



VANCOUVER ISLAND  
**NORTH**

**Vancouver Island North**

# 2025 Strategic Marketing Plan

**P** (250) 209-2454 **W** [vancouverislandnorth.ca](http://vancouverislandnorth.ca) **E** [info@vancouverislandnorth.ca](mailto:info@vancouverislandnorth.ca)

GILAKAS'LA. Vancouver Island North is located on the traditional territory of the Kwakwaka'wakw people, who have been stewards of this land since time immemorial.



# Section 1: Overview and Update to Five-year Strategic Business Plan

## STRATEGIC DIRECTION

### Mission Statement

To increase the benefits of tourism to the Vancouver Island North region.

### Vision

Vancouver Island North is recognized as a world-class tourism destination.

### Vancouver Island North Tourism Initiative

The Vancouver Island North Tourism (VINT) initiative, established by the Regional District of Mount Waddington, is dedicated to promoting the region as a must-visit destination and advancing its tourism industry. Financial support for the project comes from four key Municipal and Regional District Tax (MRDT) Designated Recipients: the District of Port Hardy, the Town of Port McNeill, the Village of Alert Bay and the Regional District of Mount Waddington, including its Electoral Areas A, B, C, D, and the Village of Port Alice. The success of this initiative will drive positive outcomes for local businesses and communities by fostering tourism growth.

Through efforts to boost awareness, appeal and visitation, while also encouraging longer stays and higher visitor spending, VINT aims to elevate tourism revenues across the region. For nearly a decade, the project has brought together municipalities, Indigenous groups and tourism stakeholders to collectively position the North Island as a prime destination. This collaborative approach has maximized the impact of marketing programs by pooling resources for a broader reach.

VINT maintains a community-centered, regional approach that complements the broader initiatives of Destination BC, Indigenous Tourism BC, and 4VI. The region's marketing efforts will align with the BC brand strategy, incorporating insights from local research, surveys and future opportunities to ensure continued success.

### Strategic Direction

The North Island's economy has historically relied heavily on long-haul travelers, with local businesses benefiting significantly from this market. However, during the pandemic, the region experienced a shift towards more domestic, short-haul visitors, particularly from British Columbia and Alberta. In 2025, retaining and expanding these short-haul markets while re-engaging

international travelers will be a strategic priority. Additionally, concerns about inflation, rising fuel prices, and ferry service reliability will remain relevant challenges to address.

VINT will focus on building a sustainable, year-round tourism economy by enhancing off-peak visitation and promoting the region's unique cultural and natural assets. Key to this strategy is advancing sustainability initiatives, with a focus on educating visitors about responsible travel and protecting sensitive ecosystems. By strengthening partnerships with local Indigenous communities, the region will further elevate its cultural tourism offerings, positioning Vancouver Island North as a leader in authentic Indigenous tourism experiences. These efforts will help balance the seasonal peaks, protect the environment and enrich the cultural experience for travelers.

Expanding digital marketing efforts will be critical in driving visitation from both short-haul domestic travelers and long-haul international visitors. Leveraging data-driven insights and digital tools, Vancouver Island North Tourism will target key markets to extend visitor stays and increase their overall spending.

A significant focus will be placed on product development and market readiness, ensuring that local operators are equipped to meet the demands of a changing tourism market. By fostering collaboration between businesses, local governments, and tourism organizations, Vancouver Island North will not only grow its tourism revenues but also create a more resilient and inclusive tourism industry that benefits local communities. This holistic approach to tourism will ensure that Vancouver Island North remains a sought-after destination while supporting the long-term well-being of its people and natural environment.

## **Brand Strategy**

As we move into 2025, the North Island's brand strategy will center on solidifying the region's unique identity as a destination for authentic, rugged and culturally immersive experiences. The core of the brand will continue to emphasize the region's mystical and wild landscapes, its deep connection to Indigenous cultures, and the opportunity for adventure in wild-hearted natural environments. Key messaging will focus on evoking a sense of awe and discovery, positioning Vancouver Island North as a place where visitors can reconnect with nature, explore new paths, and experience the unspoiled beauty of a remote destination.

To differentiate itself from other Vancouver Island destinations, VINT will highlight its strengths in offering transformative experiences through its small-town charm, lack of crowds and focus on sustainability. The brand will emphasize rejuvenation, wellness and responsible travel, aligning with the global trend towards eco-conscious tourism. By promoting stories that intertwine the cultural and historical richness of the Indigenous communities with the breathtaking landscapes, the brand will continue to resonate with target demographics.

In 2025, VINT will amplify its brand presence through digital-first marketing strategies, reinforcing its alignment with Destination BC's "Super, Natural British Columbia" brand while creating tailored messaging for its specific audiences. The region will continue to focus on being inclusive and welcoming to diverse travelers, with a mission to inspire sustainable, kind adventuring and to fill visitors' memories with experiences that are both invigorating and unforgettable

## Anticipated Challenges

As we continue to promote the North Island's unique offerings, we must identify and address potential hurdles that could impact our ability to attract and retain visitors.

- **Seasonal Tourism Dependency:** The region remains heavily reliant on peak summer tourism, with limited visitor traffic in the shoulder and off-peak seasons. Expanding tourism throughout the year, particularly in spring and fall, remains a significant challenge
- **Transportation Infrastructure and Costs:** Rising fuel prices, ferry fare increases and limited transportation options to and within the region pose a barrier for travelers, especially for long-haul visitors. These factors can discourage visitation and make travel to the North Island less accessible.
- **Sustainability and Environmental Protection:** As visitor numbers grow, maintaining the balance between tourism growth and environmental sustainability becomes more difficult. Protecting sensitive ecosystems from over-tourism while promoting responsible travel will be a challenge.
- **Competition with Other Destinations:** VINT faces competition from other well-established Vancouver Island regions and global destinations. Differentiating the region's unique selling points, such as Indigenous culture and remote, unspoiled nature, while maintaining a competitive edge in marketing is crucial.
- **Economic Pressures on Travelers:** With inflation and rising travel costs, visitors may have less disposable income for leisure travel. Encouraging longer stays and higher spending per visitor will be more challenging under these economic conditions.
- **Visitor Experience and Infrastructure Limitations:** Infrastructural strain, including limited accommodations, dining and activity options during peak times, could impact the overall visitor experience, leading to negative perceptions and decreased return visits.
- **Limited Marketing Budget:** Competing against larger tourism regions with bigger marketing budgets will be a challenge. VINT must maximize the impact of its limited resources through targeted, data-driven campaigns to reach potential visitors effectively.
- **Shifting Traveler Preferences:** Travelers are increasingly looking for personalized, immersive experiences. Keeping pace with these shifting preferences and tailoring marketing efforts to meet evolving demands, such as wellness tourism and eco-friendly options, will require ongoing adaptation.
- **Stakeholder Collaboration:** Maintaining strong relationships and collaboration between local businesses, Indigenous communities and tourism stakeholders is essential for cohesive branding and marketing strategies. Ensuring that all parties are aligned can be complex and time-consuming.

- **Digital Presence and Engagement:** While VINT has made strides in digital marketing, keeping up with rapidly evolving digital trends and consumer behavior, such as social media engagement and influencer marketing, will remain a challenge. Ensuring continuous content creation and maintaining engagement on multiple platforms requires significant effort.

