and bringing awareness
 - Low level engagement to 'like' it while scrolling through a feed where ads and posts look similar

KPI Tracking*

Bi-Weekly								
	11/6	11/20	12/4	12/18	1/1	1/15	1/29	Total to Date
KPIs								
#Page Likes	5	9	2	193	66	19	143	1,153
#Shares	27	81	44	997	241	96	435	2,616
#Comments	5	31	9	196	50	31	103	793
#Total ExploreVernon uses	9,437	9,587	9,702	9,927	10,189	10,383	10,594	x
Post Engagements	8,974	13,653	6,557	29,469	7,364	10,529	20,081	238,085
Reach	58,604	55,101	34,794	141,779	68,651	107,020	185,870	1,882,128
Engagement rate	15%	25%	19%	21%	11%	10%	11%	13%
Link Clicks	235	81	53	463	52	454	721	6,534
Average Cost per Click	\$0.68	\$0.84	\$0.75	\$1.06	\$1.67	\$0.50	\$1.17	\$0.84

*data valid as of date listed

DESTINATION | |||||IK!

Campaign Performance

Facebook Ads: Mobile display

**Tourism Vernon**
Sponsored · 🌐  



Fantastic snow and even better company await you on the slopes of Vernon, Canada. Activate your winter today!

 [SilverStar Mountain Resort](#)





   Bridget Engdahl and 1.5K others
22 Comments 62 Shares




 Like |  Comment |  Share




**Tourism Vernon**
Sponsored · 🌐  

It's on! Activate your winter in Vernon with fresh powder and fast friends.

 [SilverStar Mountain Resort](#)




   Kit Wong and 1.5K others
19 Comments 80 Shares

 Like |  Comment |  Share

Campaign Performance


Facebook Ads: Mobile display continued



Tourism Vernon
Sponsored · 🌐

👍 ...

Ski-lovers! Come explore our winter adventure paradise in Vernon, Canada.
📷 @miniuii, Instagram




Mountain life and snow fun await!
tourismvernon.com

Learn More

👍 Gloria Barnes and 23 others


👍 Like | 💬 Comment | ➦ Share



Tourism Vernon
Sponsored · 🌐

👍 ...

New year, new you! Come #exploreVernon and our winter adventure paradise.
📷 @miniuii, Instagram



Snow Fun
Skiing, snowboarding, hockey, tub...
tourismvernon.com

Learn More

👍 Don Miller and 37 others 7 Shares

👍 Like | 💬 Comment | ➦ Share

DESTINATIONthink!

Campaign Performance

Facebook Ads: Mobile display

 **Tourism Vernon**
Sponsored · 🌐

Explore snowy Canadian forests and fresh alpine air.
📷 purplejetplanes, IG



   Terri Brown and 2.6K others
47 Comments 204 Shares

 Like |  Comment |  Share

 **Tourism Vernon is with Quan Dang.**
Sponsored · 🌐

Find your happy place when you
#exploreVernon
📷 purplejetplanes, Instagram




   Arad Alam and 3.3K others
56 Comments 202 Shares

 Like |  Comment |  Share

Think!

Campaign Performance


Facebook Ads: Mobile display



Tourism Vernon
Sponsored · 🌐

Marvel at snow sculptures, parades, hot air balloons, and fantastic community events at Vernon's 10-day long Winter Carnival this February.

📷 ranmca, IG



Fun-filled 10-day festival | Vernon Winter Carnival
vernonwintercarnival.com

[Learn More](#)

👍 🤔 ❤️ Arthur Abando and 67 others
15 Comments 20 Shares

👍 Like | 💬 Comment | ➦ Share



Tourism Vernon
Sponsored · 🌐

Celebrate winter the Canadian way with Vernon's 10-day long Winter Carnival this February.

📷 ranmca, IG



Mountain life and snow fun await!
vernonwintercarnival.com

[Learn More](#)

👍 Melba Arthurs and 20 others
1 Comment

👍 Like | 💬 Comment | ➦ Share

Campaign Performance

Facebook Ads: Mobile display continued

18



Tourism Vernon
Sponsored · 🌐

See Winter Carnival magic at the BC Snow Sculpture Competition hosted by SilverStar. Happening February 2-4th!



