

Moccasin Trails

Video Clip 6: Marketing Materials

Q: Do your brochures go anywhere else? Do you ship them out to other places?

A: Well, tourism associations really help us. So, they will use all of their contacts. They'll ship them out. Visitor information centres, you know? The tourism-- For example, last year when we did a pilot run. We did three pilot runs in Kelowna when we were growing it. I sent it off to Tourism Kelowna, and they sent it off to a hotel/motel association. And so, then that was there. Where else does it go? It goes on our website. It goes on all of our social media channels. That's pretty much it, right? So, we really rely on those tourism associations, their contacts. And we've been very fortunate lately too because Moccasin Trails is a new product. So, any time there's a new product in the region, for example, Thompson-Okanagan Tourism Association. It'll go on their newsletter, for example, or it'll go on their website as a new product, which then has a huge reach. Yeah. We have two pull-up banners that are six feet by two feet, and they're just your standard pull-up banner. We're going to use those-- Last year, we didn't do it, but we're going to use those and put them in maybe two key locations for us: one in Kamloops, maybe at Hotel 540 in the lobby or something like that, and then maybe at another hotel, maybe-- I'd like to put it here at the Delta, the Delta Grand. Just maybe right at the concierge desk or at the front desk or something like that. Yeah. That's pretty much it. Just trying to get it out.

Q: Besides the banners. Any other channels? Even ads, print ads, radio ads?

A: Yeah. Tourism associations, adventure guide books. Every year they have an adventure guide book. So, TOTA has the Route 97, Tourism Kelowna has their adventure guide book every year, Tourism Kamloops-- So, we're always visible in those. We always buy ad space, you know, quarter page or whatever in those adventure books. We haven't really placed key advertising in media like newspapers or anything like that. What I'd really

like to get into is, and I'm just learning it and I don't know hardly anything about it, is digital advertising. I know for a fact that if you type in "Indigenous tours Okanagan," whether it be on Google or whether it be on Facebook, we want our ad to pop up on your computer screen, like moments after that. I don't know anything about that, but I can-- But I want to do that. I want to be able to have our advertisement on someone's Facebook feed. It pops up on their Facebook feed. 'Cause I know, I'm not on Facebook, but I know my wife gets advertisements popped up on her Facebook feed as well. And then also Google. We want to be able to make sure that key advertisements pop up on someone's computer screen when they type in, you know, certain things. So, that's something we really want to get into as well. We've never done it. I'd love to get into that. I don't know anything about it, but we'll surround ourselves with people that do know something about that.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.