

Appendix 2.3 One-Year Tactical Plan

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must provide specific reports to the Province annually. As such, all designated recipients (or the designated recipient's service provider), are required to complete and submit the following One-year Tactical Plan **no later than November 30th each year for years two through five.**

If the One Year Tactical plan has been completed before November 30th, please submit the plan before the deadline. A Five-year Strategic Business Plan is required in year 1 and the One-Year Tactical Plan would be a part of your MRDT application submission.

The One-year Tactical Plan must be consistent with the Five-year Strategic Business Plan and be based on the calendar year.

A sample Tactical Plan template has been provided below. However, the format of the Tactical Plan may be developed specific to your community needs and resources.

Similar to the Five-year Strategic Business Plan, the One-year Tactical Plan must adhere to the MRDT program principles, regulations and guidelines (see box below).

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. Additionally, designated recipients should make their One-year Tactical Plans available to tourism industry stakeholders.

If you wish to make material modifications to the Five-year goals, strategies or targets, the changes must be identified in the One-year Tactical Plan and may require approval from the Province (see Section 11: Amendments in Program Requirements).

Your One-Year Tactical Plan must contain the following information:

- Key learning and conclusions from the previous year
- An overview of the strategic direction from the Five-Year Strategic Business Plan
- Details about activities and tactics for the upcoming year
- Expected outcomes
- Availability of revenue from other sources to fund projects in addition to the funds from the MRDT tax (Reminder: funds from the tax must be incremental to existing sources of funding. The funds from the tax must not replace existing sources of tourism funding in a community)
- A proposed budget for the year ahead

For questions, please contact Destination British Columbia at MRDT@destinationbc.ca.

Quick Reference Guide (from the MRDT Program Requirements):

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs, and projects.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

The MRDT program principles are:

- *Effective tourism marketing, programs and projects*
- *Effective local-level stakeholder support, and inter-community collaboration*
- *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
- *Fiscal prudence and accountability.*

One-Year Tactical Plan Template

Designated Recipient: Town of Smithers _____
Designated Accommodation Area: Smithers
Date Submitted: 13th December 2024 (with permission for extension of deadline)
MRDT Repeal Date: n/a _____
Five Year Period: 2022-2027 _____

A description and instructions pertaining to each section is provided in grey text as a guide only. **The format of your One-Year Tactical Plan may be developed specific to your community needs and resources.** If using this template, please delete the blue text and provide your response accordingly. If using your own report template, please ensure it includes the following sections:

Section 1: Overview and Update to Five-year Strategic Business Plan	
Heading	Description
Strategic Direction	<p>The Tourism Smithers Society is the Destination Management/Marketing Organization (DMO) for the Town of Smithers. A non-profit society, the organization works with Destination BC, the Northern BC Tourism Association, sector associations, as well as other community DMO's and industry-related partners within the region to foster the sustainability and growth of tourism, to strengthen partnerships and to support BC's brand and global reputation.</p> <p>Tourism Smithers is working from its 2022 – 2027 five-year plan submitted in early 2022. Smithers is one of the 'grand-parented communities' and began collecting what was known as the 2% additional hotel room tax in 1999. In 2017, the MRDT collection was increased at the 3% level.</p> <p>ORGANIZATIONAL CHANGE</p> <p>Since 2018, Tourism Smithers has been responsible for the delivery of tourism services under contract with the Town of Smithers, which is the Designated Recipient for the Municipal Regional District Tax (MRDT). Oversight for Tourism Smithers lies with its volunteer board of directors. A new 5-year agreement between the Town of Smithers and Tourism Smithers is in place through to the end of 2027.</p> <p>VISION</p> <p>The Town of Smithers, through Tourism Smithers, will be recognized as an exceptional destination offering excellent tourism opportunities in outdoor recreation, arts and culture, festivals and events, First Nations experience and food and lodging. Tourism will have a prominent and recognized role in our local and regional economy.</p> <p>MISSION</p> <p>Tourism Smithers will foster an understanding of the economic and social benefits of a sustainable tourism industry for the Town of Smithers. The Town of Smithers, through Tourism Smithers, the Visitor Information Centre and the Tourism Advisory Committee, will work successfully with tourism industry stakeholders both locally, regionally and provincially, to grow the tourism industry and increase visitation to Smithers by 20% by 2027. <i>(updated 2023)</i></p>

	<p>-<u>Update</u>. It is the intention of the Tourism Smithers Board to review and update the 5-year plan early, to better reflect the current circumstances.</p>
Key Learnings and Conclusions	<p>External Context</p> <ul style="list-style-type: none"> • Visitor demand continues to increase, though seems more variable. Traditional strongholds – angling and hunting – have experienced challenges, related to environmental issues. This includes low water, hot weather & drought and fire season and fluctuations in species availability . Those sectors have also experienced disruption related to Indigenous - British Columbia politics (land conflict and uncertainty) . In reality, sometimes there was no actual change on the land base, though the perception of change and reduced access to rivers and the backcountry can deter people from visiting. • Actually – the return of steelhead to the Skeena system and important tributaries such the Bulkley, Morice, Babine, Kispiox and Sustut exceeded expectations in fall 2024, creating a lot of positivity and higher than expected visitation during the season. • Continuing challenges faced by the Tourism Sector, and other sectors include an ongoing labour shortage, housing shortages, supply chain and unpredictable, and increasing costs. • Recent communication with the members of the tourism board, chamber of commerce (operators of the Visitor Centre), and the Town of Smithers Economic development staff; and meetings with some tourism businesses – indicate a continuing uncertainty, though underlying optimism. • Concern remains for the viability of our Smithers Downtown business core and so continued shop-local/support local initiatives will continue. • Air Access continues to challenge tourism and other sectors in Smithers/Bulkley Valley. Outreach to the main carrier Air Canada was conducted, including a meeting during the summer with representatives of Air Canada and its partner Jazz, Smithers Regional Airport Manager, Tourism Smithers Board members, Chamber of Commerce Board, Town of Smithers and a strong representation of Tourism Stakeholders. The need for predictable air access for passengers with two flights per day was stated at the requirement for the businesses. As this is written, Smithers has only 1 flight/day for the winter season, to the detriment of the ski sector and others. • In 2024, marketing initiatives moved forward, with a growing focus on social and digital channels The addition of new team member has added energy to the outputs. <p>Focus for 2025 and future years – signage, destination development, including with Indigenous communities, and stakeholder training and development opportunities.</p>
Overall Goals and Objectives	<p>The overall goals, objectives and targets remain unchanged and are aligned with the Five-Year Plan. Adjustments may be required to accommodate any unforeseen challenges that could hamper travel to the region and community. The key focus will remain on the following four pillars:</p> <p><u>Marketing:</u></p>