## KEY LEARNINGS AND CONCLUSIONS

### 2024 Marketing Efforts

Throughout 2024, VINT executed a robust and multifaceted marketing strategy aimed at increasing brand awareness, driving visitation and extending visitor stays across the region. Key initiatives included:

- **Digital and Print Marketing Campaigns:** VINT launched a series of digital campaigns to promote tourism in spring and summer, with initiatives such as digital billboards, social media ads, TV spots and digital buys with platforms like the Daily Hive, CTV, and Explore. Additionally, print campaigns like the "Go VI Magazine" and "Global Heroes" were executed to reach audiences in Vancouver, Calgary, Edmonton and Seattle.
- **Sustainability and Environmental Initiatives:** The #LiveTheWildPledge initiative, aimed at promoting responsible tourism and environmental stewardship, was launched. This included providing cleanup supplies to visitors and residents, with media coverage from outlets like CBC and IHeartRadio.
- **Influencer and Content Creation:** VINT undertook several influencer trips throughout the year to highlight seasonal travel opportunities. These included winter getaways, off-season surf trips, biking experiences and spring travel promotions. Content generated from these trips included high-quality images, video reels, drone footage and written content, which were used to promote the region across various platforms.
- **Community and Event Engagement:** VINT supported local events such as Filomi Days, the Malcolm Island Bike Race and Logger Sports Day. Collaborations with local businesses and Indigenous communities were strengthened through social media promotion, partnerships and content sharing.
- **Social Media Growth and Collaboration:** VINT actively grew its social media presence through collaborations with influencers, local businesses and regional tourism organizations. Notable posts included content about Indigenous culture, wildlife, outdoor adventure and regional highlights like Telegraph Cove.
- **Visitor Guides and Promotional Materials:** VINT updated and distributed the North Island Visitor Guide and Recreation Map. These were widely shared with visitor centers and were in high demand throughout the year.
- **Collaborations with Tourism Partners:** VINT worked closely with regional and provincial tourism bodies like Indigenous Tourism BC (ITBC), 4VI and Destination BC to align

marketing strategies. Collaborative efforts helped expand VINT's reach, particularly through shared social media content and sustainability initiatives.

## Key Learnings

The marketing efforts laid a strong foundation for promoting the North Island, with successful campaigns and valuable insights that will inform strategies in 2025 and beyond. These were some of the key takeaways from 2024.

- **Value of Digital and Social Media:** The focus on digital marketing and influencer collaborations significantly increased VINT's visibility. Successful posts and campaigns led to broader engagement, particularly through reels and collaborative content with influencers and partners.
- **Importance of Shoulder Season Marketing:** Efforts to promote off-peak travel, such as winter getaways and spring campaigns, highlighted the potential to increase visitation during non-summer months. However, expanding shoulder season travel remains a challenge, requiring sustained marketing efforts and strategic targeting.
- **Regenerative Tourism Resonates with Visitors:** The #LiveTheWildPledge program and other regenerative tourism initiatives gained significant traction among visitors, demonstrating that eco-conscious and regenerative travel resonates deeply with the audience. This highlights the growing desire for tourism that not only minimizes environmental impact but actively contributes to the restoration and enhancement of natural and cultural ecosystems. As we expand the #LiveTheWildPledge for 2025, there will be additional opportunities to promote regenerative practices, ensuring that visitors leave a positive, lasting impact on the region.
- **Collaboration Drives Success:** Collaborations with local businesses, Indigenous communities and tourism organizations were critical in driving effective marketing. These partnerships enhanced content quality and distribution, leading to broader reach and better visitor experiences.
- **Challenges with Infrastructure and Access:** While VINT successfully promoted the region, transportation issues like ferry reliability and high travel costs continued to pose barriers for visitors. Addressing these infrastructure challenges remains a key priority to support future growth.
- **High Demand for Visitor Resources:** The continued popularity of VINT's print materials, such as the Visitor Guide and Recreation Map, reinforced the importance of providing accessible resources. These guides were essential in helping visitors navigate and plan their trips.
- **Event Promotion Enhances Regional Identity:** Supporting local events through social media and collaborations with local stakeholders helped build community engagement and raised the region's profile as a destination for unique cultural and outdoor experiences.

## OVERALL GOALS AND OBJECTIVES

### Marketing Goals

1. **Increase Shoulder Season and Off-Peak Visitation:** Extend tourism beyond the peak summer season by promoting travel in the spring and fall. This includes targeting shoulder seasons with focused marketing efforts that emphasize wildlife experiences, cultural tourism and outdoor adventures that thrive in off-peak months.
2. **Enhance Awareness of Indigenous Cultural Experiences:** Amplify VINT's offerings related to Indigenous culture, ensuring this remains a core part of the region's identity.
3. **Promote Sustainable and Responsible Tourism:** Build on the success of the #LiveTheWildPledge initiative by continuing to promote environmental stewardship and responsible tourism practices.
4. **Increase Visitor Spending and Length of Stay:** Encourage visitors to stay longer and spend more during their trips, thereby increasing the economic benefits to the region.
5. **Differentiate VINT from Competing Destinations:** Position VINT as a distinctive destination on Vancouver Island, known for its rugged beauty, cultural richness, and sustainable tourism offerings.
6. **Manage Consumer Expectations:** Set clear and realistic expectations for visitors regarding the region's limited service options, remote locations, and transportation challenges, ensuring positive visitor experiences and satisfaction.

### Strategies

- **Expand Digital Marketing Efforts:** Continue expanding VINT's digital presence, increasing reach through social media, influencer campaigns, and data-driven content marketing.
- **Leverage Data for Strategic Decision-Making:** Use data and insights from campaigns, visitor behavior, and tourism surveys to refine marketing strategies and make informed decisions.
- **Enhance Visitor Resources and Experience:** Continue updating and distributing high-demand resources such as visitor guides, maps, and digital tools to help visitors navigate and enjoy the region.
- **Strengthen Collaboration with Local Stakeholders:** Foster stronger partnerships with local businesses, event organizers, and regional tourism organizations to create a cohesive marketing strategy. Partner with local accommodations and tour operators to create shoulder season packages, promoting discounted rates or bundled experiences that encourage visitation during quieter months. Additionally, look at options for eco-friendly travel packages that focus on sustainable accommodations, guided tours and low-impact outdoor activities.
- **Transparent Communication:** Ensure that all marketing materials, websites, and social media platforms clearly communicate the realities of traveling in Vancouver Island North,

such as the limited number of restaurants, accommodations, and the potential for transportation delays (e.g., ferry schedules, remote road access).

- **Seasonal Content:** Develop targeted content that focus on spring and fall, highlighting experiences like storm watching, wildlife viewing and cultural festivals that are unique to these seasons. Produce and distribute blogs, videos and social media content that highlights the benefits of visiting VINT in the shoulder season, including fewer crowds, serene landscapes and unique wildlife opportunities.
- **Partnerships with Indigenous Communities and ITBC:** Collaborate with local Indigenous groups to co-create authentic tourism experiences. Highlight these in marketing materials and ensure they are integral to the VINT identity. Work with Indigenous Tourism BC (ITBC) to co-market Indigenous-led experiences and tours, leveraging their platform and networks for greater reach.
- **Expand the #LiveTheWildPledge and Sustainability Education:** Promote the pledge through all marketing channels, encouraging visitors to commit to responsible tourism by taking actions like reducing waste, following wildlife guidelines, and supporting local conservation efforts. Include sustainability tips and responsible travel guidelines in visitor guides, social media posts, and website content, ensuring that eco-conscious messaging is embedded in all communications.
- **Leverage Data-Driven Insights:** Use audience segmentation tools like MobileScapes to identify key demographics and tailor campaigns to their preferences, helping VINT stand out in a competitive landscape. Focus on niche markets such as adventure travelers, cultural tourists, eco-tourists, and wellness seekers, positioning VINT as the go-to destination for those seeking an off-the-beaten-path experience.