👍 🤔 Richard Burland and 44 others 3 Shares

👍 Like 💬 Comment ➦ Share



Tourism Vernon
Sponsored · 🌐

Marvel at the works of art during the BC Snow Sculpture Competition hosted by SilverStar Mountain Resort. Happening February 2nd! Have any photos from past years? Share them in the comments!



👍 ❤️ 🤔 Austin Lee and 134 others 4 Comments 3 Shares





👍 Like 💬 Comment ➦ Share


think!


Campaign Performance

Facebook Ads: Mobile display continued


19




 **Tourism Vernon**
Sponsored ·   





Join us Febuary 3-4 for Over the Hill Downhill ski races at SilverStar Mountain Resort!
 cashmereandcamo, IG





Over The Hill Downhill
Race alone or in a team!
skisilverstar.com [Learn More](#)

 Shirley Knoop




 Like |  Comment |  Share

 **Tourism Vernon**
Sponsored ·   

Race solo or with a team to see who is fastest down SilverStar Mountain Resort. Remember to exchange your bib for a beer at the end!
 cashmereandcamo, IG



Over The Hill Downhill
Takes place February 3-4.
skisilverstar.com [Learn More](#)

 Like |  Comment |  Share

DESTINATION Think!

Campaign Performance

Instagram Ads: Mobile display

Instagram

vernontourism Sponsored



vernontourism [#exploreVernon](#)'s winter wonderland. What'll it be first? Bike or skis? 📷 [@sovereignlake](#)

Instagram ad showing two people on a snowy trail, one on a fat bike and one on skis. The ad includes the Instagram logo, the account name 'vernontourism', and a sponsored label. The image shows two people on a snowy trail, one on a fat bike and one on skis. The caption asks 'What'll it be first? Bike or skis?' and includes the hashtag #exploreVernon and the account @sovereignlake.

Instagram

vernontourism Sponsored



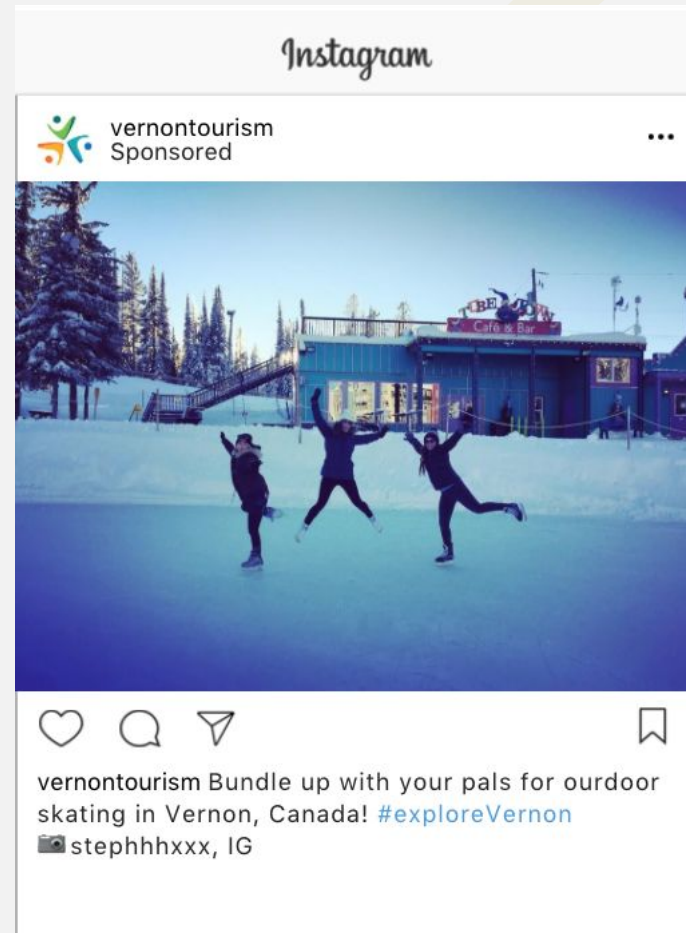
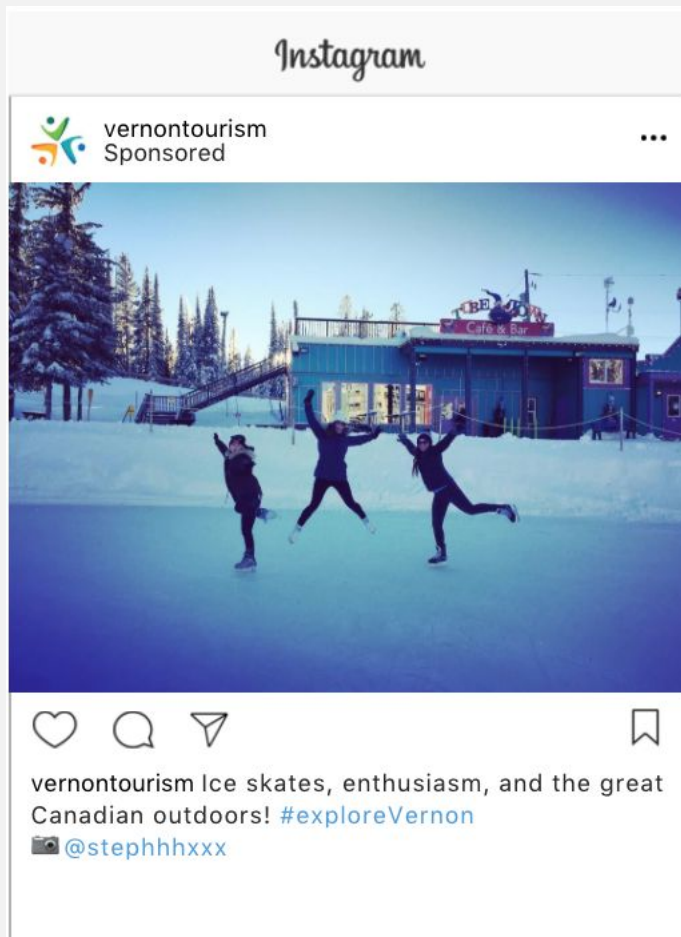
vernontourism You + 1 friend. Who's taking the bike, who's on skis? [#exploreVernon](#) 📷 [@sovereignlake](#)

