



Moccasin Trails

Moccasin Trails

*Thompson Rivers University A
Marketing Case Study*

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Introduction

On January 27, 2020, one of the two owners of Moccasin Trails was interviewed in Kelowna, BC. Greg Hopf started the interview by sharing his background and upbringing, growing up as part of Yellowknife's Dene First Nation in the Northwest Territories of Canada.

A difficult childhood was strongly influenced by his mother's survival of the Residential School program, resulting in alcohol abuse and distance from the Indigenous culture. In his teenage years, when the beginnings of a dangerous path became apparent, he went to live with his aunt in Fort Simpson. There, in a small community of 900 residents, he was thriving, living a cultural and spiritual life, which defined his identity and provided comfort. Pride in and confidence with his culture grew, providing a moral compass. About his aunt and uncle, Greg says: "I owe everything to them."

Greg's talent as a hockey player saw him play junior and then university hockey, travelling all over the world, before returning to the Northwest Territories in his early 20s. He was put in a leadership position to provide motivation and inspiration for youth and work with kids who were often in a similar position he was in years earlier, trying to guide them onto the right path. With his background in and passion for sports, he created the Aboriginal Sports Circle in the Northwest Territories, building it into a respectable organization that today has programs in every community.

Eventually married and with kids, he realized that he wanted to expose his children to different parts and cultures of Canada, encourage them to take risks, and also go beyond what he and his wife had already achieved in their careers. They moved to Kelowna, BC, and Greg worked for the Thompson-Okanagan Tourism Association (TOTA) as an Indigenous Tourism

specialist. Just like his previous work in sports, he was building relationships and trust with Indigenous communities. Realizing the gap in Indigenous tourism in the region — despite the potential presented by about three million visitors, with one in three visitors looking for an Indigenous experience — Greg started Moccasin Trails with his friend Frank Antoine. Greg and Frank share a vision, philosophy, principles, and moral compass, and they are passionate about educating visitors about Indigenous culture.

Watch Video Clip 1: Interviewee Introduction ([Transcript Available](#)) (CC BY-NC-ND 4.0):



A video element has been excluded from this version of the text. You can watch it online here:

<https://moccasintrails.pressbooks.tru.ca/?p=4>

Teachers Resources

Course Fit

The case analysis encourages students to conduct research into topics such as Indigenous businesses, unique marketing challenges, approaches to create brand identities, product selection, and the intricacies of tourism marketing. Students will suggest marketing strategies that can overcome these challenges and make Moccasin Trails flourish into the future. By analyzing this case, students will be exposed to the following marketing topics:

- Marketing Strategy
- Marketing Research
- Competitive Advantage
- Brand Identity
- Brand Loyalty
- Indigenous Business
- Tourism Marketing
- Destination Marketing
- Retailing
- Positioning
- Consumer Behaviour
- Decision-Making Processes
- Marketing Communications

The analysis opportunities given through this case fit any advanced marketing course, whether graduate or undergraduate, assuming students have had exposure to basic marketing courses as well as specific marketing topics such as marketing strategy, marketing research, and consumer behaviour.

Suggestions for Use

The information in this case is suitable for specific assignment questions in multiple marketing areas. Instructors using this case may provide students with their own questions, based on the topic of their courses and the content they have covered. Below are some suggestions.

Consumer Behaviour:

- Apply decision-making concepts and steps to this case
- Apply attitude models to this situation and target audience
- Apply concepts of cultural values and reference groups to this case
- Identify suitable subcultures to be targeted
- Identify cultural influences on the behaviour of Moccasin Trails' customers
- Identify the effect of historic beliefs and presumptions
- Identify trends in corporate bookings of experiences and team building events

E-Commerce:

- Investigate the benefits of spending time and money to improve the website; clearly state specific areas to be modified.
- Research the objectives for an improved website
- Research opportunities to tie into other e-commerce operations
- Assess how e-commerce operations would fit with the indigenous focus of the company; are there special

considerations to be considered?

- What suggestions do you have to increase traffic to the website?
- How can the website be used to grow corporate business?

