



CRUISE THE CROWSNEST HWY

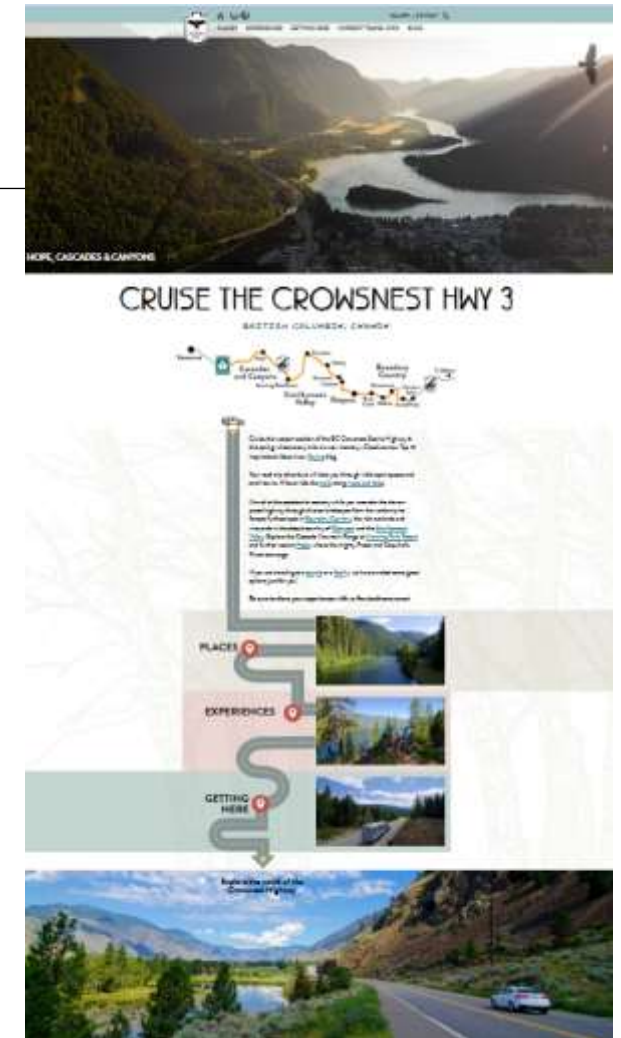


CROWSNEST SCENIC HWY 3

Destination BC Co-Op  
Marketing Program

# Destination BC (DBC) Co-op Program Cruise the Crowsnest Scenic 3

- Crowsnest Tourism Alliance Partners
- Marketing Highlights - FY 2025/26
- What's Next – FY 2026/27
- Contact: Tourism Services Contractor



# Destination BC (DBC) Co-op Program Cruise the Crowsnest Scenic 3

Similkameen Valley Planning Society (SVPS)

- Lead applicant for the consortium
- Project management & administration
- Alliance Partners:
  - Hope, Cascades and Canyons
  - Manning Park Resort
  - SVPS with Similkameen Independent Winegrowers
  - Destination Osoyoos
  - Boundary Country

## CRUISE THE CROWSNEST HWY 3

BRITISH COLUMBIA, CANADA



<https://www.crowsnestscenic3.com/>



# Marketing Focus of Effort – Cruise the Crowsnest

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- The objective of this initiative is to enhance the quality of life for residents along the Crowsnest Corridor by promoting responsible tourism that aligns with the unique economic, cultural, and environmental values of each community.
- Through strategic marketing, we aim to foster tourism that supports these communities, from Hope to Christina Lake creating a positive impact for both residents and visitors.
- Unified theme "Every Mile, a New Memory"



BC Primary



Alberta Secondary



Washington State Tertiary



# Marketing Focus of Effort – Cruise the Crowsnest

- Website
  - Audit, SEO, (AI search response considerations), website image & content refresh
  - Content: Blogs, Seasonal Slide shows, Video
- Postcards
- Organic Social Media – Facebook & Instagram
- Digital Campaigns
  - Postmedia – Alberta
  - META
  - Google Display Network



# Cruise the Crowsnest – Website Refresh



Website audit, update site for partner set-up, map, new imagery, video, slide shows.