Instagram ad showing two people on a snowy trail, one on a fat bike and one on skis. The ad includes the Instagram logo, the account name 'vernontourism', and a sponsored label. The image shows two people on a snowy trail, one on a fat bike and one on skis. The caption asks 'Who's taking the bike, who's on skis?' and includes the hashtag #exploreVernon and the account @sovereignlake.

Campaign Performance

Instagram Ads: Mobile display

21



DESTINATION Think!

Campaign Performance

Highest post engagement

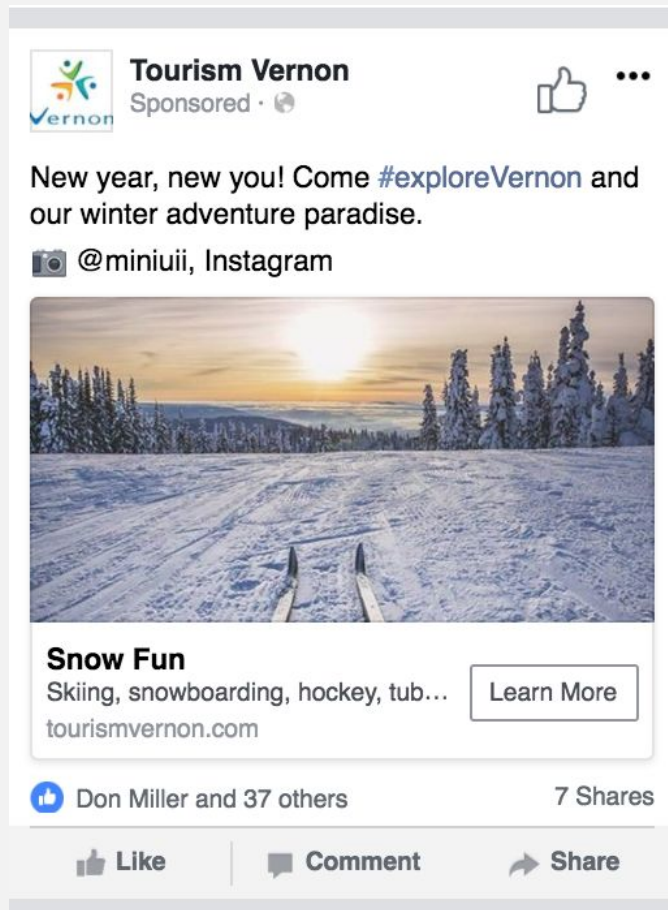



- Instagram Promoted Post, January 8, Canada
- 2 week run
- 6,544 engagements
- Image shows movement, action, and people
- Unusual and fun combination
- Instantly recognizable to Canadian winter sport lovers

