



Similkameen Valley
PLANNING SOCIETY



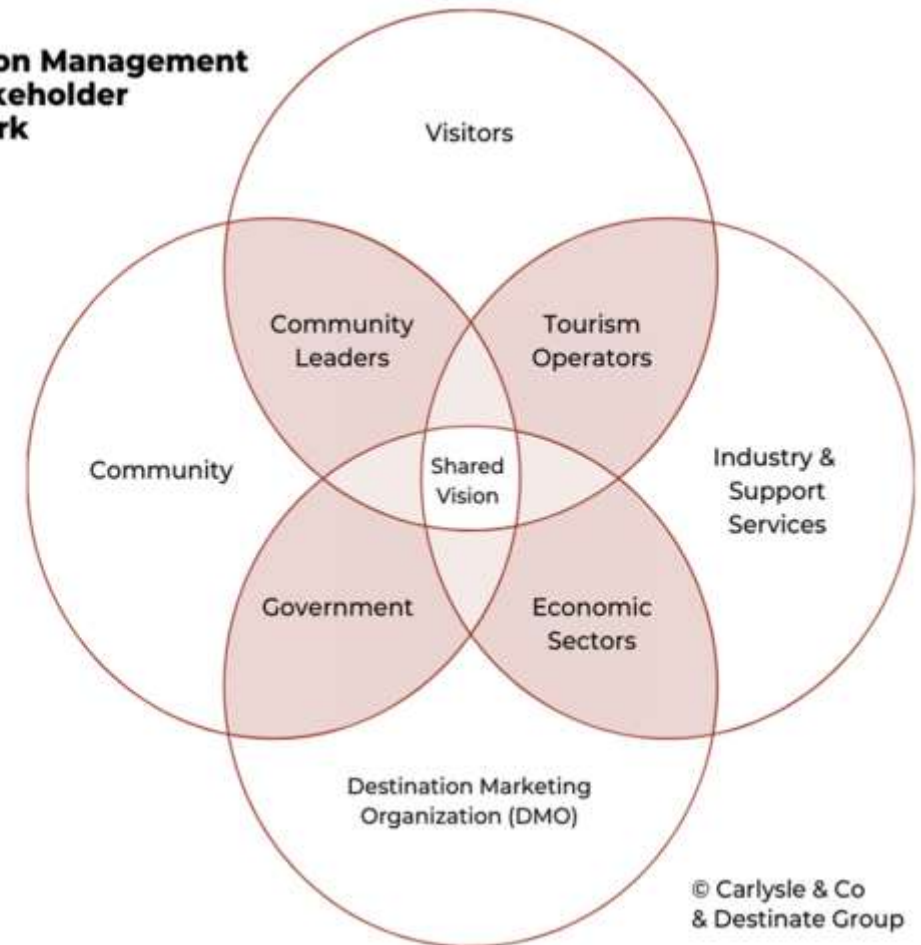
Tourism Marketing Highlights April 1, 2025 – March 31, 2026 & What's Next 2026

Prepared by Simone Carlisle-Smith, SVPS Tourism Services Manager

Marketing Highlights Report

- Similkameen Valley – Destination BC Cooperative Marketing Program
- Marketing Highlights (Similkameen Valley & Crowsnest)
- What's Next
- Tourism Industry Website (Shared only with local industry)
- Tourism Services Contractor
- The Similkameen Valley Planning Society

Destination Management Multi-stakeholder Framework



Destination BC

**Co-op Marketing Program &
Strategy Alignment**



Destination BC (DBC) Co-op Program

Similkameen Valley Planning Society

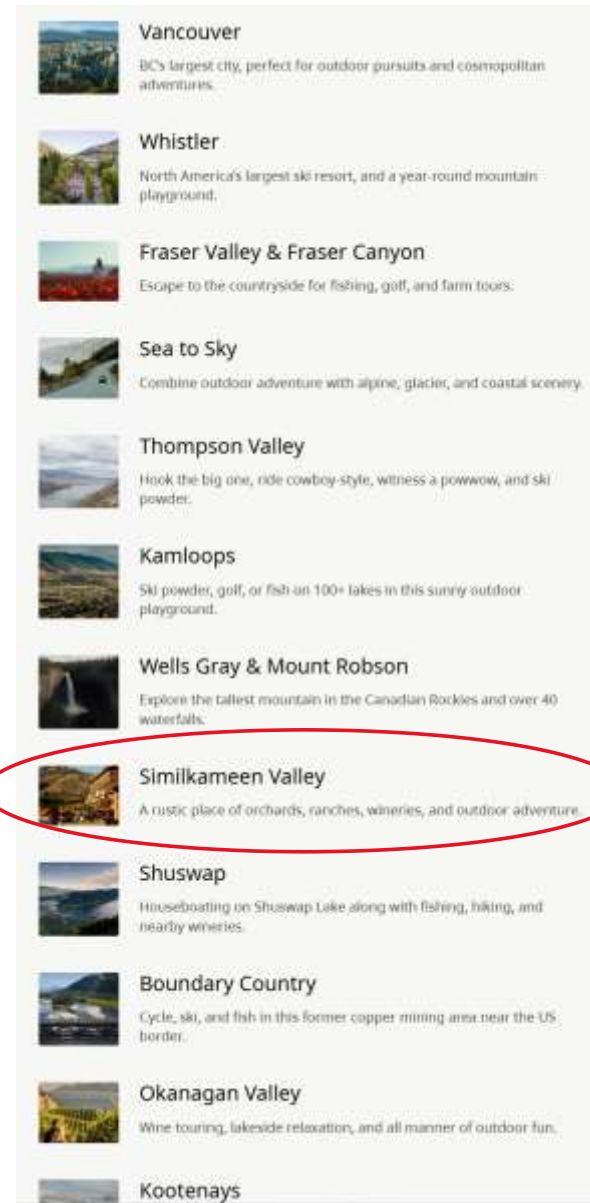
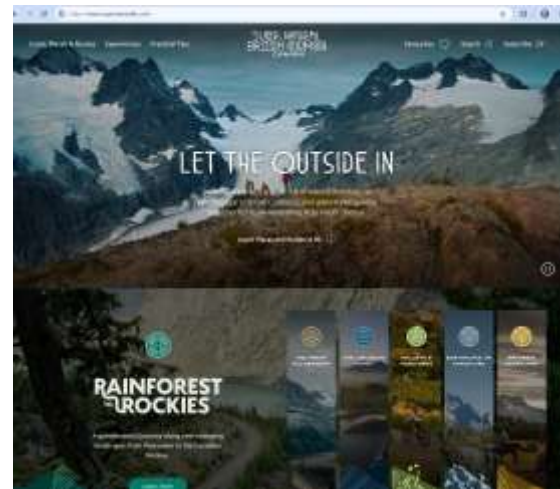
- Leverage SVPS core tourism funding \$35,000
 - Similkameen Valley DBC Funds \$21,000
 - Crowsnest Partners Funds \$17,500
 - Crowsnest DBC Funds \$19,500
 - **Total Leveraged Budget \$93,000**
- Alliances:
 - Crowsnest Tourism Alliance
 - Similkameen Independent Winegrowers
 - Black Press – travel guide
 - Similkameen Country Development Association – Agriculture Strategy





Similkameen Valley part of: Destination BC Routes & Corridors

1. **Rainforest to Rockies** (Hwy 1 and Hwy 3 loop)
2. **Valleys & Vineyards** (Vernon, Okanagan Corridor and Keremeos / Cawston)



Marketing Highlights

DBC Co-op Fiscal FY 2025/26

April 1, 2025 – March 31, 2026



Marketing Focus of Effort – Similkameen Valley

- Increase awareness and interest in the Similkameen Valley (Captive)
- Inspire travel through compelling content for trip planning (Activate)
- Direct referrals to tourism businesses (Generate)
- Encourage sharing of experiences (Advocate)
- Unified theme “Linger Longer”



BC 90%



ALBERTA 10%



Marketing Focus of Effort – Similkameen Valley

- Website
 - Audit, design updates, SEO, Content (AI search response considerations)
 - Content: Blogs, Seasonal, Pages (new & updates), Events, Maps, Business Listings, Imagery
- Email Marketing – Seasonal
- 2026 Travel Experiences Guide
- Social Media – Facebook & Instagram
- Digital Campaigns
 - Seasonal (META Fall 2025/Spring 2026)
 - Paid Search



Similkameen Valley – Website - Blogs

<https://similkameenvalley.com/stories/>



SPRING IN THE SIMILKAMEEN VALLEY

Spring in the Similkameen Valley bursts with life. Orchards blossom, rivers rush with snowmelt (always use caution near rivers), and wildlife emerges across open landscapes. Located a short scenic drive from Vancouver, the Fraser Valley, the Okanagan, and the Thompson region, the Similkameen Valley is an easy day trip or weekend getaway. [Top 10 SPRING » MORE](#)



SIMILKAMEEN VALLEY FARM TRAIL

The Similkameen Valley Farm Trail is not a single destination but a living, seasonal tapestry of growers, makers, chefs, and storytellers. Whether you arrive for a quick roadside peach or linger for a weekend of cidery tours, heritage dinners, and cabin stays on organic farms, the valley rewards every pace of travel. [» MORE](#)



SIP THE SIMILKAMEEN: A WINE, CIDER & DISTILLERY ROAD TRIP THROUGH THE SIMILKAMEEN VALLEY

There's a different kind of tasting experience waiting in the Similkameen Valley, one that feels more personal, more hands-on, and a little more off the beaten path. [» MORE](#)