Advertising:

- Determine appropriate information to be used in guide book advertising, direct marketing or social media advertising
- Identify suitable print publications for advertising besides the guide books mentioned
- Evaluate research on the effectiveness of radio advertising for local businesses
- Design an advertising plan and budget for social media ads
- Investigate additional advertising opportunities for Moccasin Trails

Tourism marketing:

- Suggest additional services and package elements that could appeal to local or international tourists
- Determine additional services to be offered to the company's B2B partners
- Determine a priority list of expenditures and justify by estimating the effect on the business
- Research the success of other Indigenous tour providers in BC and identify competitors
- Research the high end tourism market in BC
- Evaluate benefits and disadvantages to working with tourism associations

- Investigate current trends in tourism marketing

Teaching Notes

Below, please find some select marketing ideas that students can be prompted to identify and research, especially if the case is used in a classroom setting:

- Using the website to promote brand loyalty, customer engagement, and feedback options
- Growing the list of corporate partners, while keeping the company's objectives and values in mind
- Finding creative solutions to receive additional funding
- Establishing ties with other tourism attractions in the area beyond wineries and golf courses
- Collecting contact information such as email, for example by using a guest book
- Identifying a personal to target the tourism offerings to

Sample Instructions for Students

Considering the information given in this case study, your task is to apply marketing concepts to recommend a marketing strategy and approach for Moccasin Trails. The goal is to research options that are available to Moccasin Trails, to explain suggestions and recommendations, and to justify your chosen marketing approach. Research into trends and lifestyle developments should be integrated. The emphasis is on justifying your choices by utilizing your knowledge of marketing theories and concepts, as well as supporting your choices with academic sources.

Time frame: 2 years

Budget: CA\$ 10,000 per year

Components: Marketing channels, messages, timing/
schedule, brand personality, target audience

The goal is to increase exposure and bookings for Moccasin Trails while also growing the brand. Establishing a reputation for integrity and authenticity is more important for the owners than quick income growth. Your analysis should apply marketing and consumer behaviour concepts, keeping in mind the limited manpower currently available. Students should also focus on suggestions that create brand loyalty and form long-term relationships for Moccasin Trails.

All recommendations should be based on a detailed analysis of the target audience, including creating a persona. Key performance metrics should be recommended and justified. Benefits and challenges for any suggestions and recommendations need to be clearly stated. Students are expected to research marketing concepts, assess brand positioning, analyze competitors, research trends and local/national politics, and justify any product strategy modifications. Recommendations should integrate multiple marketing channels with a combination of mass communications — such as advertising, promotions, or events — as well as personal communications — such as direct marketing, word of mouth, personal selling.

1. Overview and History of the Business

Based on Frank's strong connections in Kamloops, Moccasin Trails started there. It was a suitable location to learn the ropes of tourism and learn to be an entrepreneur. After 2 years, the business expanded into Kelowna, where Greg now lives, though Frank still lives in Kamloops. Pilot tours on Lake Okanagan and local trails, working with the Westbank First Nation, were successful and led to Kelowna becoming the company's second, full-product location.

Besides Greg and Frank, Greg's wife is part of the business. While Greg is usually the one in front of the camera, his wife is working behind the scenes and acting as a sounding board. Frank's wife is also involved, and Greg's children often accompany the tours as well. Moccasin Trails is also part of the major tourism associations, such as Tourism Kelowna, Tourism Kamloops, the Thompson-Okanagan Tourism Association, Destination BC, and Indigenous Tourism BC.

With regards to business requirements, Greg and Frank have to be first aid trained, including having water safety and a skippers' license. These need to be updated regularly. Their business license allows operations anywhere in the Okanagan or beyond, which enables them to provide location options and customizations as discussed later.



Fig 1: Moccasin Trails Brochure (CC BY-NC-ND 4.0)

2. The Experiences

Moccasin Trails includes three distinct segments:

- Educational — Speaking and educating as it fits into the institution’s curriculum, for example, at universities such as Thompson Rivers University, the University of British Columbia, Okanagan College, and School District 23. However, this section will not be the focus of this case since marketing is less applicable here.
- Tourism — Generally speaking, during the summer when schools are on break.
- Corporate — Team building and staff training, mostly during shoulder seasons.

After identifying the gap in Indigenous tourism offerings, Greg and Frank built their product through conversations with elders and community leaders. Moccasin Trails provides experiences, such as canoeing and hiking, to introduce visitors to the Indigenous culture of the region, from Osoyoos to Kamloops, covering Secwépemc and Syilx territory. They share places of significance and history, monuments, and stories told by elders. The focus is on providing education about the region’s specific language, ceremonies, songs, stories, people, and legends.