## TARGET MARKETS

### Primary Audience

#### Free Spirits and Adventure Seekers

Seeking exhilarating outdoor adventures and off-the-beaten-path travel experiences. They are drawn to rugged natural landscapes, wildlife encounters and activities like hiking, kayaking and camping. This group values spontaneity and adventure, often choosing destinations that offer a sense of freedom and exploration in remote, untouched environments.

- Geography:
  - British Columbia (Greater Vancouver, Victoria)
  - Alberta (Calgary and Edmonton)
  - Ontario (Toronto)
  - Washington State
  - European markets (Germany and the UK)
- Demographics:
  - Adults aged 25–45

- Mixed income levels (\$60,000–\$120,000), with many seeking value-driven, adventure-based travel
- Typically traveling without children, often solo travelers, couples or small groups of friends
- Behaviour:
  - Spontaneous planners who appreciate flexible itineraries and destination content that highlights adventure, wildlife, and raw natural beauty
  - Respond well to visual storytelling and marketing that emphasizes freedom, personal exploration, and “bucket list” outdoor experiences
  - Drawn to digital content showcasing real-life adventure stories, including videos and social media influencers experiencing North Island’s wild, remote areas
  - Value experiences like wildlife watching, backcountry hikes, kayaking trips, and remote camping spots over conventional luxury

### **Cultural Explorers and Nature Enthusiasts**

Seeking immersive cultural experiences that connect them with Indigenous heritage, local traditions and environmental conservation. This group is interested in learning about Indigenous culture, attending cultural events and exploring remote, ecologically diverse regions.

- Geography:
  - British Columbia (Greater Vancouver, Vancouver Island)
  - Alberta (Calgary and Edmonton)
  - Ontario (Toronto)
  - United States (California, Washington State)
- Demographics:
  - Adults aged 35–65, typically well-educated and culturally curious
  - Middle to higher income levels (\$75,000+)
  - Often families, couples, or older adults traveling with a focus on cultural enrichment and learning opportunities
- Behaviour:
  - Plan trips meticulously and appreciate in-depth, educational content about destinations, including the history and culture of the area
  - Respond to marketing that highlights Indigenous culture, arts, heritage sites and nature conservation efforts
  - Drawn to educational and culturally enriching experiences, such as guided cultural tours, interpretive programs, Indigenous-led tourism activities and wildlife conservation projects
  - Appreciate eco-friendly and sustainable travel options, often seeking accommodations and activities that align with environmental and cultural preservation

## Audience Insights

	<b>Why they're coming</b>	<b>Unique regional appeal</b>
<b>Nature and Wildlife Lovers</b>	Looking to experience some of the best wildlife viewing in British Columbia, including whales, bears and other marine life.	Vancouver Island North is renowned for its wildlife, with whale watching tours, bear viewing and birding opportunities. The region is a gateway to prime wildlife spots, such as Telegraph Cove and the Great Bear Rainforest. Visitors can enjoy encounters with nature in an ecologically diverse region.
<b>Adventure Enthusiasts</b>	Seeking thrilling, off-the-beaten-path outdoor experiences, including hiking, kayaking and wildlife encounters.	The remote wilderness of Vancouver Island North offers naturally thriving landscapes, challenging hiking trails and opportunities for kayaking, camping and wildlife watching. Adventurers can explore locations like Cape Scott, Raft Cove and Broughton Archipelago for rugged experiences.
<b>Cultural Explorers</b>	Interested in immersing themselves in Indigenous culture, local history, and community-driven experiences.	Vancouver Island North is home to rich Indigenous cultures, including the Kwakwaka'wakw people. Visitors can experience authentic Indigenous-led tours, visit cultural centers like U'mista Cultural Centre in Alert Bay and participate in community events that celebrate the area's heritage.
<b>Eco-Conscious Travelers</b>	Seeking eco-friendly travel options and experiences that align with their values of sustainability and responsible tourism	VINT's commitment to sustainability is showcased through initiatives like the #LiveTheWildPledge, which promotes responsible tourism. The region's protected areas, conservation efforts and educational programs about preserving natural habitats make it a perfect destination for travelers who prioritize environmental responsibility. Visitors can participate in eco-friendly tours, beach cleanups and wildlife

		conservation programs.
<b>Family and Multi-Generational Travelers</b>	Looking for family-friendly outdoor activities and experiences that appeal to multiple age groups, from young children to seniors.	Vancouver Island North provides a wide range of soft adventure experiences perfect for families and multi-generational groups. Visitors can enjoy accessible hikes, scenic wildlife tours and safe kayaking spots. Coastal towns like Port Hardy and Telegraph Cove offer accommodations and activities that cater to families, providing both adventure and relaxation in a safe, natural setting.
<b>Photographers and Nature Artists</b>	Searching for inspiration in the region's dramatic coastal landscapes, wildlife and natural beauty.	The raw, unspoiled beauty of Vancouver Island North offers endless opportunities for photography and art. From the towering forests and rugged coastlines to the vibrant marine life, the region is a paradise for photographers and nature artists looking for unique, unspoiled landscapes to capture. Remote areas like God's Pocket and Cape Scott offer stunning, panoramic views.
<b>Wellness and Rejuvenation Seekers</b>	Seeking peace, tranquility and an escape from urban stress in a pristine natural environment.	Vancouver Island North is the perfect destination for those looking to reconnect with nature and recharge. The region offers secluded lodges, wellness retreats and quiet, remote beaches ideal for meditation, yoga and personal reflection.

# Section 2: One-Year Tactical Plan with Performance Measures

## MARKETING | CONSUMER ASSET DEVELOPMENT

Vancouver Island North will enhance its visual and written content, aligning with the focus on promoting sustainable tourism, showcasing the region's rugged natural beauty and highlighting Indigenous culture. This year's asset development will prioritize the creation of diverse, authentic content that represents the region's unique appeal, including remote adventure experiences, eco-friendly travel options and cultural immersion. Emphasis will be placed on content that highlights wildlife, outdoor activities and Indigenous cultural tourism. The assets will support year-round marketing efforts, particularly in promoting off-peak travel and responsible tourism practices.

### Tactics

<b>Photography</b>	<ul style="list-style-type: none"> <li>• Capture images that highlight the North Island's key attractions, including rugged landscapes, wildlife, Indigenous culture and adventure activities during both peak and off-peak seasons.</li> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>• Create dynamic video content, including short social media clips, in-depth storytelling videos, and b-roll footage showcasing adventures, cultural experiences and eco-friendly travel. Include footage from influencer trips and community-driven stories.</li> </ul>
<b>Written Content</b>	<ul style="list-style-type: none"> <li>• Develop engaging written content, such as blogs, articles, itineraries and social media captions that emphasize Vancouver Island North's uniqueness, cultural richness and environmental responsibility.</li> </ul>

### Implementation Plan

Capture and produce visual and written content to populate digital channels, visitor resources, and promotional campaigns that resonate with the target audiences.	
<b>Quantifiable Objective</b>	Showcase the region's unique appeal, promote sustainable tourism and responsible travel and foster emotional connections to support marketing and engagement goals.