	<ul style="list-style-type: none"> Aligning marketing activities to target markets can strengthen the appeal of Smithers and the Bulkley Valley region and increase expenditures. <p>Destination Management and Product Experience:</p> <ul style="list-style-type: none"> Enhancing the appeal of Smithers and Bulkley Valley can attract new visitors, extended stays, encourage repeat visitation, generate word-of-mouth referrals and support advocacy. Continued effort will go into Indigenous relations and fostering of experiences in as far as our neighbouring Indigenous communities are interested in pursuing. <p>Festivals & Events:</p> <ul style="list-style-type: none"> Community events provide opportunities to showcase and create awareness of Smithers and to build upon a desire to visit the region as a leisure traveler. <p>Visitor Services Visitor Experiences:</p> <ul style="list-style-type: none"> The success of positioning Smithers as a destination will rely heavily on the quality of the visitor experience.
Strategies	<p>Key strategies from the Five-Year Plan overall remain unchanged. Key content themes for 2025 include:</p> <ul style="list-style-type: none"> All-season, outdoor activities (ski, hike, fish, touring, mountain-biking) and events Friendly, safe community Unique community with urban amenities Strengthen relationships with industry-related businesses Strengthen relationships with industry-related services and service clubs Build upon collaboration opportunities with neighboring DMO's Increase awareness to Northern and Northwestern BC with emphasis on Smithers and Bulkley Valley Drive traffic to Northern and Northwestern BC with emphasis on Smithers and Bulkley Valley Build upon relationships with neighboring Indigenous communities, seeking collaboration on common goals. <i>(added 2023)</i> Content themes – consistent with the 5-year plan: focus on outdoor activities, unique, small urban community, arts and culture, and strive to expand Indigenous connections.
Target Markets	<p>The types of visitors that are priorities for Smithers in the next year, including primary and secondary target markets, geographic target markets, demographics, and activity-based target groups are as follows:</p> <p>Primary: Northern BC, Other BC, Alberta, US Pacific Northwest Secondary: Other Canada, European, Other US Visitor Types: Couples & Families, Weekend Warriors, Outdoor adventure enthusiasts, Visiting Family & Friends, Leisure travelers (FIT), Touring Regional Destination Seekers: Festivals, Events, Fairs, Concerts</p> <p>The desired length of stay that Smithers is seeking from the noted target markets are as follows:</p> <ul style="list-style-type: none"> Destination travelers seeking outdoor experiences: (angling, hunting, adventure holidays) range from 7- 14 days. Other: ski, mountain bike, hike, events average 2-4 days.

	<p>Touring: aim to achieve overnight stays</p> <ul style="list-style-type: none">• The Demographic of our ideal visitor includes: couples, singles, friend groups and families. Ideal ages vary somewhat by activity, but generally adult to young senior interested in self-supported travel and soft adventures.
--	---

Section 2: One-Year Tactical Plan with Performance Measures

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach. Please note that Destination BC may share relevant tactical information with applicable Destination BC program areas to facilitate increased collaboration and alignment.

1. The **major category** of the activity. Examples could include marketing, destination and product experience development, visitor services, etc.
Marketing, which may include:
 - Media Advertising and Production (for example: print, radio, television, out-of-home, direct mail, email marketing, search engine marketing, paid social media, display ads, etc.)
 - Website - Hosting, Development, Maintenance
 - Social Media Management Platforms and Tools (i.e. Hootsuite)
 - Consumer Shows and Events
 - Travel Trade and Corporate focused Shows and Events
 - Collateral production and distribution
 - Travel Media Relations (for example: story idea creation, media and influencer FAM hosting/support, attendance at media marketplaces, etc.)
 - Travel Trade (for example: trade FAM hosting/support, etc.)
 - Consumer-focused asset development (for example: curation or production of written content, photography, videography, etc.)
 - Other (these activities must be specified)**Destination and Product Experience Development, which may include:**
 - Industry Development and Training - Enhancing Education and Knowledge (for example: market readiness, digital readiness, industry conferences, packaging and other tourism-related Industry Workshops)
 - Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
 - Research, Evaluation, and Analytics
 - Destination Development Projects listed within your Planning Area Strategy that are eligible activities
 - Other (these activities must be specified)**Visitor Services, which may include:**
 - Visitor Services Activities (for example: staff wage and benefits, visitor services via social media, digital tools, including mobile apps, kiosks, beacons, etc., roving/mobile visitor services, ambassador programs, FAMs)
 - Other (these activities must be specified)**Meetings, Conventions, Events and Sport:**
 - Examples could include conferences, events, sports, etc.**Affordable Housing, which may include:**
 - Details on affordable housing projects (project description and rationale, authorizing documents, budget, and applicable funding partners).
 - Please complete and attach Appendix 1.8.**Other:**
 - Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.
2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, time frame, budget, and evaluation mechanism.

Section TOURISM SMITHERS 2023 PROJECT PLAN

Major Category: Marketing

Co-op Marketing Programs

(NOTE: Tactics of each Co-op marketing program is outlined in the individual applications and tactical plans for each program, and are highlighted below). The budgets for the coop programs are captured in the global media advertising and production line.

Activity Title:

1). Route 16 Motorcycle Touring Promotion

Tactics: Identified in group application submitted by Tourism Prince George

Implementation: Identified in group application submitted

Source of Funding: MRDT

Budget: \$5,000 (Tourism Smithers partner portion)

2). SkiNorth BC

Tactics: Identified in group application submitted by Tourism Smithers in conjunction with Seekers Media

Implementation: Identified in group application submitted

Source of Funding: MRDT, partner funding

Budget: \$7,000 (Tourism Smithers partner portion) – Total project budget \$60,000

3). Ride North / Mountain Bike Promotion

Tactics: Identified in group application submitted by Western Canada Mountain Bike Association

Implementation: Identified in group application submitted

Source of Funding: MRDT, partner funding

Budget: \$5,000 (Tourism Smithers partner portion)

4). Ale Trail

Tactics: Identified in group application by BC Ale Trail

Implementation: Identified in group application submitted

Source of Funding: MRDT, partner funding

Budget: \$7,000 (Tourism Smithers portion)

5). GoNorth RV

Tactics: Identified in group application by BC Lodging and Campground Assn.

Implementation: Identified in group application submitted

Source of Funding: MRDT, partner funding

Budget: \$2,500

6). Golf

Tactics: Identified in group application submitted by Tourism Prince George

Implementation: Identified in group application

Source of Funding: MRDT, partner funding

Budget: \$2,000 (may be revised)

7). North by Northwest – Visit NW BC Regional Coop

Tactics: Identified by group application submitted by Tourism Smithers

Implementation: Identified in group application

Source of Funding: MRDT, partner funding

Budget: \$5,000 (Tourism Smithers portion), Project total: **\$70,000**

Major Category – Marketing:

Activity Title: Media Advertising and Promotion

Tactics:

Targeted high-impact, on brand advertising to increase awareness of Smithers among potential visitors, in primary and secondary markets. This applies to digital and traditional media.

Implementation Plan:

Short Description:

Primarily digital advertising and campaigns. Whenever possible, in partnership with businesses or organizations.

- Call to action: : www.tourismsmithers.com or specific landing pages on that website and, if appropriate, 1-800-542-6673, and/or email addresses
- Target – including: touring, adventure travelers, (ski, hike, ski, snowmobile and mountain bike, fish, camp, explore).
- Sample publications and sites: The Milepost, Go Camping, Black Press, Bell Media, partner and sector websites and social channels, use of signage opportunities. Social channels are included here.

Quantifiable Objectives:

- increase number of visits to www.tourismsmithers.com
- increase length of time on website
- increase # of requests for info
- increase downloads and requests for Smithers Visitor Guide

Rationale:

- Creating and maintaining awareness of Smithers/Bulkley Valley in the mind of potential visitors. As the marketing channels become busier and harder to navigate, the objective is to ensure potential visitors find Smithers in the noise.
- Touring routes remain very important, keeping publications like The Milepost on our list. Highway 16/37 as one of two routes to Alaska is an asset to promote.
- Our circle route with the Alaska Highway is the Great Northern Circle Route
- We are embedded in the Great Wilderness and it reflects so much of what is the land that surrounds Smithers.