Example 1: Canoe tour on Lake Okanagan, visit an Indigenous winery, stop at Kekuli Café to taste bannock, or stop at the museum to see artifacts and learn about Syilx culture.

Example 2: Guide visitors on a 3-day tour, staying at Quaaout Lodge in Chase and Spirit Ridge in Osoyoos, providing interpretative talks along the way, such as territory borders, significant features, history, and culture.



OA6A2038: Kathleen Fisher: *The Confluence of South and North Thompson Rivers in Kamloops, BC* (CC BY-NC 4.0)

Canoe tours are limited to 27 guests, which is what the two canoes allow. In general, however, Moccasin Trails has the advantage of flexibility. Locations can be customized, and services can be customized. If desired, guests can fly by helicopter from Vancouver and spend the night in a winter home in the Okanagan, taste wine, and hear stories.

“We’re successful because of [sharing] those places

of significance; you're not going to find them in a brochure. You're not going to find them in an advertisement, in a magazine."

Not only are the offerings customizable and flexible, Moccasin Trails also allows every type of person to have access to the experiences. Accommodations due to abilities, fitness, age, and interest are made. The experiences allow visitors to travel the trails of the Indigenous People, be it along the earth or the waterways.

"We're focused on transforming visitors and on relationships, knowing that profits will come."

On a tour, Greg would provide education on Indigenous history from a general perspective. Adding to this, elders are supporting the experiences to share their knowledge that is specific to the local culture (e.g., traditional plants and medicines). Guests are taken on ancestral paths, such as hiking to Coyote Rock in Kamloops, paddling a lake or river, sharing stories, and explaining why Indigenous People of the region do, speak, eat, and wear what they do.

Very different from a regular hike, guests are taken back to the way the ancestors lived. They see and live the history. They are encouraged to ask questions, and Moccasin Trails wants them to leave with a deeper understanding and appreciation of the Indigenous culture, breaking down stereotypes and providing an Indigenous lens. Greg often brings his children on the tours, teaching them to share who they are as Indigenous individuals, thereby also making guests part of the family.

"In order for us to truly educate our visitors, we have to tap into their five senses. They have to see us. They have to smell it. They have to taste it. They have to hear it. They have to feel it."

For corporate team building, the company provides

experiences for staff to learn about Indigenous culture, such as being in a canoe, working as a team, and listening to elders talk about the importance of community. Greg trained as a facilitator through the Aboriginal Coaching Manual and brings this to the team-building experiences. Organizations such as the Kamloops Aboriginal Friendship Society partner with Moccasin Trails to educate their staff.

Watch Video Clip 2: MT Experience ([Transcript Available](#)) (CC BY-NC-ND 4.0):



A video element has been excluded from this version of the text. You can watch it online here:

<https://moccasintrails.pressbooks.tru.ca/?p=41>

3. Physical Products

A portion of the original startup money was used to purchase hats and shirts. They were meant for staff, providing something resembling a uniform. A larger batch of simple hats was ordered with plans to sell them; however, that batch was given to one of the owners to enable fundraising for a sick child, and it sold in 10 minutes! Additional orders of hats and shirts will be sold on the website or “out of the van” at experiences. A partnership with Okanagan Lifestyle Apparel (see Promotion) might support this project.

4. Cultural Sensitivity

With the sharing of Indigenous culture comes the question of sensitive locations and ceremonies. Moccasin Trails does their due diligence when involving the local community and elders. For example, the pictograph site visited on the Kelowna tour is a very sensitive subject, and conversations with the guests educate them on preservation and respect of the site. No sweat lodge experiences are offered, but they could be included in the future after consultations with the community. The local Indigenous communities always have ownership of what is shared; Greg is an outsider to the Okanagan nations, even though he lives here.

Within Canada, this type of company would not have been possible 10 years ago. As a culture, the Indigenous community was not ready spiritually, mentally, culturally, or physically to share. The memories were still too painful, and a lot of healing and reconciliation had to happen, but today, the cultural leaders are ready to share and move beyond the traumatic history.