<b>Rationale</b>	High-quality assets are essential for communicating the region’s appeal across various platforms. Consumers respond to compelling visuals and authentic storytelling, which will drive visitation, particularly in shoulder seasons and increase awareness of the region’s cultural and ecological importance. By developing new content, VINT can keep its messaging fresh and relevant, targeting specific market segments effectively.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Develop detailed content creation guidelines and content acquisition calendar based on seasonality, sustainability and DEIA principles.</li> <li>● Schedule and conduct diverse content creation sessions across varied locations.</li> <li>● Utilize influencer partnerships to generate authentic content from their travel experiences in the region.</li> <li>● Engage with community stakeholders for authentic representation in content.</li> <li>● Integrate new assets into marketing channels and distribute to partners.</li> </ul>
<b>Potential Partnerships</b>	Local photographers and videographers, Influencers and travel writers, Environmental NGOs, cultural organizations, local businesses/tourism operators, Indigenous communities, Indigenous Tourism BC, content creators, Destination BC Brand Team.
<b>Resources</b>	Photographers, videographers, content writers, Indigenous communities, DEIA and sustainability consultants.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars, local business contributions, sustainability grants.
<b>Timeframe</b>	Ongoing, with adjustments based on seasonal tourism trends and stakeholder feedback.
<b>Budget</b>	Photography: \$15,000 Video: \$15,000 Written Content: \$10,000 <b>Total: \$40,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Tracking the number of visits to specific web pages that feature the new content provides direct insight into the effectiveness of the marketing materials in attracting interest.</li> <li>● Social media platforms are a primary channel for digital marketing and a critical area where new content is likely to be consumed and</li> </ul>

	<p>shared. Engagement metrics such as likes, shares, comments, and video views provide immediate feedback on the content's appeal and reach.</p>
--	--

## MARKETING | MEDIA ADVERTISING & PRODUCTION

Vancouver Island North will expand its media and advertising efforts across multiple channels, aligning with a strategic focus on increasing shoulder season visitation, promoting sustainable tourism, and raising awareness of the region’s unique Indigenous culture and rugged natural landscapes. The media plan will employ a mix of print, TV, email marketing, paid search, paid social, out-of-home (OOH), display and third-party advertising to reach a broad and diverse audience while driving engagement and conversions.

### Tactics

<b>Print (Newspaper/ Magazine)</b>	Place ads in travel and lifestyle magazines targeting adventure seekers and nature lovers. Highlight VINT’s outdoor activities and remote beauty, with a focus on off-peak seasons and cultural experiences.
<b>Television</b>	Develop and air short, high-impact TV commercials on regional and national networks promoting key attractions like wildlife watching, Indigenous tourism and adventure activities. Leverage storytelling and breathtaking visuals to showcase the region’s unique appeal.
<b>Email Marketing</b>	Utilize segmented email marketing campaigns targeting past visitors, subscribers and prospective travelers. Highlight special offers, seasonal promotions, itineraries and blog content that showcase the region’s off-peak travel opportunities, sustainable tourism efforts and cultural experiences.
<b>Paid Search/Search Engine Marketing</b>	Run targeted Google Ads campaigns to capture search traffic for terms related to Vancouver Island North’s unique experiences, such as "whale watching Vancouver Island," "remote hiking in BC," and "Indigenous culture tourism." Use seasonal targeting to promote spring and fall visitation.
<b>Paid Social Media</b>	Create visually compelling ads on Facebook and Instagram that target key demographics (e.g., adventure seekers, cultural explorers). Use short-form video, carousel ads and Stories to promote off-peak travel, local wildlife and Indigenous cultural experiences.
<b>Out-of-home</b>	Invest in strategic OOH advertising, such as digital billboards in high-traffic urban areas. Showcase stunning imagery of VINT’s landscapes and wildlife to capture the attention of urban travelers looking for remote, adventure-filled destinations.
<b>Display and Third Party</b>	Leverage programmatic display advertising to target adventure travelers and eco-conscious audiences across relevant websites and travel blogs.

<b>Advertising Partnerships (Digital)</b>	Use retargeting to reach individuals who have visited VINT’s website but have not yet converted.
---	--

## Implementation Plan

Deploy a comprehensive, multi-channel media and advertising strategy to maximize exposure and engagement, targeting key audiences across digital, print and broadcast platforms.	
<b>Quantifiable Objective</b>	To increase awareness and drive visitation by delivering targeted, compelling messages that resonate with the region’s key audiences. Ultimately, the media campaign will aim to enhance the VINT brand, attract high-value visitors and support the long-term growth and sustainability of the local tourism industry.
<b>Rationale</b>	A multi-channel approach to media and advertising will ensure that VINT reaches a broad yet targeted audience, while effectively promoting the region's appeal across different demographics and platforms. Each channel (whether digital or traditional) plays a crucial role in reinforcing VINT’s brand, driving shoulder season visitation and promoting sustainable tourism initiatives.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Continue to refine the visual identity and value proposition of the North Island as a destination.</li> <li>● Coordinate with media outlets to secure annual contracts for various advertising channels including print, television, digital and social media. This will be done early in the year to ensure cost-effectiveness and secure prime advertising spots.</li> <li>● Develop a flexible content calendar that aligns with seasonal themes and promotions. This involves creating a suite of adaptable templates and core messages that can be customized easily.</li> <li>● Schedule and execute content updates at the start of each season. This includes updating visuals, promotional offers, and specific calls-to-action that reflect the current seasonal appeal of the North Island.</li> </ul>
<b>Potential Partnerships</b>	Regional TV stations, print publications and online publications to showcase the area’s diverse offerings. Collaborate with local businesses, cultural organizations and event promoters to ensure content is reflective of the North Island’s diverse offerings and upcoming events.

<b>Resources</b>	Long-term agreements with a media planner and outlets, creative agencies/designers for content development and a dedicated marketing team to manage campaigns.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars, supplemented by partnerships and possibly local business contributions.
<b>Timeframe</b>	Annual media planning and booking, with content updates occurring at the transition of each season (spring, summer, fall, winter).
<b>Budget</b>	Television: \$16,000 Print: \$15,000 Out-of-Home: \$5000 Email Marketing: \$10,000 Paid Search Engine Marketing: \$15,000 Paid Social Media: \$50,000 Digital Display & Native: \$25,000 <b>Total: \$136,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Monitor the cost-effectiveness of annual media bookings compared to previous season-by-season bookings, assessing spending against reach and engagement metrics.</li> <li>● Evaluate the impact of seasonal content changes through metrics such as click-through rates, conversion rates, and social media engagement specific to seasonal promotions.</li> <li>● Track year-long brand visibility across all channels, measuring fluctuations and impacts based on seasonal content adjustments.</li> <li>● Gather continuous feedback from stakeholders and visitors to refine and adapt content for future seasonal updates, ensuring the messaging remains dynamic and responsive to market trends and visitor feedback.</li> </ul>

## MARKETING | WEBSITE

VancouverIslandNorth.ca will continue to undergo enhancements in 2025 to enhance user experience, improve navigation, and ensure alignment with 2025 marketing goals. While the site is functioning well, updates will focus on refining content for key target audiences, improving mobile optimization and integrating more interactive elements such as itineraries and user-generated content (UGC) to drive engagement and conversion.