Action Steps:

- Work with regional DMO's, the Northwest BC Coop, Northern BC Tourism, sector organizations and business partners in determining key advertising opportunities in the touring sector.
- Work with tourism businesses and other partners to increase the marketing presence where possible.
- Create and refine creative for all marketing areas.

Potential Partnerships:

- Local businesses, hoteliers, and non-profit recreations organizations, and other sub-regional DMO's

<p>Resources:</p> <ul style="list-style-type: none"> • Tourism Smithers staff time <p>Sources of Funding:</p> <ul style="list-style-type: none"> • MRDT • Stakeholder funds if additional private sector ads <p>Timeframe: This is an ongoing tactic though the budget is for 2025</p> <ul style="list-style-type: none"> • 2025 <p>Budget:</p> <ul style="list-style-type: none"> • \$25,000
<p>Performance Measures:</p> <p>Expected outputs</p> <ul style="list-style-type: none"> • Presence for Tourism Smithers across multiple relevant publications (digital, and traditional) • Increase in downloads for support materials (maps, guides etc.). <p>Expected outcomes</p> <ul style="list-style-type: none"> • Increased visits to website. • Increasing requests for information. • Increase in stakeholder satisfaction • Downloads and requests for Smithers Visitor Guide. • Increase in MRDT
<p>Major Category – Marketing:</p> <p>Activity Title – Ski and Stay winter marketing</p>
<p>Tactics:</p> <p>Targeted marketing to support the goals of the Ski and Stay marketing cooperative – namely increase visitation to Smithers, Hudson Bay Mountain Resort, Skeena Cat-Skiing, and partner hotels</p> <p><i>We cross promote SkiandStay through our SkiNorthBC coop.</i></p>
<p>Implementation Plan:</p> <p>Short description</p> <ul style="list-style-type: none"> • Targeted winter marketing promoting multi ski opportunity in Smithers/Bulkley Valley • Utilize the established Ski and Stay brand and micro-website • Focus in on all ski & snowboard: alpine, Nordic, backcountry and cat skiing opportunity plus other wrap-around-winter activities such as snowshoeing, sleighrides etc. • Ski and Stay – drives potential visitors to partner hotel sites for purchase. • Target market NW BC: Prince George and Prince Rupert first, other BC and Alberta as secondary markets. <p>Ski and Stay promotes a welcoming winter destination and fulfills dreams of outdoor adventure and provides opportunity to connect with the human spirit</p> <p>Quantifiable Objectives</p> <ul style="list-style-type: none"> • Increasing overnight visitor bookings to hotels and ski partners in the winter months • Increasing number of visits to www.skiandstay.ca • Increase awareness of ski product and winter tourism • Increased ski packages booked through the hotels <p>Rationale</p> <p>Winter marketing focuses on driving skier/snowboarder visitation to Smithers, and to our ski and</p>

accommodation partners. The Ski and Stay program has a long history, now entering it's 19th year. Private sector partnerships are in place including Hudson Bay Mountain Resort, Skeena Cat Skiing and Smithers hotels. Tourism Smithers with its partners strives to maintain presence in the regional market place with our Ski & Stay program. The program is further supported through our SkiNorthBC cooperative program.

Action Steps

- Social Media Campaign: Use Facebook, Instagram to share messages and stories. Contesting whereby individuals post pictures of themselves in ski/snowboard gear @tourismSmithers, and hashtag: #smithersbc, #playgroundofthenorth and #explorebc. Messaging is further shared on the social media feeds of business participants and Tourism Smithers.
- Paid Advertising: Digital campaign with primary target market NWBC, then BC and Alberta. Digital ads, including short videos, sponsorship of sport pages, & some regional print marketing driving readers/listeners/viewers to www.skiandstay.ca.
- Website: www.skiandstay.ca Maintain and optimize the website. The site provides a link to the reservation pages of the partnered hotels. Additional value is gained through connection to participating retailers. Ski and Stay Smithers is the primary message on all marketing and the website domain name.
- Graphic Design: Necessary to support the marketing initiatives outlined above.

Partnerships

Private sector partnerships in place include the Hudson Bay Mountain Resort, Skeena Cat Skiing, Prestige Hudson Bay Lodge, Aspen Inn, Stork Nest Inn and Fireweed Motel. Complimentary partnerships include the not-for-profit Bulkley Valley Cross Country Ski Club as the BV Nordic Centre and the Bulkley Backcountry Ski Society as the Hankin-Evelyn Backcountry Ski Recreation Area.

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT & private sector

Responsibility

- Tourism Smithers

Timeframe

- Winters 2025-26

Budget

- \$10,000

Evaluation mechanism

The presence of Ski and stay marketing in various media - traditional, digital and on social channels, through-out the season.

Expected outputs

- Ski and Stay website refresh
- *Site visits comparable to 2019 (we are still comparing to pre-pandemic)*
- Advertising & Social media campaign activated

Expected outcomes

Positive response from partners and increase in overnight stays and ski pass sales through Ski and Stay

Major Category: Marketing**Activity Title: Steelhead Paradise – Special Project****Tactics:**

Steelhead Paradise is an in-region marketing brand welcoming anglers, especially non-Canadian, non-guided anglers to Smithers and including signage, window decals and angling related events.

Implementation Plan:**Short description**

- This program will be low-key and responsive to the fishing season. In 2024, the returns of fish created a very busy visitor presence in the community, on the rivers, in hotel, restaurants and for rental vehicles.
- In 2025, we will be sensitive to the anticipated fish returns and to the 'fish politics'. If appropriate, and with support from the private sectors, we can ramp up activity to include events.
- If there is interest, the program could be expanded again from Houston to the Hazelton's.
- Activities may include:
 - events during steelhead season on weekends when angling for non-residents isn't possible.
 - Creation of local messaging materials: highway gateway signs, window decals, stickers for tackle boxes, bumpers, boats etc., and posters for events.
 - Re-establish a micro-website: www.steelheadparadise.com where events, regulations, and information relevant to the angler are posted.
 - Use of social channels to promote #steelheadparadise

Quantifiable Objectives

- Decision on regional vs local partnership
- Early welcoming campaign.
- Events hosted, for both visiting and local anglers in season.
- Positive feedback from anglers at events, from fishing shop owners and staff and from the accommodation sector on the numbers of non-Canadian, non-guided anglers.

Rationale

- Steelhead angling has a many decades long history in Smithers, the Bulkley Valley and what is known as Steelhead Paradise. Steelhead angling has played a major role in tourism, contributing to the historical high season from late August to mid-October. (This is in combination with the traditional hunting season.)
- Smithers and the rivers that are accessed through Smithers are a global destination for steelheaders. Local businesses thrive on the anglers and steelheading culture. Smithers is the centre of Steelhead Paradise.
- Marketing angling and opportunities around the activity are subject to change. This is historically one of the key activities in this area, both in terms of visitors and impact on economy. Recently, climate impact, fish returns, challenges with regulations, and potential conflict between visiting anglers, resident anglers and Indigenous communities creates uncertainty. The high value of this sector keeps us working to support it, and on our toes in terms of how.