Campaign Performance


Highest Link Clicks

2.3






Tourism Vernon
Sponsored · 

New year, new you! Come [#exploreVernon](#) and our winter adventure paradise.

 @miniuii, Instagram

Snow Fun
Skiing, snowboarding, hockey, tub... [Learn More](#)
tourismvernon.com

 Don Miller and 37 others 7 Shares

 Like |  Comment |  Share

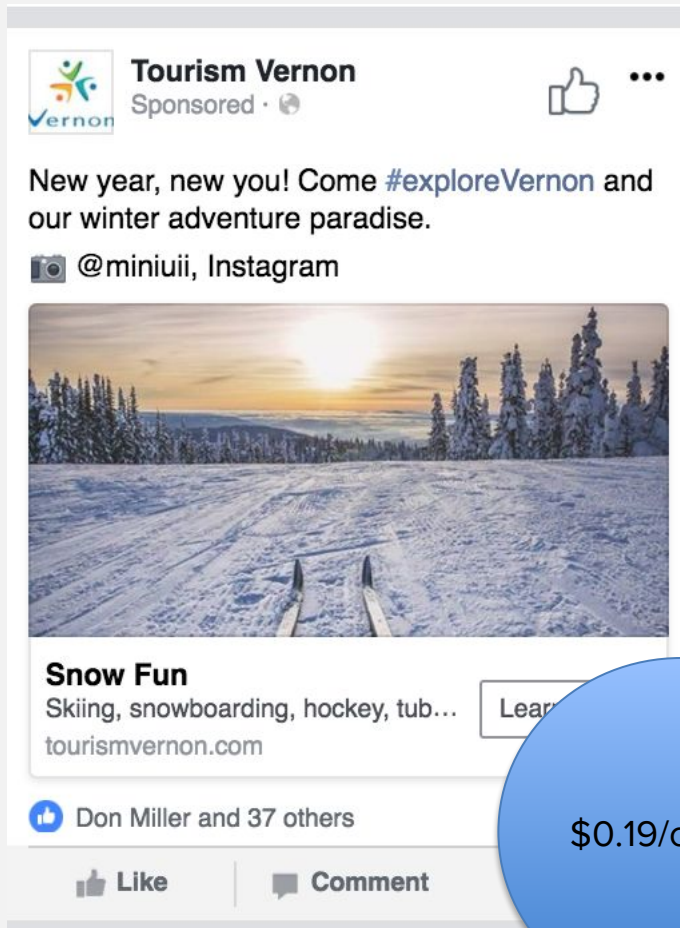
- Facebook C2W Canada January 8th
- One week run
- 662 link clicks
- Freshness of a new year
- Leading lines and perspective of the image allows viewer to put themselves in the moment
- The shares demonstrate this ad delivered value to people


DESTINATION Think!

Campaign Performance


Lowest CPC


Lowest Cost per Engagement




Tourism Vernon
Sponsored · 



New year, new you! Come [#exploreVernon](#) and our winter adventure paradise.

