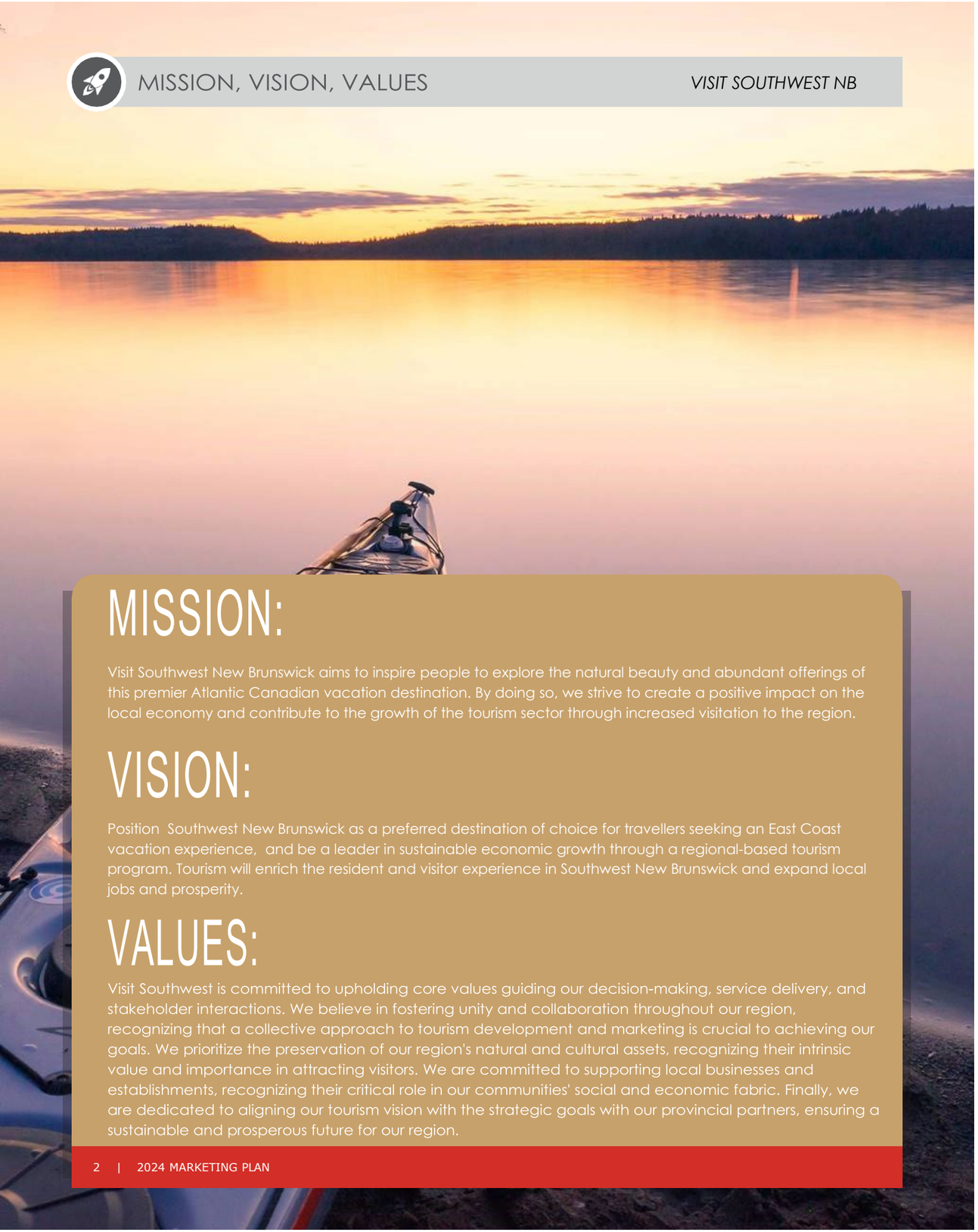

Visit
SOUTH WEST
NEW BRUNSWICK
The East Coast Is Here
2024
MARKETING PLAN



MISSION:

Visit Southwest New Brunswick aims to inspire people to explore the natural beauty and abundant offerings of this premier Atlantic Canadian vacation destination. By doing so, we strive to create a positive impact on the local economy and contribute to the growth of the tourism sector through increased visitation to the region.

VISION:

Position Southwest New Brunswick as a preferred destination of choice for travellers seeking an East Coast vacation experience, and be a leader in sustainable economic growth through a regional-based tourism program. Tourism will enrich the resident and visitor experience in Southwest New Brunswick and expand local jobs and prosperity.

VALUES:

Visit Southwest is committed to upholding core values guiding our decision-making, service delivery, and stakeholder interactions. We believe in fostering unity and collaboration throughout our region, recognizing that a collective approach to tourism development and marketing is crucial to achieving our goals. We prioritize the preservation of our region's natural and cultural assets, recognizing their intrinsic value and importance in attracting visitors. We are committed to supporting local businesses and establishments, recognizing their critical role in our communities' social and economic fabric. Finally, we are dedicated to aligning our tourism vision with the strategic goals with our provincial partners, ensuring a sustainable and prosperous future for our region.

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SITUATION ANALYSIS SUMMARY

INTRODUCTION

The global tourism sector, including Canada and New Brunswick, is experiencing a positive recovery growth after the pandemic. According to Destination Canada, Canada's tourism sector has made significant strides since the previous outlook in Fall 2022, and we are now moving past recovery to a much-welcome rebound, with tourism spend set to return to pre-COVID levels in 2023, earlier than previously forecasted.