<https://www.crowsnestscenic3.com/>



# Cruise the Crowsnest - Seasonal Campaign Blogs

<https://www.crowsnestscenic3.com/blog/>



## TOP 10 THINGS ON THE CROWSNEST HIGHWAY THIS SPRING

Discover 10 unforgettable spring experiences along BC's Crowsnest Highway—from hikes and wildlife to wine, culture, and scenic stops from Hope to Christine Lake. » [MORE](#)



## TOP 10 SUMMER TRAVEL IDEAS FROM HOPE TO CHRISTINA LAKE

Explore Crowsnest Highway (Hwy 3) in the Summer. From Hope to Christine Lake and everywhere in between there are things to do for » [MORE](#)



## TOP 10 THINGS TO DO IN FALL ALONG THE CROWSNEST HIGHWAY

Explore Crowsnest Highway (Hwy 3) in the Fall. From Hope to Christine Lake and everywhere in between there are things to do for » [MORE](#)



## 10 MUST-DO WINTER EXPERIENCES ON THE CROWSNEST HIGHWAY

Explore Crowsnest Highway (Hwy 3) in the winter. From Hope to Christine Lake and everywhere in between there are things to do for... » [MORE](#)



# Cruise the Crowsnest - Specialty Blogs



## MORE THAN A ROAD: DISCOVERING CULTURE AND CONNECTION ALONG THE CROWSNEST HIGHWAY

The Crowsnest Highway 3 reveals stories that have shaped generations of people and landscapes. » [MORE](#)



## BEYOND THE PASS: A VISITOR'S GUIDE TO RESPONSIBLE TRAVEL ALONG THE CROWSNEST HIGHWAY

From the peaks of the Rockies to the small towns and valleys that dot the highway, this is a place shaped by nature, culture, and resilience. » [MORE](#)

1. **Inclusive marketing** (highlighting diverse cultural experiences, accessibility, gender)

<https://www.crowsnestscenic3.com/more-than-a-road-discovering-culture-and-connection-along-the-crowsnest-highway/>

2. **Visitor education** (fostering responsible tourism)

<https://www.crowsnestscenic3.com/beyond-the-pass-a-visitors-guide-to-responsible-travel-along-the-crowsnest-highway/>



# Cruise the Crowsnest - Videos



Website and vertical format videos for social media. Spring 2025 video, Fall 2025 video

