

**Highway 3
2025-26
Campaign**



Agency Report: The Number



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Introduction

This report summarizes the key results and deliverables from the fall 2025 period. Leading up to this campaign, a survey was presented to the community partners to vote on topics and campaign length for the 2025-26 year. The results decided upon the development of a new itinerary, a 4 week fall paid campaign, a new written blog in the spring and a 4 week spring paid campaign.

This campaign focused on delivering fresh content through owned channels like website, newsletter and organic socials. The paid campaign promoted shoulder season travel, highlighted fresh content and was dedicated to the awareness of Highway 3.

This report covers the development of the new Rejuvenation Road trip, development of new stories and two paid campaigns, one in the fall and one in the spring.

Fall Campaign Overview

Campaign Run Time:

7 weeks (September 15th - Oct 31st, 2025)

Channel Mix:

Google Ads - static display ads

- Sept 15th - Nov 30th

Google Paid Search - keywords

- Sept 15th - Nov 30th

Social Media (organic & paid) - Instagram, Facebook, Meta Ads

- Paid Socials from Sept 15th - Nov 30th

Website Blogs - three new stories

- Rejuvenating Road Trip along Highway 3, launched Oct. 2nd

Fall newsletter

- Launched Sept. 29th

Itinerary Development

The Rejuvenation Road Trip

- 1 Research and content management.** Coordinating between the communities to curate a list of participating businesses and stops on the Rejuvenation Road Trip.
- 2 Coinciding assets to the itinerary.** Preparing photos and graphics to go along with the promotion of this itinerary. Coordinating a written blog piece from a local writer to touch on the themes of the new itinerary.
- 3 Paid promotion of the itinerary.** Maximizing visibility on the new itinerary through paid promotions on social media and google ads, plus spotlighting the piece in the fall newsletter.



Written Content

Rejuvenating Road Trip along Highway 3 **By John Bowden**



The Japanese Garden at Memorial Park in Hope - Hope Cascades and Canyons

Hope

The western gateway to Highway 3 boasts one of the most scenic locales on the entire route. Framed by the Fraser and Nicolum Rivers, Hope's compact downtown is surrounded by towering peaks. I recommend visiting the Hope Friendship Garden within Memorial Park in the heart of the city to enjoy the tranquil green space within a green space. If you make the five-minute drive to Kawkawa Lake, you'll find a beautiful oasis complete with a dock and small beach (swim, anyone?!). The nearby Hope Nicola valley trail leads to the Othello tunnels, a masterpiece of railway engineering, now converted into a peaceful trail along the river.

Manning Park

One of BC's most visited parks, Manning Park features plenty of opportunities to slow down and enjoy the diverse alpine landscape. I like the short ten-minute trail at Rhododendron Flats for its combination of convenience (it's right off the highway) and incredible density of naturally occurring rhodos. Visiting during their bloom in May/June will reward you with maximum colours, but it's worthwhile anytime. Just five minutes from Manning Park Lodge is Lightning Lake. The area offers a variety of trails, including a short, gentle walk around the main lake. Or, head higher into the alpine by driving up to Cascade



[Full Blog Here](#)

Website Traffic & Analytics

September 15th - October 31st, 2025

<input checked="" type="checkbox"/>		23,119 100% of total
<input checked="" type="checkbox"/>	1 /roadtrips/rejuvenation	11,283 (48.8%)
<input checked="" type="checkbox"/>	2 /	9,901 (42.83%)
<input checked="" type="checkbox"/>	3 /map	311 (1.35%)
<input checked="" type="checkbox"/>	4 /roadtrips/food-craft-beer-and-wine	195 (0.84%)
<input checked="" type="checkbox"/>	5 /stories	190 (0.82%)

<input type="checkbox"/>	Event name +	↓ Event count
<input checked="" type="checkbox"/>	Total	123,386 100% of total
<input checked="" type="checkbox"/>	1 scroll	55,171 (44.71%)
<input checked="" type="checkbox"/>	2 page_view	23,119 (18.74%)
<input checked="" type="checkbox"/>	3 session_start	20,106 (16.3%)
<input checked="" type="checkbox"/>	4 first_visit	18,534 (15.02%)
<input checked="" type="checkbox"/>	5 user_engagement	5,976 (4.84%)
<input type="checkbox"/>	6 outbound_click	417 (0.34%)