AGRICULTURE IN THE SIMILKAMEEN VALLEY: FARMING, ORGANIC ROOTS & THE FUTURE OF THE LAND

Discover agriculture in the Similkameen Valley, where organic farms, ranches, fruit stands and wineries reflect generations of resilience and connection to the land. [» MORE](#)



Similkameen Valley – Website - Blogs

<https://similkameenvalley.com/stories/>



WINTER IN THE SIMILKAMEEN VALLEY

The Similkameen Valley is one of BC's most accessible winter destinations, just a short scenic drive from Vancouver, the Fraser Valley, the Okanagan, and the Thompson region, making it an easy day trip or weekend getaway. From late November to mid-March, the valley transforms into a stunning winter wonderland, with snow-dusted mountains, quiet orchards, and

» [MORE](#)



FALL IN THE SIMILKAMEEN VALLEY

Are you ready for a kaleidoscope of colour, flavour, and discovery? Then you're ready for fall in the Similkameen Valley, BC. Imagine vast grasslands turning golden brown, fiery aspen groves contrasting with deep green pines, and clear skies making every vista pop. This season is sheer magic—pure sensory delight. » [MORE](#)



TREAD LIGHTLY, TRAVEL KINDLY: A VISITOR'S GUIDE TO RESPONSIBLE TOURISM IN THE SIMILKAMEEN VALLEY

Nestled between mountains and rivers, the Similkameen Valley is one of British Columbia's last truly wild and untamed places. With its raw beauty, wide-open spaces, and deep-rooted cultural history, it's no wonder people are drawn to this special corner of the province. But with that beauty comes responsibility. Whether you're here for a day trip, » [MORE](#)



MORE THAN A VIEW: DISCOVERING CULTURE AND CONNECTION IN THE SIMILKAMEEN VALLEY

Tucked between rolling mountains and winding rivers, the Similkameen Valley is one of British Columbia's most scenic escapes. But beyond its rugged landscapes and panoramic views lies something even more meaningful: stories of resilience, tradition, and connection. For those who take the time to look beyond the surface, the Similkameen offers rich opportunities to experience » [MORE](#)



Similkameen Valley – Website - Blogs

<https://similkameenvalley.com/stories/>



PRINCETON'S BRONZE SCULPTURE WALK: WHERE STORIES LIVE IN BRONZE

The Princeton Bronze Sculpture Walk is a free, self-guided outdoor art experience that invites locals and visitors alike to slow down, walk the town's core, and connect with the spirit of this land through lifelike bronze animal sculptures that echo the wild soul of the valley. » [MORE](#)



SUMMER IN THE SIMILKAMEEN VALLEY

Long, sunny days of Summer—the perfect invitation to explore the Similkameen Valley. With wide open spaces, rivers and lakes, Provincial Parks and stunning natural beauty, this is the season to reconnect with nature, your loved ones, and yourself. Check out our Summer Events including music, food and a few surprises. » [MORE](#)



Similkameen Valley – Website Plan by Season Page

<https://similkameenvalley.com/plan/seasons/>



Spring Blossoms – China Ridge Recreational Area – Princeton

SPRING: BLOSSOMS, HIKING, WILDLIFE VIEWING & CYCLING

In spring, the Similkameen Valley bursts into colour and adventure as the fruit trees awake from their winter rest and blanket the valley in blossoms. The rivers swell with snowmelt – a spectacular sight that calls for both caution and awe as you explore riverside views – while grasslands fill with fresh growth and wildlife returns to feast on nature's first offerings. It's a prime season for spotting migratory birds, curious black bears, mountain goats, and California Big Horn Sheep as they wander the open landscape.

[Check our Spring Blog](#)



Paddling and Biking – Manning Park in Summer

SUMMER: RIVER FLOATS, HIKING, HERITAGE SITES & WINE TOURING

Summer in the Similkameen Valley is warm, sunny, and made for slowing down. Surrounded by rugged mountains and sparkling rivers, the valley offers endless ways to enjoy the season—whether you're here for outdoor adventure, fresh local flavours, or small-town charm.

[Check our Summer Blog](#)



Fall Harvest – Karamess

FALL: HARVEST SEASON, FALL COLOURS & LOCAL FOOD EXPERIENCES

Experience the vibrant autumn charm of the Similkameen Valley, where nature's colors and local flavors come alive with a tapestry of golden grasslands, fiery aspen groves, and crisp, clear skies. In the fall, taste your way across the south valley picking up fall veggies at fruit stands, uniquely decorated with hundreds of pumpkins and gourds. Sample award-winning wines and watch the harvest activities on a crush pad.

[Check our Fall Blog](#)



Dog-friendly trails at China Ridge Recreational Area – Princeton

WINTER: SNOW ADVENTURES, NORDIC TRAILS & COZY GETAWAYS

The Similkameen Valley becomes a beautiful, white wonderland in winter—perfect for getting outside and embracing the season. Endless trails span China Ridge, Manning Park, and the Nickle Plate Nordic Centre. Whether you ski, board, snowmobile, or snowshoe, you'll find terrain for every style and skill level.

[Check our Winter Blog](#)



Similkameen Valley – Website Pages – Weddings



<https://similkameenvalley.com/plan/weddings/>

Explore our gallery, and further below, refer to our **Similkameen Valley Wedding Business Directory** to connect with venues, planners, photographers, and catering services ready to help you create the perfect celebration.



Similkameen Valley – Website Page Updates – Winter

<https://similkameenvalley.com/things-to-do/winter/>

Similkameen Valley Home | Blog | Newsletter | Contact

PLACES TO GO THINGS TO DO STAY FOOD & WINE PLAN MAP BUSINESS DIRECTORY

PLAN
BY SEASON – WINTER

Blog Events

PLANNING YOUR WINTER TRIP TO THE SIMILKAMEEN VALLEY
It's a beautiful drive this time of year, but here are some things you should know about travelling to the Similkameen Valley during our winter months.

Whether you're planning a quick weekend getaway or a week-long escape, this guide will ensure your visit is both safe and unforgettable. Pack your gear, plan your route, and get ready for winter travel.

1. CHECK ROAD CONDITIONS – MOUNTAIN PASSES CHANGE QUICKLY
Highway 3 and the surrounding mountain passes can shift from clear to snowy within hours, so it's essential to be prepared.

Winter in the Similkameen is pure to enjoy rugged, rustic, and real.

Discover snowshoeing at Manning Park resort with P&P

Tulameen Look Out

Dog-friendly Trail, Olive Ridge

Similkameen Valley Home | Blog | Newsletter | Contact

PLACES TO GO THINGS TO DO STAY FOOD & WINE PLAN MAP BUSINESS DIRECTORY

BLOG View Print

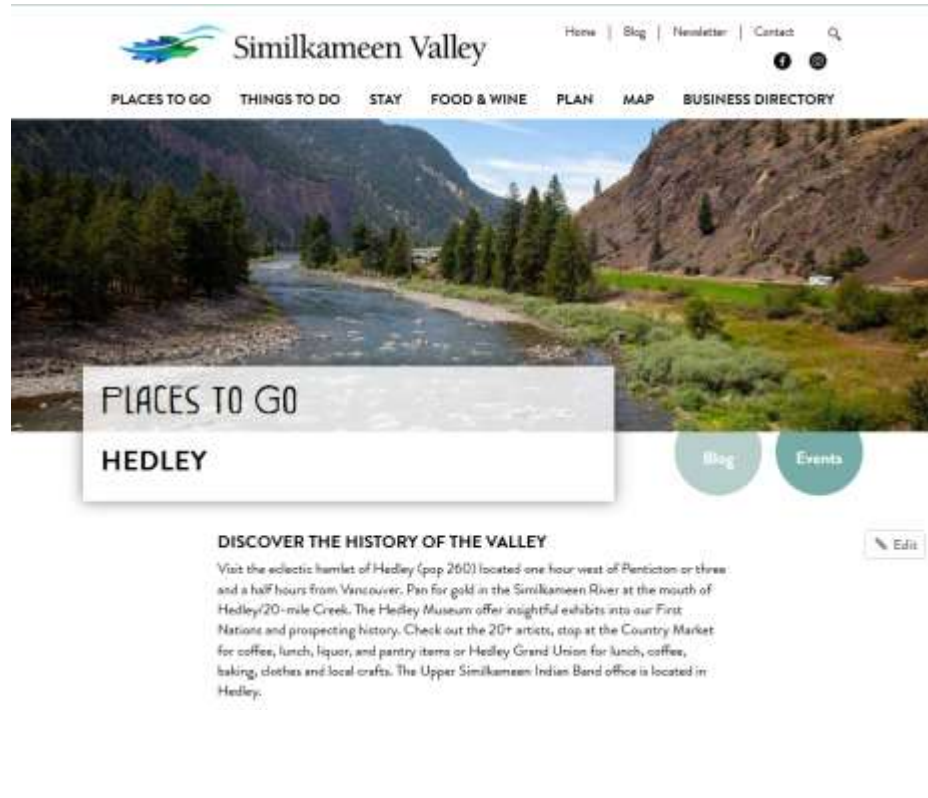
WINTER IN THE SIMILKAMEEN VALLEY

NICKEL PLATE NORDIC AREA
The Nickel Plate Nordic area is a great destination for recreational skiing and snowshoeing, offering great terrain levels starting at 1890 metres (6200 feet). Nickel Plate offers an unforgettable experience of blue skies, endless sunshine and one of the longest ski seasons in Canada. Nestled in the mountains, it provides breathtaking views over a quiet, scenic valley. Featuring 65 km of groomed trails, both classic and skate skiing, and 22.5 km of marked cross-country trails, Nordic has trails for all skill levels, making it a great place to learn or improve your skills.