TRAVEL

The COVID-19 pandemic caused travellers to re-prioritize travel plans (2021/2022 Travel Trends), and the inflation rates across Canada are putting further pressure on households' disposable income. Noted changes are:

- Travel abroad turned into domestic trips.
- Trips had to be cancelled altogether.
- Leisure Travel was low across the board, as most individuals sought to visit family and friends once permitted.

Discretionary time became very important, and individuals sought unique experiences while getting mentally and physically healthier. These days, travellers are making trip decisions through local resources, not just travel sites. Their destination selection process is shorter, with 40% of Canadians noting that they would plan a week-long trip in under two months (World Travel & Tourism Council).

The automobile is the most likely chosen vehicle to use for travel. With escalating fuel prices affecting all travel, individuals have migrated toward shorter road trips to destinations that offer connection to the wilderness, culture, and cuisine and are more conscious of sustainability and the environment. Travellers have shown a desire to lessen their footprint and enhance their social impact; 51% of global travellers noted their willingness to exchange their original destination for a lesser-known but similar alternative if it had a smaller footprint and greater community impact. This trend remains rising, with increasing consumer interest in sustainable travel, philantourism, and rural tourism.

Over the last two years, leisure was the main travel driver, recovering to 2019 levels in 2023. However, business travel is picking up, aligning with the increased number of people returning to the office. Total spending by business travellers will recover to $14.4 billion in 2024 in Canada, reaching 102% of 2019 levels, but it will still lag behind leisure spending. The pent-up demand for in-person meetings is anticipated to start driving smaller meeting opportunities and continued recovery.

SOUTHWEST MARKET CONDITIONS

Southwest NB's tourism industry is recovering well from the impact of the COVID-19 pandemic. As we head into 2024, the region has a positive outlook on hotel occupancy and meeting and convention bookings. Current YTD occupancy rates are up 4% compared to 2022, with attractions up on average. 26%, and US visitation up 20% from last year.

Due to the changes in travel norms caused by COVID-19, car travel and nature-based outdoor travel opportunities remain popular. Southwest NB is already a well-known destination for road trips within the province, and we expect it to continue to flourish in this area. The average stay for most of the region is 2.5 nights, unchanged from last year. In 2024, a new regional destination brand will launch in the new year, emphasizing the region's appeal as an ideal destination for travellers seeking an authentic East Coast vacation that is closer than they may think. With its rich history, hospitality, and hidden gems, Southwest NB is well-positioned to serve travellers looking for this experience and increase its visitor appeal as the go-to destination for this type of experience, with the goal of having visitors extend their stay longer, rather than pass through to other regions or provinces to experience the Bay of Fundy or Atlantic East Coast Vacations.

MEDIA

SNBSC became the regional DMO in 2023, and 2024 will be the first year Visit Southwest will be in the market with the new destination key messaging. From 2008 until the end of 2023, The Charlotte Coastal Tourism Association was responsible for promoting the region; however, due to the impact of COVID-19, operational funding challenges, and changes resulting from provincial Local Government reform, there has been no significant media presence outside of online social channels, mainly Facebook and Instagram, since 2019.

In the past, travel bloggers and writers were often hired to help promote the region, with the focus being on St. Andrews and the Fundy Isles - Deer Island, Campobello Island, and Grand Manan Island - under the Charlotte coastal brand. Traditional print media, such as newspapers and travel magazines, were used to reach visitors in partnership with the Tourism New Brunswick Travel Trade and Media Branch. Flight Radio promotion ads were run periodically to promote contests or events to neighbouring regions in the province, promoting convenient day-trip opportunities.



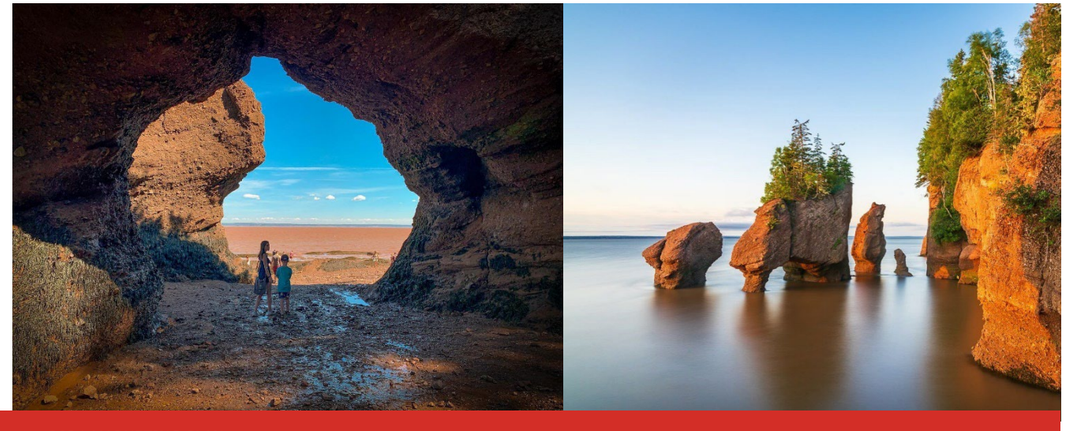
HISTORICAL CAMPAIGN CREATIVE

“The Bay of Fundy Starts Here”

The evergreen campaign messaging with the former RDMO, titled " The Bay of Fundy Starts Here," focused on inter-provincial and neighbouring US markets. The creative strategy aimed to leverage the region's proximity to the iconic Bay of Fundy as a primary travel motivator.