<input checked="" type="checkbox"/>		20,337 100% of total
<input checked="" type="checkbox"/>	1 Organic Social	11,402 (56.07%)
<input checked="" type="checkbox"/>	2 Display	3,458 (17%)
<input checked="" type="checkbox"/>	3 Paid Social	3,262 (16.04%)
<input checked="" type="checkbox"/>	4 Organic Search	769 (3.78%)
<input checked="" type="checkbox"/>	5 Referral	559 (2.75%)

HWY 3^{BC}

Paid Socials

Paid Socials

HWY 3 BC
Sponsored · 🌐

Introducing the NEW Rejuvenation Road Trip
👤 👤 👤 Reconnect with mind,
body, and nature through wellness, ...see r...



hwy3bc.ca
Hwy3 - Rejuvenation
Discover wellness re...

Learn more

HWY 3 BC
Sponsored · 🌐

🍷 Discover BC's Winding Route to Adventure this fall! #Highway3 is the route you take for old stories, new breathtaking landscapes.

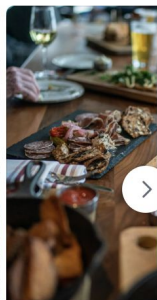
- 🥾 Hike and bike through vibrant trails
- 🍷 Indulge in fall flavours at local farms, cideries & cozy restaurants

... See more



Find Your Fall Adventure

Learn more



Indulge in Fall Flavours

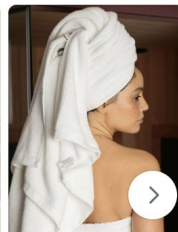
Road to Rejuvenation

HWY 3 BC
Sponsored · 🌐

🍷 Unwind on the winding route to adventure... Introducing the NEW 🌿 Rejuvenation Road Trip 🌿

🍷 After a busy summer, autumn is your cue to slow down and soak it all in. From hot springs and forested trails to cozy glamping spots and small-town gems, this is the ultimate journey to reconnect with nature, and yourself.

Rea... See more

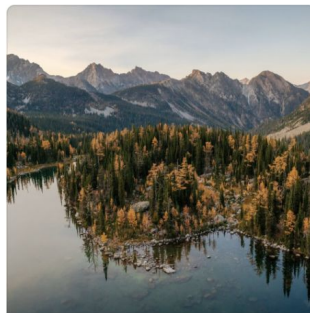


HWY 3 BC
Sponsored · 🌐

All this, and so much more, awaits in beautiful BC. 🍷 🌿

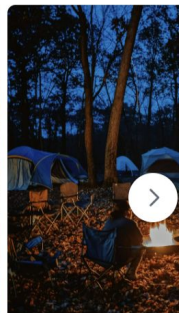
🚗 Drive and discover why Highway 3, the winding route to adventure, is the only road trip you'll ever need.

Click the Learn more button to start planning your next great escape. 🌟



Highway 3 - The winding route to...

Learn more



Find curated road trips

Campaign totals
Views - 285.4K
Engagements - 19K
Link Clicks - 18.9K
CPC (link click) avg. - \$0.10

4 Ads Posted in 7 week campaign

KEY LEARNINGS

Considerations for future campaigns

Paid Social:

1. Boosted Facebook Post - Rejuvenate Road Trip 1 performed the highest, with the highest amount of views, and link clicks across the campaign.
2. Carousel ads continue to be strong performers
3. Ads that featured a person in the first image performed better in terms of CPC vs. landscape shots. Moving forward we will maintain this.



Key Learnings

HWY 3^{BC}

Display Ad Campaign

Display Ad Sets

1. Food, Craft Beer & Wine - Highest performing - 11.41% CTR
2. Global Fall Travel - Second highest performing - 9.71% CTR
3. Rejuvenate - Lowest performing (but still a high CTR) - 7.93%

Overall Campaign Analytics:

Clicks - 2.14K
Impressions - 24.6K
Avg. CPC - \$0.64
CTR - 8.70%

Display Ad Campaign

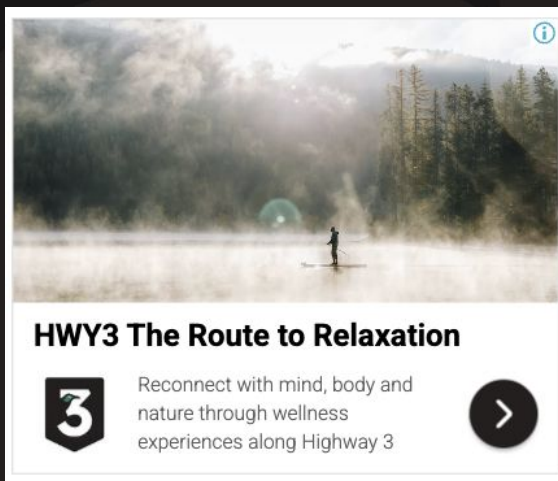


HWY3 BC

Find Fall Flavour on Highway 3

Get inspired and plan your culinary tour through southern BC

Learn More >



HWY3 The Route to Relaxation

Reconnect with mind, body and nature through wellness experiences along Highway 3

Learn More >



BC's Best Foodie Route

Farm fresh flavours and fall bounty are around every corner on BC's Highway 3

HWY3 BC

Learn More >

Paid Search Campaign

Key Learnings:

Any low performing keywords from previous campaigns were removed, focusing on higher performing keywords.

The same was done for Headline and Description variants. We dropped any low performing Headlines and Descriptions, and replaced with campaign specific assets to test their performance.

Overall Campaign Analytics:

Clicks - 3.13K

Impressions - 75.9K

Avg. CPC - \$0.50

CTR - 4.12%

Highest Performing Keywords:

Search keyword	Clicks	Impr.	CTR	Avg. CPC
adventure travel	34	550	6.18%	CA\$1.26
travel groups	28	82	34.15%	CA\$0.73
road trip bc	21	428	4.91%	CA\$1.34
hiking bc	16	510	3.14%	CA\$3.63

Search keyword	Clicks	Impr.	CTR	Avg. CPC	Cost
group tours	11	27	40.74%	CA\$0.97	CA\$10.71
active travel tours	10	43	23.26%	CA\$0.68	CA\$6.81
british columbia 3	4	111	3.60%	CA\$1.44	CA\$5.77
fernie bc	4	26	15.38%	CA\$2.07	CA\$8.29



HWY 3^{BC}

Spring Campaign Overview

Campaign Run Time:

Feb 25th - April 15th, 2026

Channel Mix:

Meta Ads (paid social) - Instagram & Facebook

Display Ads - Spring travel planning

Paid Search - Outdoor adventure, road trips

Google Ads - static display ads

HWY 3^{BC}

Paid Socials

Meta Ad #1 (March 15th - April 15th)

More profile visits

Views: 19,462

Reach: 8,570

Profile visits: 372

Instagram follows: 167

CPPV: \$0.67



Meta Ad #2 (March 17th - April 15th)

More website visitors

Views: 82,721

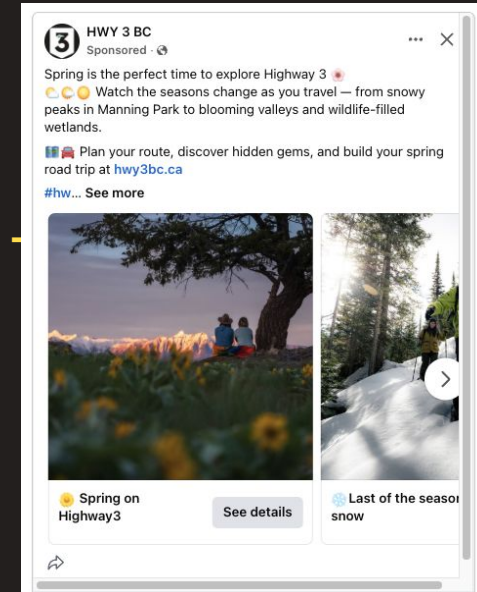
Viewers: 45,416

Link Clicks: 2,403

Landing Page Visits:

1,485

CPC: \$0.34



Paid Socials

HWY 3^{BC}

Display Ads

Spring Travel Planning

Display Campaign (Feb 25th -

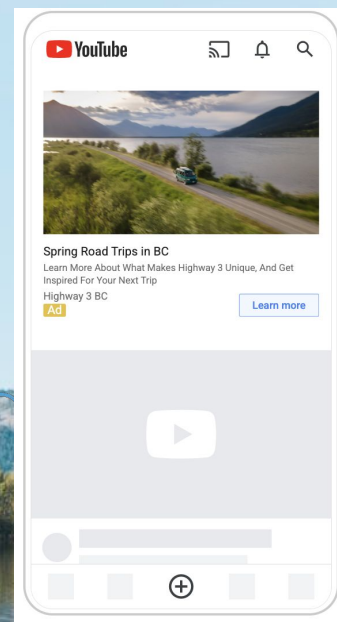
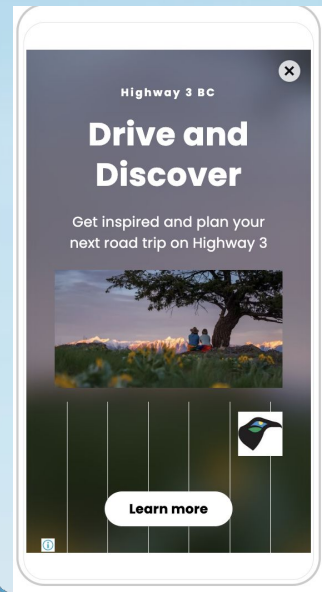
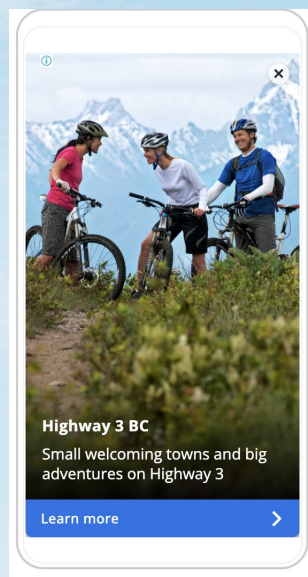
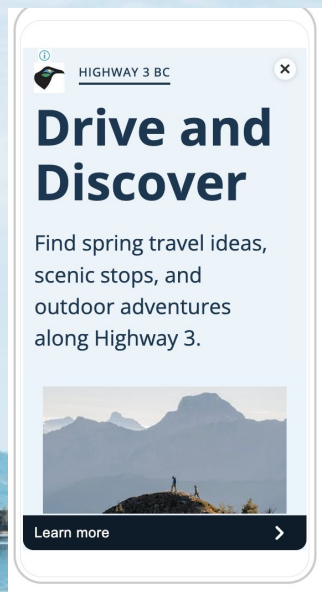
April 15th)

Clicks: 7,452

Impressions: 487,611

CTR: 1.53%

CPC: \$0.24



HWY 3^{BC}

Google Search Ads

Outdoor Adventure, Road Trips, Spring Travel

Paid Search (Feb 25 - Apr 15):

Clicks: 1,611

Impressions: 153,501

CTR: 1.05%

CPC: \$0.90

Top Impressions: 66.3%

Key Search Words:

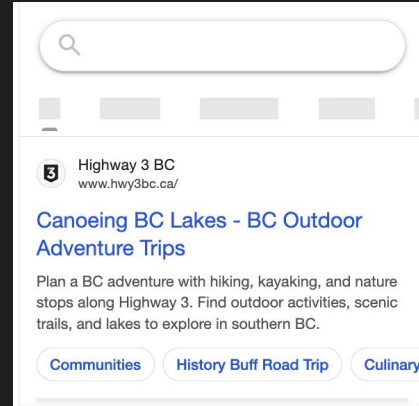
BC road trip, camping

Outdoor adventures BC

Kayaking in BC

Vancouver to Jasper

Adventure travel in British Columbia



Top Audience Segments:

Adventure Vacations,

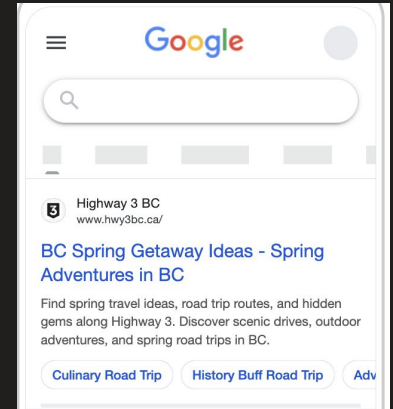
Hiking Vacations,

Family Vacations,

Trips to Vancouver,

Travel Hotels & Accommodations,

Trips to Canada,



Paid Search

HWY 3^{BC}

Analytics

Traffic Acquisition (March 1 - April 15th):

Total Sessions: 9,601

Paid Video: 3,160 (32.91%)

Display: 2,734 (28.48%)