Action Steps

- Work with:
 - nearby communities to establish Steelhead Paradise as a regional initiative
 - local fishing businesses and guides to create angler-centric events
 - the local community to place the Steelhead Paradise message about town. Including gateway signs at the entry to Smithers, welcome stickers and decals on storefront, and on tackle boxes and boats.
 - other entities, including Upper Skeena Guides, Steelhead Association of BC and Tourism Industry Association of BC to share the positive message of recreational angling in our rivers.

Partnerships

- Fishing shops, Upper Skeena Steelhead Guides, Steelhead Society of BC Northern Branch

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT, stakeholder partnerships

Responsibility

- Tourism Smithers

Timeframe

- Jan 2025 – Nov 2025

Budget

- \$6,000

Evaluation mechanism

- Steelhead Paradise early campaign delivered
- Steelhead Paradise website utilized by visitors (pre-season and in season)
- Steelhead Paradise events series
- Steelhead Paradise marketing messages on display August -October.
- Positive response to timely decision making for season openings

Performance Measures:**Expected outputs**

- Steelhead Paradise events held
- an increase om Steelhead Paradise “branding” throughout Smithers and other Steelhead Paradise communities
- welcome branding present at entrance to town during angling season

Expected outcomes

- positive feedback from anglers at events
- positive feedback reported from fishing shops and the accommodation sector by non-Canadian non-guided anglers with a plan to return.

Major Category: Marketing

Activity Title: BV Artisan Studio Tour

Working Bulkley Valley artists and artisans, to promote the 7th annual Artisan Studio Tour attracting regional visitors to Smithers and to create a summer marketing campaign with the Artisan Studio Tour as the lure.

Implementation Plan:

Short description

- Use the positive image that Smithers has in the Northwest Region for its unique downtown and cultural hub to attract visitors to enjoy a self-guide art tour
- Use the natural amenities to enhance the cultural amenity. One will experience the natural beauty and the artistic beauty on display on the Artisan Studio Tour.
- Utilize social media, online marketing, posters and maps to promote the self-guided tour. This Artisan Studio Tour will reinforce a message of the benefit of regional travel. *"There is beauty and quality to be found in the Bulkley Valley."*

Quantifiable Objectives:

- Increase awareness of the quantity and quality of visual artist and products in Smithers/Bulkley Valley
- Number of visitors to the tours
- Generate overnight stays of studio tour visitors
- Campaign designed and launched in June 2025
- Tour map updated to reflect the 2025 event.
- Contest prize of weekend getaway to Smithers

Rationale

- Increased awareness of Smithers as a regional destination for high-quality art products. This provides and other reason to visit, in addition to the many outdoor recreation opportunities the area is known for. Art purchased is a constant reminder of a positive experience.

Action Steps

- In late winter work with organizer of the Studio Tour (representative of the artisans) to design the campaign.
- Confirm event dates.
- Produce the tour map. Print posters and maps for distribution.
- Posters and maps created for mobile and web.
- Create online campaign including start and end dates. Opportunities include Instagram, Facebook, and local media through their online channels.

Partnerships

- Tourism stakeholders, hotels, restaurants, artists, artisan, Smithers Visitor Centre.

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT, partner contribution

Responsibility

- Tourism Smithers & participating artists

Timeframe

- March 2025 – Aug 2025

Budget

- \$2,500

Evaluation mechanism

- Increase in visitors to artisan studios, and positive feedback from participating studios.

Performance Measures: Expected outputs <ul style="list-style-type: none"> BV Artisan Studio Tour materials created: Posters, map, digital files Page created on TourismSmithers.com Hashtag # agreed to by all parties for use on social media Expected outcomes <ul style="list-style-type: none"> Increase in visitors to studios Survey artisans on numbers & success Increased engagement on Tourism Smithers social media channels during Artisan Tour weekend.	
Major Category: Marketing	
Activity Title: Travel Media	
Tactics: To work with Destination BC, Northern BC Tourism and stakeholders to identify potential visits by travel media.	
Implementation Plan: Short description <ul style="list-style-type: none"> Host travel media by providing local tours, supporting accommodation or other requests deemed of value. Be flexible and open to writers, photographers, and social media influencers. Quantifiable Objectives <ul style="list-style-type: none"> Host 2 – 4 travel media professionals by providing local tours, supporting accommodation or other requests. Rationale <ul style="list-style-type: none"> The value of unpaid media has long been established. Receiving written articles, videos and social media content without financial obligations is accepted as a more reliable source of information. Travel media may become advocates for the area if they have had a successful visit. Action Steps <ul style="list-style-type: none"> Identify hosting opportunities with stakeholders that include businesses, service clubs and event holders. Communicate with DBC and Northern BC Tourism Association (NBCTA) about possible travel media visits Work with other DMO's in the region to leverage experiences Share new experiences and product with DBC, NBCTA teams Potential Partnerships <ul style="list-style-type: none"> DBC, NBCTA, and stakeholders Resources <ul style="list-style-type: none"> Tourism Smithers staff time Sources of Funding <ul style="list-style-type: none"> MRDT Responsibility <ul style="list-style-type: none"> Tourism Smithers in partnership. Timeframe <ul style="list-style-type: none"> Ongoing & flexible timeframe throughout the year to accommodate seasonal activities and events Budget	

<ul style="list-style-type: none"> • \$6,000
Evaluation Mechanism Positive feedback from the travel media upon completion of their visit.
Performance Measures: Expected outputs <ul style="list-style-type: none"> • 2 co-hosted or guided travel media visitors. Expected outcomes Two unpaid travel media stories published mentioning Smithers.
Major Category: Marketing
Activity Title: Travel Trade
Tactics: To support Familiarization Tours to the community (FAMS) as they are requested
Implementation Plan: Short description <ul style="list-style-type: none"> • Periodically, throughout the year, requests are made by DBC/NBCTA to support travel trade familiarization tours to the region. Quantifiable Objectives <ul style="list-style-type: none"> • To ensure FAM tours are supported as requested Rationale <ul style="list-style-type: none"> • Investment in a regional tour provides an opportunity to have Smithers included in itineraries. This may be adding value such as a local tour, hosting a meal, or providing accommodation. Overall, this is beneficial to the local community and tourism sector. The pandemic, and changes to the protocol of handing travel trade has realized a decline in requests, however, Tourism Smithers remains committed to opportunities and ensures an annual budget is allocated. Action Steps <ul style="list-style-type: none"> • This is a reactive tactic • Tourism Smithers to remain committed and prepared to deliver positive support and experience to FAM participants in the Smithers area. Potential Partnerships <ul style="list-style-type: none"> • Destination BC, Northern BC Tourism, local and regional tourism stakeholders Resources <ul style="list-style-type: none"> • Tourism Smithers staff time Sources of Funding <ul style="list-style-type: none"> • MRDT Responsibility <ul style="list-style-type: none"> • Tourism Smithers Timeframe <ul style="list-style-type: none"> • Ongoing and flexible. Budget <ul style="list-style-type: none"> • \$4,000 Evaluation Mechanism <ul style="list-style-type: none"> • Positive feedback from FAM participants • Engagement on social media channels
Performance Measures: Expected outputs

- To co-host 1 tour in 2025

Expected outcomes

- Engagement with FAM participants
- Increased engagement on social media channels
- Positive word-of-mouth

Major Category: Marketing –

Activity Title: Consumer Focused Asset Development

Tactics:

- Identify gaps in imagery and b-roll to curate and produce photography, videography and written copy to support marketing campaigns
- Build upon digital asset library and ensure full ownership of materials to be remarketed and make available to stakeholders

Description:

Tourism Smithers works to expand its video and photography assets and consistently receive a positive response when shared. We are better positioned to share/contribute more imagery with our stakeholders for the variety of marketing programs and will continue to identify gaps and build upon our current database of owned visual assets.