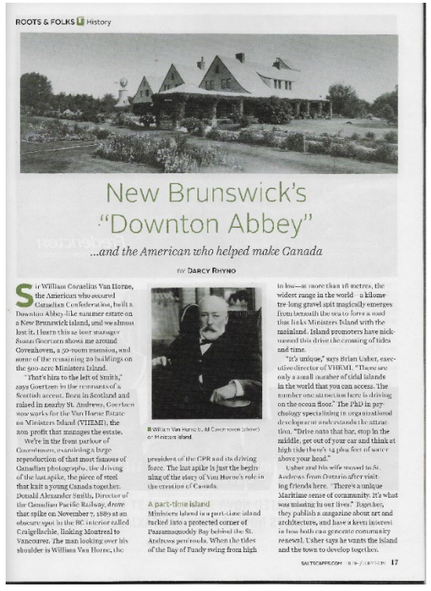
The last campaign in 2020 promoted the benefits of tourism in Southwest NB, including support for local businesses through food and shopping. To help promote culinary tourism in the region, the CCRTA launched the Instagram and Facebook photo contest #capturethecoast. Locals and travellers were invited to the region to experience memorable flavours of the region to win a prize.

The Bay of Fundy is a renowned natural wonder located in Atlantic Canada, which attracts many travellers to the province of New Brunswick, especially to the Hopewell Rocks. However, it seems that Southwest New Brunswick is not receiving as much attention as it deserves in terms of being promoted as a destination to experience the Bay of Fundy. Despite efforts to improve the SEO for "Bay of Fundy starts here", it has not ranked well, and online searches for Southwest New Brunswick as a place to visit to experience the Bay of Fundy are not yielding strong results. While the campaign's messaging aims to showcase the broader experience of the Bay of Fundy, it may inadvertently suggest that visitors should explore beyond Southwest New Brunswick, thus contradicting Visit Southwest's goal of having visitors spend more time in the region. This may be contributing to travellers moving on to see other attractions or cities in competing regions or provinces, such as the Hopewell Rocks, or simply travelling through to the other parts of Atlantic Canada without a stop. Therefore, Visit Southwest New Brunswick has decided to continue promoting the unique experience of easy day trips to the Hopewell Rocks while exploring other ways to feature Southwest New Brunswick more prominently as a key destination to experience an Ideal East Coast Vacation, with many Bay of Fundy wonders right in the region to explore.



HISTORICAL CAMPAIGN SITUATION ANALYSIS




ROOTS & FOLKS History

New Brunswick's "Downton Abbey"

...and the American who helped make Canada

BY DARCY RHYNO

Sir William Cornelius Van Horne, the American who secured Canadian Confederation, built a Downton Abbey–like summer estate on a New Brunswick island, and we almost lost it. I learn this as Jane Stanton Goertzen shows me around Covenhoven, a 50-room mansion, and some of the remaining 19 buildings on the 500-acre Ministers Island.

"That's him to the left of Smith," says Goertzen to the remnants of a Scottish accent. Born in Scotland and raised in nearby St. Andrews, Goertzen now works for the Van Horne Estate on Ministers Island (VHEMI), the non-profit that manages the estate.

We're in the front parlour of Covenhoven, examining a large reproduction of that most famous of Canadian photographs, the driving of the last spike, the piece of steel that knit a young Canada together. Donald Alexander Smith, Director of the Canadian Pacific Railway, drove that spike on November 7, 1885 at an obscure spot in the BC interior called Craigellachie, linking Montreal to Vancouver. The man looking over his shoulder is William Van Horne, the president of the CPR and its driving force. The last spike is just the beginning of the story of Van Horne's role in the creation of Canada.

William Van Horne, at Covenhoven (above) on Ministers Island

A part-time island

Ministers Island is a part-time island tucked into a protected corner of Passamaquoddy Bay behind the St. Andrews peninsula. When the tides of the Bay of Fundy swing from high to low—a more than 16 metres, the widest range in the world—a kilometre-long gravel spit magically emerges from beneath the sea to form a road that links Ministers Island with the mainland. Island promoters have nicknamed this drive the crossing of tides and time.

"It's unique," says Brian Usher, executive director of VHEMI. "There are only a small number of tidal islands in the world that you can access. The number one attraction here is driving on the ocean floor." The P&O in personology spectrum is rising in organizational development underscores the attraction. "Drive onto that bar, stop in the middle, get out of your car and think at high tide there's 14 plus feet of water above your head."

Usher and his wife moved to St. Andrews from Ontario after visiting friends here. "There's a unique maritime sense of community. It's what was missing in our lives." Together, they publish a magazine about art and architecture, and have a keen interest in how both can generate community renewal. Usher says he wants the Island and the town to develop together.