 @miniuii, Instagram

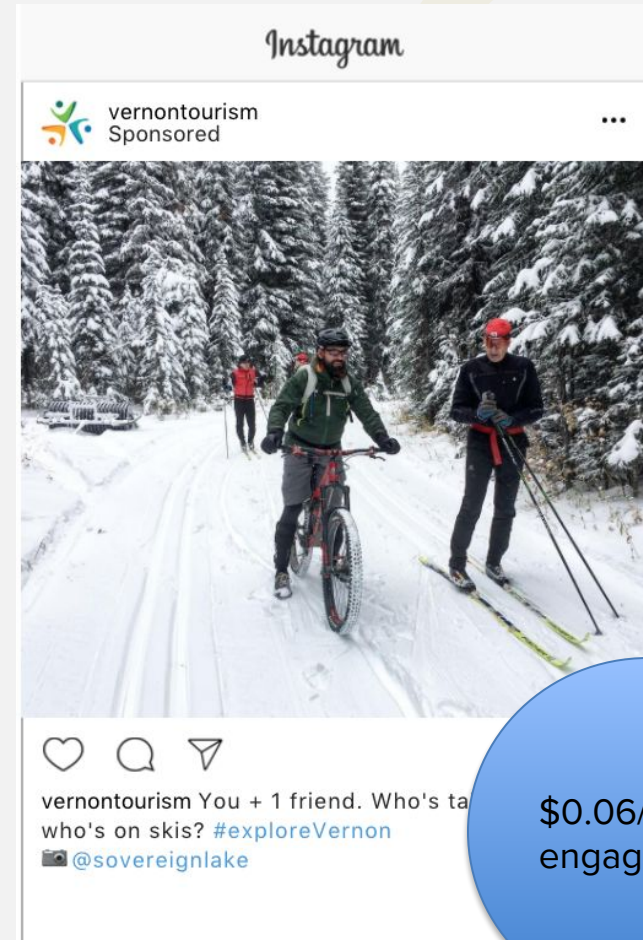


Snow Fun
Skiing, snowboarding, hockey, tub... [Learn more](#)
tourismvernon.com

 Don Miller and 37 others


 Like |  Comment




\$0.19/click




Instagram

vernontourism
Sponsored



vernontourism You + 1 friend. Who's taking photos of who's on skis? [#exploreVernon](#)
 @sovereignlake

\$0.06/
engagement

Click 2 Web Comparisons

Tourism Vernon
Sponsored · 🌐

New year, new you! Come #exploreVernon and our winter adventure paradise.
📷 @miniuii, Instagram

Snow Fun
Skiing, snowboarding, hockey, tub...
tourismvernon.com [Learn More](#)

👍 Don Miller and 37 others 7 Shares

👍 Like | 💬 Comment | ➦ Share

- \$0.19/click
- 662 link clicks
- Canada: January 8
- As mentioned, the image allows the viewer to put themselves in the experience, which is ideal

Tourism Vernon
Sponsored · 🌐

Ski-lovers! Come explore our winter adventure paradise in Vernon, Canada.
📷 @miniuii, Instagram

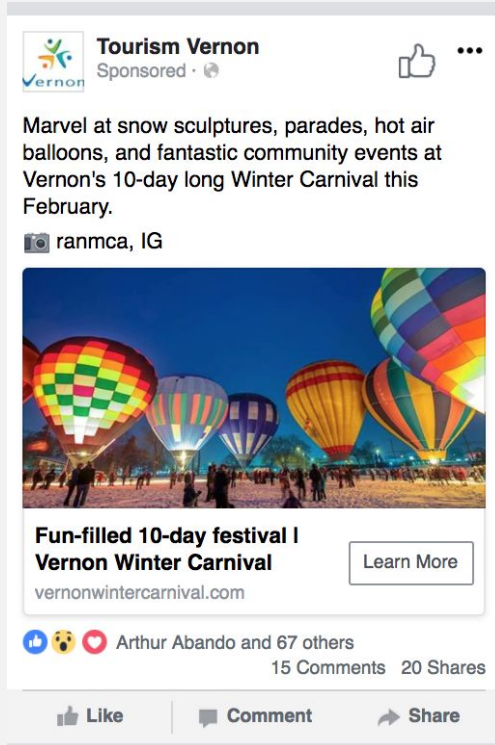
Mountain life and snow fun await!
tourismvernon.com [Learn More](#)

👍 Gloria Barnes and 23 others

👍 Like | 💬 Comment | ➦ Share

- \$0.90/click, most expensive of fun
- 137 link clicks
- US: January 8
- Might have been too narrowly focused on skiers and shut out snowboarders


Click 2 Web Comparisons



Tourism Vernon Sponsored · 🌐

Marvel at snow sculptures, parades, hot air balloons, and fantastic community events at Vernon's 10-day long Winter Carnival this February.