Implementation Plan:

Short description

- Identify gaps in imagery/b-roll and stories that need to be told
- Create relevant and compelling content.

Quantifiable Objectives

- Emphasis on high quality images and footage
- Update DBC Content Hub with images and b-roll
- Amount of owned assets increases
- Traffic to Tourism Smithers website
- Social media followers and engagement
- Stakeholder interest and collaboration

Rationale

There is an ongoing demand from Destination BC and Smithers stakeholders for on-brand, refreshed imagery, b-roll and engaging content to ensure awareness and heightened interest in Smithers. Enhancing imagery/b-roll will refresh marketing campaigns. Strong imagery and compelling b-roll can move interest to the purchase cycle.

Action Steps

- Engage with NBCTA & photographers/videographers to acquire required images
- Upload to content hub
- Provide visual assets to stakeholders to ensure refreshed imagery, b-roll in campaigns
- Ensure media writers gain access to content for their stories
- Share owned images and video with DBC for inclusion in their digital asset management system

Potential Partnerships

- Destination BC, NBCTA, Regional DMO's in our coop family, the Regional District of Bulkley Nechako, and private sector.

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT funds
- Tourism Smithers

Timeframe

- Ongoing, as opportunities are presented

Budget

- \$15,000

Evaluation Mechanism

- Images/b-roll/story material gathered

Performance Measures:**Expected outputs**

Images approved and uploaded to the content hub

Gallery of images and b-roll on Tourism Smithers website and Co-op marketing campaigns

Increase in social media and engagement

Expected outcomes

Increase in demand from stakeholders to use Tourism Smithers imagery/b-roll

Increased use of photos and videos and better variety representative of brand

Increased brand alignment and representation

Ease of access and better navigating of the digital assets

Increased engagement on social media channels

Major Category: Marketing –**Activity Title: Social Media & Digital Marketing****Tactics:**

In 3rd quarter 2024 a refocus on digital and social media marketing was agreed to. Additional staff time is allocated to this.

- Content updates to Tourism Smithers website as needed
- Build awareness about Tourism Smithers refreshed website as informative resource and trip planning tool
- To increase social media engagement by building awareness about new activities, experiences, events, products and services
- Expand the use of local/regional story tellers, photographers, video artist to increase our content.
- Use key story-telling themes aligned with brand
- Increase awareness to primary target markets
- Position Smithers as a destination to Northwestern B.C. and Northern BC demographics

Implementation Plan:**Short description**

- Content is current, with refreshed, functional and attractive site
- Create energetic content and provide updates where/when required.
- Explore new channels

Quantifiable objectives

- Increased engagement with content
- Steady flow of new stories, imagery and videos
- Increased visitation to website and campaign landing pages

Rationale

Digital and social media marketing remain an efficient and effective way to create awareness of Smithers as a destination. The Tourism Smithers website (www.tourismsmithers.com) is a critical component to drive awareness and consideration, to intent, to triggering conversion. The DMO website must be informative and encourage the consumer and potential visitor to move from interest to purchase. A refreshed site was launched in early 2022 and is built upon the new slogan “*Get Good Natured*” with much new imagery and content that includes comprehensive events listings, storytelling, and enhanced information about businesses and things to see and do. To complement the website, Tourism Smithers has increased resources to their social media channels. Social media is a cost-effective way to generate, curate and amplify destination stories and bring them to a targeted audience. Always-on, social media (including content marketing) will keep Smithers top of mind while increased storytelling by others will generate additional earned media in a credible way.

Action Steps

- Review and update the website and site as needed
- Ongoing creation of social content

Potential Partnerships

N/A

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT

Responsibility

- Tourism Smithers

Timeframe

- 2025, ongoing

Budget

- \$10,000

Evaluation Mechanism

- Website is updated and functioning well
- Traffic to Tourism Smithers website
- Length of time on Tourism Smithers website
- Number of followers on Tourism Smithers Facebook and Instagram
- Engagement on social media channels

Performance Measures**Expected outputs**

- www.TourismSmithers.com responsiveness
- Tourism business listings
- Blog posts and events listings
- Refreshed content and imagery

Expected outcomes

- Increased traffic and length of time on Tourism Smithers website
- 15% increase in number of followers on Tourism Smithers social media channels
- Increased engagement to Tourism Smithers social media channels
- Increase in overnight stays

Major Category: Marketing –**Activity Title: Google Ad Search and Digital Campaign****Tactics:**

- To work with War Room Inc. to achieve the benefits of the Google ad search grant program and associated digital marketing campaign.

Implementation Plan:**Short description**

- To extend information distribution about Smithers through investment in google ads.
- To develop a digital marketing campaign to be delivered winter of 2025 utilizing the google ad search benefits.
- To bolster other campaigns with google ad search.

Quantifiable Objectives

- Contract War Room Inc. to apply for and deliver the ad search program and to manage the connected digital campaign.
- Work with Tourism Smithers content and marketing staff to develop creative for digital marketing campaign.

Rationale

- A review of the value of the Google Ad Search Grant was undertaken by Tourism Smithers and War Room in fall 2024. It was determined that the Search Grant remains a valuable asset. Initial approval for the Google Ad grant was given to Tourism Smithers in 2019 but placed on hold in 2020. Post pandemic, additional resources have been restored to the budget.

- Working War Room Inc., the intent is to build awareness for different key activities in our area: primarily winter activities: skiing, sleigh rides, snowshoeing, and if possible, all season activities: hiking, mountain biking, fishing, Main Street/downtown core, arts and culture, motorcycle touring, Indigenous product.

Action Steps

- With War Room and Tourism Smithers staff, work to reverse recent trends in fully spending the ad grant.
- With War Room Inc. maintain a dynamic list aligned with Tourism Smithers target markets using keywords and program areas (i.e. ski, mountain biking, fishing).
- To provide creative materials and to liaise with web builder to ensure required URL's are in place.
- Establish creative calendar to support the various activities to be promoted and maintain rotation to ensure content is fresh, and up to date.
- Maintain communication with War Room to ensure responsive campaigns, via monthly meetings and feedback reports.
- Where possible link to/support other marketing programs that Tourism Smithers participates in. For example, mountain bike creative will support Smithers Mountain Biking and #ridenorth, the regional campaign that drives people to the mountain bike trails in Northern BC, supporting the objective of increasing awareness, and actual visitation.

Potential Partnerships

- None identified for 2025.

Sources of Funding

- MRDT
- (Grant; Google Ad Search)

Responsibility

- Tourism Smithers

Timeframe

- Ongoing

Budget

- Digital campaign \$20,000
- Search Campaign \$36,000
- Associated fees: \$3,000

Evaluation Mechanism

- Regular reports from War Room.
- Meet goals of creative content to be produced and delivered.

