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CASE STUDY

TOURISM KAMLOOPS

CIPR Communications was hired by Tourism Kamloops (TK) in July 2016 to help the organization adopt a strategic approach to their communications and to help the organization through a rebrand and website redevelopment.



403 462 1160



peter@ciprcommunications.com



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CIPR Communications was hired by Tourism Kamloops (TK) in July 2016 to help the organization adopt a strategic approach to their communications and to help the organization through a rebrand and website redevelopment. We continue to work with Tourism Kamloops and in 2018 will be executing their "Value of Tourism" public and government relations campaign.

In collaboration with TK's board, management and staff, CIPR Communications created the organization's first ever strategic communications master plan, which included a social media strategy, public and stakeholder relations strategy, media relations strategy, crisis communications strategy and all associated tactical execution plans. CIPR Communications also created Tourism Kamloops' key messages, provided extensive media training and advice to their board and executives and continues to write their press releases and President's message to stakeholders.

CASE STUDY



CIPR STRATEGIC APPROACH

With a highly strategic approach to communications, Tourism Kamloops successfully lobbied for an increase to the levy they collect from hoteliers from 2% to 3%; became the media's go to source for information about Kamloops, increased engagement with their

target audiences and grew their media and social media statistics dramatically. Tourism Kamloops is now recognized as a leading Destination Marketing Organization in British Columbia.

CIPR TACTICS

Tactics that were instrumental in the campaign included:

From day 1 CIPR has played an important role in the marketing program created by Tourism Kamloops. In 2016 CIPR assisted in a full marketing audit for the organization and created several tactical plans to reorganize and reprioritize the marketing focus for the organization and transform their focus to digital marketing over more traditional marketing avenues. CIPR has provided key support and advice to all marketing team members and leaders throughout the last 3-years including project management of their new website and CRM, social media strategy and execution for paid and organic posts, creation of key messages and themes, managing media buys locally, influencer marketing advice and support, and finding innovative marketing opportunities like podcasts and video.

Currently, CIPR is championing the Value of Tourism project prioritized by the Tourism Kamloops leadership team. Luv'n the Loops is a unique initiative that allows the organization to recruit local advocates to stand up for tourism in the community.

CIPR created the strategy and provides strategic oversight to the execution of the program, as well as implements the tactics, including:

- Hosting weekly radio segment featuring community leaders (featured on NL Radio, iTunes, Spotify, and Spreaker)
- Government relations advocacy campaign featuring postcards, calls to action, and pledges
- Expansive local media-buy including radio, television, and print
- Social media campaign across multiple platforms
- Monthly bus tour to unlikely tourism destinations
- Travel trade advice and support
- Presentation creation and coaching on tourism trends

16

-

press releases

WRITTEN BY CIPR

10-12

-

quotes in print

EACH MONTH

support +
advice

-

AROUND MULTI-MILLION-DOLLAR
MARKETING BUDGET

46,377

-

social following



FACEBOOK, TWITTER, YOUTUBE, LINKEDIN + INSTAGRAM

CIPR TACTICAL RESULTS

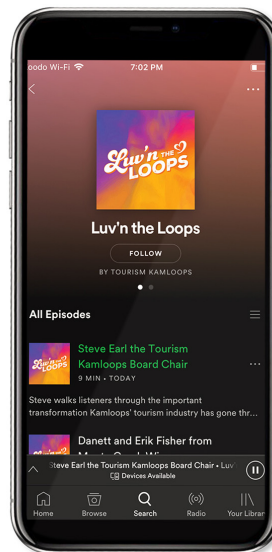
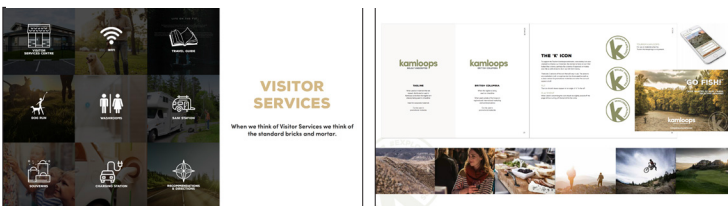
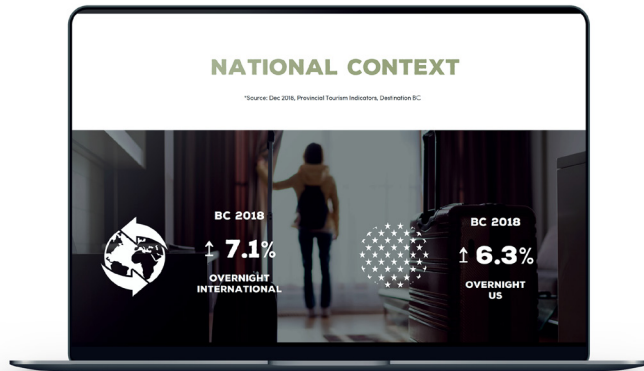
Media coverage highlights

