

CROWSNEST

SCENIC 3

SPRING 2022 CAMPAIGN SUMMARY





## CAMPAIGN OVERVIEW

The Crowsnest Tourism Alliance began in 2020 to promote “Crowsnest Scenic 3” from Boundary Country to the Similkameen Valley through Destination BC’s Industry Co-operative Marketing Program. The partners involved in the Crowsnest Tourism Alliance are Boundary Country Tourism, Destination Osoyoos, Similkameen Independent Winegrowers Association, and the Similkameen Valley Planning Society.

The 2022 Spring Campaign consisted of the following activities and marketing initiatives:

- Digital audit of microsite ([www.crowsnestscenic3.com](http://www.crowsnestscenic3.com)) and social channels to ensure full channel optimization;
- Digital campaign including Facebook and discovery advertising;
- Sponsored article, advertising, and social media campaign on Calgary Herald.

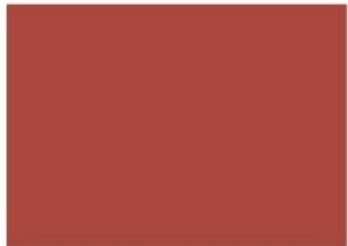
# BRAND DEVELOPMENT [2021]



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B:32  
  
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M:0%  
Y:0%  
K:100%  
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R:189  
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M:24%  
Y:38%  
K:0%  
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## Headline Fonts

Cc  
ABCDEFGHIJKLMNOPS  
TUVWXYZ 1234567890  
// GREAT FOREST REGULAR

## Body Copy

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Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890  
The quick brown fox jumps over the lazy dog  
// Myriad Pro Regular

Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890  
The quick brown fox jumps over the lazy dog  
// Open Sans Light



BRITISH COLUMBIA, CANADA



Share your experiences with us #cruisehecrownsnest  
Dreaming of authentic, relaxing experiences, spectacular scenery, the smell of mountain air, the taste of a just-picked peach? Cruise the western Crow's Nest Highway 3 and immerse yourself in something real. From Manning Park to Christie Lake you will travel through wide-open spaces. Hike a mountain trail, Rest the Similkameen River, visit fruit stands, markets and farm-to-table restaurants. Sip award-winning wines & ciders. Relax at resorts, rustic inns or unique B&B's. Golf, fish, bike and swim or bask in the sun on a beach. Catch a piece of history or learn something new. With so much to experience, we guarantee lasting memories! Visit us in the [Similkameen Valley](#), [Okanagan](#) and [Boundary Country](#).

PLACES



EXPERIENCES



GETTING HERE



# WEBSITE DEVELOPMENT [2021]

Crowsnest Scenic 3 contracted Terrafirma Digital Arts to develop the campaign microsite ([www.crowsnestscenic3.com](http://www.crowsnestscenic3.com)) which includes the following features:

- Dedicated [Blog Section](#)
- [Themed Content Pages \(Trails, Wine/Cider/Spirits, Farm to Table, Lakes and Rivers\)](#)
- Highway 3 Map with links to [partner pages](#)
- Interactive [photo gallery](#)



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## WEBSITE AUDIT [2022]

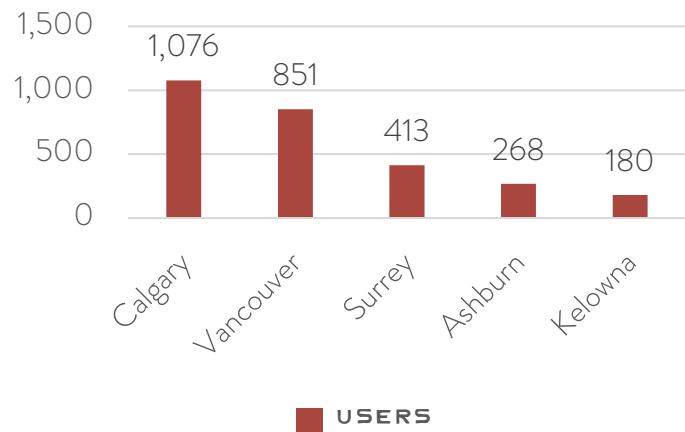
Crowsnest Scenic 3 contracted Kat Sterns Consulting to complete a detailed audit of digital channels and [crowsnestscenic3.com](https://crowsnestscenic3.com). The audit focused on the following and provided the Crowsnest Tourism Alliance with a checklist to optimize digital channels:

- Website performance and user experience
- Technical considerations (site speed, script, and plugin use)
- Social media engagement and strategy

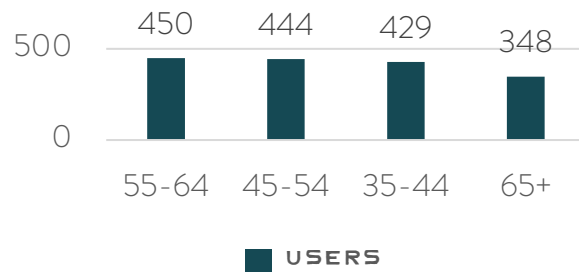
# WEBSITE DEMOGRAPHICS [2022]

Crowsnestscenic3.com had a total of 6,046 users to date in 2022 vs 4,816 users in 2021 (+25.54% increase)

