



THOMPSON OKANAGAN

MARKETING OVERVIEW



Certified
Destination



DRIVE FOR SUSTAINABILITY

TOTA

AGENDA

National & Provincial Representation

TOTA Marketing Overview

- Thompson Okanagan
- Route 97
- Travel Media & Travel Trade
- Okanagan Recovery Campaign

DESTINATION CANADA

Markets include:

- USA
- Mexico
- UK
- France
- Germany
- China
- Japan
- India
- Australia

Events

- Travel Media – GoMedia
- Travel Trade – Rendezvous Canada

More information:

www.destinationcanada.com

CANADA 
KEEP EXPLORING

DESTINATION BRITISH COLUMBIA

Markets include:

- Canada – BC, AB, ON
- USA
- China
- Australia
- Mexico
- UK
- Germany
- Japan*
- South Korea*
- India*

Events

- Explore BC Trade & Media Events

More information:

www.destinationbc.ca

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA



BIOSPHERE

TOTA

TOTA – Thompson Okanagan

Markets include:

- Canada – BC, AB, ON
- USA
- Australia
- Mexico
- UK
- Germany

Focus:

- Share the regional story through the lens of responsible tourism

Digital & Social Marketing:

- ThompsonOkanagan.com
- Facebook, Twitter & Instagram
- #ThompsonOkanagan
- Content Development



TOTA – Route 97

Markets include:

- Canada
- USA
- RV, motorcycle & road trippers

Focus:

- Promote the longest north/south highway in North America
- Choose the route as an alternate way to Alaska

Marketing:

- Route97.net
- Facebook
- #Route97
- Route 97 Road Trip Guide



TOTA – Travel Media & Travel Trade

Markets include:

- Canada
- USA
- China
- Australia
- Mexico
- UK
- Germany
- Netherlands

Events:

- GoMedia
- TMAC
- DBC Explore BC Events
- DMO Community Forum
- Rendezvous Canada
- Canada's West
- CITAP

Other:

- FAMs
- Media Requests
- Story Ideas & Itinerary Development
- Site Inspections



Recovery Campaign

Partners:

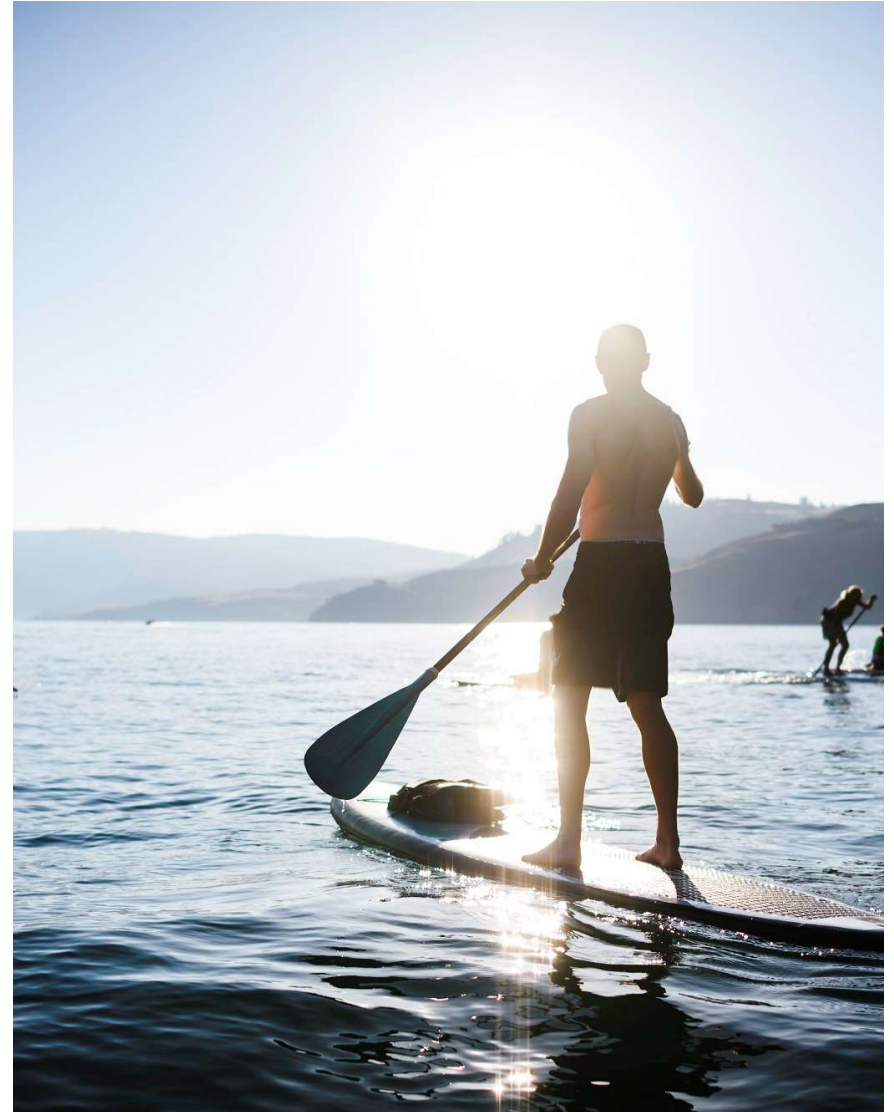
- TOTA
- Tourism Vernon
- Tourism Kelowna
- Destination Osoyoos
- Big White
- Travel Penticton
- SilverStar
- YLW

Focus

- Reinstate confidence in the Okanagan as a travel destination

Phase 1:

- Phase 1 - Winter focused digital campaign complete
- Phase 2 – Creative campaign plans in progress in market Spring 2019



Questions?

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www.TOTABC.org



TOTA