Performance Measures:

Expected Outputs:

- Regularly scheduled campaigns with changing content that is driven to applicable URL's.
- Monthly reports on effectiveness of Google ad search and digital campaign.

Expected Outcomes:

- Full spend of ad grant value \$10,000 per month
- Increased traffic and length of time on Tourism Smithers website and to TS social channels
- More robust search engine optimization (SEO) which leads to higher opportunities & rankings for organic search
- Monthly reports from War Room.

Major Category: Marketing – Print Collateral**Activity Title: Smithers and Area Visitor Guide 2025-26****Tactics:**

Tourism Smithers produces and distributes the Smithers and Area Visitor's Guide every 2 years.

Implementation Plan:**Short description**

- The Tourism Smithers Visitor Guide is not dated when produced. There is still stock available and it will be determined early 2025 what the next guide timeline is to be. Current stock to be distributed before new guide produced.

Quantifiable Objectives

The Smithers and Area Visitor Guide is an additional tool to encourage extended stays and increase spending in the community.

- Project content development, timeline and budget to confirmed.

Rationale

- The Smithers & Area Visitor Guide is a lure piece for Tourism Smithers and continues to be readily used by businesses, the Smithers Visitor Centre, and visitors to the region.
- Internet/cellular connectivity *remains* sporadic in Northern BC, and print collateral remains an important promotional tool.
- A digital version of the guide is hosted on the Tourism Smithers website.
- Increase length of stay by providing visitors a guide for pre-trip planning that includes experiences and activities.

Action Steps

- Continue distribution of current guide via Smithers Visitor Centre
- Initiate 2025-26 project review and project scope.
- Determine planning timeline for next guide.

Potential Partnerships

- Smithers and area businesses re: paid advertising

Resources

- Tourism Smithers staff time, consultant time

Sources of Funding

- MRDT
- Generated advertising revenue

Responsibility

- Tourism Smithers

Timeframe

- Distribution all year
- Initiate planning for next guide early 2025

Budget

- \$30,000

Evaluation Mechanism

- Completed project plan
- Publication and distribution date as approved by Board.

Performance Measures:**Expected outputs**

- Approved 2025-26 Smithers & Area Visitor Guide production timeline.
- Visitor Guide distribution
- Distribution of Smithers & Area Visitor Guide through Smithers stakeholders.

Expected outcomes

- Requests for Visitor Guide through BC Visitor Network.
- Number of direct requests for print collateral material.
- Number of downloads of guide from Tourism Smithers website.

Major Category: Marketing

Activity Title: Festivals & Events Promotion www.smithersevents.com

Tactics:

- Promote key Smithers annual and events for to key target markets;
- Utilize www.smithersevents.com and Tourism Smithers website and social channels and other media as determined.
-

Implementation Plan:

Short description

- Internal review underway to determine optimum way to maintain event site. (Current contractor is stopping hosting of server and maintenance of site). Tourism Smithers intends to take on this site. Current owner is amenable to Tourism Smithers taking over the service.
- Community festivals & events provide visitors a reason to visit and extend their stay. Tourism Smithers promotes visit centric events on www.tourismsmithers.com
- Manage social media channels and blogs and ensure updated content on smithersevents.com website.

Quantifiable Objectives

- To maintain www.smithersevent.com
- To increase awareness to residents and visitors about community festivals & events.
- To encourage cross-promotion and collaboration in promotion of community festivals & events.
- To increase number of attendees (tickets sold) at festivals & events
- To increase traffic to smithersevents.com website.
- To increase number of social media followers and engagement.
- To increase number of unpaid media stories generated.

Ongoing Festival & Events: Bulkley Valley Exhibition, The Midsummer Music Festival, Festival of Trees, Festival of Voices, Spirit of the North Classical Music Festival, BV Artisan Studio Tour, Canada Day, Christmas in the Valley.

Rationale

To establish Smithers and the Bulkley Valley as a host destination of unique festivals and events by supporting the promotion, and growth of festivals and events with the goal to increase visitation, further develop the shoulder season and strengthen partnerships and relationships. This collaborative approach to maintaining event listings is an efficient and cost-effective method that also ensures both parties are well-informed of community events.

Action Steps

- Secure host server and define plan for www.smithersevents.com

Potential Partnerships

- Smithers District Chamber of Chamber/Visitor Centre
- Local arts and culture organizations
- Wet'suwet'en First Nation

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT

Responsibility

- Tourism Smithers

Timeframe

- Ongoing

Budget

- \$8,000

Evaluation Mechanism

- www.smithersevents.com continues and it site of choice for event creators and visitors
- Ongoing maintenance and updates to event listings.
- Number of festivals and events in 2025
- Increased traffic to smithersevents.com and social media channels.

Performance Measures:**Expected outputs**

- Enhanced and maintained listings on smithersevents.com
- Cross-promotion of festivals and events from stakeholders
- Increased awareness to businesses, local stakeholders, visitors and guests of event listing opportunity.

Expected outcomes

- Smooth transition of www.smithersevents.com from current owner to Tourism Smithers
- Visitor centric events repost to Tourism Smithers
- Public continue to use site for local regional events and it becomes site for choice for posting and searching.

Major Category: Marketing**Activity Title: Consumer Shows****Tactics:**

To continue collaboration with Northern BC DMO partners in consumer shows aimed at Tourism Smithers and region target markets.

Implementation Plan

- Tourism Smithers is a participant of an informal coop from Northern BC that have been attending consumer shows for many years. By collaborating, resources can be shared and ensure stronger promotion than if attending consumer shows as a stand-alone community.

Short Description

- To identify and confirm attendance and/or support at agreed upon consumer shows in 2023 with the Travel Northern BC partners.

Quantifiable Objectives

- The goal is to attend three shows in 2025 that include the Abbotsford Early Bird RV Show and Vancouver Outdoor Adventure Show. A 3rd show is to be determined.

Action Steps

- Confirm partner attendance and level of support for 2025 consumer shows (done).
- Book required show space.
- Determine staffing requirements, tradeshow theme and collateral materials required.

Rationale

Prior to the pandemic, evaluation of tradeshow by this informal coop confirmed that visitors to the shows and booth expressed interest and motivation to travel. 2022 saw the return of travel, and the pent-up desire for people to travel, and uncertainty about travel to other parts of the world (i.e. Europe). That uncertainty continues with the war in the mid-east plus Ukraine, and it is anticipated that consumer show activity will be busy again with highly motivated travelers. Northern BC communities offer safe destinations, wide and open spaces, unique and all season experiences and businesses – meeting the needs of travelers who are seeking a safe destination.

Potential Partnerships

- Northern BC DMO partners (Tourism Prince Rupert, Terrace, Kitimat, Kitimat-Stikine, Smithers, Bulkley Nechako, Prince George and NE BC Coop).

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT

Timeframe

- January 2025 through to March 2025

Budget

- \$8,000

Performance Measures

Expected outputs

- Representation of Smithers products, services, activities, events at tradeshow.
- Increased awareness of sub-region as a premier destination.

Expected outcomes

- Number of quality conversations with potential visitors.
- Number of collateral materials distributed.

Major Category: Destination and Product Experience Development

Activity Title: Industry Development and Training

Tactics: Tourism Stakeholder Information Session

Implementation Plan

Plan and deliver an annual, informal stakeholder information session for community stakeholders including local businesses, service clubs, accommodation providers, event holders and local government.