The non-Indigenous side of the Canadian population has also changed dramatically in the last 10 years. Stereotypical viewpoints were common in the past. Today, universities and school districts are connecting with local Indigenous nations to let them write curriculum about their history and culture. As mentioned above, Moccasin Trails gives presentations at schools and universities; however, this is not the focus of this case.

**THE JOURNEY
STARTS HERE**

2-hour canoe journey on
Little Shuswap Lake
British Columbia

**Moccasin
TRAILS**

Monday - Sunday
Mornings 10 am - 12 pm
Afternoons 2 pm - 4 pm

Canoe Rates
Adult: \$75 pp
Youth + Seniors + Corporate (10+): \$50 pp

Salmon Dinner at Quaaout Lodge
lunch / dinner Add: \$21.75 / \$53.25 pp

**Quaaout
Lodge**

WWW.MOCCASINTRAILS.COM | 250-319-4902

Fig 2: Moccasin Trails brochure (CC BY-NC-ND 4.0)

5. Customers

Due to the three segments of the business, the customer base is varied. This section will focus on the tourism customer. Schools and other educational institutions are not targeted with marketing; instead, they are accommodated mainly during the off season. For the corporate market, Moccasin Trails targets corporations, government agencies, and sports teams.

Current trends see customers travel the world to learn about the foods, songs, and traditions of Indigenous cultures, but they also show interest in local Indigenous communities. It is the perfect time to address this desire, which is also influenced by the Canadian government making efforts to have Indigenous culture at the forefront of their messages. Moccasin Trails uses Destination Canada's Explorer Quotient Profiles (2015) as a segmentation approach and targets the Cultural Explorers profile (pp. 27–28); this means, there is more focus on education and not on targeting hardcore adventure seekers.

Generally speaking, most ages and backgrounds are suitable for the experiences. This could include local or BC residents on a staycation, with Vancouver being a major market. Experiences in Kelowna attract mostly private travel, such as families coming for the beaches, wineries, or golf. Often without an itinerary, a tour for education and spiritual learning fits most schedules.

Guests of the Kamloops experiences are often part of group travel, such as bus tours from Vancouver to Banff. Greg works with travel agents and wholesalers that distribute packages to international tour companies, becoming part of their 5–10 day itineraries.

Pilot tours have assisted in fine-tuning activities, like eliminating hikes with steep terrain, but Moccasin Trail has

not hesitated to accommodate special requests. For example, a guest in a wheelchair was fully integrated without “special treatment,” creating an unforgettable experience, which she frequently shares in her talks about accessible tourism. It also changed the outlook for Moccasin Trails, spurring plans to apply for grants for accessibility adjustments in the canoe and to work with non-profit organizations dealing with accessibility.

Watch Video Clip 3 – Accessibility ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://moccasintrails.pressbooks.tru.ca/?p=49>

6. Competition

The obvious competitors are other alternatives for activities, be it for families, for individuals, or for tour companies to include in their itinerary. Visitors to Kelowna could visit wineries, they could spend time on the beach, or they could select adventure tours. To address this, Greg plans to partner with that competition, such as wineries in the local area (e.g., visiting the Indigenous World Winery).



IMG_0945: Kathleen Fisher: Sandy hills and sagebrush in Kamloops, BC (CC BY-NC 4.0)

In the big picture, travelers could choose to go to Disneyland, Universal Studios, or Six Flags. It requires an effort by the region and British Columbia to encourage travelers to stay in BC, which the tourism associations are working on.

7. Pricing

Pricing is mainly based on the goal to compensate fully for all intellectual property, meaning the knowledge and time of elders. These costs are based on conversations with the Indigenous knowledge keepers. This is balanced with the prices that are affordable for the customers, especially families, and finding a middle way where a margin remains for Moccasin Trails. Fixed costs for package segments, such as museum entries or plate fees at wineries, are combined with running costs, such as fuel and computer use. Consultations with Tourism Kelowna, as the market experts who conduct a lot of research, also influence the price point.

Price example:

Canoe tour in Kelowna, 3 hours in duration, led by an Indigenous knowledge keeper, including pictograph site, songs, ceremonies, wine tasting at the winery, and lunch. \$95

Different from other tourism providers, Moccasin Trails' prices are transparent and stated on the brochures and website. Currently, the minimum participant number is listed as six, but adjustments may be possible, depending on the tour, since fixed components make it less flexible.