The Similkameen Valley is one of BC's most accessible winter destinations, just a short drive from Vancouver. The Three-Water, the Okanagan, and the Thompson regions, making it an easy day trip or weekend getaway. From the hot water in Hot Springs, the valley has a lot to offer. Whether you're looking for a quiet retreat, a family-friendly, and scenic views, you'll find it all in the Similkameen. Whether you're looking for a quiet retreat, a family-friendly, and scenic views, you'll find it all in the Similkameen.



Similkameen Valley – Website Page Updates – Hedley



<https://similkameenvalley.com/places-to-go/communities/hedley/>



Similkameen Valley – Website Page – Events Refresh

<https://similkameenvalley.com/things-to-do/events/>

The screenshot shows the Similkameen Valley website. At the top, there is a navigation bar with 'CURRENT TRAVEL INFO', 'Home', 'Blog', 'Newsletter', and 'Contact'. Below this is the Similkameen Valley logo and a secondary navigation bar with 'PLACES TO GO', 'THINGS TO DO', 'STAY', 'FOOD & WINE', 'PLAN', 'MAP', and 'BUSINESS DIRECTORY'. The main content area features a large image of a modern building with a covered patio where people are sitting. Below the image, there is a 'THINGS TO DO' and 'EVENTS' section with buttons for 'Blog' and 'Events'. A text box titled 'CELEBRATIONS, FESTIVALS, EVENTS...' contains the following text:

CELEBRATIONS, FESTIVALS, EVENTS...
 There are always new and special events popping up in the Similkameen, so be sure to contact the local Visitor Centres; they will have the latest information about events for their areas located in Keremeos, Hedley, Princeton and Manning Park.

Check out these event calendars: [Similkameen Country](#), [the Old Grist Mill and Gardens](#), and [Manning Park Resort](#).

UPCOMING EVENTS

KEREMEOS & CAWSTON AREA



Old Grist Mill & Gardens, Keremeos – Check all Events – Celebrating 40 years!

Explore a working 1877 waterwheel powered flour mill, participate in one of our regular workshops, performances, and other special events.

- **Drop in tea** – Sept 18 – Tea & Treats 2-4 pm. Join Glen O'Hall and other acoustic music enthusiasts for an open circle jam.
- **Sunday Night Dinners** (these sell out, so book early) – See more
 - Sept 21, 28, Oct 5, 12, 19
- **Heritage Fall Fair** – Sept 27 & 28



Similkameen Sirtis Pepper Festival, Keremeos – Opening up Sept 20th, 2025

Canada's only Pepper Festival, the Similkameen Sirtis, runs from 10:00 a.m. to 7:00 p.m. Saturday, September 20th, at Memorial Park, Hwy 3, Keremeos. Start your day with a pancake breakfast by the Keremeos Rodeo Association, then browse our market packed with amazing vendors. The hot sauce competition kicks things off mid-morning, and bouncy castles open around noon for the kids (and the kids at heart) until late afternoon. In the early afternoon, the Similkameen Independent Winegrowers open the popular beverage garden, just in time to cool off before the legendary hot pepper eating contest and an evening of live music in the park, where proof access is free.

KEY ANNUAL EVENTS PRINCETON AREA & MANNING PARK

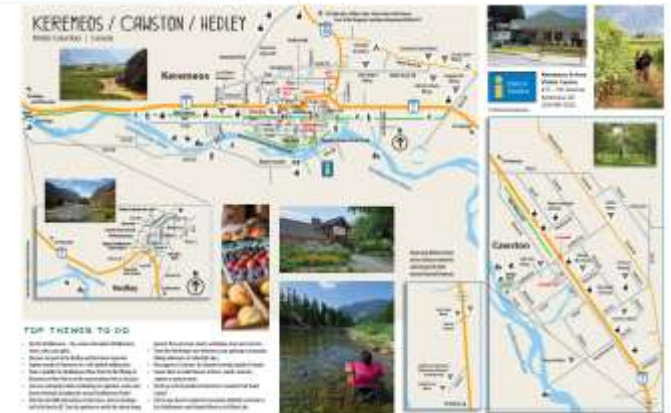
- February – Family Day Fun
- May long weekend- Special Event for 2025 [Backcountry Horsemen of BC Rendezvous at Princeton Fairgrounds](#)
- May – [Meadowlark Nature Festival](#)
- May – [HudBay Copper Mountain Princeton Mining Days, Princeton Exhibition Grounds](#)
- May-Sept – Community Market every Saturday 9 a.m. to 1 p.m., [Veterans Square](#)
- June – [Stan Thompson Memorial Rodeo](#)
- July 1 – Canada Day Festivities
- July – BC Parks Day, [Lightning Lake at Manning Park Resort – Events](#)
- August – [Lantern Festival at Lightning Lake, Manning Park Resort – Events](#)
- August Long Weekend – [Tulameen Family Fun Days](#)
- August – [Copper Valley Music Festival](#)
- August – [Rise Wellness Festival, Hedley](#)
- August – [Kite Festival at Lightning Lake, Manning Park Resort – Events](#)
- August – [Princeton Show & Shine](#)
- September – [BC High School Rodeo & Harvest Festival](#)
- October – [Halloween Family Festival & Fireworks](#)
- November 11 – [Remembrance Day at Veterans' Square](#)
- November – [Christmas Light up at Veterans Square](#)
- Princeton Chamber of Commerce [Events Schedule](#)



Princeton Show & Shine – Held Annually in August



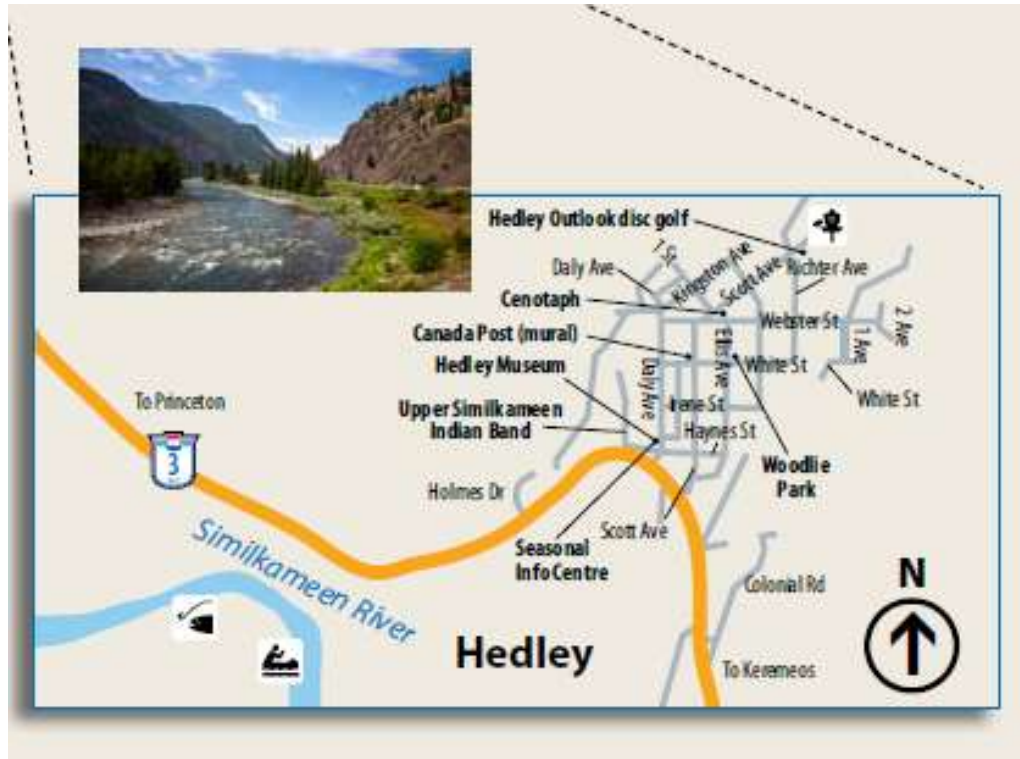
Similkameen Valley – Website – Maps



<https://similkameenvalley.com/getting-here/>



Similkameen Valley – Website – Maps



<https://similkameenvalley.com/getting-here/>



Sip the Similkameen – Website – Maps – Drive Routes



Sip the Similkameen Valley

A Wine, Cider, Fruit Soda, & Spirits Road Trip Through the Similkameen Valley

Sip the Similkameen is best experienced as a slow-paced road trip, beginning (or ending) in Keremeos and winding toward Cawston, where you will taste the distinct expression of our terroir.

Route 1. Keremeos / Upper Bench Route
The Keremeos route takes you from Highway 3 to the Middle Bench Road and then onward to the Upper Bench Road, a scenic country drive. Start or end this tour with small bites at **Laas Chance Beverage Co. & Eatery** and check out the **farm store** for coffee and light fare just near Hugging Tree Winery, all of which have patios.