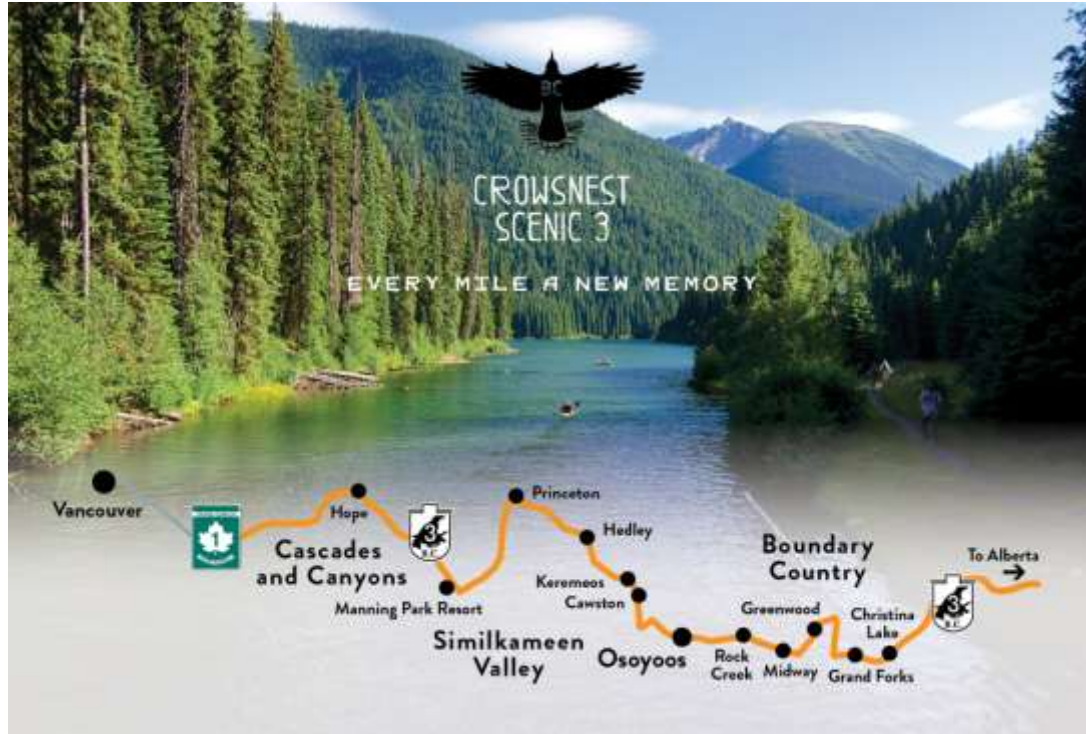


<https://www.crowsnestscenic3.com/places/>

<https://www.crowsnestscenic3.com/top-10-things-to-do-this-fall-along-the-crowsnest-highway/>



# Cruise the Crowsnest Postcards 15,000 distributed by the partners



**HOPE** CASCADES & CANYONS

**MANNING** PARK RESORT

destination **Osoyoos**

Similkameen Valley  
*Rugged. Rustic. Real.*

SIMILKAMEEN INDEPENDENT WINEGROWERS

**BC** BOUNDARY COUNTRY  
Adventure Unlimited

**Crowsnestscenic3.com**

Cruise the Crowsnest for your BC Highway 3 Road Trip

# Cruise the Crowsnest Digital Marketing Highlights

Apr 1, 2025 to March 31, 2026

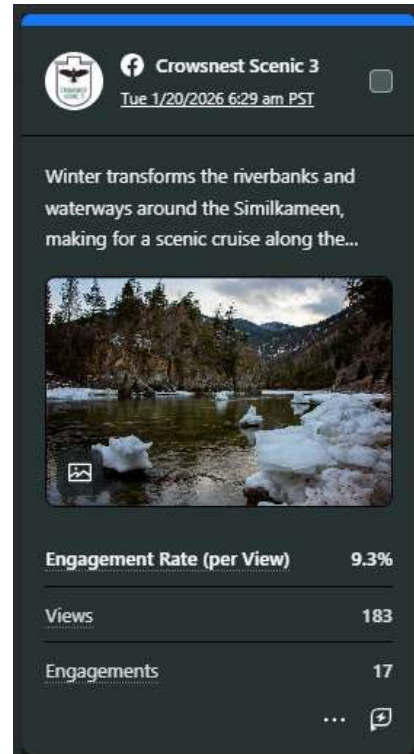
## Organic Social Media – boosted - Facebook & Instagram

- Social media was reprioritized part way through the year with the intention to grow followers.
- Baseline June 1, 2025
  - [Facebook](#) 704, year-end 902 (+28 %)
  - [Instagram](#) 286, year-end (1,270 + 344%)



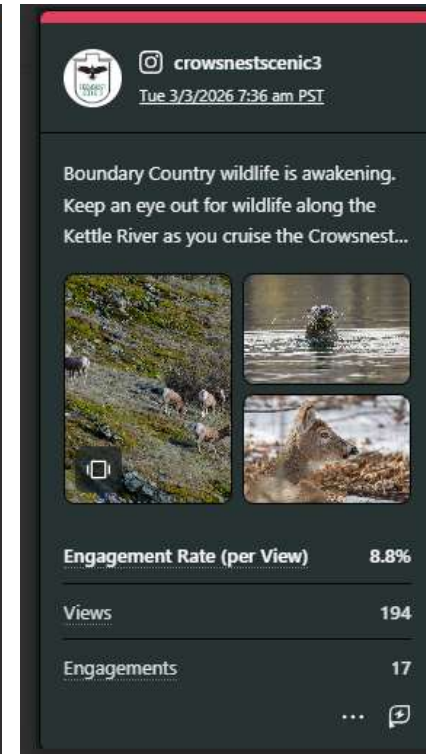
Facebook post from Crowsnest Scenic 3, dated Tue 10/14/2025 12:15 pm PDT. The post features a photo of historic buildings in Boundary Country. The text reads: "Step back in time in Boundary Country. This region is rich in stories, from historic railway routes to charming heritage...". The post has an engagement rate of 11.4%, 387 views, and 44 engagements.

