

CARIBOO
CHILCOTIN
COAST



**GOLD
RUSH
TRAIL**
BRITISH COLUMBIA



BOARD PRESENTATION
Cariboo Regional District

Cariboo Chilcotin Coast Tourism

- We are a non-profit, stakeholder-based Regional Destination Management Organization (DMO)
- We promote responsible tourism development, market the tourism products and experiences of the region, and support the regional film, motion picture and creative industries
- CCCT has operated in the region for 61 years, supporting our stakeholders

Our Vision

We invite and welcome visitors,
who embrace, celebrate and respect our vibrant destination,
our heritage, people and cultures, and
We advance innovative, sustainable visitor economy solutions,
that increase business intelligence and performance
so that
our residents, local businesses, communities and region thrive.
thrive.

Our Mission

To conscientiously steward our region's tourism assets to support responsible growth of the sector, ensuring a sustainable equilibrium between our socio-cultural, economic and natural environment while being inclusive of all Cariboo Chilcotin Coast citizens.

CCC Partner Pledge

Our CCC team adds value to Government by providing:
real-time industry information,
timely effective responses to opportunity,
proactive guidance and counsel on potential challenges,
and advancing insights on behalf of the
visitor economy within our region.

Our Team



- **Left to Right**

- **Flavia Marcondes,**
Social Media
- **Idelette Badenhorst,**
Finance Manager
- **Soren Christensen,**
Destination and Experience Manager
- **Alexandra Shuba,**
Destination Sustainability Manager
- **Frank Creasey,**
Chief Experience and Commercial Officer
- **Amy Thacker,**
Chief Executive Officer
- **Judith Call,**
Destination, Experience and Accessibility
Manager
- **Julia Gentsch,**
Office Administrator and Emergency
Coordinator
- **Ethan Moore,**
Summer Accessibility Student
- **(non-staff) Elder Patrick** from Nemiah Valley
- **Rodrigo Landim,**
Director of Marketing
- **Patti Gerhardi,**
Destination and Experience Manager

Current Programs

- Destination Development
- Emergency Management
- Sustainability Program and Biosphere Certification
- Accessibility Program
- Annual Funding
- Updating content about your communities
- Annual Tourism Summit and AGM

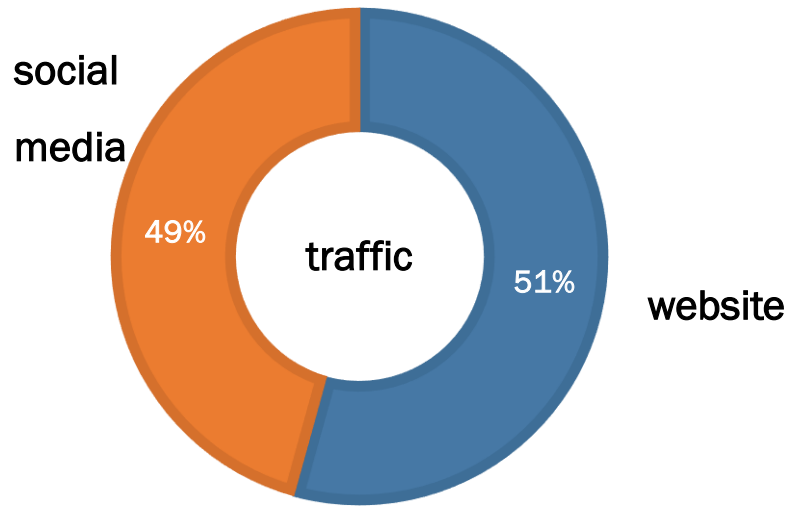
Destination Experience Managers

- Destination Experience Managers (DEMs) are the first point of contact for our operators and partners in the region
 - Chilcotin/Bella Coola Valley – Judith Call
 - Gold Rush Trail South/Land of Hidden Waters – Pending
 - **Gold Rush Trail North – Patti Gerhardi**
- We provide tools and resources from federal, provincial and regional partners to keep operators up-to-date and better able to succeed

Regional Partner Collaboration

- Relationship building and networking
- Advocating for tourism and tourism businesses
- Sharing impacts and successes in the region
- Reaching out for feedback/concerns from local governments
- Sharing opportunities to participate

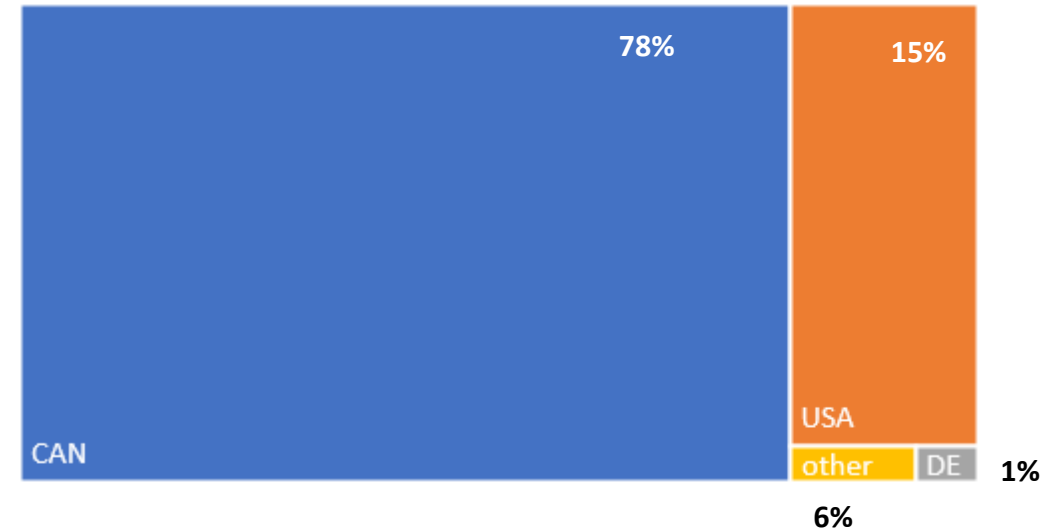
Q3 Marketing Performance



Generated 47K online referrals to stakeholders

Key Results	Website	Social
impressions views	576K	1.6M
Search & paid campaigns	6.6M	5.3M
engagement rate	72%	12%
awareness goals	789K	1.8M
conversion rate	27%	26%

Traffic geographic source



Other Campaigns	Impressions
E-newsletters	188K
Print ads	185K
3 rd party banners	2.6M
TV ads	2.1M

CRD Marketing Performance

	Content Pieces	% of total CCCT	Online Referrals	% of total CCCT
TOTAL	88K		47K	
Gold Rush Trail	20k	23%	11.3k	24%
Chilcotin	16k	18%	15.5k	33%
Land of Hidden Waters	14k	15%	10k	21%

Marketing Opportunities

- Increase number of businesses listed on CCCT website
- Participate in buy-in Marketing Campaigns (year-round advertising)
- Marketing Campaign (9) & Consumer Show Funding (4)
 - Explore Cariboo (Explore Cariboo Consortium)
 - Mountain Biking BC / BC Ale Trail Co-op Marketing Campaign (City of Williams Lake)
 - BC Winter Games (City of Quesnel)
 - BC, Calgary, & Vancouver Outdoor Adventure Show
 - (100 Mile / Barkerville / Tourism Quesnel / Williams Lake)

Marketing contact information:

Rodrigo Landim

Director of Marketing

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Contact



Patti Gerhardi

Destination Experience Manager

Gold Rush Trail North and Cariboo

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1-800-663-5885

Thank you,

Any Questions?