### Tactics

<b>Content Refinement</b>	Update content to reflect 2025 marketing priorities, such as promoting shoulder season travel, Indigenous cultural experiences, and sustainable tourism practices. Ensure all pages align with brand messaging and provide clear information for target audiences.
<b>Ongoing Itinerary Development</b>	Add curated, seasonal itineraries that guide visitors through multi-day experiences in the region, with a focus on off-peak travel. These itineraries will highlight cultural, adventure and eco-friendly options.
<b>Interactive Maps</b>	Improve and expand the interactive maps to include more detailed hiking trails, wildlife viewing spots, and transportation options. Enhance usability to help visitors easily plan their trips.
<b>Live the Pledge Expansion</b>	Expand the #LiveTheWildPledge campaign to highlight success stories, milestones, and visitor involvement in a fun, engaging way.
<b>Direct Booking Component</b>	Integrate a direct booking component into the website, allowing visitors to seamlessly book accommodations, tours and experiences directly through the platform. This system will include features to group booking and create packages, for example, a sustainable tourism package.

### Implementation Plan

The website will undergo incremental updates throughout 2025 to align with marketing goals and improve user engagement, focusing on optimizing content, enhancing user experience and boosting SEO performance.	
<b>Quantifiable Objective</b>	Increase average time on site by enhancing content quality and interactivity, grow the number of referrals to stakeholder websites, enhance user engagement metrics, including sessions, unique visitors and page views and boost conversions through strategically placed calls-to-action and referral links.

<b>Rationale</b>	Website enhancements aim to integrate several strategic goals to optimize its effectiveness as a promotional tool.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Conduct a content audit to ensure alignment with the 2025 marketing strategy. Update key pages to highlight off-peak travel, Indigenous experiences and sustainable tourism.</li> <li>● Develop and add seasonal and thematic itineraries for adventure, cultural and eco-friendly experiences. Include links to accommodations, activities and local businesses.</li> <li>● Set up meetings with local businesses to discuss opportunities for cross-promotion and content contributions. Establish guidelines for content submission.</li> <li>● Work with marketing and design teams to ensure that high-priority products are featured prominently on the website.</li> <li>● Optimize website architecture for speed, responsiveness and search engine visibility.</li> <li>● Leverage Google Analytics to monitor user behavior and adjust strategies accordingly.</li> </ul>
<b>Potential Partnerships</b>	Local tourism operators, cultural groups, and event organizers. Tech firms for web development and interactive tools integration.
<b>Resources</b>	Creative and web development agency, marketing and content creation teams, technology tools for itinerary building and interactive mapping.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, plus updates for seasonality.
<b>Budget</b>	<b>\$10,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track enhancements made to the website (new features, content updates).</li> <li>● Monitor the implementation of interactive tools like the itinerary builder and events calendar.</li> <li>● Analyze improvements in user engagement metrics (time on site, page views).</li> <li>● Evaluate increases in referrals to local businesses and stakeholder websites.</li> <li>● Review user feedback and conduct surveys to gauge satisfaction with the new features and content.</li> </ul>

## MARKETING | SOCIAL MEDIA MANAGEMENT (ORGANIC)

Vancouver Island North will leverage organic social media to engage with key audiences, promote the region’s unique experiences and drive awareness around the strategic goals of promoting off-peak travel, Indigenous culture and sustainability. The 2025 plan will focus on building authentic connections with followers through storytelling, user-generated content and highlighting local partnerships and success stories from the #LiveTheWildPledge campaign. Organic social media will play a key role in amplifying the region’s brand and engaging potential travelers without relying on paid ads and will focus on:

- Showcasing practices within the North Island celebrating local conservation efforts and encouraging visitors to engage in environmentally responsible behaviors while exploring the region.
- Highlighting the region’s distinctive outdoor adventures, culinary delights and rich cultural experiences, reinforcing the off-the-beaten-path nature of a North Island vacation
- Strengthening ties with local businesses, Indigenous communities and other stakeholders, we will create and share content that reflects the North Island

### Tactics

<b>Content Strategy/ Calendar Development</b>	Creation of and maintenance of a detailed content calendar that outlines all planned social media activities for the year. The content calendar serves as a tool to ensure consistency, timely posting and alignment with overall goals and seasonal themes. It also helps coordinate campaigns, track performance and streamlines collaboration among team members and stakeholders.
<b>Social Media Management</b>	Involves the management of all social media channels associated with the region. It encompasses planning, posting, monitoring and interacting with users to maintain an active and engaging online presence. Regular activities include scheduling posts, responding to comments and analyzing engagement data to optimize strategies and increase the overall visibility.
<b>Amplify Stakeholder Content and Events</b>	Focuses on using social media platforms to promote and amplify content from stakeholders, such as cultural events and community activities. By sharing and highlighting diverse offerings from partners, this aims to create a cohesive community presence on social media.
<b>Crowdriff Subscription</b>	Crowdriff is a powerful marketing platform that allows organizations to discover, manage and share user-generated content (UGC) legally and effectively. This tool enables the team to harness the authenticity and appeal of visuals created by visitors and locals.

## Implementation Plan

<p>Implement a comprehensive social media strategy for Vancouver Island North that leverages user-generated content, regular engagement practices, content strategy development and amplification of stakeholder content to enhance online presence and visitor engagement.</p>	
<p><b>Quantifiable Objective</b></p>	<p>Significantly enhance overall social media engagement, notably increase content reach, and improve click-through rates across all platforms.</p>
<p><b>Rationale</b></p>	<p>Using a strategic blend of planned content, user-generated content and regular interaction, this approach ensures that the social media presence is both engaging and aligned with the goals of promoting the region. This approach fosters a vibrant community, drives engagement and communicates the unique aspects of the region.</p>
<p><b>Action Steps</b></p>	<ul style="list-style-type: none"> <li>● Conduct a content audit to determine what types of content have been most effective. Identify key themes, messages, and campaigns that align with the North Island’s marketing goals.</li> <li>● Create a content calendar that strategically plans posts around key themes such as sustainability, local culture and off-peak travel. Ensure a balanced mix of UGC, stakeholder content and original content. Review and adjust the content calendar monthly to incorporate feedback and emerging trends.</li> <li>● Work closely with stakeholders to co-create content that highlights their offerings while reflecting VINT’s brand strategy. Provide guidelines and support to ensure that content is visually appealing and brand-aligned.</li> <li>● Purchase and implement the Crowdriff platform to manage and utilize user-generated content efficiently. Actively engage with users who create high-quality content by featuring their work on social media channels and encouraging continued contributions. Build relationships with key content creators to foster ongoing collaboration.</li> <li>● Regularly collaborate with local businesses and cultural events to promote and share their content, enhancing community engagement and support.</li> </ul>
<p><b>Potential Partnerships</b></p>	<p>Local tourism businesses, cultural organizations and community event planners, influencers and content creators within the region.</p>
<p><b>Resources</b></p>	<p>Crowdriff software for content curations, social media management tools, dedicated social media team or agency.</p>

<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, with specific content updates and strategy reviews scheduled quarterly.
<b>Budget</b>	Crowdriff Subscription: \$8,400 Organic Social Media: \$20,000 <b>Total: \$28,400</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Monitor the utilization, frequency, and quality of user-generated content, as well as the diversity and relevance of all social media posts according to the strategic content calendar.</li> <li>● Assess user interaction through engagement metrics such as likes, comments, and shares, and evaluate the overall growth in followers and reach to determine visibility.</li> <li>● Regularly review click-through rates to gauge the effectiveness of promotional content and conduct surveys to collect feedback, ensuring content remains relevant and satisfies audience expectations.</li> </ul>

## MARKETING | CONSUMER EVENTS AND SHOWS

Vancouver Island North will engage potential travelers through key consumer events and outdoor shows across Canada, promoting the region as a premier destination for adventure, eco-tourism and cultural experiences.

