

BCWI WINE & CULINARY TOURISM STRATEGY F2017

Destination BC Cooperative Marketing Partnerships Program

The Destination BC Co-operative Marketing Partnerships Program (Co-op Marketing Partnerships) is an application-based program that provides co-operative marketing and promotion support to Regional Destination Marketing Organizations, Community Consortia, Sector Organizations or approved Individual and Paired Communities in British Columbia. The goals of the program are to:

- Increase BC tourism revenues.
- Leverage private and public funds to maximize marketing impact and ROI for tourism businesses.

The purpose of the DBC Co-op Marketing Partnerships Program is to enable groups that share common interests and common marketing goals that align with provincial tourism priorities to leverage both private and public funds to achieve greater marketing impact and Return on Investment (ROI) in driving tourism revenue.

The Destination BC Co-operative Marketing Partnerships Program model is designed around two funding pools:

1. **Open Pool:** funds available to all qualified applicant groups on a competitive basis.
2. **Reserved Pool:** funds specifically earmarked for strategic marketing priorities that are fundamental to the provincial brand. This pool is available to a limited number of eligible applicants. Reserved Pool guidelines are provided directly to eligible applicants.

BCWI Wine & Culinary Tourism Plan - Overview

We are excited to share the many opportunities to get involved with the BCWI Wine and Culinary Tourism Plan, the essence of the plan is content and we will be encouraging all of the eligible BC Wine and Culinary Tourism sector to provide us regular content for inclusion in the plan and distribution strategy. The BCWI will not be a funding source for regional wine promotion, instead we have developed and will be implementing an overarching provincial-wide strategy to shine a spotlight on the wine and culinary tourism product that BC has to offer and will support the regional wine tourism activities through the strong distribution and promotion of content.

In the early spring the BCWI engaged the services of Stormy Lake Consulting and have since held industry consultation workshops around the province, this included sessions in Kelowna, Keremeos, Osoyoos, Fraser Valley and the Cowichan Valley. In addition to these workshops insights were garnered from key tourism stakeholders via phone interviews.

As the voice and the lead organisation for the wine sector the BCWI has identified its role in the path to purchase as putting wine tourism on the consumers consideration list, creating the vacation movie in their mind, exploring the region once here and creating advocates to further promote the wine tourism product.

The strategy will be executed in three short haul markets, BC, Alberta and Washington State. The core target consumer (EQ) sector is Gentle Explorers, this group is 35-54 years old, enjoy local travel, dining at restaurants offering local ingredients, low key activities including visiting breweries for day visits and tastings or attending food and drink festivals.

A Wine and Culinary Tourism Action plan has been developed to achieve the following objectives:

- 25% of BC and AB residents agree that BC Offers great wine touring experiences
 - Survey based measurement
 - Year one establish baseline
- 5% of BC and AB residents intend to take a trip to go wine touring in BC in the next 2 years
 - Survey based measurement
 - Year one establish baseline
- Social media conversion increased by 100%
 - Social media conversion measure the click through from a social channel to a website or other destination.
- 5% increase in winery visitors across BC
- 2% increase in hotel revenues in wine primary regions

We will achieve this through the following strategies

- Elevate the stature of wine tourism in British Columbia
- Move visitors around the regions
- Support and promote wine and culinary visitor advocacy
- Partner with DMOs to produce WCT marketing initiatives
- Build a data-driven Wine & Culinary Tourism Strategy

Tactics will include;

- Wine and Culinary Tourism asset development and Culinary tourism product library
 - *Get Involved - Provide your assets; images, videos, stories for inclusion*
- Wine Touring Guide and on-line wine touring tool
 - *Get Involved - purchase space to promote your region in the guide*
- Search engine optimization
- Social media
 - *Get Involved -Make yourself familiar with the content themes of the strategy and Provide your content*
- Chef & Sommelier Recommendations
 - *Get Involved - Provide your regions top recommendations*
- Wine Ambassador Program
- Wine & Culinary tourism inspiration video -
 - *Get Involved - Talk to us about the most spectacular vista's in your region for consideration*
- Communications Campaign
- Research
- Signature event (year 2 or 3)
- Leverage wine retailing outlets
- Wine Touring notes
- Build Content Themes
- Content platforms
- Wine alerts
- Advocate finding