- KAMLOOPS THIS WEEK
- SUN PEAKS NEWS
- CJFC
- CTV NATIONAL NEWS
- WESTJET MAGAZINE
- KAMLOOPS BC NOW
- SUN PEAKS INDEPENDANT
- BC LOCAL NEWS

Digital advertisements



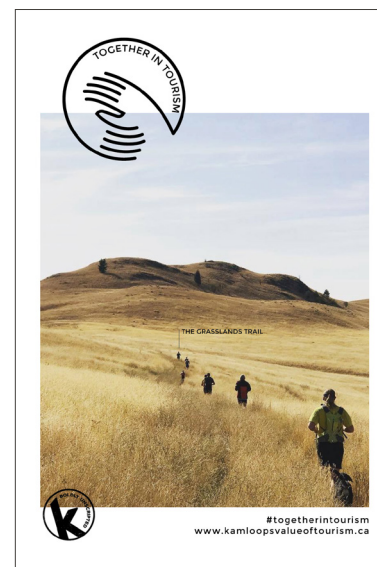
Presentation and coaching on tourism trends



Luv'n the Loops Radio Segment & Podcast

TITLE	PROGRESS
Carl Desantis from Downtown Kamloops Self proclaimed water-baby and Kamloops downtown advocate, Carl, tells us why he is dreaming of summer and pinpoints his al...	
Arlene Schieven from Tourism Sun Peaks As another exciting ski season approaches, Arlene from Tourism Sun Peaks tells us why working with Kamloops is integral to bot...	
Jon Pankuch from 55+ Games You wouldn't necessarily think Jon was integral to a thriving tourism economy - but it is. Our hosts attempt to bottle up his...	
David Tombs from Terra Restaurant From forged mushrooms to local ingredients - David is a community builder. He knows that his restaurant plays an integr...	
Dylan Methot from Mostly Mental Shuttles Dylan has built an amazing business that touches visitors to Kamloops from around the globe. He has come a long way and...	
Tyson Andrykew from Sandman Signature Tyson was instrumental in ensuring the racers (and producers) of Amazing Race Canada had a home base while competing in...	

Together in Tourism advocacy campaign



EAR [ELECTED OFFICIAL NAME].

THANKS FOR TAKING THE TIME TO CONSIDER HOW TOURISM POSITIVELY IMPACTS KAMLOOPS RESIDENTS, BUSINESSES AND THE ECONOMY. WE ARE ALL TOGETHER IN TOURISM.

TOURISM POSITIVELY EFFECTS ME BY:

SINCERELY, _____

ATTN: [ELECTED OFFICIAL NAME].

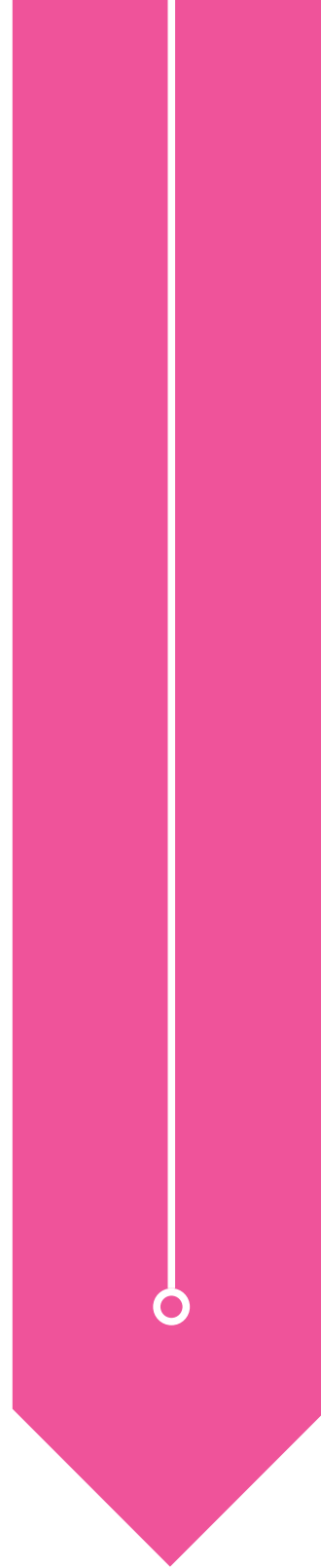
ADDRESS LINE 1

LINE 2

KAMLOOPS, BC

POSTAL CODE





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