|                            |       |
|----------------------------|-------|
| Engagement Rate (per View) | 11.4% |
| Views                      | 387   |
| Engagements                | 44    |



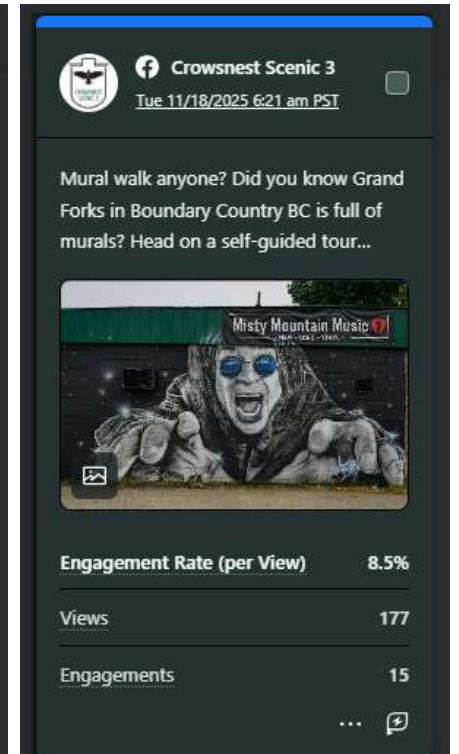
Facebook post from Crowsnest Scenic 3, dated Tue 1/20/2026 6:29 am PST. The post features a photo of a snowy riverbank. The text reads: "Winter transforms the riverbanks and waterways around the Similkameen, making for a scenic cruise along the...". The post has an engagement rate of 9.3%, 183 views, and 17 engagements.

|                            |      |
|----------------------------|------|
| Engagement Rate (per View) | 9.3% |
| Views                      | 183  |
| Engagements                | 17   |



Instagram post from crowsnestscenic3, dated Tue 3/3/2026 7:36 am PST. The post features a collage of photos showing wildlife in Boundary Country. The text reads: "Boundary Country wildlife is awakening. Keep an eye out for wildlife along the Kettle River as you cruise the Crowsnest...". The post has an engagement rate of 8.8%, 194 views, and 17 engagements.

|                            |      |
|----------------------------|------|
| Engagement Rate (per View) | 8.8% |
| Views                      | 194  |
| Engagements                | 17   |



Facebook post from Crowsnest Scenic 3, dated Tue 11/18/2025 6:21 am PST. The post features a photo of a mural in Grand Forks. The text reads: "Mural walk anyone? Did you know Grand Forks in Boundary Country BC is full of murals? Head on a self-guided tour...". The post has an engagement rate of 8.5%, 177 views, and 15 engagements.

|                            |      |
|----------------------------|------|
| Engagement Rate (per View) | 8.5% |
| Views                      | 177  |
| Engagements                | 15   |



Similkameen Valley  
*Rugged. Rustic. Real.*

# Cruise the Crowsnest - Digital Campaign Highlights

Post Media Apr 1, 2025 to March 31, 2026

Postmedia Digital Campaign Alberta 80%, BC 20%, targeting our secondary market for east-bound travellers for trip inspiration in the spring and top-of-mind consideration for summer travel.

- Article hosted on the National Post news section, 3 drivers to the story from the Calgary Herald and Sun; Edmonton Journal and Sun and Post Media RON. Live minimum one year, supported by a Facebook remarketing campaign in Calgary & Edmonton.
- <https://nationalpost.com/sponsored/life-sponsored/crowsnest-scenic-highway-3-an-unforgettable-journey-awaits>
- Page views 1,762
- Audience time on page average 1:22
- Network drivers .57%
- Brand sell ads CTR .15%