SALTSCAPES.COM 17

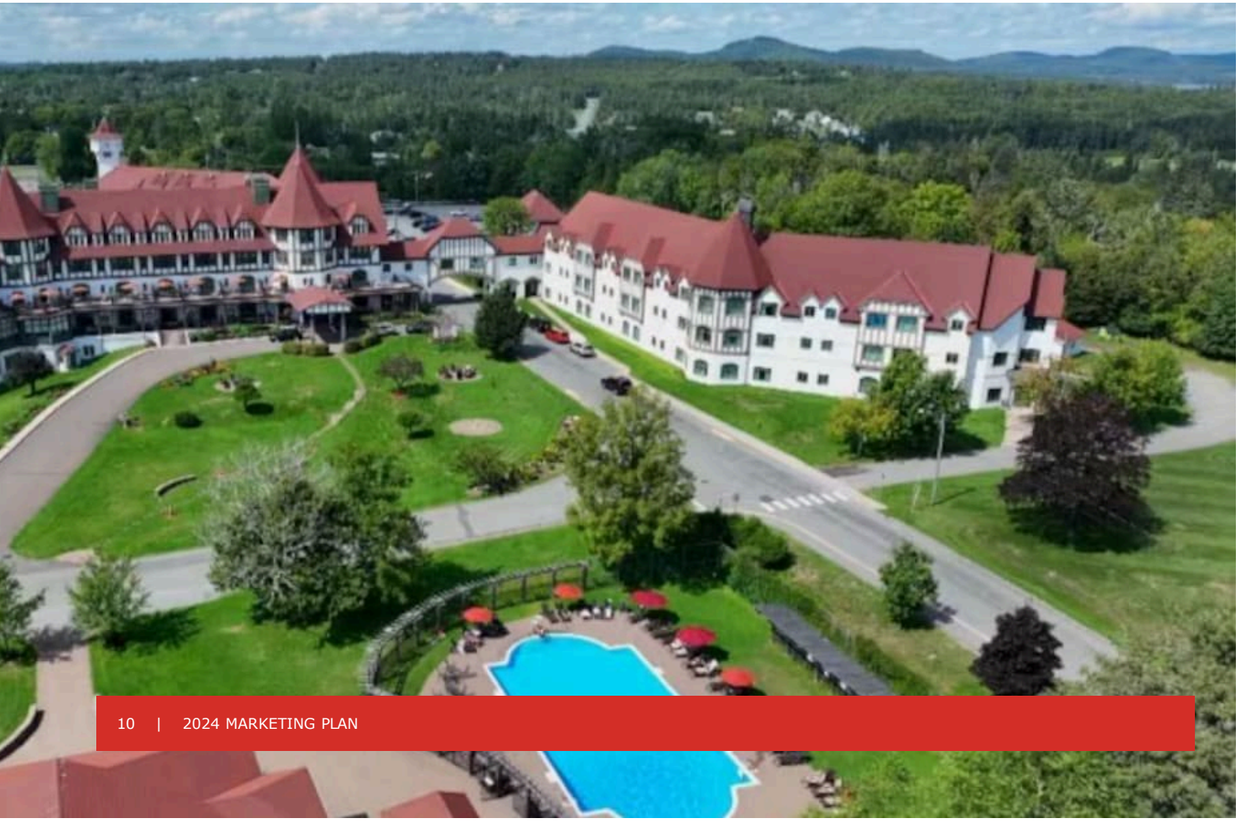


MEETINGS, CONVENTIONS & TRADE

In the past, the former RDMO didn't place much emphasis on marketing meetings and conventions. However, they did provide support to larger accommodators that focused on the amenities St. Andrews offers to groups in the seaside resort town of Southwest NB.

The planners at Algonquin Resort are experts in organizing events, ranging from board meetings and retreats to multi-day conferences that can accommodate 10 to 400 guests. The successful hosting of these events is leading to more bookings in the future. The Huntsman Marine Science Center has recently entered this space to host meetings and conferences, further expanding the market opportunity for meetings in the region.

CCRTA focused mainly on sales in the travel trade, attending trade shows for the travel industry and key association groups. Meetings and conventions were typically handled by the other suppliers, such as the Algonquin, while the former RDMO provided valuable support by offering more information about the destination experience of the region as a whole.



TARGET AUDIENCES

LEISURE

Using the Environics platform, Visit Southwest was able to capture demographic and visitor profiles, trends, and travel behaviours. This was achieved by using Prizm and Clarita's segmentation of the visitors to Southwest New Brunswick. Our target audiences mainly consist of Gen X, Millennials, and Baby Boomers. Baby boomers have started to travel more due to higher disposable income to spend on leisure activities. Further segmentation was done based on life stage, values, and demographics, which allowed us to break our visitors down into the following categories:

- Outdoorsy Suburban Families (ON, QB, NS, PEI)
- Young Urban Cultural Enthusiasts (ON, QB, NS, PEI)
- Outdoorsy Rural Families (NS, PEI)
- Road Tripping Families (New England)
- Exploring Empty Nesters (New England)

We simplified these categories into two main visitor profiles, which helped us develop tactical campaigns that spoke to our target audience. These two groups are **Seniors with Average Household Income** and **Parents of Younger School-aged Children**. The shared common values, characteristics, travel behaviours, and patterns of these two groups are as follows:

- Value a wide variety of 'bite-sized' activities that can't be done at home.
- Outdoor-oriented & Atmosphere is important during vacations.
- Seeking opportunities and open spaces that lend themselves to relaxing and unwinding.
- Affordability
- Car-based adventures

In-province markets continue to drive traffic into the region, with New Brunswick residents accounting for 43% of our visitors. Moncton region proves to be our biggest market, accounting for 30% of our interprovincial trips.

Following New Brunswick, Ontario, Nova Scotia, PEI, and New England are the top markets for current visitor traffic into Southwest NB. Florida, Quebec, and the Mid-Atlantic are other notable markets, comprising the remaining notable visitor traffic to the region (Environic Analytics).

Visitor traffic analysis has shown that the most favorable results also came from Ontario, with 19% of Southwest NB visitors from the Greater Toronto area metro area (20%) and Ottawa (10%).

MESSAGING & COMMUNICATION TOOLS

MESSAGING

We have carefully considered our target audience and identified their interests and preferences. Our focus is on creating a unique experience that connects them with the natural beauty, culture, and recreational activities of Southwest New Brunswick. The region's Atlantic Canadian profile, rich history, and proximity to the Bay of Fundy make it an ideal location for leisure travellers. Our brand's essence of **Unwind with us** will project the message of a relaxing stay. Furthermore, our coastal resort communities offer exceptional amenities, hospitality, and enhancements for weddings, meetings, and conventions, making it an excellent choice for those seeking a memorable and enjoyable experience compared to larger metropolis convention centers.

