

CRESTON VALLEY - KOOTENAY LAKE

CO-OP TOURISM CAMPAIGN

The Creston Valley-Kootenay Lake Tourism Advisory Committee (CVKL TAC), a partnership of tourism stakeholders representing communities from Yahk to Riondel, is pleased to announce the launch of a one-year regional tourism marketing campaign.

WHAT IS THE CAMPAIGN?



HEALTH & WELLNESS



ARTS & CULTURE



NATURE & REC



LOCAL FOOD & WINE

Similar to the *International Selkirk Loop* and the *Creston Valley & East Shore Art Walk*, **the campaign will showcase participating local businesses, organizations, and attractions as part of four themed, self-guided tours: Arts & Culture, Local Food & Wine, Nature & Recreation, and Health & Wellness.**

HOW WILL THE CAMPAIGN HELP VISITORS TOUR AND EXPLORE?



A CAMPAIGN WEBSITE will feature listings of participating businesses, organizations, and attractions from Yahk to Riondel as part of an interactive map of the four tours. The website will also include a blog, listing of area accommodations, recommended itineraries, and an activity planner tool for users to customize their own tour itinerary.

AN ALL IN ONE PRINT GUIDE MAP will feature the four themed tours with listings of participating businesses, attractions, and organizations, distributed regionally to all Kootenay Visitors Centres and locally to businesses and organizations.



CAMPAIGN SOCIAL MEDIA CHANNELS will feature posts about participating businesses and organizations, share news about upcoming events and activities, and allow visitors to share photos and videos from their tours.

WHO CAN JOIN?

Local businesses and organizations from Yahk to Riondel who offer a local product, service, or manage an asset (ie. Trail, community hall, etc.) that is related to one of the four themes.

HOW MUCH DOES IT COST?

The campaign is FREE for businesses and organizations participating in one of the four themed, self-guided tours. Paid sponsorship advertising is also available for other businesses who offer services to visitors unrelated to the campaign themes (ie. grocery stores, gas stations, etc.)

WHAT DO PARTICIPATING BUSINESSES OR ORGANIZATIONS GET?

1. Attraction listing on the campaign website (including in the web map and activity planner)
2. Attraction listing in the campaign print guide map
3. Promotion through regular campaign blog and social media posts

WHEN DOES IT START? HOW LONG DOES IT RUN?

The campaign will launch in early summer 2018 and run until Spring 2019.

HOW CAN I SIGN UP?

Interested in signing up? You can learn more about the campaign and/or apply to participate at:

www.bit.ly/cvkltourism

WHEN IS THE CLOSING DATE FOR SIGNING UP?

Applications are being accepted until APRIL 23rd, 2018. All applications will be reviewed by a panel of the Creston Valley-Kootenay Lake Tourism Advisory Committee.



PARTICIPATION CRITERIA

Businesses, organizations, and attractions from Yahk to Riondel who:

1. Offer a **LOCAL PRODUCT, SERVICE, EXPERIENCE** or **MANAGE A PUBLIC ASSET** that fits one of the campaign "themes"
2. Have a **DESIGNATED LOCATION** where you sell products, provide services from, or that you maintain and operate (ie. community trail, park, etc.)
3. Maintain **CONSISTENT AND REGULAR POSTED BUSINESS HOURS** during seasons of operation (where applicable)
4. Have the following **ONLINE PRESENCE OR WILL DEVELOP** one by May 30th:
 - A Google business listing,
 - A Google Maps listing,
 - A Trip Advisor business/attractions listing*** Required for participation in the campaign webmap and activity planner
*** A business website and/or social media business page(s) are also recommended
5. Have the following **BUSINESS LICENSING AND QUALIFICATIONS**:
 - Business license (Town of Creston businesses only)
 - Appropriate liability insurance coverage

I STILL HAVE QUESTIONS. WHO CAN I CONTACT FOR FURTHER INFORMATION?

For further information or inquiries please feel free to contact project coordinator, Jesse Willicome at jesse.willicome@skimmerhornconsulting.com.