Route 2. The Cawston Mountainside route takes you from the Cawston Bench to Highway 3; choose from either direction. Start or end this tour with a farm to table meal at **Crownest Vineyards** or **Untangled Cider** at **Row Fourteen Restaurant**, or the **Marketplace & Café**, all of which have patios.

Route 3. The Cawston Riverside route takes you from nearby **Kobau Park** along some country roads, then along the Highway to the south of Cawston

with panoramic views throughout. Turn back to finish your tour at **Vanessa Vineyards**. We have you going in the right direction.

SimilkameenValley.com

Legend
Route 1 – Solid red lines
Route 2 – Dashed red lines
Route 3 – Dotted red lines



© Similkameen Valley Planning Society

<https://similkameenvalley.com/wine-cider-distillery-road-trip-through-similkameen-valley/>

BLOG

SIP THE SIMILKAMEEN: A WINE, CIDER & SPIRITS ROAD TRIP THROUGH THE SIMILKAMEEN VALLEY



There's a different level of tasting experience waiting in the Similkameen Valley, one that feels more personal, more hands-on, and a little more off the beaten path. Just four hours from Vancouver and set along Highway 3, this rugged stretch of southern British Columbia pairs dramatic mountain backdrops with orchards, vineyards, and small communities where you'll get a taste from passing locals.



A selection of wines from Similkameen Valley wineries, reflecting the diversity of styles and independent producers found across the region.



Sip the Similkameen – Draft Maps – Cycle Routes

Sip the Similkameen Valley Cawston Wine, Cider, Distillery Cycle Route



Start and end your ride at Kobau Park, a central hub in Cawston ideal for a picnic or a post-ride drink. This easy, half-day route follows quiet country roads through vineyard and orchard landscapes with scenic views and welcoming stops. Bring your own bikes or rent from **Similkameen Sip & Cycle** (access from Kobau Park, by appointment only).

Optional Extension
Extend your ride to **Row Footen & Klippen Untangled Craft Cider** or **Sharpe Distillery** for locally crafted sips before returning to Kobau Park.

Know Before You Go
This route follows active country roads. Ride with care, wear a helmet, and use the designated crosswalk at Coulthard Avenue to cross the highway.

SimilkameenValley.com



- Legend**
- Solid green line – Half day route
 - Half-dashed green line and make it a full day
 - Half-dotted green line extension



© Similkameen Valley Planning Society

Sip the Similkameen Valley Keremeos/Cawston Cycle Tasting Route



Full-day Cycling Experience – Begin and end your ride at Kobau Park, a central hub in Cawston and the perfect place to relax after a day of cycling. This full-day route follows quiet country roads through the valley, with expansive vineyard views, orchard landscapes, and a variety of stops. Bring your own bikes or rent from **Similkameen Sip & Cycle** (access from Kobau Park, by appointment only).

Visit **Klippers Organic Aeres & Harborspore Cafe & Untangled Cider** and the farm store for fresh local produce, then explore wineries including **Onoko Winery**, **Hogging Tree Winery**, **Clos du Soleil Winery**, **J Bercher Winery**, and

Robin Ridge Winery. Stop at **Grist Mill & Gardens** for a unique heritage experience or light fare.

Each stop reflects the Similkameen Valley's character through fine fresh flavours, handcrafted sips, and warm hospitality.

Know Before You Go
This route follows active country roads. Ride with care, wear a helmet, and use the designated crosswalk at Coulthard Avenue to cross the highway.

SimilkameenValley.com



- Legend**
- Solid blue line – Full day route



© Similkameen Valley Planning Society

Similkameen Valley Cycle Route Keremeos/Cawston Route



Start and end your ride at Kobau Park, a central hub in Cawston ideal for a picnic or a post-ride swim. This longer route follows quiet country roads through the valley, connecting Cawston and Keremeos with vineyard views, orchard landscapes, and scenic stops along the way.

Explore the agricultural heart of the Similkameen Valley with a stop at **Grist Mill & Gardens**, where heritage gardens and historic displays showcase local history. Continue through Keremeos, known for its fresh produce, farm stands, and valley views, with opportunities to experience the region's fruit-growing traditions and rural charm.

This route highlights the full character of the Similkameen Valley where agriculture, heritage, and natural beauty come together in a rewarding long-distance cycling experience.

Know Before You Go
Bring your own bikes or rent from **Similkameen Sip & Cycle** (access from Kobau Park, by appointment only).

This route follows active highway and country roads. Ride with care, wear a helmet, and use the designated crosswalk at Coulthard Avenue to safely cross the highway.

SimilkameenValley.com

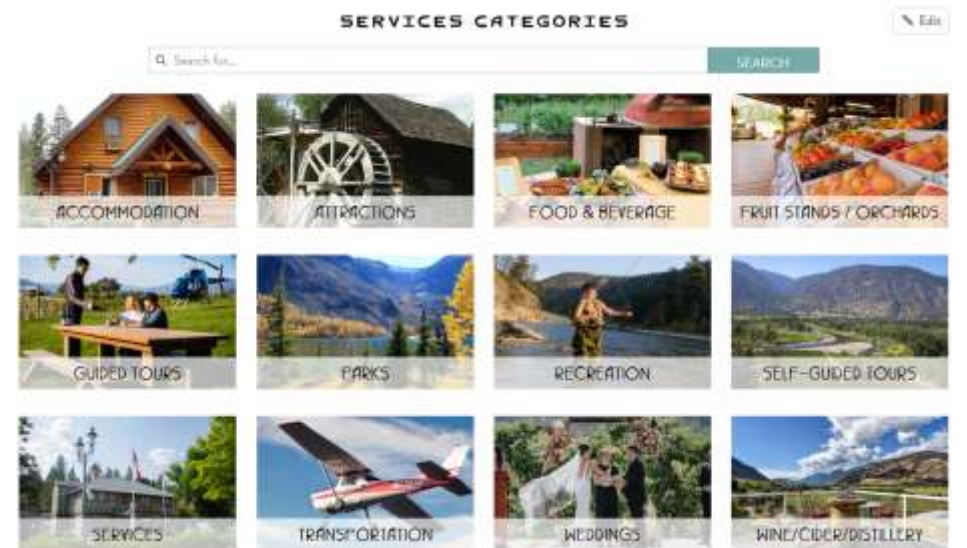
- Legend**
- Solid pink line – Full day route



© Similkameen Valley Planning Society



Similkameen Valley – Business Directory Refresh



<https://similkameenvalley.com/directory-sv/>

Similkameen Valley – Business Directory

Refresh & Updates



Welcome to Similkameen Valley Resort Guesthouse & Event Venue:

Tucked away in the heart of the Similkameen Valley, our lush desert oasis is a hidden gem offering a unique blend of tranquility, comfort, and natural beauty. Set on over 18 private acres backing onto the pristine Similkameen River and framed by the majestic Chopaka Mountains, our resort is an ideal destination for restful getaways, unforgettable celebrations, and everything in between.

Similkameen Valley Resort Edit

306 Sumac Road, Cawston, BC V0X 1C3, Canada
1-877-515-0969
info@similkameenvalleyresort.ca
www.similkameenvalleyresort.ca

Categories: Accommodation, Campground/RV, Corporate Retreat, Inn/Lodge, Nature Observation, Relaxation (Yoga/meditation), Resort, River Drifting, Tubing, Vineyard Stay, Weddings, Wellness, Wine, Wine/Cider/Distillery, Winter Camping

DETAILS TOP ^

Open for the 2026 Season June 12-Oct 12

TEMPORARILY CLOSED

Cathedral Lakes Lodge

Cathedral Provincial Park, Keremeos, BC V0X 1N0
250-226-7560
1-888-255-4453
E-mail
Website
BC Parks announced May 29, 2025 Cathedral Park will partially open Friday, June 20. Review the announcement and ch [...]
Facebook X Instagram YouTube Learn More

ntámłqən Community Garden & Food Hub, Cawston

1420 Highway 3 Cawston, BC V0X 1C3
E-mail
Website
Located on the traditional lands of the Smelqmix (Similkameen) people in Cawston, the Ntamłqən Community Garden & Food Hub [...]
Learn More

<https://similkameenvalley.com/directory-sv/>



Similkameen Valley – Imagery – Shared Rights



Emma Roberts, Photography Shared Usage Agreement



Simone Carlyse-Smith & friends, donated images



Similkameen Independent Winegrowers (SIW) – Shared Images



Similkameen Valley Consumer Email Marketing



As summer heats up across BC, the Similkameen Valley offers something different: space to breathe, landscapes that haven't been overseen, and experiences that still feel real. Here, you're not elbowing through crowds, you're wandering fruit stands at their peak, floating wide rivers, and catching the kind of sunset that stops you in your tracks.

Located along Highway 3, between Manning Park and the edge of the South Okanagan, this stretch of the province is often passed over—but those who stop, stay. If you've driven the Crownwest Highway through the Similkameen Valley and pulled into Princeton, Hedley, Keremeos or Casterton just to fuel up or grab a snack, this is your sign to stay a little longer. There's far more here than meets the windshield.

From the alpine lakes of E.C. Manning Park to the desert vineyards of Casterton, the Similkameen is full of contrast, character, and unexpected charm. Whether you're road tripping, camping, or just craving a change of pace, our Summer in the Similkameen guide is packed with ideas to help you make the most of the season.

[Read More](#)



Fall in the Similkameen Valley is a feast for the senses. Picture rolling hills of golden grass, fiery aspen groves, and crisp, clear air perfect for a road trip getaway.