The upcoming messaging that will be introduced with the new brand promise aims to highlight **a Genuine East Coast Experience that's closer than expected** and offers both leisure and meetings and convention visitors alike.

COMMUNICATION TOOLS

Destination websites across the country have continued to be a valuable resource for visitors as consumers who want to go directly to the source for bookings. In the fall of 2023, Visit Southwest NB initiated plans to create a new website, keeping pace with travel trends and aiming to make researching Southwest NB a seamless and exciting experience. Being the primary measure of our advertising effectiveness, Visit Southwest NB will consider ways to simplify its navigation, allowing us to better capture information on how users traverse the site. The new site is set to be completed in March 2024.

Social media remains a primary channel for engaging with current and potential travellers, and Discover SW New Brunswick's social media activity and engagement continue to trend upward. We will look to introduce TikTok, LinkedIn, and Pinterest into the channel mix. Visit Southwest NB continues with Facebook and Instagram and will review whether the introduction of a YouTube channel is in the short or long-term mix. Existing YouTube and X (Twitter) Channels under the former RDMO will be closed.

*REFERENCES:

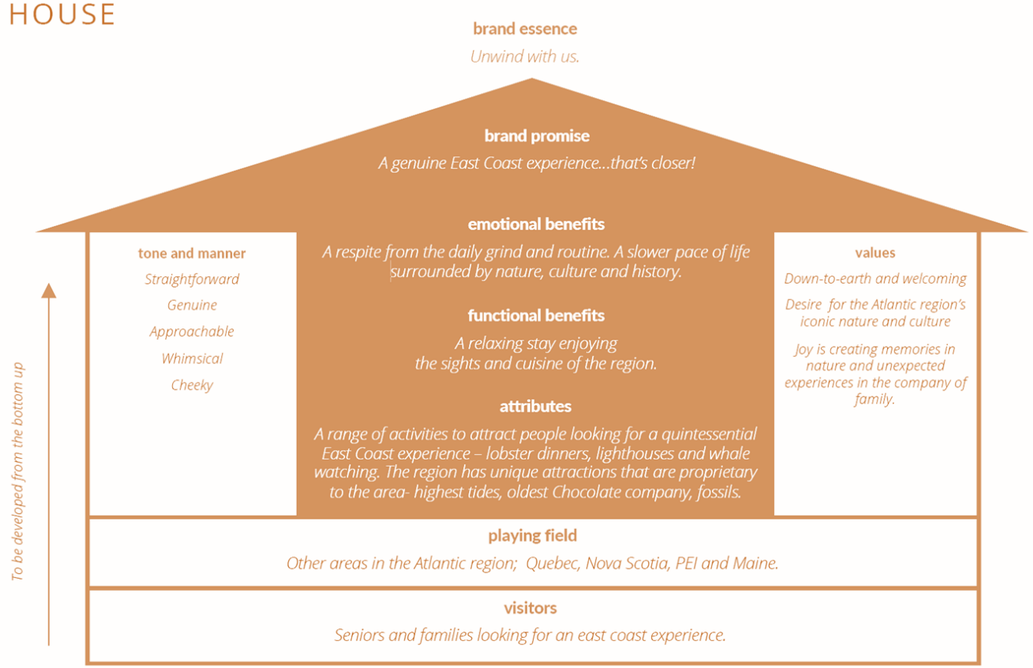
- Destination Canda
- Tourism New Brunswick – Tourism Indicator, Accommodation report, visitor sentiment
- Environics Analytics
- World Travel and Tourism Council

Visit Southwest New Brunswick faced the challenging task of creating a refreshed brand that represented all the offerings of the entire region, not just the Bay of Fundy and it's coastal communities. With the opportunity to build on the past success of the tourism sector in the region, but aligned with new strategic priorities of the Organization, our top priority was to invite people to discover our region and enjoy an unforgettable East Coast vacation.

The brand's success will be communicated through four key factors:
1. Providing an authentic and complete East Coast experience that aligns with our audience's desires
2. Offering unique activities and attractions that go above and beyond those of other East Coast destinations
3. Being more accessible than other East Coast destinations
4. Being a must-visit destination.

To achieve our goals and spread the word about the new brand, we will launch an evergreen campaign focused on building brand awareness, followed by three seasonal campaigns to keep interest in our region high.

BRAND HOUSE



GOALS AND OBJECTIVES

MARKETING GOALS & OBJECTIVES

GOAL: Establish Southwest NB as a destination with everything you seek in an East Coast holiday. A relaxing stay that allows people to enjoy the sights, cuisine, and slower pace in a welcoming and friendly environment.

OBJECTIVES:

- Increase awareness and the number of website sessions to Visit Southwest NB to generate leads to accommodators, attractions and ticketed event sales.
- Increase visitor overnight stay duration.





LEISURE VISITORS

The Marketing team will pursue new opportunities and communication channels to draw in- and out- of Province visitors to Southwest NB – enticing new visitors and converting day-trippers into overnight stays – in addition to implementing consistent initiatives that aim to raise awareness for both the area and the Visit Southwest NB Brand.

STRATEGIES & TACTICS

1 *Build brand awareness of Southwest NB in the ever-changing visitor experience.*

- **A** Utilize traditional, digital and social media to connect with new and repeat visitors.
- **B** Begin implementing the use of video messaging in digital and traditional media avenues to convey a compelling message to of the East Coast experience in Southwest New Brunswick
- **C** Construct a communications funnel for messaging to build a more effective media communication plan.
- **D** Establish content marketing as a means of delivering our messages through the implementation of Crowdriff
- **E** Develop an SEO strategy with the launch of the new website.
- **F** Utilize unique landing pages to house relevant content for varying visitor interests.