📷 ranmca, IG



Fun-filled 10-day festival | Vernon Winter Carnival [Learn More](#)

vernonthintercarnival.com

👍 🤔 🗨️ Arthur Abando and 67 others
15 Comments 20 Shares

👍 Like | 💬 Comment | ➦ Share

- \$0.23/click
- 262 link clicks
- Canada: January 22
- Anticipated and long-standing event lead to more comments and shares



Tourism Vernon Sponsored · 🌐

Celebrate winter the Canadian way with Vernon's 10-day long Winter Carnival this February.

📷 ranmca, IG



Mountain life and snow fun await! [Learn More](#)


vernonthintercarnival.com

👍 Melba Arthurs and 20 others 1 Comment


👍 Like | 💬 Comment | ➦ Share

- \$0.61/click, most expensive of fun
- 116 link clicks
- US: January 22
- Beautiful eye catching image
- C2W typically perform lower with US audience regardless of image

Click 2 Web Comparisons

 **Tourism Vernon**
Sponsored · 🌐

Race solo or with a team to see who is fastest down **SilverStar Mountain Resort**. Remember to exchange your bib for a beer at the end!
📷 cashmereandcamo, IG




Over The Hill Downhill
Takes place February 3-4.
skisilverstar.com


Learn More

👍 Like | 💬 Comment | ➦ Share

- \$0.80/click
- 19 link clicks
- Canada: January 29
- On briefly in final days of campaign
- Weighing event promotion needs vs ad performance

 **Tourism Vernon**
Sponsored · 🌐

Join us Febraury 3-4 for **Over the Hill Downhill** ski races at **SilverStar Mountain Resort!**
📷 cashmereandcamo, IG



Over The Hill Downhill
Race alone or in a team!
skisilverstar.com

Learn More

👍 Shirley Knoop


👍 Like | 💬 Comment | ➦ Share

- \$0.55/click
- 12 link clicks
- US: January 29
- End of campaign, placement for awareness of specific event


Positive Engagements


Amongst general enthusiasm, our targeted audiences engaged with posts in ways that directly spoke to travel plans and patterns. This demonstrates success in bringing awareness to Vernon in a way that motivates consumer behaviour.

 **Shannon Rose** I miss the Winter Carnival. It was always such a good time! Looks like it still is! Hmmmm...can I make the trip up?? 😊
Like · Reply · Message · 4d


 **Tourism Vernon** We hope you can make it this year, Shannon!
👍 1
Like · Reply · Commented on by Kelly Cubbon [?] · 4d


 **Diana Sabine** when is this on
👍 1
Like · Reply · Message · 5d


 **Tourism Vernon** The full festival happens Feb 2-11. Hot air balloons are on Feb 8-11 😊
Like · Reply · Commented on by Kelly Cubbon [?] · 4d


 **Rodney Tisiga** Beautiful picture
Like · Reply · Message · 6d


 **Tourism Vernon** Thank you!
Like · Reply · Commented on by Kelly Cubbon [?] · 4d

 **Lucia Krivdova** I'd love to go!!
👍 2
Like · Reply · Message · 1w

 **Bernard Nemeth** Love this view. Enjoyed it myself last week. Here's a tip. Let someone else take the lead. Fifth person down the trail gets a well packed path to walk on.
👍 3
Like · Reply · Message · 1w · Edited

 **Tourism Vernon** Glad you enjoyed yourself, Bernard. Thanks for the tip - a good reminder for those new to the activity too!
👍 1
Like · Reply · Commented on by Kelly Cubbon [?] · 1w

 **Vicki Rawlings** What mountain is this?
Like · Reply · Message · 1w

 **Tourism Vernon** This is at SilverStar Mountain Resort 😊
👍 2
Like · Reply · Commented on by Kelly Cubbon [?] · 1w

👉 View more replies

Campaign Performance

Results per Geo

29

Canadian Target

	August	September	October	November	December	January
Impressions	335,521	362,702	262,131	89,245	270,181	447,281
Reach	198,070	268,811	163,281	66,106	150,439	205,672
Engagements	18,071	31,561	23,697	11,768	22,294	18,892
Engagement Rate	9%	12%	15%	18%	15%	9%
Clicks	555	996	1643	71	318	943

DESTINATION Think!