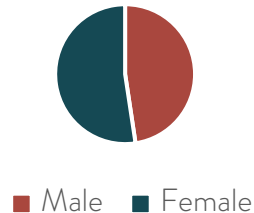
## TOP CITIES



## TOP AGE RANGE



## GENDER



# SOCIAL MEDIA

In 2021, branded Facebook and Instagram accounts were created to produce social media posts and grow an organic following. The accounts have resulted in the following to YTD (August 2022):

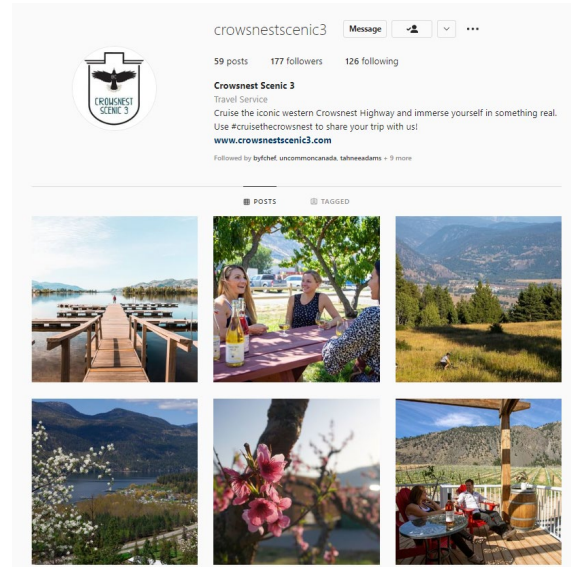
- 177 followers on [Instagram](#) (+40 over 2021)
- 161 likes on [Facebook](#) (+82 over 2021)
- 795 hashtag uses of [#cruisethecrowsnest](#) to date



**Crowsnest Scenic 3**  
@crowsnestscenic3 - Travel Service

Learn more

[crowsnestscenic3.com](http://crowsnestscenic3.com)

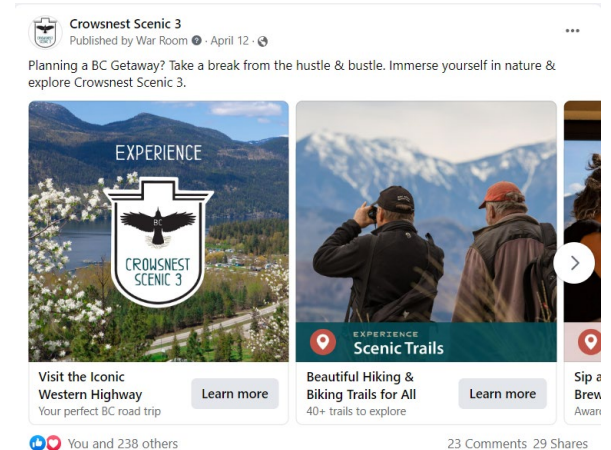
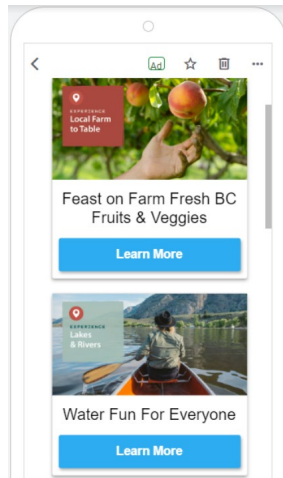




# 2022 SPRING DIGITAL CAMPAIGN

From April 19<sup>th</sup> – May 28<sup>th</sup>, 2022 Crowsnest Scenic 3 ran a digital campaign managed by War Room which included Facebook and discovery advertising.

The campaign resulted in a total of 765,842 impressions; 4,864 ad clicks; 3,634 landing page visitors; 600 conversions (12.34% conversion rate).







# CALGARY HERALD CAMPAIGN

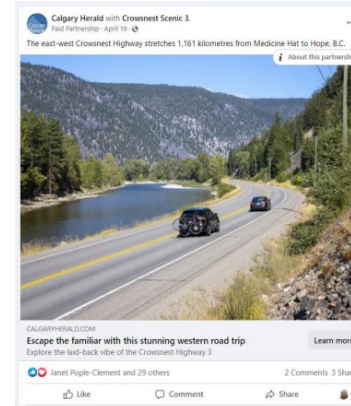
For spring 2022, Crowsnest Tourism Alliance chose to run a sponsored story in Calgary Herald, a key outlet for the AB market. [Click to view story.](#)

As a result, there were **4,537 page views** (story visits), the average time spent on site was **3:20**, and in-article ads had a **CTR of 1%**.

Facebook story drivers had an average engagement rate of **3.33%** with **338 ad engagements**. Facebook ads promoting [crowsnestscenic3.com](https://crowsnestscenic3.com) had a reach of **47,136** with **1,455 clicks** to the website.



'Transform your time behind the wheel into a fantastic trip through three key regions'  
This year, travel the Crowsnest Highway 3 through Boundary Country, Osoyoos and Similkameen Valley and wine country.  
Sponsored by [Sponsored by Crowsnest Scenic 3](#)





SIMILKAMEEN  
INDEPENDENT  
WINEGROWERS