This will focus on leveraging high-attendance outdoor shows in Toronto, Vancouver and Calgary to connect directly with targeted audiences while providing stakeholders the opportunity to showcase their services through a cooperative sponsorship model.

### Tactics

<b>Outdoor Shows – Stakeholder Coop</b>	<p>VINT will sponsor exhibit space for eligible stakeholders at the following outdoor shows:</p> <ul style="list-style-type: none"> <li>• 29th Annual Outdoor Adventure Show, Toronto: February 21-23, 2025. Attendance: 21,400 (2024)</li> <li>• 28th Annual Outdoor Adventure Show, Vancouver: March 1-2, 2025. Attendance: 16,300 (2024)</li> <li>• 26th Annual Outdoor Adventure Show, Calgary: March 29-30, 2025. Attendance: 14,100 (2024)</li> </ul>
<b>Establish Partnerships</b>	<p>Collaborate with local businesses and Indigenous communities to co-present at events. Showcase products and experiences from local stakeholders at the events, such as artisan crafts, local foods or cultural artifacts, to give visitors a tangible taste of what the North Island has to offer.</p>
<b>Create Booth Experience</b>	<p>Create a visually engaging and interactive booth experience that highlights Vancouver Island North's key attractions, including adventure tourism, wildlife, and Indigenous culture. Booths will include high-quality visuals, videos, and itineraries to capture interest.</p>
<b>Pre and Post Event Communication</b>	<p>Leverage social media, email newsletters and partner networks to promote the North Island's presence at the event ahead of time. Collect contact information from booth visitors and follow up with personalized emails or special offers.</p>

### Implementation Plan

Vancouver Island North will sponsor and exhibit at key outdoor shows, in collaboration with eligible stakeholders, to promote the region's offerings. The events will drive direct engagement with adventure travelers and position VINT as a premier destination for outdoor and cultural tourism.

<b>Quantifiable Objective</b>	<p>Sponsor exhibit space for stakeholders across the three outdoor shows. Increase brand awareness and amplify consumer messaging to put the North Island top of mind, reaching new consumers to generate sales leads and driving conversions for specific activities and passion areas.</p>
<b>Rationale</b>	<p>Consumer events and outdoor shows provide an excellent opportunity to engage directly with VINT’s target audiences. These shows attract high foot traffic, allowing for face-to-face interaction with potential visitors while offering stakeholders the opportunity to promote their businesses and generate bookings.</p>
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Identify and invite eligible VINT stakeholders to participate in the sponsored outdoor shows. Ensure they meet the evaluation criteria and provide a "buy now" offer and prize contribution.</li> <li>● Secure exhibit space at selected shows.</li> <li>● Support in creating visually appealing and interactive booth displays that reflect the North Island’s brand value.</li> <li>● Collect marketing materials that highlight the North Island’s unique offerings.</li> <li>● Collaborate with local businesses, Indigenous communities and cultural organizations to determine interest.</li> <li>● Promote participation in upcoming shows.</li> <li>● Train booth staff with key messages and talking points.</li> </ul>
<b>Potential Partnerships</b>	<p>Stakeholders.</p>
<b>Resources</b>	<p>Dedicated booth team, printers, designers, event coordinator/planner.</p>
<b>Sources of Funding</b>	<p>MRDT, Destination BC Co-op Dollars.</p>
<b>Timeframe</b>	<p>Ongoing.</p>
<b>Budget</b>	<p><b>(\$40,000 - Not accounted for in the 2025 budget These funds are allocated from carryforward funds and partially paid in 2024, with remaining experiences including travel and potential additional booth space to be paid out in 2025)</b></p>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Attendance at brand aligned consumer shows.</li> <li>● Number of consumer interactions.</li> <li>● Newsletter sign-ups added.</li> </ul>

## MARKETING | COLLATERAL PRODUCTION & DISTRIBUTION

Vancouver Island North will update its existing brochures and visitor materials while introducing fresh, creative printed materials designed to engage new audiences, promote off-peak travel, and align with key marketing goals around adventure, culture and sustainability.

### Tactics

<b>Existing Material Updates</b>	Review and refresh existing materials with updated information, new imagery and content that aligns with the 2025 marketing goals.
<b>Wildlife Spotters Guide</b>	An illustrated guide that helps visitors identify the region’s diverse wildlife, from marine animals like orcas and sea otters to land mammals like bears and birds native to the area. The guide includes wildlife viewing tips, best times of year for sightings and maps showing prime locations for animal encounters.
<b>Coastal Adventure and Safety Guide</b>	A practical guide that combines adventure travel tips with safety advice for exploring the rugged coastlines of Vancouver Island North. It would include sections on hiking, kayaking, camping and wildlife encounters, with clear safety recommendations and "emergency contacts" built into the design. These could be printed on waterproof, tear-proof paper as a resource for hikers.
<b>Field Journal</b>	<p>A field journal specifically designed for nature lovers and cultural explorers. This journal could include:</p> <ul style="list-style-type: none"> <li>● Space for visitors to document wildlife sightings, plant identification and personal reflections</li> <li>● Pre-filled pages on local flora, fauna and Indigenous history, with space to note observations</li> <li>● Tear-out pages for a wildlife bingo or scavenger hunt for kids and families</li> <li>● A section for users to write or draw their experiences, adding a creative layer to their adventure</li> </ul>

### Implementation Plan

Develop fresh printed materials designed to engage new audiences, align with marketing goals, and reflect the unique appeal of Vancouver Island North. Update existing materials to ensure consistency with the latest brand and marketing messaging.	
<b>Quantifiable Objective</b>	Increase the distribution reach of printed materials and track engagement through QR code scans leading to website visits.
<b>Rationale</b>	Fresh, innovative print materials will enhance the visitor experience by providing tangible resources that promote adventure, cultural immersion and sustainable travel practices. These materials will serve as both a planning tool and a keepsake, increasing visitor engagement and encouraging exploration across the region.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>• Work with businesses, stakeholders and the visitor information centre to identify which print pieces may provide the most value.</li> <li>• Design and produce the pieces as identified. Collaborate with printers and publications where possible.</li> <li>• Distribute materials through Visitor Centres, BC Ferries, airports, local accommodations and other stakeholders.</li> <li>• Incorporate QR codes to bridge the gap between print and digital, directing users to further relevant online resources.</li> </ul>
<b>Potential Partnerships</b>	Local community groups and cultural organizations, tourism operators, Visitor Centres.
<b>Resources</b>	Templates and content from previous guides, digital assets from the brand update and website, stakeholder input.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Produced in early 2025 with ongoing distribution.
<b>Budget</b>	<b>\$35,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>• Track the number and location of distributed print materials, such as vacation guides, maps, itineraries and cultural guides.</li> <li>• Measure how visitors use the print collateral and gather their feedback on its usefulness and appeal.</li> <li>• Use analytics tools to monitor scans of QR codes, tracking subsequent actions such as website visits, page views, or specific conversions like newsletter sign-ups or contact form submissions.</li> </ul>



## DEVELOPMENT OF NEW MARKETS | TRAVEL TRADE AND TRAVEL MEDIA RELATIONS

Vancouver Island North will strengthen relationships with travel trade professionals and media outlets to increase destination awareness and drive visitation. The focus will be on cultivating relationships with travel agents, tour operators and media influencers who can promote Vancouver Island North as a prime destination for adventure, eco-tourism and Indigenous cultural experiences.