This is the season when the "Fruit Stand Capital of Canada" (Keremeos) and the "Organic Farming Capital of Canada" (Casterton) overflow with apples, pears, squash, and root vegetables. Over 20 fruit stands dot Highway 3, while vineyards, cideries, distilleries, and farm-to-table restaurants showcase the Similkameen's unique terroir.

Celebrate the harvest at the **Similkameen Sizzle Pepper Festival** or the **Grist Mill's Heritage Fall Fair**. Dive into local culture at museums in Princeton, Hedley, and Keremeos, or take a self-guided walk among Princeton's bronze sculptures.

Outdoors, autumn colours transform the landscape. Explore **Bromley Rock** for a riverside picnic, hike or bike **China Ridge Trails**, or fish the Ashnola, Tulameen, and Similkameen Rivers. Golfers can tee off at three local courses, starting with the historic **Princeton Golf Club**, established in 1928, or hike, bike, and fish at **Manning Park**. For campers, fall skies are dazzling. Choose from riverside RV parks, rustic cabins, or glamping spots—some even welcome horses!

[Read More](#)



Linger a little longer this winter in the Similkameen Valley, a soft scenic drive from Vancouver, the Fraser Valley, and the Thompson Okanagan. The seasonal transformation into a serene winter wonderland provides the backdrop for family and friends to reconnect at a slower pace.

Snow-covered mountains, frozen lakes, and quiet orchards and vineyards create the perfect backdrop for outdoor adventure, cozy escapes, and small-town charm. Whether you're playing in the snow, sipping wine, cider, or spiffs, or snapping winter photos along scenic drives, the Similkameen Valley awaits.



Check the Winter Blog for your road trip inspiration...
Snowshoeing & Cross-Country Skiing
Skiing & Snowboarding
Skating & Snowmobiling
Ice Fishing & Winter Camping
Winter, Wine, Cider & Cozy Dining
Small-Town Events & Scenic Drives

[Winter Blog](#)



Blossoms, wildlife, and longer days will soon be waking up the Similkameen Valley — and there's so much to see, taste, and explore this season!

From scenic drives through blooming orchards and panoramic hiking and biking trails at China Ridge and Manning Park, to local festivals like the Meadowlark Nature Festival and spring robotics, now is a perfect time to plan.

Whether you're chasing sunrise photos, tossing a line, taking in a round of golf or pedaling through wine country, enjoying farm-to-table flavours at local wineries and cideries, something is waiting for you around every bend.



Check out our Spring Blog for your Top 10 list for road trip inspiration...

[Spring Blog](#)

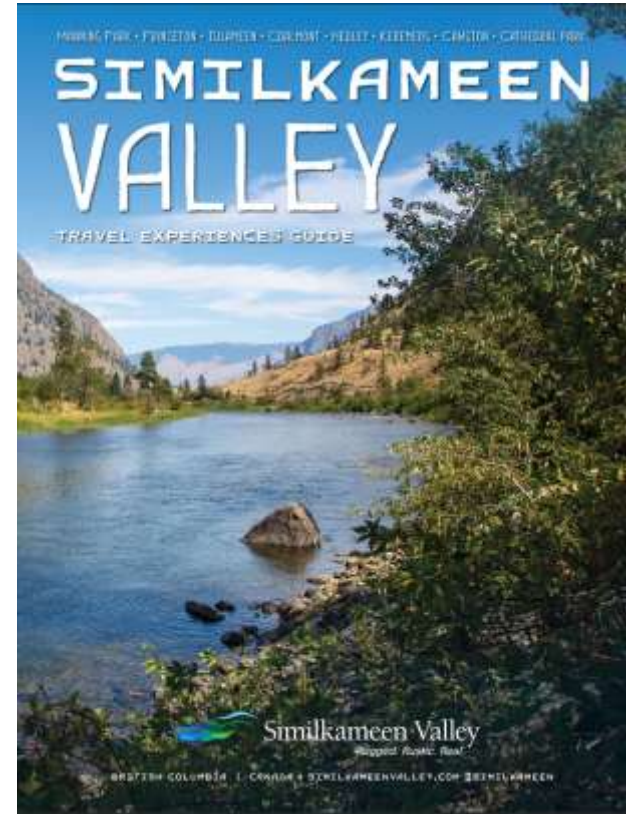
- 204 subscribers
- Passive approach – sign up form on website
- Seasonal newsletter, links to blogs



Similkameen Valley
Rugged. Rustic. Real.

2026 Similkameen Valley Travel Experiences Guide

- Visitor Centre's and business support
- Partnership with Black Press
- Delivered before May long weekend, with the new pad maps locally and Black Press distributes outside the valley and throughout the year
- 14,000 copies* subject to sales

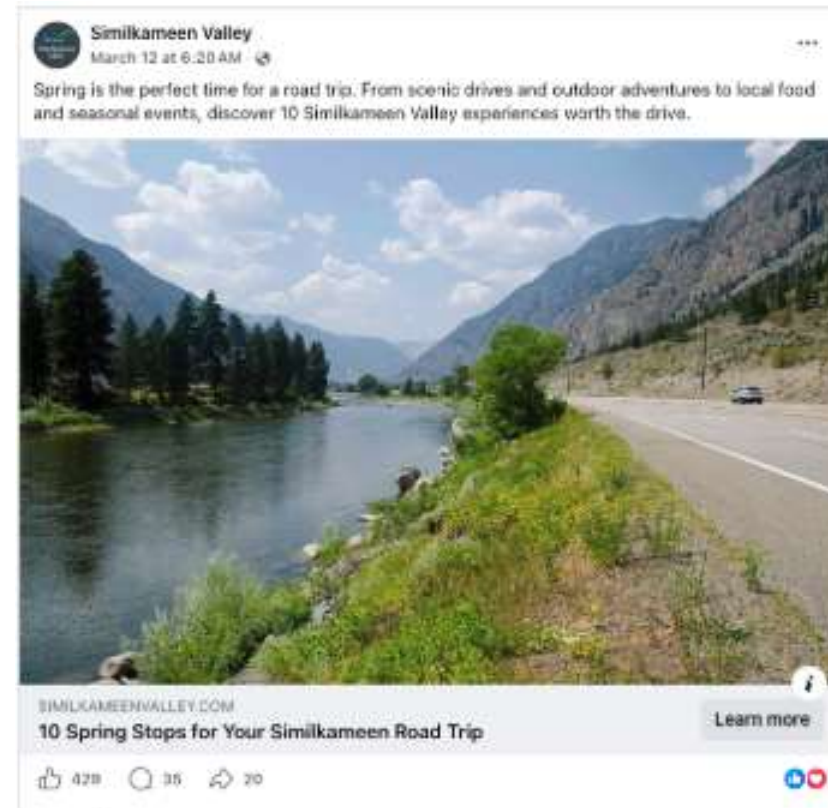


Similkameen Valley
Rugged. Rustic. Real.

Digital Marketing Highlights

Apr 1, 2025 to March 31, 2026

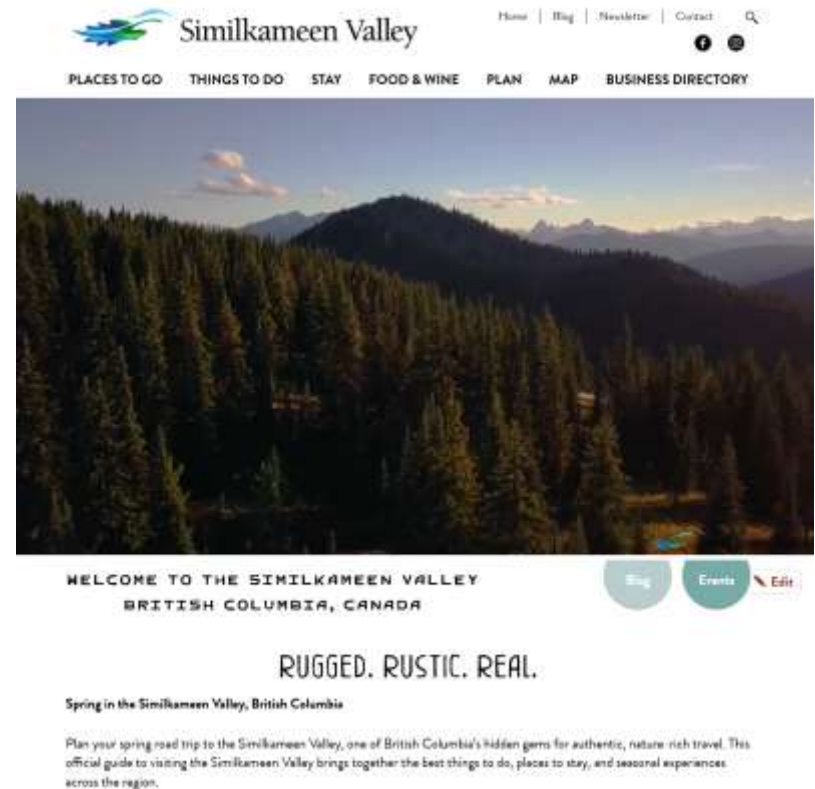
- Digital marketing highlights include:
 - Digital readiness audit website optimization
 - Organic social media (Facebook and Instagram)
 - Digital Campaigns
 - (Campaign Reports on file)
 - META
 - Paid Search



Similkameen Valley
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Digital Marketing Highlights