 POSTMEDIA

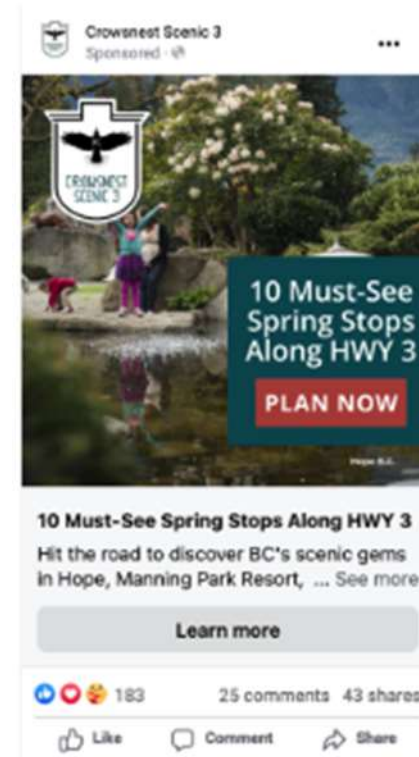


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# Cruise the Crowsnest - Digital Campaign Highlights

Spring Campaign April 20 – May 31, 2025

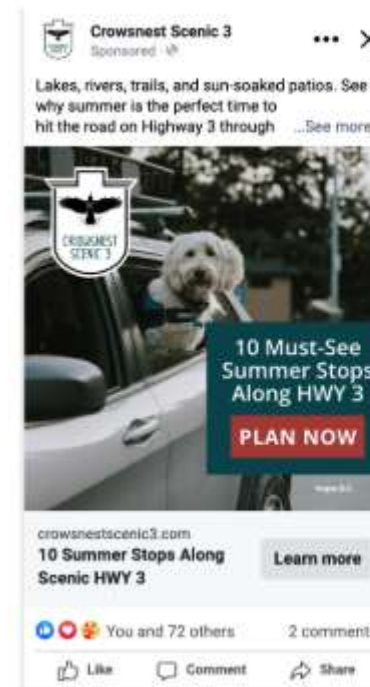
- META/Google Campaign
- Objective was to drive traffic to Spring blog:  
Top 10 Things to Do In Spring Along the Crowsnest Highway:  
<https://www.crowsnestscenic3.com/top10-things-to-do-this-spring-cruise-the-crowsnest/>
- Total reach: 242,809
- Impressions: 1,200,211
- Landing Page: 8,539
- Total Engagement: 9,040
- External Clicks: 1,264



# Cruise the Crowsnest - Digital Campaign Highlights

Summer Campaign July 20 – August 21, 2025

- META Campaign
- Objective was to drive traffic to Summer blog:  
Top 10 Summer Travel Ideas From Hope to Christina Lake:  
<https://www.crowsnestscenic3.com/top-10-things-to-do-this-summer/>
- Total reach: 89,903
- Impressions: 228,461
- Landing Page: 5,700
- Total Engagement: 6,190
- External Clicks: 1,151