2 *Partner with New Brunswick Tourism, New Brunswick Travel Association and other Destination Marketing Organizations to further leverage the Visit Southwest NB brand.*

3 *Coordinate with our local partners.*

- **A** Proactively share partner content on Visitsouthwestnewbrunswick.com via blog and events as well as on social media channels through curated content and direct page shares
- **B** Develop programs for cross-promotion and marketing support.

4 *Focus on "attractors" and market events to inspire visitation.*

- **A** Bay of Fundy wildlife tours and experiences
- **B** Atlantic Canadian NB Artists & Museums
- **C** Trails & Nature Preserves
- **D** Kingsbrea Gardens and KIRA events
- **E** Seaside golf
- **A** Provincial Parks & campgrounds
- **B** Rosevelt International Park and Events
- **C** Lepreau Falls /UNESCO geopark
- **D** Fundy Isles- 1 Destination 25 Islands
- **E** Lighthouse and wharves, fishing villages lifestyle and traditions
- **F** St. Croix Watershed, Atlantic Salmon Angling, Fish and Hunt
- **G** Ganong's Chocolate Company/Chocolate Fest
- **H** Huntsman Marine Aquarium and Dunn Theater Events
- **I** McAdam Train Station/Van Horne train Heritage- Ministers Island
- **J** Public Beaches and waterways

6 *Highlight unique local dining and entertainment activities in Southwest NB.*

7 *Create a welcoming atmosphere for Cruise travellers.*

- **A** Create day trip and two-day trip itinerary information.
  Coordinate / Communicate greeting arrivals with our visitor Information Centers

8 *Piggyback on Fredericton PGA, and Saint John events to drive day trips to Southwest NB.*

- **A** Capitalize on road trip interest in the Southwest market.
- **B** Utilize one-day and two-day trips to drive traffic and potential overnight stays.

9 *Educate and engage parents coming to the region for sporting events on the activities and events in Southwest NB.*

- **A** Communicate to family and friends of sports players about the opportunities to enjoy Southwest NB
- **B** Geo-target specific messaging around the major recreation facilities arenas

10 *Flight media around key events and seasonal activities.*

- **A** Use traditional media for broad brand awareness in the targeted geographies.
- **B** Use digital media to create messaging frequency to the target audience in the destination shopping phase.
- **C** Retarget audiences clicking for more information on Southwest NB
- **D** Align media selections with the target audiences' demographic and lifestyle factors.
  - Use traditional media for brand awareness and to reach new potential visitors.
  - Use digital media to deliver specific targeted messages to those interested in Southwest NB (e.g. Beaches and provincial Parks, history, unique Southern NB travel activities such as whale watching and puffin tours, attractions, family-friendly opportunities, hidden gems, etc.)
- **E** Create three-day weekend opportunities surrounding sporting events, concerts, travelling shows and other events for visitors to stay the weekend in Southwest NB
  - Showcase hotels garner hotel participation.
  - Create weekend itineraries to promote other activities surrounding big events, including:
    1. Dining
    2. Island Hopping Exploration
    3. A Beach a Day
    4. Top Trails
    5. Kayaking or Sightseeing tours

11 *Develop and promote outdoor activities.*

a. Promote the 21 Nature Preserves and Parks in the region.
b. Support trail events and openings such as St. Andrews Trail Fest, paddle fest
c. Promote walking trails and Nature Preserves for visitor interactions.
d. Parades and outdoor celebrations
   i. Firework displays.
   ii. International Homecoming, Christmas parades, Fall Fair, Fog Fest, Sea Glass Festival, Sandcastle competition,

MEETINGS, CONVENTIONS & WEDDINGS

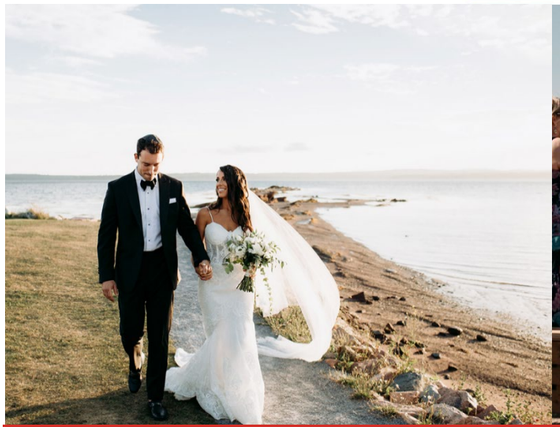
Market Southwest NB as a seasoned host for meetings & conventions within various industries and the idyllic location for beach, island, or rustic rural weddings. These business events and celebrations bring in overnight guests, many of whom rely on hotels to accommodate their lodging and/or events. They also support other local industries as attendees explore the region in their free time.