Short description

- Invite Tourism Stakeholders to an information event.
- Develop list of topics to be delivered and include relevant presentations from industry representatives.
- Target date Spring 2025.

Quantifiable Objectives

- Ensure strong representation of Tourism Smithers in attendance

Rationale

Information and networking sessions are valuable actions that support other methods of information distribution and education while providing a platform to communicate with stakeholders in a face-to-face atmosphere.

- Networking opportunity with Tourism Smithers Board of Directors and team.
- Deliver updates to Tourism Smithers activities and provide platform for industry feedback.

Action Steps

- Consult with Tourism Smithers Board to determine date, location and theme of 2025 industry roundtable.

Potential Partnerships

- Town of Smithers, Smithers District Chamber of Commerce (Smithers Visitor Centre), Bulkley Nechako Tourism Working Group, Northern BC Tourism, Destination BC, Tourism Stakeholders.

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT
- In-kind contributions from private sector (i.e. venue, food & beverage)

Responsibility

- Tourism Smithers

Timeframe

- Spring 2025

Budget

- \$3,000

Evaluation Mechanism

- Number of stakeholders in attendance
- Quality of feedback from attendees

Performance Measures

Expected outputs

- Confirmation of stakeholder event.
- Engagement with tourism industry stakeholders, community organizations and Tourism Smithers Board and team.

Expected outcomes

- Positive feedback from attendees.
- Number of attendees to exceed 30.

Major Category: Destination and Product Experience Development

Activity Title: Product Experience Enhancement and Training

Tactics:

- To host or co-host one tourism stakeholder education event in 2025.

Implementation Plan

Short description

- In consultation with the Tourism Smithers Board conduct a relevant tourism education event.

Quantifiable Objectives

- The hosted or co-hosted event will be for the main purpose of training community industry stakeholders, thereby better educating on the value of tourism and to provide additional tools to support recovery efforts.
- To ensure a minimum of 20 participants through an in-person or virtual training session.

Rationale

Providing resources and educational tools aids in maintaining positive stakeholder relations and adds value to the tourism sector overall.

Action Steps

- In consultation with the Tourism Smithers Board and potential partners, select a relevant topic, secure date, and organize and host the event.
- Widely promote the event to community.

Potential Partnerships

- Smithers District Chamber of Commerce, Bulkley Nechako Tourism Working Group, NBCTA, DBC.

Resources

- Tourism Smithers staff time

Sources of Funding

- MRDT

Responsibility

- Tourism Smithers

Timeframe

- 2025

Budget

- \$2,500

Evaluation Mechanism

- Number of attendees attending event.
- Feedback from the event attendees and partners.

Performance Measures**Expected outputs**

- Stakeholder meeting takes place.
- Positive interest from potential attendees.

Expected outcomes

- Positive feedback from attendees.
- Stakeholder engagement with tourism industry stakeholders and Tourism Smithers.
- Educational resources and better understanding on the value of tourism to Smithers.

Major Category: Destination and Product Experience Development**Activity Title: Industry Development & Training – Tourism Excellence Award****Tactics:**

To support the annual Smithers District Chamber of Commerce Business Excellence Award by sponsoring the Smithers Tourism Excellence Award.

Implementation Plan**Short description**

The Smithers District Chamber of Commerce hosts the annual Business Excellence Award and Tourism Smithers sponsors the Tourism Excellence Award. This award gives prominence and recognition to a business or organization that is an example of excellence. It is presented by a Tourism Smithers Board or staff member and includes an opportunity to speak about the recipient.

Quantifiable Objectives

- Number of qualified nominations for Tourism Excellence Award received and presented.

Rationale

The *Tourism Excellence Award* is an opportunity to increase the profile of the tourism sector to Smithers and area while delivering on community pride and goodwill. It is also a platform to annually recognize achievements and contributions to the tourism sector by finalists and award recipient.

- A significant event for the community that increases awareness of the tourism sector and celebrates excellence.
- Creates a path to recognize achievements and contributions.

Action Steps

- Confirm partnership with Smithers District Chamber of Commerce.
- Present award at Business Awards Night.

Potential Partnerships

- Smithers District Chamber of Commerce (Smithers Visitor Centre).

Resources

- Tourism Smithers staff time in partnership with Smithers District Chamber of Commerce staff time.

Sources of Funding

- MRDT

Responsibility

- Tourism Smithers

Timeframe

- 2025

Budget

- \$500

Evaluation Mechanism

- Tourism Excellence Award presented and received at the Annual Business Awards.
- Number of nominations received for Tourism Excellence Award.

Performance Measures:**Expected outputs**

- Promotion of Call for Nominations for Tourism Excellence Award.
- Tourism Excellence Award presented.

Expected outcomes

- Number of nominations received.
- Media coverage of Award finalists and recipient that includes focus on Smithers and area tourism sector and Tourism Smithers.
- Presentation of Tourism Excellence Award.

Major Category: Destination and Product Experience Development**Activity Title: Research & Evaluation****Tactics:**

To meet the criteria of Ministry of Finance / DBC annual MRDT reporting for 3% communities that includes the delivery of an annual Stakeholder Satisfaction Survey.

Implementation Plan**Short description**

- The 2024 (Operating Year) Tourism Smithers Stakeholder Satisfaction Survey will be conducted 1st quarter 2025

Quantifiable Objectives

- The annual stakeholder survey will build upon the previous year survey and be approved by Tourism Smithers and DBC prior to delivery.
- As per survey reporting guidelines, the report will be submitted to Tourism Smithers for review with the final report to DBC.

Rationale

- The information extracted from the survey provides insight to the perceptions of Tourism Smithers and its delivery of programs and services from its stakeholders and guides in the annual tactical planning.

Action Steps

- Secure consultant to do the work in a timely fashion.
- Forward survey results to DBC within the annual reporting period.

Sources of Funding

- MRDT

Responsibility

- Tourism Smithers

Timeframe

- Spring, 2025

Budget

- \$5,000

Evaluation Mechanism

- Survey completion date
- Date submitted to Tourism Smithers Board and DBC

Performance Measures:

Expected outputs

- Creation and distribution of survey
- Analysis of results

Expected outcomes

- Increase completion rate by 15% in comparison to 2023 (in 2024, the return rate declined) stakeholder satisfaction survey.
- Increase overall satisfaction rate of Tourism Smithers.

Major Category: Other - Destination Development

Activity Title: Smithers Signage Project

Tactics:

(Continued from 2024)

To connect the Northwestern BC Destination Development Strategy, the Great Northern Circle Route and Thematic Framework and implement an effective wayfinding & signage system for Smithers and its key tourism features.

Implementation Plan:

Short Description

- To connect visually to the thematic framework and to create effective information and wayfinding signage for Smithers. This may be focused on entry welcoming signage.

Quantifiable Objectives

- Establish a Steering Committee that represents stakeholders, businesses and residents of Smithers.
- Determine Scope of Work of project.
- Enhance the local visitor economy and help with recovery efforts for the tourism sector, while building on the Town of Smithers vision, Parks and Recreation Master Plan and other related tourism and recreation-centric plans.