- **Website traffic grew across the board:** 54,146 users (+11%), 65,756 sessions (+13.5%), and 118,256 pageviews (+12.6%) for the fiscal year
- **The website generated 3.2M impressions** and 38,905 URL clicks from April 2025 to March 2026
- **The site successfully drove referral traffic** to local businesses. 6,967 website clicks, 296 email clicks, and 187 phone number clicks
- **Seasonal blog content continued to drive the most website traffic** - 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



Similkameen Valley
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Digital Marketing Highlights



Similkameen Valley

10K followers • 180 following

Welcome to the Similkameen Valley, Highway 3, BC Canada Rugged. Rustic. Real

Local business



SPRING IN THE SIMILKAMEEN VALLEY

Spring in the Similkameen Valley bursts with life. Orchards blossom, rivers rush with snowmelt (always use caution near rivers), and wildlife emerges across open landscapes. Located a short scenic drive from Vancouver, the Fraser Valley, the Okanagan, and the Thompson region, the Similkameen Valley is an easy day trip or weekend getaway. Top 10 SPRING [MORE](#)

- Facebook impressions increased +50% from the previous year with a total reach of 1,201,562 and 19,961 engagements
- Instagram engagements increased +31% from the previous year with 529,257 impressions and a total reach of 432,739
- The Spring 2026 Meta campaign was the strongest of the year - 203,267 unique reach, 415,202 impressions, and 11,389 landing page views
- The Fall 2025 campaign expanded to Google Search-Meta and Google combined for 430,162 impressions and 3,072 clicks to local business websites



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Digital Marketing Highlights

April 1, 2025 to March 31, 2026

<p>Website* Similkameenvalley.com 3,239,384 impressions 38,905 URL clicks</p>	<p>54,146 Users +11% from previous year (Typically website traffic peaks are May, June, July (highest of the year) and Aug) Highest due to digital campaigns</p>	<p>65,756 Sessions +13.5% from previous year 118,256 Pageviews +12.6% from previous year</p>	<p>Organic search saw total sessions of 29,660. We also saw an increase of AI search results</p>
<p>Outbound Website Referrals Similkameenvalley.com</p>	<p>6,967 Website click throughs</p>	<p>296 Email click throughs</p>	<p>187 Phone number click throughs</p>
<p>Facebook 25,541,358 Impressions +50% from previous year</p>	<p>10,070 Total page followers +0.7% from previous year Reach 1,201,562</p>	<p>4,180 post clicks resulting in a total engagement rate of 3.1%</p>	<p>19,961 Engagements +21% from previous year</p>
<p>Instagram 529,257 Impressions +14% from previous year</p>	<p>3,309 followers +1% from previous year Reach 432,739</p>	<p>114 Consumer use and reach of hashtag #similkameen</p>	<p>11,739 Engagements +31% from previous year</p>

Digital Marketing Highlights - Website

SimilkameenValley.com

- Top Pages Viewed: Spring Blog, home page, Summer Blog, events page and floating.
- Top Audience locations: Vancouver, Surrey, Osoyoos and Penticton.
- Top Traffic Sources: Organic, Direct, Paid Social and Google Ads.
- Top Devices: Mobile followed by desktop.

	Page path	Views ▾
1.	/spring-in-the-similkameen-valley/	7,161
2.	/	5,072
3.	/summer-in-the-simikameen-valley/	3,778
4.	/things-to-do/events/	3,130
5.	/things-to-do/outdoor-activities/floating/	2,894
6.	/getting-here/	2,745
7.	/places-to-go/communities/keremeos/	1,943
8.	/places-to-go/parks-trails/bromley-rock/	1,895
9.	/stay/	1,856
10.	/food/fruit/	1,767
11.	/things-to-do/outdoor-activities/fishing/	1,706



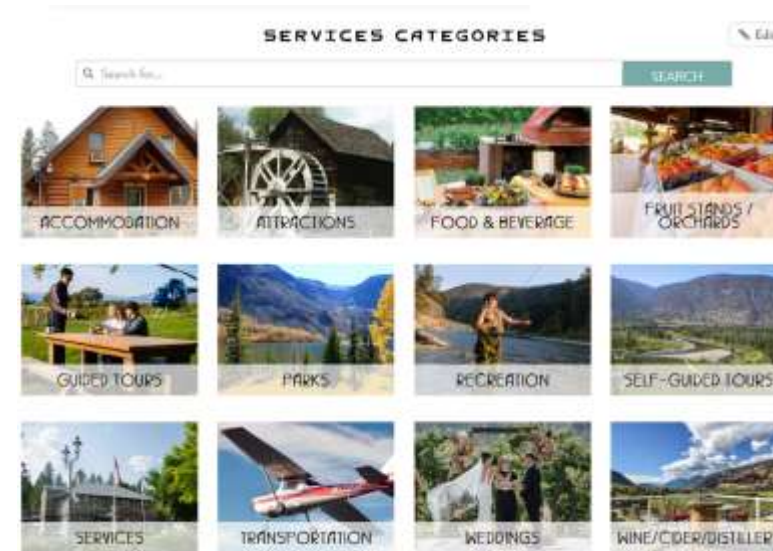
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Digital Marketing Highlights - Website

SimilkameenValley.com

Outbound Referrals

- The goal of the website is to create awareness and generate referral traffic to local business websites and contact details
- The site generated 6,967 website clicks, 296 email clicks and 187 telephone calls.



Link URL	Total users	% Δ	Clicks	% Δ
1. https://discoverprinceton.ca/registration-campground	106	265.5% ↑	115	240.0% ↑
2. https://similkameenvalley.com/	99	153.8% ↑	106	165.0% ↑
3. https://bcparks.ca/explore/what-to-do/visit/visit	95	265.4% ↑	103	243.0% ↑
4. http://www.goldmountaincampground.com/	94	125.0% ↑	98	113.0% ↑
5. http://www.cathedrallakes.ca/	89	90.0% ↑	99	92.0% ↑
6. http://www.equestrianvalley.com/	82	4,000.0% ↑	90	4,400.0% ↑
7. http://mascotmine.com/	72	160.7% ↑	76	171.4% ↑



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Digital Marketing Highlights - Organic Social Media

Facebook <https://www.facebook.com/SimilkameenBC>

- Facebook saw an increase in followers, bringing the total followers to 10,070
- Total reach 1,201,562
- Total impressions for between April 1 – March 31 was 25,541,358 with total engagement and link clicks of 19,961, resulting in a total engagement rate of 3.1%
- The images to the right show the top performing posts
- Facebook continues to resonate with demographics over 25 years of age, with 20.4% of the audience being age 35-44.
- The main audience is local British Columbia residents with some followers from Alberta and small portion of followers coming from the United States

facebook

Post Title	Date & Time	Reach	Likes	Shares
Cool down this July at Bromley Rock. 🌲...	Fri Jul 4, 6:00am	445.6K	1.7K	95
Step back in time on the Hudson Bay...	Sat May 10, 10:00am	176.2K	460	42
After over a year of closure due to the...	Sat May 31, 12:28pm	131.9K	527	44

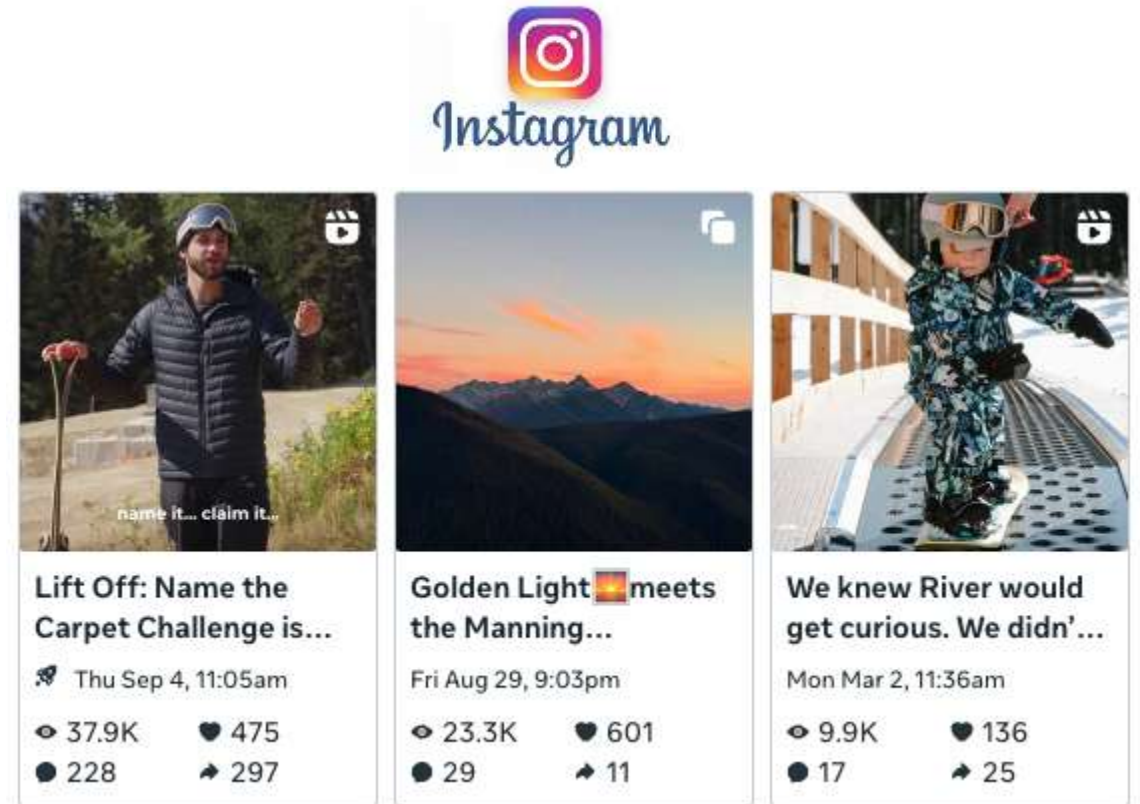


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Digital Marketing Highlights - Organic Social Media