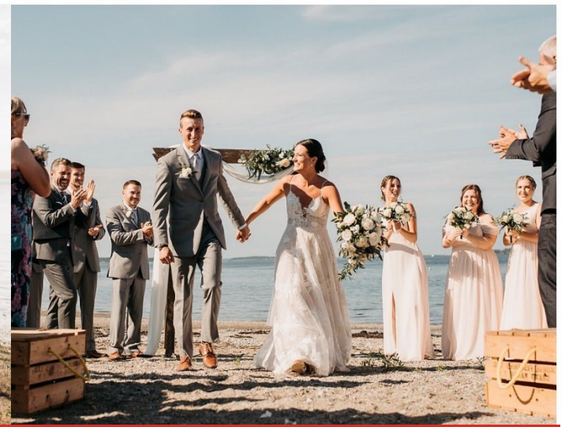
STRATEGIES & TACTICS

1 *Promote success stories about Southwest NB meetings, conventions and events.*
- **A** Concerts
- **B** Sports
- **C** Conventions
- **D** Association meetings

2 *Create brand awareness of Southwest NB meetings capabilities to specific target groups.*
- **A** Attend trade shows with target groups.
- **B** Continue familiarization tours for travel bloggers and international tour groups.
- **C** Develop a unique landing page on the new website for sales and meetings.

3 *Position Southwest NB as an idyllic host for small-scale weddings with unlimited gorgeous backdrops, four-season natural beauty, with talented wedding industry vendors*
- **A** Market amenities and experiential opportunities for couples as they are offered.
- **B** Curate sales video and sales collateral materials
- **C** Begin presenting opportunities at trade shows.
- **D** Work with provincial and partner sales teams for FAM trips





TRAVEL TRADE

The Team will work closely with Tourism NB to promote Southwest NB to international and Domestic buyers. With the region's unique offerings, sales and marketing in the travel trade sector will increase tourism and hotel occupancy.

STRATEGIES & TACTICS

1 *Work with potential regional suppliers to assist them in being market-ready for travel trade opportunities.*

2 *Work and build relationships with all local suppliers to buyers.*

3 *Participate in industry trade shows to reach targeted meeting professionals for group and international travel.*

4 *Continue to pursue unique partnership opportunities with industry, Province and DMO partners.*

5 *Host familiarization (FAM) tours for receptive tour operators to incentivize them to bring their clients to Southwest NB.*



DESTINATION EXPERIENCE

Ensures all Southwest NB area travellers and convention delegates have a positive and enriched visitor experience. These efforts are crucial to spreading positive word-of-mouth, generating influential social media conversations and converting first-time visitors into advocates of Southwest NB.

The department will leverage visitor touch points to highlight key Southwest NB offerings, enhance visitors' experiences and convey Southwest NB's hospitable environment in organic and unexpected ways.

STRATEGIES & TACTICS

1 *Develop an ambassador program for visitor services which has a unique "Southwest NB" welcome template for all guests.*
- **A** Identify what an ambassador should know to be a friendly resource for info on Southwest NB
- **B** Create contact points for more information/knowledge of Southwest NB (Visit Southwest NB website)
- **C** Create a program or game to make it fun and rewarding to learn more about Southwest NB
- **D** Involve hospitality employees and visitor center staff in a game environment to learn more about Southwest NB

2 *Identify entry and exit points to welcome and invite all visitors back to Southwest NB.*
- **A** Visitor Center locations
- **B** Passenger pleasure vessel wharves
- **C** Airports
- **D** Rental car locations
- **E** Potential out-of-home advertising

3 *Align visitor center collateral material with Visit Southwest NB campaign creative to emphasize the unique, authentic experience message.*

4 *Continue to participate in professional conferences that foster learning and growth and allow for key takeaways that enlighten the team and offer new ideas on how to better sell the region for return visits.*

5 *Leverage authentic Southwest NB experiences to curate unique gathering opportunities for prospective groups.*
- **A** Feature neighbourhood or geographic-specific things to do in proximity to key meeting or event locations through web, social and content marketing.

EVENTS & PROJECTS

Pursue new opportunities for special projects and events that ultimately increase hotel occupancy throughout the year. These events are often why first-time visitors come to Southwest NB and can act as a great gateway to promoting further exploration of the region.

STRATEGIES & TACTICS

1 *Identify key opportunities to welcome new visitors to Southwest NB.*
- **A** Concerts
- **B** Sporting Tournaments and Sporting events
- **C** Festivals and fairs
- **D** Regenerative travel opportunities ie: The Great fundy Coastal Clean up
- **E** Indigenous Culture and History

2 *Develop information packages for local businesses and accommodators to maximize the impact of events in their surrounding area (annual event calendar, visitor guides)*



ADVERTISING COMMUNICATIONS

What, where and when we communicate are all part of the dialogue of preparing and welcoming current and future visitors. Visit Southwest NB's advertising communications plan should be a conversation that draws visitors to our region. The evolving media market provides numerous opportunities to convey our stories in many ways – via our website, partner websites, blogs, sponsored content, social media, traditional media, digital media, and paid and non-paid organic media. Each medium will deliver the Visit Southwest NB message through the lens of the actual platform, addressing the target audience in an authentic and enticing manner. An effective media plan reaches out to each group and is designed to build anticipation of the Southwest NB experience.

STRATEGIES & TACTICS

1 *Provide dynamic digital visitor information services for individuals, groups, and event visitors to drive increased spending in-market.*

- **A** Develop unique landing pages for large events/conventions.
- **B** Develop a variety of itineraries for visitors that include multi-day, 24-hr., family-friendly and Romantic getaways.
- **C** Develop a new website that directs visitors and provides more in-depth knowledge of why to visit Southwest NB
  - Develop the website to align with destination websites that support the travel planning journey.

1. Create unique points of interest that establish the destination as a unique experience through images, video and virtual tours.
2. Communicate and speak directly to the target audience.
3. Provide the tools and information to coordinate the visitor's or visitors' travel plans for leisure travel, meetings, conventions, and weddings.
4. Assure the website is in alignment with Visit Southwest NB brand standards.
   - Tell the Southwest NB visitor story.
   - Communicate events and activities in the market.
   - Employ SEO best practices and ensure that Visit Southwest NB is associated with generating content for users online (both travellers and locals alike) looking for information about Southwest NB
   - Create strategic landing pages that coincide with creative to increase online engagement.