Rationale

- Northern BC Tourism plans to install the first Iconic Destination Sign in 2024 (now 2025) in Smithers (this was delayed). It will connect to the iconic Hudson Bay Mountain. Connecting to this signage design, ought to increase recognition by the visitor of a well-organized tourism sector and a system of information the visitor can trust. The designs ought to convey continuity in the journey they have been on throughout our tourism region creating. A well-designed wayfinding system can convey information effectively and have a positive impact on residents, visitors and the community. It provides increased visibility for attractions and local businesses and can encourage visitors to further discover Smithers offerings. The alignment of welcome signs within the destination is critical to ensuring the visitors who do come feel invited, valued and safe. A lack of wayfinding elements can present an un-inviting perception to visitors, while a successful wayfinding system can influence the travel experience and the community's identity.

- Discussions are underway with the Town of Smithers on a collaborative project.

Action Steps

- Determine budget for design, strategy and fabrication of signage. (Estimates have been provided by Northern BC Tourism)
- Determine, with the advisory committee, if this is to be gateway signs, or smaller signs to compliment the thematic framework from the Northern BC sign project.
- Conduct discovery session(s) with community.
- Explore design considerations and ensure alignment with community brand

Sources of Funding

- Tourism Smithers – MRDT
- Town of Smithers/other partners
- Grant income

Responsibility

- Tourism Smithers & Town of Smithers

Timeframe

- 2025

Budget

- Estimate \$50,000
- \$20,000 MRDT – engagement/creative/design
- \$30,000 Town of Smithers/other partners – sign construction/installation

Evaluation Mechanism

- Sign design approval by Tourism Smithers Board, Town of Smithers and advisory committee.
- Visually appealing and effective sign design. Costs within budget.
- Construction plans (possible installation in 2025).

Performance Measures

Expected outputs

- Visually appealing, informative signage for Smithers

Expected outcomes

- Extended stays in community
- Increased expenditures to local visitor economy

Major Category: Visitor Services

Activity Title: Visitor Centre (VC) Operations

Tactics:

Visitor servicing will continue to support the visitor in finding product and experiences to extend their stays and increase expenditures while in-destination. The Visitor Centre operations will continue to be delivered by the Smithers District Chamber of Commerce and be focused on continuing to streamline operations to minimize costs while providing meaningful service to guests as representatives of our community, region and overall Northern BC visitor experience.

- To provide in-destination visitors with accurate and reliable information, year-round to encourage extended stays and increased spending
- Continue annual training of VC staff and maintain uniformed approach to operations
- Provide visitors with friendly, motivating, accurate and up-to-date travel information and services
- Continue with the VIBE outreach mobile visitor servicing program
- Ensure Smithers themed mascot used at events to enhance promotion of SmithersEvents.com

- Work with the Town of Smithers to ensure a safe environment is created and maintained for staff and visitors.

Implementation Plan:

Short Description

- To maintain the hours of operation and the existing high standards of visitor services, VC staff training, VC staff professional look and the existing successful VIBE car program and mascot promotion.

Quantifiable Objectives

- The Smithers Visitor Centre operates year-round, with extended hours during the summer season.
- Summer staff are well trained and uniformed.
- VIBE car in operation and mascot remains active.

Rationale

Travelers demands and expectations include access to readily available information, interaction and personalization. Tourism Smithers will continue to work with the Smithers District Chamber of Commerce and Smithers Visitor Centre team to ensure a positive first impression and warm welcome to the community and meet the needs and demands of travelers and potential visitors. A year-round VC with expanded summer hours is an important community asset for on-going, year-round visitor services.

Action Steps

- Implement training for VC staff.
- Seek sponsors for VIBE program.
- Ensure mascot in attendance at community events.
- Ensure Smithers print collateral readily available for distribution.

Potential Partnerships

- Funding partner for enhanced training opportunities
- Corporate sponsor for VIBE Program.

Resources

- Visitor Centre staff admin time

Sources of Funding

- Town of Smithers

Responsibility

- Smithers District Chamber of Commerce/Visitor Centre staff time

Timeframe

- Ongoing, 2025

Budget

- \$93,340

Evaluation Mechanism

- Year-round operation of Smithers Visitor Centre with enhanced summer hours
- Trained VC staff
- Activation of VIBE and mascot program

Performance Measures:

Expected outputs

- Distribution of Smithers & Area Visitor's Guide.
- Training of VC staff.

Expected outcomes

- 10% increase in number of visitors served at Smithers Visitor Centre.
- Shared visitor statistics
- Distribution of appropriate materials

- Increase in traffic to Tourism Smithers website.

Major Category: Visitor Services

Activity Title: Riverside Municipal Campground Operations

Tactics:

To maintain the high quality of the Riverside Municipal Campground site and maintain high occupancy rate.

Implementation Plan:

Short description

- The Town of Smithers will ensure that they conduct annual and seasonal work plans to the campground that will both improve and maintain the facility and operations.

Quantifiable Objectives

- To maintain the high number of users of the park
- To maintain the 28 serviced sites, the potable water, the firewood supply, the cook shelter, the playground, the day use area and the perimeter trail access.

Rationale

- Visitation to the campground continues to increase and occupancy remains at a high level. To meet visitor demands and expectations, deliver a positive experience and ensure a high occupancy rate, the campground requires ongoing maintenance. the number of campground visitors is increasing and the site is consistently occupied.

Action steps

- Ensure annual works routines, seasonal works routines and ongoing maintenance to the park.

Potential partnerships

- N/A

Resources

- Town of Smithers

Sources of Funding

- Town of Smithers campground user fees \$155,000

Responsibility

- Town of Smithers

Timeframe

- Ongoing (Seasonal and annual maintenance schedule)

Budget

- Parks and Recreation budget of \$130,000

Evaluation Mechanism

- Well maintained park
- Maintain or improve occupancy rate

Performance Measures:

Expected outputs

- Public Works staff maintain and improve campground

Expected outcomes

- Maintained or increased visitor numbers to the park
- Maintained or increased occupancy to the campground

Major Category: Visitor Services

Activity Title: Smithers Regional Airport

Tactics:

To implement the marketing plan for the Smithers Regional Airport.

Implementation Plan:

Short Description

- The Smithers Airport and The Town of Smithers have marketing plans for the Smithers Regional Airport. Marketing efforts take place year-round and are heightened throughout the year to focus on important activities and services.

Quantifiable Objectives

- To act upon the marketing plan.

Rationale

- The Smithers Regional Airport is a vital, world-wide link to the valley's recreational assets and tourism sector. Marketing this municipal asset and regional facility will benefit the local economy and the tourism industry in general.

Action Steps

- continued advertising, brand promotion and marketing of the Smithers Regional Airport.

Potential Partnerships

- N/A

Resources

- Town of Smithers Airport Manager and airport staff time
- Tourism Smithers assistance if needed

Sources of funding

- Town of Smithers
- Airport user fees

Responsibility

- Town of Smithers Airport staff

Timeframe

- Jan 2025 to December 2025

Budget

- \$5000

Evaluation Mechanism

- presence of advertising in airport
- presence of brand promotion
- Staff in place to oversee project

Performance Measures:

Expected outputs

- Increased awareness of Smithers Regional Airport services

Expected outcomes

- Increased revenue generated in media advertising
- Increase in revenue generated from airport user fees
- Promotion of Smithers Regional Airport and Town of Smithers brand

- Visitor information on display

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-