Instagram <https://www.instagram.com/similkameenbc/>

- Instagram saw a +1% follower increase with the total followers at 3,309
- Total reach 432,739
- Total impressions on content was 529,257 with 11,739 engagements
- The images to the right show the top performing posts
- Instagram reaches a slightly different demographic with 30.3% of followers being between 35-44 years of age and 23.8% between 25-34 years old
- Followers continue to be BC and Alberta residents



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Similkameen Summer 2025 Social Media Campaign

Campaign Highlights

- The goal was to build top-of-funnel awareness of the summer blog, ultimately driving traffic to the website
- The Summer campaign ran on Facebook and Instagram July 7 - August 1, 2025 , the primary landing page for this campaign was the summer blog: <https://similkameenvalley.com/summer-in-the-simikameen-valley/>
- The website had high organic traffic for summer with additional website traffic from this campaign.
- The top 5 locations targeted were Vancouver, Kelowna, Penticton, Kamloops and Surrey

Key Performance Indicators

- Landing page views: 4,249
- Post engagements: 5,311
- Individual clicks on external websites: 1,349
- Clicks on business details: 82
- Total Impressions: 220,580
- Total unique reach 82,928



Similkameen Fall 2025 Social Media Campaign

Campaign Highlights

- The goal was to build top-of-funnel awareness of the fall blog, ultimately driving traffic to the website
- The Fall campaign ran on Facebook, Instagram and Google Search September 11 - September 29, 2025 the primary landing page for this campaign was the fall blog: <https://similkameenvalley.com/fall-in-the-similkameen-valley/>
- The website had high organic traffic for summer with additional website traffic from this campaign.
- The top 3 locations targeted were British Columbia, Alberta and Washington State

Key Performance Indicators

- Meta Landing page views: 7,910
- Meta Post engagements: 9,080
- Google Landing page views: 1,687
- Individual clicks on external websites: 3,072
- Clicks on business details: 317
- Meta Total Impressions: 371,773
- Meta Total unique reach 160,606
- Google Total Impressions: 58,389



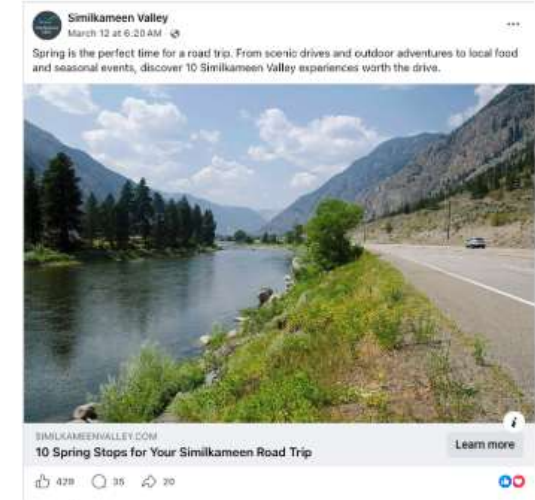
Similkameen Spring 2026 Social Media Campaign

Campaign Highlights

- The goal was to build top-of-funnel awareness to the spring blog, ultimately driving traffic to the website
- The spring campaign ran on Facebook and Instagram March 1 - 28, 2026, the primary landing page for this campaign was the spring blog: <https://similkameenvalley.com/spring-in-the-similkameen-valley/>
- The website had high organic traffic for summer with additional website traffic from this campaign.
- The top 3 locations targeted were British Columbia, Alberta and Washington State

Key Performance Indicators

- Meta Landing page views: 11,389
- Meta Post engagements: 13,522
- Google Link Clicks: 607
- Individual clicks on external websites: 677
- Clicks on business details: 21
- Meta Total Impressions: 415,202
- Meta Total unique reach 203,267
- Google Total Impressions: 12,678





CRUISE THE CROWSNEST HWY



CROWSNEST SCENIC HWY 3

Destination BC Co-Op
Marketing Program

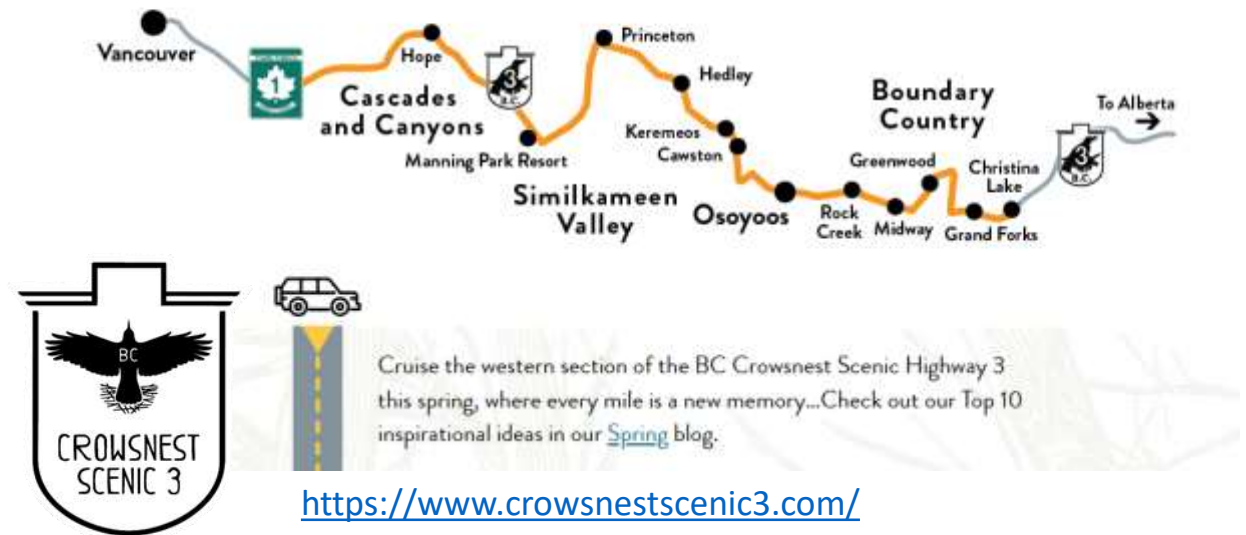
Destination BC (DBC) Co-op Program Cruise the Crowsnest Scenic 3

Similkameen Valley Planning Society

- 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



Marketing Focus of Effort – Cruise the Crowsnest

- 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

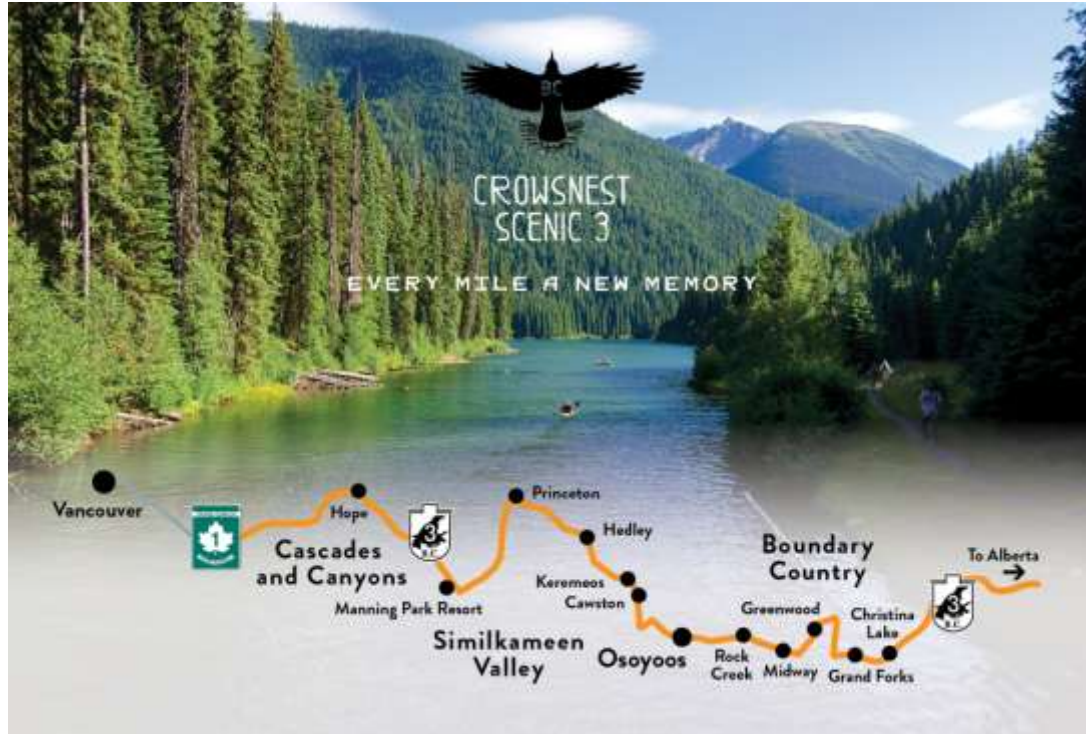


<https://www.crowsnestscenic3.com/places/>

<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**

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SIMILKAMEEN INDEPENDENT WINEGROWERS