### Tactics

<b>Media and Trade Familiarization Trips</b>	Host targeted FAM trips for both travel trade professionals and journalists/influencers. These trips will focus on immersive experiences, highlighting the region’s adventure offerings, Indigenous culture and eco-friendly travel options. The goal is to give participants firsthand experiences they can promote to clients or audiences.
<b>Information and Experience Kits</b>	Create an up-to-date, visually engaging press kit that includes background on Vancouver Island North, key experiences, high-quality images and videos and stories about local culture, wildlife, and sustainable tourism. This will serve as a comprehensive resource for media contacts.
<b>Tradeshow and Media Show Participation</b>	Participate in regional travel trade shows to promote the VINT brand to a broad audience of travel professionals and media.

### Implementation Plan

Vancouver Island North will engage travel trade professionals and media through FAM trips, targeted outreach, and participation in industry events. This will result in increased coverage and sales of VINT experiences to domestic and international travelers.	
<b>Quantifiable Objective</b>	Enhance travel trade partnerships by expanding the number of travel trade-ready stakeholders in the region.
<b>Rationale</b>	By fostering relationships with travel trade and media, Vancouver Island North can significantly increase exposure, drive bookings through tour operators, and secure valuable media coverage. FAM trips, industry events and partnerships will help highlight the region’s unique offerings and position it as a premier destination for adventure and cultural tourism.

<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Identify key influencers and decision-makers in the travel trade and media sectors. Plan and execute itineraries that highlight signature experiences on the North Island.</li> <li>● Curate immersive FAM trip itineraries that showcase the best of Vancouver Island North, including outdoor adventure, wildlife encounters and Indigenous culture. Work with local operators to offer unique, hands-on experiences for trade and media guests.</li> <li>● Compile and continuously update information packets, digital content, and promotional materials that can be easily distributed during trade shows, media events or electronically.</li> <li>● Prepare engaging booth displays, interactive presentations and promotional giveaways that effectively communicate the allure of the North Island.</li> </ul>
<b>Potential Partnerships</b>	Local tourism businesses and stakeholders, 4VI and Destination BC, media outlets and travel trade organizations.
<b>Resources</b>	Information and promotional materials about the North Island, staff and coordination support from 4VI and Destination BC, media and travel trade networks.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, activities scheduled as required based on opportunities and needs from Destination BC and 4VI.
<b>Budget</b>	<b>\$500</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track the number and quality of interactions and partnerships developed with travel trade representatives and media personnel.</li> <li>● Monitor the distribution and reception of promotional materials and information shared with partners.</li> <li>● Assess the growth in the number of travel trade-ready stakeholders and the effectiveness of hosted trips in generating positive coverage.</li> </ul>

## MARKETING | PARTNERSHIP MARKETING

Vancouver Island North will engage in strategic partnership marketing to enhance its visibility and appeal as a destination. This approach involves collaborating with Destination BC consortiums to promote the region's unique experiences to niche markets.

### Tactics

<b>Destination BC Consortiums</b>	Continue to collaborate with Destination BC consortiums to promote outdoor adventures and culinary experiences specific to the North island. These include AhoyBC, BC Ale Trail, BC Bird Trail, Fishing BC and Paddle BC.
-----------------------------------	---

### Implementation Plan

This strategic partnership marketing plan is designed to capitalize on existing networks and new opportunities, driving both awareness and visitation to the North Island through focused, collaborative marketing efforts.	
<b>Quantifiable Objective</b>	Expand partnership networks and increase collaborative promotional efforts.
<b>Rationale</b>	Increase reach for consumer messaging. These well-established consortiums have engaged audiences and expertise to market specific activities within a destination.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Evaluate available sector investment opportunities including tactics, reach, and therefore value for investment.</li> <li>● Work closely with consortium organizations to amplify priority activity-based messaging.</li> <li>● Actively participate in planning conversations with tourism sectors in order to maximize exposure for the the North Island.</li> </ul>
<b>Potential Partnerships</b>	Destination BC, consortium organizations, tourism sectors and operators, local content creators.
<b>Resources</b>	Marketing team, partnership managers, budget for co-branded marketing initiatives.
<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing

<b>Budget</b>	<b>\$17,300</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track the number of promotional initiatives executed with each consortium.</li> <li>● Track established partnerships and the initiatives that result from them.</li> </ul>

## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | INDUSTRY ENGAGEMENT, DEVELOPMENT & TRAINING

### Tactics

<b>VINTAC Meetings</b>	The Vancouver Island North Tourism Advisory Committee meets 5 times per year to provide guidance and to review and make recommendations to the Regional District of Mount Waddington
<b>Stakeholder Engagement</b>	Vancouver Island North Tourism attends meetings with Tourism Port Hardy, Port McNeill Tourism Advisory Commission, as well as engages with smaller communities and local groups, and stakeholders as opportunities are presented.
<b>Stakeholder E-Newsletter</b>	Monthly newsletters sharing marketing opportunities, industry news, surveys, and upcoming events.
<b>Season Launch</b>	In May each year, we host a Season Launch event to kick off the tourism season. This event is not only to provide an overview of the upcoming tourism season including trends, research and marketing plans and is also used as a networking opportunity for our stakeholders.
<b>RDMW Monthly Board Meetings</b>	Each month, Vancouver Island North Tourism activities and updates are presented to the RDMW board of directors in a written report included with the board package. This report is also presented verbally at these meetings with opportunity for questions and comments from the board. Representation from each of the North Island communities and Electoral areas are present at these meetings.
<b>Industry Conferences</b>	Attend industry conferences as needed on behalf of Vancouver Island North Tourism to learn about upcoming sustainable tourism initiatives and industry updates that we can share with our stakeholders and to use as a networking opportunity.
	<p><b>Sustainable Tourism Education Hub:</b> Establish a physical or digital hub for sustainable tourism education in the North Island, offering courses on ecological stewardship, cultural sensitivity, and regenerative practices. This could include regular workshops with industry experts and Indigenous leaders.</p> <p><b>Regenerative Tourism Leadership Program:</b> Develop a leadership program focused on training North Island tourism professionals in regenerative</p>

	<p>tourism principles, like community-first planning, resource conservation, and environmentally-conscious tourism design.</p> <p><b>Cultural Awareness Training with First Nations:</b> Partner with Indigenous communities to design cultural awareness programs, educating tourism staff on the area’s history, traditions, and language. This will strengthen community relationships and ensure respectful tourism practices.</p> <p><b>Youth Tourism Ambassadors Program:</b> Create a program for local youth to become ambassadors for sustainable tourism, learning key skills in environmental stewardship, tourism marketing, and public speaking. This program could also include mentorship from local tourism experts.</p>
--	--

## Implementation Plan

<b>Quantifiable Objective</b>	<ul style="list-style-type: none"> <li>● Engagement with Stakeholders is what drives our work. Vancouver Island North is a large region consisting of many smaller communities. This work aims to bring all of these communities together for a regional approach to attracting visitors. Provide stakeholders with industry updates and opportunities.</li> </ul>
<b>Rationale</b>	<ul style="list-style-type: none"> <li>● Facilitating networking and engagement opportunities (virtual if necessary) is a way to connect tourism businesses and get stakeholders thinking about creative ways to collaborate.</li> <li>● Attending industry conferences will allow information to be shared with local stakeholders with the intention of increasing opportunities to grow sustainable tourism businesses in the region</li> </ul>
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Ongoing stakeholder engagement</li> <li>● Coordinate workshops and engagement opportunities..</li> <li>● Facilitate meetings with VINTAC to review and discuss strategies and budgets.</li> <li>● Develop and distribute surveys and newsletters</li> </ul>
<b>Potential Partnerships</b>	Stakeholders, destination BC 4VI, Community Tourism Advisory Committees, Community councils, ITBC, Local Indigenous Communities & Leaders
<b>Resources</b>	Tourism Staff, 4VI, local partners

<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing
<b>Budget</b>	<b>\$15,000</b>
<b>Performance Measures</b>	Participation, number of meetings attended, number of stakeholder engagements, # of newsletters, newsletter engagement, attendance at Season Launch, # of workshops offered, attention at workshops

## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | PRODUCT EXPERIENCE ENHANCEMENT

### Tactics

<b>Events Promotion</b>	In support of the Regional Events Calendar, VINT will develop an Events and Festivals Fund dedicated to marketing and promotional support for Events listed on the calendar that meet a certain criteria. Customized marketing plans will be provided to increase event attendance by non-residents.