Pricing for tour companies for Kamloops experiences are typically negotiated with the agencies or wholesalers. The tourism associations provide advice on suggested pricing as well as industry-typical discounts.

When minimum participants for a tour are not reached, Moccasin Trails might contact guests and offer to run the tour

at a higher price for each guest or eliminate some segments. Again, making sure that Indigenous knowledge keepers are compensated is the highest priority with regards to pricing. This might become less and less of an issue as the operation grows.

Moccasin Trails focuses on education without having to make the finances a critical piece. There are opportunities to send proposals to the government, which is very supportive of Indigenous businesses. These funds could be used for marketing expertise and consulting (see Promotion).

Watch Video Clip 4 – Business to Business (B2B) ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://moccasintrails.pressbooks.tru.ca/?p=54>

Watch Video Clip 5 – Pricing Model ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://moccasintrails.pressbooks.tru.ca/?p=54>

8. Promotion

Within the tourism aspect, Moccasin Trails works closely with major associations, such as Destination BC, Thompson-Okanagan Tourism Association (TOTA), Tourism Kamloops, and Indigenous Tourism BC. These groups distribute brochures to their partners (e.g., hotel/motel associations and visitor centres), and they announce new offers in their newsletters and promote them on their websites.

The associations also employ market research teams that investigate target markets by Explorer Quotient (EQ) types, postal codes, and so on. This information is critical for Greg to focus the advertising budget, such as targeting Cultural Explorers in Vancouver and reaching them with newspaper or digital ads, brochures, and their website.



Fig 3: Social media presence promotion in the Moccasin Trails Brochure (CC BY-NC-ND 4.0)



Fig 4: Promoting experiences in the Moccasin Trail brochure (CC BY-NC-ND 4.0)

In Kelowna, Greg works with Tourism Kelowna to access hotels through the association’s mass email distribution list. To further assist the hotels recommending Moccasin Trails to their guests, he has also personally developed relationships with key hotels, such as the Delta Grand, providing brochures and engaging the front desk staff. This direct marketing approach allows the hotels to recommend the Moccasin Trails experiences and provides incentives, such as discounts for the

hotel or guest. Moccasin Trails' brochures are also featured on the website and on social media.

In the larger picture, the company is starting to build relationships with the Indigenous Tourism Association of Canada, being part of their tours for wholesalers. That would also allow access to reduced rates for trade shows, such as Rendez-vous Canada, the nation's largest tourism trade show, either in person or represented through the associations.

Moccasin Trails has started conversations with Air North to take advantage of the direct flights from Whitehorse to Kelowna and provide packages for their guests (e.g., three days). In addition, they discussed training Air North staff to provide a welcome and a short explanation of the traditional territories they land in. Moccasin Trails has not worked with the larger airline companies, instead relying on the tourism associations and their relationships with them.

Purchasing ad space in the guidebooks published by the tourism associations is another promotional avenue. For example, TOTA features "Route 97," which is a cross-border cooperation to market the Highway 97 corridor, and Tourism Kelowna publishes visitor guidebooks. Newspaper ads have not been used. Moccasin Trails does own two large banners that will be used in strategic locations, such as Hotel 540 in Kamloops, hopefully expanding to Kelowna hotels.

Social media promotion currently happens through Facebook, which is handled by Frank, and Instagram, which is handled by Greg. Help is needed to have a social media plan and make posts consistent. The owners have found that social media promotion takes a lot of effort and time; ideally, a social media expert would be utilized but is thus far cost prohibitive. Moccasin Trails tries to post daily but also realizes that responsiveness is key, meaning engaging with customers, replying to comments, providing contact information, and so on. A consultant could also help with the desired digital

advertising, such as search engine optimization, Google Ads, Facebook ads, or popup ads.

For the corporate customers, limited resources have been spent to promote this segment. Word of mouth seems to have worked; however, Moccasin Trails plans to make themselves more visible to industry leaders. Greg also wants to utilize his sports connections. Okanagan Lifestyle Apparel — a local apparel company with a similar philosophy of relationships, community, and ethics — are interested to learn more about Indigenous culture and to include it into daily business operations (e.g., a daily ceremony). Moccasin Trails will be featured in their list of things to do for locals.