Organic Social: 2,107 (21.95%)

Organic Search: 788 (8.21%)

Paid Search: 546 (5.69%)

Session primary...Channel Group		↓ Sessions	Engaged sessions	Engagement rate
<input checked="" type="checkbox"/>	Total	9,601 100% of total	2,704 100% of total	28.16% Avg 0%
<input checked="" type="checkbox"/>	1 Paid Video	3,160 (32.91%)	750 (27.74%)	23.73%
<input checked="" type="checkbox"/>	2 Display	2,734 (28.48%)	775 (28.66%)	28.35%
<input checked="" type="checkbox"/>	3 Organic Social	2,107 (21.95%)	321 (11.87%)	15.23%
<input checked="" type="checkbox"/>	4 Organic Search	788 (8.21%)	481 (17.79%)	61.04%
<input checked="" type="checkbox"/>	5 Paid Search	546 (5.69%)	244 (9.02%)	44.69%

Session primary...Channel Group		Event count session_start	Key events outbound_click
<input checked="" type="checkbox"/>	Total	9,748 15.49% of total	260.00 100% of total
<input checked="" type="checkbox"/>	1 Paid Video	3,166 (32.48%)	6.00 (2.31%)
<input checked="" type="checkbox"/>	2 Display	2,737 (28.08%)	26.00 (10%)
<input checked="" type="checkbox"/>	3 Organic Social	2,111 (21.66%)	30.00 (11.54%)
<input checked="" type="checkbox"/>	4 Organic Search	786 (8.06%)	155.00 (59.62%)
<input checked="" type="checkbox"/>	5 Paid Search	545 (5.59%)	34.00 (13.08%)

HWY 3^{BC}

Analytics

Retention:

New Users: 8.6K

Returning Users: 512

Top Audience by Region:

British Columbia: 2,726 (31.92%)

Ontario: 1,766 (20.68%)

Alberta: 1,068 (12.5%)

<input type="checkbox"/>	Event name +	↓ Event count	Total users
<input checked="" type="checkbox"/>	Total	62,915 100% of total	8,565 100% of total
<input checked="" type="checkbox"/>	1 scroll	29,801 (47.37%)	6,135 (71.63%)
<input checked="" type="checkbox"/>	2 page_view	11,805 (18.76%)	8,538 (99.68%)
<input checked="" type="checkbox"/>	3 session_start	9,748 (15.49%)	8,531 (99.6%)
<input checked="" type="checkbox"/>	4 first_visit	8,602 (13.67%)	8,504 (99.29%)
<input checked="" type="checkbox"/>	5 user_engagement	2,575 (4.09%)	2,247 (26.23%)
<input type="checkbox"/>	6 outbound_click	260 (0.41%)	142 (1.66%)

<input type="checkbox"/>		↓ Views	Active users
<input checked="" type="checkbox"/>	Total	11,805 100% of total	8,541 100% of total
<input checked="" type="checkbox"/>	1 /	8,765 (74.25%)	6,962 (81.51%)
<input checked="" type="checkbox"/>	2 /map	1,088 (9.22%)	839 (9.82%)
<input checked="" type="checkbox"/>	3 /roadtrips/outdoor-adventure	727 (6.16%)	589 (6.9%)
<input checked="" type="checkbox"/>	4 /roadtrips/historic-highway-3	153 (1.3%)	120 (1.4%)
<input checked="" type="checkbox"/>	5 /stories	117 (0.99%)	79 (0.92%)
<input type="checkbox"/>	6 /stories/must-do-s-along-highway-3-this-spring	92 (0.78%)	75 (0.88%)
<input type="checkbox"/>	7 /stories/top-5-must-do-s-along-highway-3-this-summer	85 (0.72%)	68 (0.8%)

KEY LEARNINGS

Considerations for future campaigns

1. Paid Video and paid display performed the best across the campaign.
2. New audience segments showed we performed the highest in vacation and trip planning audiences. Target audiences in US didn't perform as high as neighbouring Alberta or Ontario.
3. Socials continue to perform well and we recommend any joint posting that is of capacity to the group moving forward.



Key Learnings



Additional Links & Documents

[Highway 3 2025 Campaign Planning](#)

[FALL 2025 Digital Advertising Report](#)

[SPRING 2025 Digital Advertising Report](#)

Key Links:

[Newsletters](#)

[Blog](#)