### Implementation Plan

<b>Quantifiable Objective</b>	Grow out of region attendance for local events and festivals on the North Island. Increase the number of shoulder and off-season events in the region. Create new opportunities for shoulder and off-season visitation.
<b>Rationale</b>	Providing expertise for promotion and marketing events will reduce the amount of work that (often inexperienced) volunteers are burdened with when planning events. The marketing plans will be customizable based on the needs and size of the individual events. Offering additional workshops for interested residents and business owners
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Build out an Events &amp; Festivals Program for Vancouver Island North to include</li> <li>● A consultation call with event organizers to understand the specific needs and align on goals.</li> <li>● Development of a tailored marketing plan for each event.</li> <li>● Post-consultation, provide an outline and requirements to ensure alignment on the marketing approach.</li> <li>● Development of tailored marketing campaigns for each eligible event, designed to attract non-resident attendees.</li> <li>● Provide updates and performance reports to track the success of the campaigns.</li> <li>● Work in partnership with the RDMW Events Calendar</li> </ul>
<b>Potential Partnerships</b>	Local Event planners, neighbouring communities including the District of Port Hardy, Village of Alert Bay, Town of Port McNeill and the Regional

	District of Mount Waddington Electoral Areas A, B, C, & D & Port Alice. Residents, local stakeholders and Indigenous communities, Community Futures
<b>Resources</b>	Tourism Staff, 4VI, contractors as necessary
<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing
<b>Budget</b>	<b>\$50,000</b>
<b>Performance Measures</b>	Number of Events applied for funding Number of Events promoted Event attendance

## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | MARKET RESEARCH & VISITOR PERSONAS

Develop visitor personas using a strategic combination of quantitative and qualitative methodologies to gather a clear understanding of potential and current visitors to a destination. This process will leverage existing research and data and may require additional, more current research. These data points can be sourced from various channels such as direct surveys, social media analytics, web usage patterns and transactional data.

### Implementation Plan

Developing clear visitor personas is a crucial step in tailoring marketing strategies and enhancing the overall visitor experience.	
<b>Quantifiable Objective</b>	Utilize insights to understand visitor behavior, travel patterns, overall satisfaction and local sentiment towards tourism in the region.
<b>Rationale</b>	The focused collection and analysis of visitor and resident data support strategic objectives to precisely target the most relevant consumer segments.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Review and analyze the data already collected from various sources such as previous surveys, website analytics, social media interactions and customer feedback. Sort through this data to identify patterns and trends related to visitors.</li> <li>● Based on the insights gained from the initial data analysis, determine what additional information is needed to develop a comprehensive picture of potential and existing visitors. Additional research might include segmentation research, focus groups or exit surveys.</li> <li>● Execute the additional research needed to gather comprehensive visitor information.</li> <li>● Grouping similar types of data to form coherent profiles that represent different segments of your audience. Each persona should include demographic details, behavioral traits, motivations for visiting, preferences and any particular needs or expectations.</li> <li>● Develop detailed customer journey maps that outline all the touchpoints visitors have with your destination, from initial awareness and consideration through to the travel experience and post-visit engagement.</li> </ul>

<b>Potential Partnerships</b>	Research and survey contractors specialized in tourism and community engagement, local community groups and stakeholders including tourism businesses.
<b>Resources</b>	Professional services for data analysis and survey distribution, established relationships with local stakeholders to facilitate data gathering.
<b>Sources of Funding</b>	MRDT, Destination
<b>Timeframe</b>	Ongoing, with preliminary results reviewed annually and strategies adjusted accordingly.
<b>Budget</b>	<b>\$15,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>• Amount and quality of data collected on visitor demographics, motivations, and satisfaction.</li> <li>• Development of comprehensive visitor and resident profiles that inform marketing strategies and product development.</li> <li>• Identification of key target markets based on collected data, leading to more focused and effective marketing efforts.</li> </ul>

## VISITOR EDUCATION MARKETING

Continue to develop the #LiveTheWildPledge Initiative. In 2024 we launched the #LiveTheWildPledge Initiative promoting the removal of ocean debris from our remote but local beaches. Through partnership work with the Ocean Legacy Group and 4VI we established distribution centres for our reusable cloth bags and incentive cards and drop off centres for the debris collection. Through the ocean legacy partnership there are measures in place to track all debris removed through this program. We will continue with this initiative in 2025 and will build on additional visitor education pieces including updated Know as you Go information, Safety precautions, leave No Trace and continue to encourage visitors to #TakeTheWildPledge before visiting. 2025 will see opportunities for furthering this work through informative workshops touching on topics such as becoming a local storyteller and

### Implementation Plan

Developing clear visitor personas is a crucial step in tailoring marketing strategies and enhancing the overall visitor experience.

<b>Quantifiable Objective</b>	Utilize insights to understand visitor behavior, travel patterns, overall satisfaction and local sentiment towards tourism in the region.
<b>Rationale</b>	The focused collection and analysis of visitor and resident data support strategic objectives to precisely target the most relevant consumer segments.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Review and analyze the data already collected from various sources such as previous surveys, website analytics, social media interactions and customer feedback. Sort through this data to identify patterns and trends related to visitors.</li> <li>● Based on the insights gained from the initial data analysis, determine what additional information is needed to develop a comprehensive picture of potential and existing visitors. Additional research might include segmentation research, focus groups or exit surveys.</li> <li>● Execute the additional research needed to gather comprehensive visitor information.</li> <li>● Grouping similar types of data to form coherent profiles that represent different segments of your audience. Each persona should include demographic details, behavioral traits, motivations for visiting, preferences and any particular needs or expectations.</li> <li>● Develop detailed customer journey maps that outline all the touchpoints visitors have with your destination, from initial awareness and consideration through to the travel experience and post-visit engagement.</li> </ul>
<b>Potential Partnerships</b>	Research and survey contractors specialized in tourism and community engagement, local community groups and stakeholders including tourism businesses.
<b>Resources</b>	Professional services for data analysis and survey distribution, established relationships with local stakeholders to facilitate data gathering.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, with preliminary results reviewed annually and strategies adjusted accordingly.
<b>Budget</b>	<b>\$10,000</b>

<b>Performance Measures</b>	<ul style="list-style-type: none"><li>● Amount and quality of data collected on visitor demographics, motivations, and satisfaction.</li><li>● Development of comprehensive visitor and resident profiles that inform marketing strategies and product development.</li><li>● Identification of key target markets based on collected data, leading to more focused and effective marketing efforts.</li></ul>
-----------------------------	--