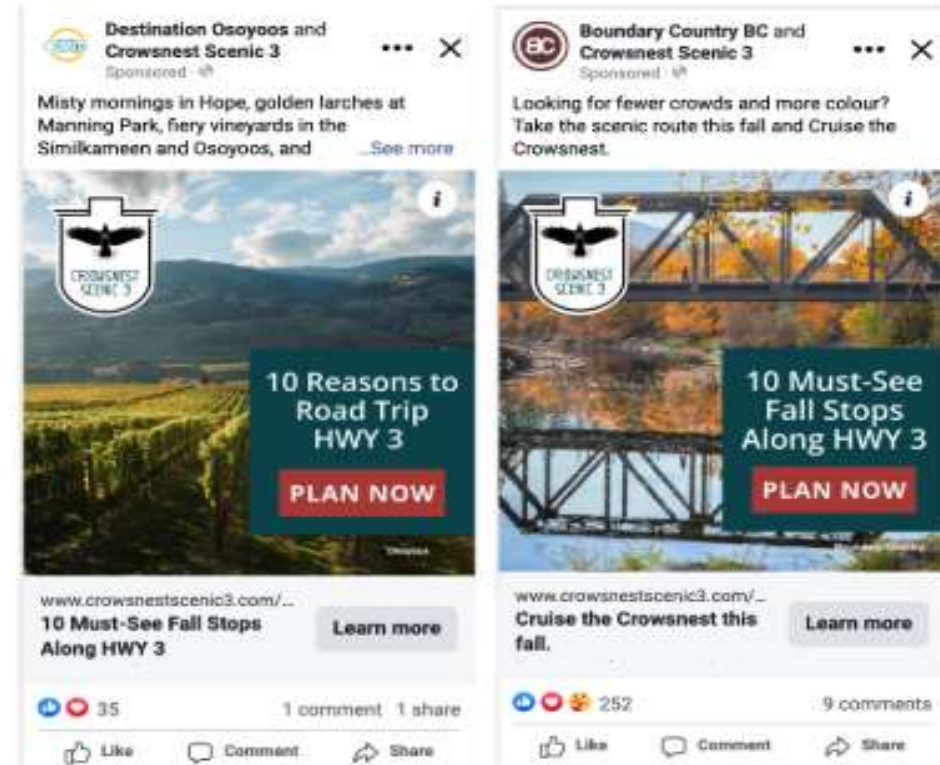


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# Cruise the Crowsnest - Digital Campaign Highlights

Fall Campaign Sept 12 – Oct 15, 2025

- META / Google Campaign
- Objective was to drive traffic to Fall blog: Top 10 Things to Do in Fall Along the Crowsnest Highway:  
<https://www.crowsnestscenic3.com/top-10-things-to-do-this-fall-along-the-crowsnest-highway/>
- Meta Total reach: 153,727
- Meta Impressions: 352,450
- Google Impressions: 58,389
- Google Clicks: 1,230
- Meta Landing Page: 8,798
- Total Engagement: 9,620
- External Clicks: 905



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# Cruise the Crowsnest - Digital Campaign Highlights

Winter Nov 18 – Dec 9, 2025

- META Campaign
- Objective was to drive traffic to Winter blog:  
Top 10 Must Do Winter Experiences Along the Crowsnest Highway:  
<https://www.crowsnestscenic3.com/10-must-do-winter-experiences-on-the-crowsnest-highway/>
- Meta Total reach: 117,699
- Meta Impressions: 201,647
- Meta Landing Page: 1,959
- Total Engagement: 2,770
- External Clicks: 318



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# Cruise the Crowsnest - Website Highlights

Apr 2025 to March 2026

- **Website increased compared to previous years:** 47,197 users (+6.8), 53,917 sessions (+10.71), and 69,668 (+16.9) pageviews for the fiscal year
- **The website generated 1.2M impressions** and 28,932 URL clicks from April 2025 to March 2026
- **The site successfully drove referral traffic** to local partner pages with 7,059 external website clicks.
- **Seasonal blog content continued to drive the most website traffic via campaigns-** the Spring and Summer blogs were the top two most viewed pages
- **AI-driven search referrals were noted as a new and emerging traffic source** for the first time this fiscal year

|     | Page path                                                   | Views  |
|-----|-------------------------------------------------------------|--------|
| 1.  | /current-travel-info/                                       | 17,617 |
| 2.  | /getting-here/                                              | 9,130  |
| 3.  | /top-10-things-to-do-this-fall-along-the-crowsnest-highway/ | 8,976  |
| 4.  | /top10-things-to-do-this-spring-cruise-the-crowsnest/       | 7,842  |
| 5.  | /top-10-things-to-do-this-summer/                           | 4,954  |
| 6.  | /contact/                                                   | 218    |
| 7.  | /experiences/lakes-rivers/                                  | 532    |
| 8.  | /experiences/trails/                                        | 477    |
| 9.  | /10-must-do-winter-experiences-on-the-crowsnest-highway/    | 1,704  |
| 10. | /places/manning-park/                                       | 456    |
| 11. | /experiences/farm-to-table/                                 | 269    |
| 12. | /places/boundary-country/                                   | 611    |



# Cruise the Crowsnest – What's Next

Apr 1, 2026 to March 31, 2027

- Digital marketing highlights include:
  - Digital audit and readiness (best practices review, SEO)
  - Website refresh
    - Image and content review, updates for organic search and AI search results
  - Social Media: Facebook & Instagram
    - Grow followers
    - Crowsnest road trip brand message vs partners
  - GDN Seasonal Digital Campaigns
    - Spring, Summer, Fall, Winter with emphasis on shoulder seasons
    - Seasonal road trip blogs to support campaigns
    - Seasonal home page slide show updates



**Similkameen Valley**  
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# Contact



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SIMILKAMEEN VALLEY TOURISM SERVICES  
MANAGER

**Simone Carlisle-Smith**

Direct 250-575-7247

Email [info@simonecs.com](mailto:info@simonecs.com)