Based on this, the marketing approach for both Kelowna and Kamloops can be considered B2B. There is no direct connection with the customers, instead relying on ambassadors, front desk staff, and visitor centres. This includes the educational component where Moccasin Trails works with schools and universities on a request basis without promoting these services.

Currently, the company's biggest challenge is to find experts to help with the marketing. This would involve target markets, advertising, branding, logos, and digital advertising. For example, a second, circular logo without text is conceptualized to add to the existing one. Aforementioned grant proposals could provide funding for this, applying through band offices or non-profit organizations. A consultant would be needed to update the marketing and business plan.

“The biggest challenge for us right now is expertise. We’re experts in the Indigenous culture and the storytelling and [...] building partnerships. We’re far from experts in marketing.”

Greg admits that the company could do a better job evaluating the experiences based on feedback and metrics. They have conversations with guests but no formal process. It would be

useful to capture the transformation and special feelings that visitors go through and use it for marketing. TOTA works with Telus, collecting data on travel destinations, personal data, and duration of stay, combined with their phone searches.

Watch Video Clip 6 – Marketing Materials ([Transcript Available](#)) (CC BY-NC-ND 4.0):



A video element has been excluded from this version of the text. You can watch it online here:

<https://moccasintrails.pressbooks.tru.ca/?p=56>

Watch Video Clip 7 – Customer Feedback ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://moccasintrails.pressbooks.tru.ca/?p=56>

9. Looking Ahead

Moccasin Trails plans to grow the business, expand the family, and build new relationships with other Indigenous communities within BC and internationally. There seems to be a lot of interest. For example, the ex-chief in Penticton would like to get involved in tourism and knows the sites of interest in his area. Moccasin Trails is looking for local champions who are in tune with their culture, share the same values, and focus on the education of visitors. This could lead into franchising opportunities, such as “Moccasin Trails Penticton.” As things progress, Greg and Frank could manage at the business level, rather than leading the trips. A wishlist of partners includes wineries, golf courses, and hotels. The wishlist for expansion also includes funds to purchase a van to accommodate multi-day adventures; up until now, they have been renting.



20x16IMG_7362 copy@0: Kathleen Fisher: Grass, Illuminated by the Sun in Kamloops, BC (CC BY-NC 4.0)

A noteworthy opportunity is the high-end tourism segment, offering customized and private packages. After proving over the years that they are a valuable partner, Moccasin Trails was approached by the Rocky Mountaineer, and they plan to work together in the summer of 2020. Additional plans call for a future top first class travelers on the train that Moccasin Trails can serve with special private experiences, such as a night in a teepee or a winter home.

Greg also identified a premium opportunity in Victoria, involving a high-end service centre. First class visitors are looking for Indigenous experiences, and with the permission from the local band, Moccasin Trails plans to build up this business and later transfer it to the local community to run. It has significant potential and might involve the relocation of Greg's business partner.

Greg would also like to approach retired NHL players in Kelowna. Taking them on a special tour with their families would create a lot of buzz throughout their extensive social media followings and attract a high-end market and influencers. For the company's social media platforms, they would like to explore linking Facebook, Instagram, and Twitter to cross-post all content.

Using Stats Canada or the research undertaken by tourism associations, the company would also like to target specific locations (e.g., with mailouts). People get a lot of emails and social media messages, so they plan to stand out with paper-based advertising. A new booking system would also allow to reduce reservations taken over the phone and enable the collection of feedback through the system, including permission to use their testimonials and pictures.

Over time, other aspects of Indigenous culture, such as sweat lodges, could be added after thorough consultation. Greg anticipates that Canadians are going to make an effort to build relationships with Indigenous nations through education, both in schools and through self-initiated research for the older

demographic that was part of the previous curriculum. This will lead to a deeper respect for and stronger relationships with Indigenous nations.

Other opportunities include branching out into organizing golf tours and other packages, serving Okanagan tourism rather than strictly focusing on Indigenous culture and eliminating the need and expenses for Indigenous leaders.

10. Resources and Credits

Resources

Information included in this case study was collected during a personal interview with one of Moccasin Trails' owners, Greg Hopf. All quotations listed in this case study are from the interview with Greg Hopf in Kelowna, BC on January 27, 2020.

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Credits

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