3 *Communicate what Visit Southwest NB does to create a positive economic impact.*

- **A** Identify Visit Southwest NB as a resource for what's happening in Southwest NB
  - seasonal online updates /radio sponsorships
  - Cross-promote with relevant partner organizations to share what is going on in Southwest NB
- **B** Garner user-generated content to showcase events and the region in an authentic manner for improved messaging.

3 *Communicate Southwest NB as a unique travel destination with authentic Atlantic Canadian Flair, enriching experiences and an exciting variety of offerings.*

4 *Promote staycation itineraries for locals and visitors that promote all Southwest NB has to offer.*

- **A** Promote itineraries for local families/individuals to become tour guides for family and friends in the Southwest NB market.
- **B** Promote unique communities and partner businesses to the locals.
- **C** Categorize itineraries for a specific pursuit.
  - Trails and outdoor activities, including Fish and Hunt
  - Shopping and dining
  - Museums and the arts
  - Live music
  - Beaches and Provincial Parks
  - Wildlife watching and Tours.

5 *Promote diversity, equity and inclusion through all marketing efforts and visitor experiences.*

- **A** Depict the variety of lifestyles and community members that enjoy Southwest NB as their home.
- **B** Represent the friendly and hospitable atmosphere that Southwest NB offers which equates to the diversity of cultures and traditions that helped shape its East Coast welcoming nature.

6 *Create and maintain all media lists for content marketing and press releases.*

7 *Continue to invite and welcome travel bloggers, photographers and journalists to experience Southwest NB and document and share their stays.*

A Develop criteria for the selection of print, electronic, and digital publishers

8 *Increase the share of voice to the defined target audience.*

A Redefine the geographic target audience to capitalize on those who are most likely to travel to Southwest NB

B Crate a media flow chart for the newly defined audience and geography and modify as required

- Utilize traditional and digital media to strengthen the sharing of the Visit Southwest NB story
  1 Out of Home
  2 Print
  3 Digital
  4 Social
  5 Radio
- Use video in digital, content and social media to better communicate the Southwest NB story

C In all media, communicate a call-to-action for ease of bringing the target audience to the Visit Southwest NB website, visitor centers and in-market activities

D Promote the hashtag #DiscoverSWNB equity to further brand footprint and track relevant conversations

E Use QR codes to track activity and measure response

F Align content categories with seasonal activities and event calendars to ensure relevancy to viewers

- Listicles
- Itineraries for day trips and weekend trips
- General information/news
- Creating landing pages for relevant content

G Create promotional materials for distribution throughout the year to visitors to promote Southwest NB

- T-shirts
- Sand pails
- Magnets
- Stickers

H Partnership development

- Work with hotels and large conventions to promote Southwest NB during their events by providing promotional materials
- Enhance relationships with Municipal organizations and chambers to increase prospective resident knowledge of Southwest NB
- Leverage a team of Southwest NB brand ambassadors as advocates for Visit Southwest NB
  1 Business leaders
  2 Hospitality leaders
  3 Economy and Employment leaders

CREATIVE STRATEGY 2024

Visit Southwest NB knew that it had to create a compelling and bold campaign to tell our new brand story and capture the attention of travellers. It had to communicate that the region has everything a traveller seeks to unwind, and an East Coast experience is closer than they think. The antidote to the drive-through province, Southwest NB is primed and ready to welcome those looking to have an authentic East Coast experience.

The solution...

“The East coast Is Here.”

The feels are different here. There's a quality in the air. Is it the friendliness in our welcome? Or our laidback East Coast ways? Maybe it's the whales. Or our lush, winding trails. There're quaint, cozy towns. And scenic beaches all around. Have no doubt, we're chock-full of genuine East Coastness.

Swing by – we'd love to show you around.









EVALUATION

RECOMMENDED EVALUATION

LEISURE

- Measure lead generation and provide year-over-year comparison to observe upward or downward trends. Consider the following:
  - Website leads
  - E-newsletter subscriptions
  - RSS feed subscriptions
- Analyze social insights through year-over-year comparison. Consider the following:
  - Overall page audience
  - Mobile usage
  - Shares by users
  - Engagement
  - Click-through rates
  - Web traffic to the Visit Southwest NB website
- Measure social conversions and efficiency and compare year-over-year. Consider the following:
  - Cost-per-click
  - Cost-per-engagement
  - Cost-per-like
  - Cost-per-lead
  - Cost-per-thousand
- Measure user conversions from social platforms. Consider the following:
  - Facebook
  - Instagram
  - LinkedIn
  - YouTube
  - TikTok
  - Pinterest
- Track social hashtags (#DiscoverSWNewbrunswick, #VisitSWNB) for qualitative analysis of conversations surrounding Visit Southwest NB and/or Southwest NB in the social sphere.

MEETINGS, SALES, SERVICES AND SPECIAL PROJECTS

- Measure lead generation for meetings and special projects and provide year-over-year comparisons to observe upward or downward trends. This includes an analysis of the following:
  - Website RFP forms on the Visit Southwest NB site
  - Leads captured at trade shows/events
  - Direct inquiries overall
  - Quantify earned media impressions and compare year-over-year
  - Review hotel occupancy to analyze upward or downward trends
  - Number of FAM tours
  - LinkedIn conversations
  - Blogger inquiries for Southwest NB visits

VISIT SOUTHWEST NEW BRUNSWICK