



# COWICHAN

2023/24 Destination Marketing Plan



Tourism Cowichan gratefully acknowledges that we live, work, and play on the traditional territory of the Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, Lyackson, Pauquachin, Ditidaht and Pacheedaht Peoples.





A photograph of two people walking away from the camera through a dense, moss-covered forest. The person on the left is wearing a patterned sweater and dark pants, while the person on the right is wearing a similar patterned sweater, blue jeans, and is carrying a small basket. The forest floor is covered in green moss and ferns, and the trees are tall and covered in moss. Sunlight filters through the trees, creating a warm, golden glow. The background of the slide features a large, faint, light pink graphic of a hand with fingers spread.

# Transparency & Accountability

Tourism Cowichan is committed to improving its relevance as it represents the needs of tourism businesses:

- Identifying opportunities and challenges, through regular engagement with businesses and partners
- Reporting on performance, activities, and key learnings
- Connecting Cowichan businesses with industry programs



An aerial photograph of a coastal region. On the right, a dense green forest covers a peninsula that curves into a body of water. The shoreline is rocky and uneven, with some logs or debris visible. In the distance, across the water, there are more landmasses and mountains under a hazy sky. The water has a textured, rippled surface.

# Strategic Objectives

- 1) Increase revenue from visitation
- 2) Manage growth and benefit through seasonal and geographical dispersion
- 3) Increase stakeholder collaboration and export readiness
- 4) Support sustainable tourism initiatives and activities





## **GOAL 1: Increase revenue from visitation**

- **Objective 1: Generate leads for local businesses**
  - **Tactic 1: Increase stakeholder opportunities in marketing materials**
  - **Tactic 2: Launch new consumer website**
  - **Tactic 3: Ready to book marketing campaigns in spring and fall**
- **Objective 2: Increase brand awareness**
  - **Tactic 1: Organic social media strategy**
  - **Tactic 2: Strategic travel media engagement**
  - **Tactic 3: Print collateral (Cowichan Visitor Guide)**
  - **Tactic 4: Print advertising strategy**



## **GOAL 2: Manage growth and benefit through seasonal and geographical dispersion**

- **Objective 1: Build and position destination drivers**
  - Tactic 1: Comprehensive brand toolkit
  - Tactic 2: Expand Accessibility Guides
  - Tactic 3: Events & Festivals Fund
  - Tactic 4: Agritourism product development
  - Tactic 5: Partnership marketing investment
- **Objective 2: Increase shoulder season occupancy**
  - Tactic 1: Seasonal content creation
  - Tactic 2: Paid digital ads strategy
  - Tactic 3: Consumer newsletter marketing
  - Tactic 4: Influencer marketing strategy







## **GOAL 3: Increase stakeholder collaboration and export readiness**

- **Objective 1: Improve the visitor experience**
  - **Tactic 1: Community frontline staff training**
  - **Tactic 2: Advanced staff customer service training**
  - **Tactic 3: Cowichan FAM/Industry Day**
- **Objective 2: Increase stakeholder collaboration**
  - **Tactic 1: Tourism Tuesdays**
  - **Tactic 2: Stakeholder workshop series**
  - **Tactic 3: Stakeholder newsletter**
  - **Tactic 4: Stakeholder portal**



## **GOAL 4: Support sustainable tourism initiatives and activities**

- **Objective 1: Position Cowichan as a sustainable destination**
  - **Tactic 1: Pursue Biosphere Certification as a destination**
  - **Tactic 2: Support 4VI's Biosphere certification**
  - **Tactic 3: Develop a Sustainable Tourism Destination Action Plan**





# Target Audience

## New Visitors

- Increase brand awareness short-haul markets: Lower Mainland, Alberta and Washington (high interest and low awareness of Cowichan)
- Encourage first time visitation to Cowichan by creating targeted interest based messaging (culinary and craft beverage, arts & culture, outdoor adventure)

## Repeat Visitation

- Increase competitiveness as a destination and increase visitor experience while in destination to create the feeling of “not having had enough time to see everything there is”
- Re-market to owned contacts through paid social media targeting and email marketing to reactivate past visitors

## Increase Length of Stay & Frequency

- Establish Cowichan as a multi-community destination with convenient connectivity to Victoria, Vancouver and Seattle
- Build out itinerary functionality and website content to highlight multi-day trips



**For more information:**

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