Campaign Performance

Results per Geo

30

US Target

	August	September	October	November	December	January
Impressions	253,910	172,437	117,687	50,874	140,451	185,923
Reach	201,275	147,370	87,650	40,163	84,165	108,047
Engagements	22,970	23,186	17,589	7950	14,539	13,700
Engagement Rate	11%	16%	15%	20%	17%	13%
Clicks*	33	-	-	48	197	265

*No US for Sept/Oct

DESTINATION Think!



Insights, Learning, Observations,
Recommendations and Opportunities

Insights



As Facebook becomes more expensive and competitive (January algorithm changes) and Instagram ads continue to perform well, it could be prudent to invest more in Instagram ads



Facebook C2W ad costs require close attention, but become quickly inefficient when audience isn't sharing or commenting
- Potential to look into Instagram ads with link options

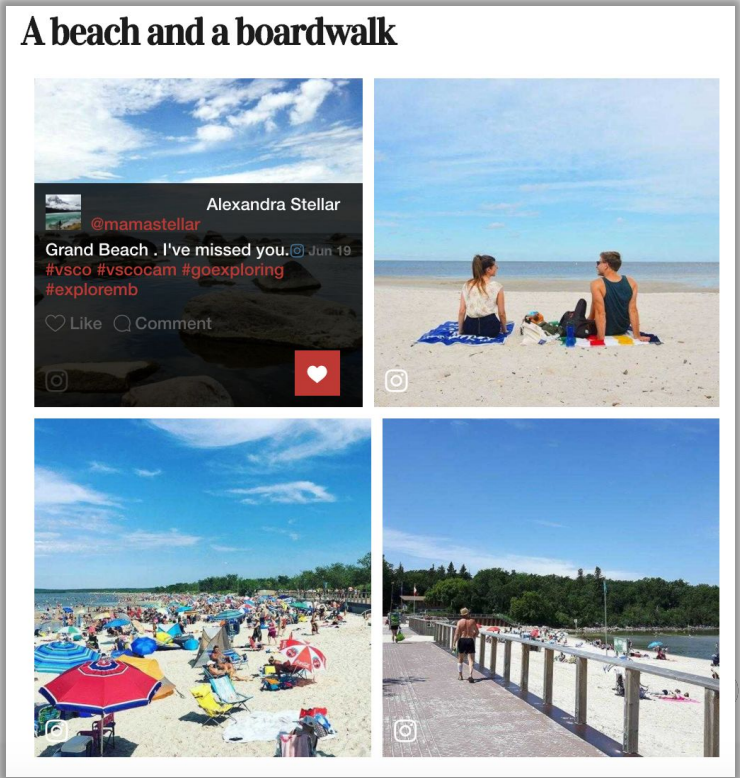


Continue to consider opportunities to connect potential visitors to sharable content pieces (i.e. niche photo galleries) that build to a cohesive story about the destination in each season.

Content Creation Ideas

Themed galleries via Crowdriff

Connect the dots for visitors with more dynamic use of visuals on website landing pages using recently curated UGC. Grouping images shared by visitors and locals into themes allows users to envision their travel plans by seeing real people enjoying similar experiences. Example winter gallery ideas include one on types of snow sports, one on winter trail networks, and another on cozy indoor experiences. The incentive to participate comes from the excitement of seeing ones photos shared more widely. Also, the destination is able to highlight seasonal experiences most closely linked to it's identified Place DNA.



ESTINATION Think!
See: <http://manitobahot.com/2017/03/provincial-park-gems/>

Content Creation Ideas

Blog Idea: Winter Weekend Escape to Vernon

There are opportunities to re-purpose visuals and experiences we've promoted through ads into highly shareable content pieces that highlight seasonal offerings. For example, 'A Weekend in Vernon' could showcase 3-5 experiences in a photo blog with maps and helpful links for visitors. Another format could be a fun checklist: hot chocolate, xc-skiing, and alpine skiing... you've got to hit them all, but which one will be first? This content can be used as a seasonal recap or to promote experiences earlier next year.



Thank You!

For any questions regarding this campaign or this report, please contact:

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