BC BOUNDARY COUNTRY
Adventure Unlimited

Crowsnestscenic3.com

Cruise the Crowsnest for your BC Highway 3 Road Trip



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Cruise the Crowsnest - Digital Marketing Highlights

Apr 1, 2025 to March 31, 2026

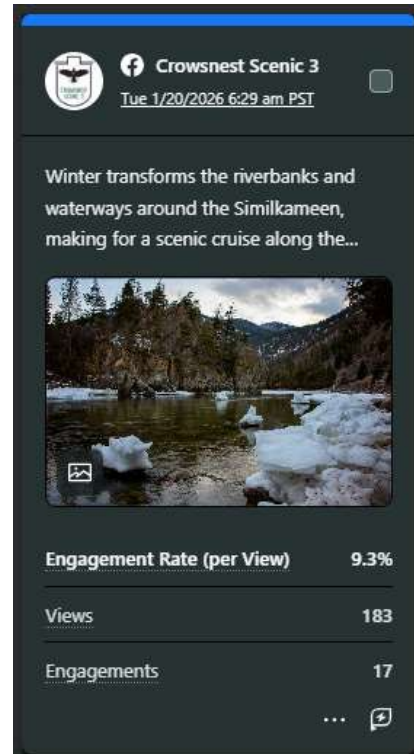
Organic Social Media – boosted - Facebook & Instagram

- 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%)



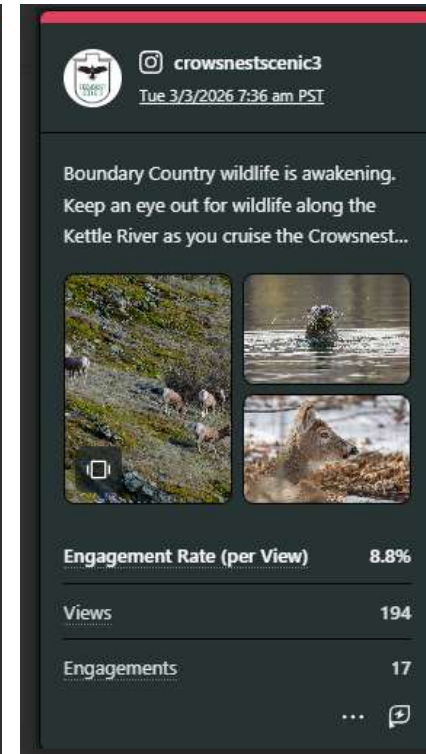
Facebook post from Crowsnest Scenic 3, dated Tue 10/14/2025 12:15 pm PDT. The post features a photo of historic buildings in Boundary Country. The text reads: "Step back in time in Boundary Country. This region is rich in stories, from historic railway routes to charming heritage...". The post has an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

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



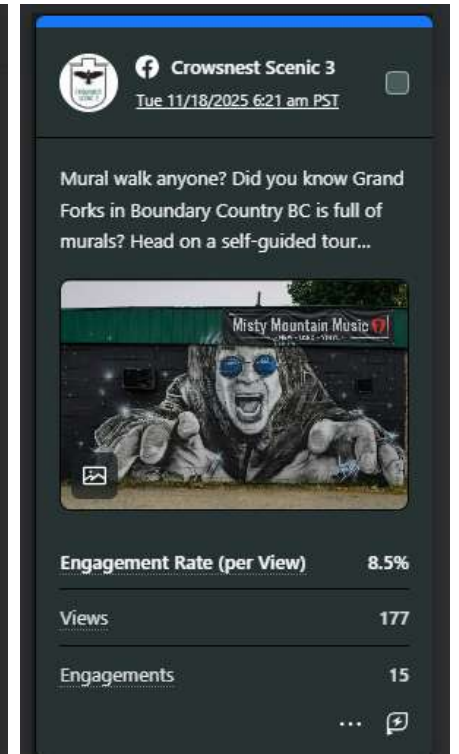
Facebook post from Crowsnest Scenic 3, dated Tue 1/20/2026 6:29 am PST. The post features a photo of a snowy riverbank. The text reads: "Winter transforms the riverbanks and waterways around the Similkameen, making for a scenic cruise along the...". The post has an engagement rate of 9.3%, 183 views,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



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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

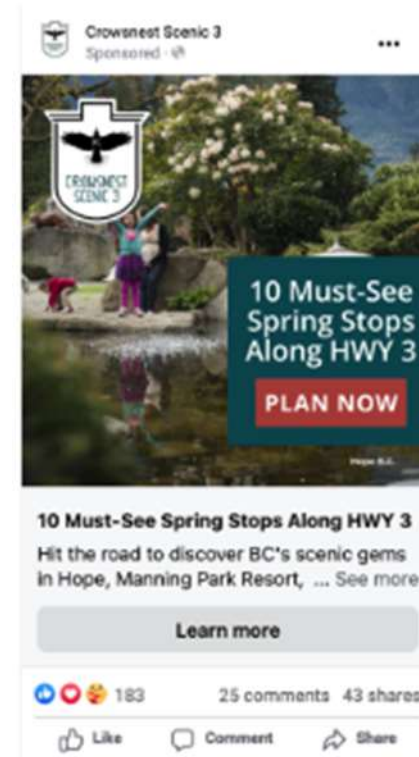


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Cruise the Crowsnest - Digital Campaign Highlights

Spring Campaign April 20 – May 31, 2025

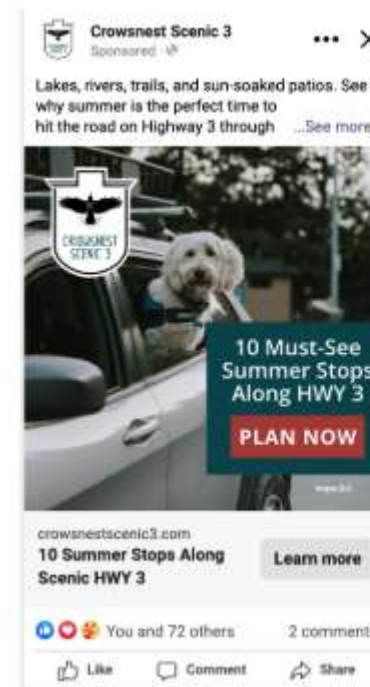
- META/Google Campaign
- Objective was to drive traffic to Spring blog:
Top 10 Things to Do In Spring Along the Crowsnest Highway:
<https://www.crowsnestscenic3.com/top10-things-to-do-this-spring-cruise-the-crowsnest/>
- Total reach: 242,809
- Impressions: 1,200,211
- Landing Page: 8,539
- Total Engagement: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

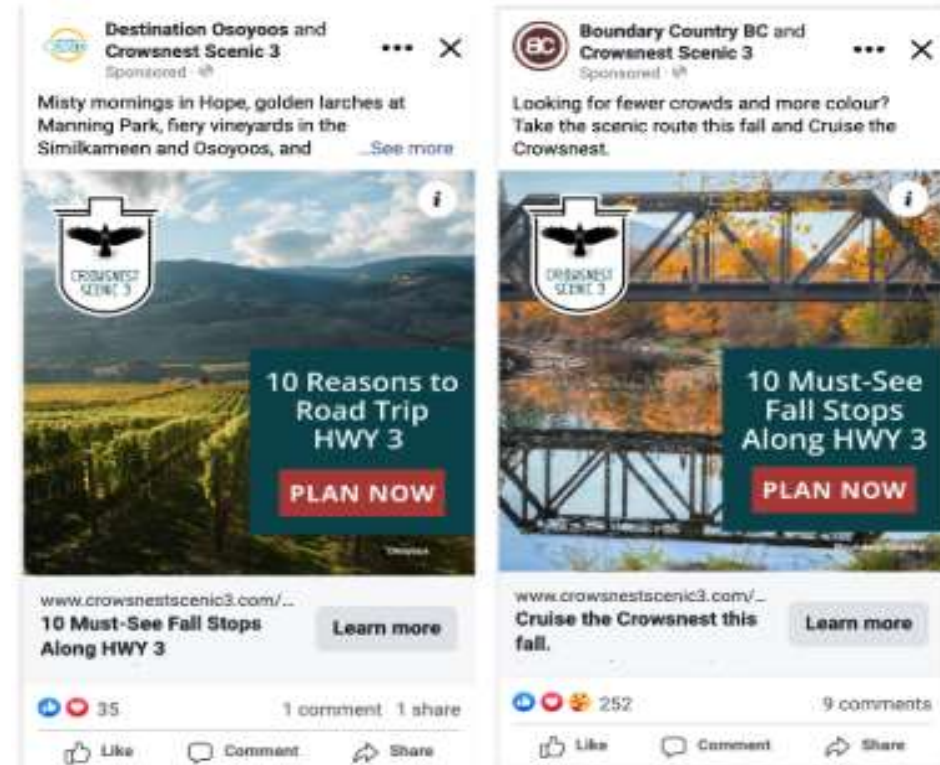


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Cruise the Crowsnest - Digital Campaign Highlights

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



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What's Next

Similkameen Valley

April 1, 2026 to March 31, 2027



Marketing Activities – What’s Next Similkameen Valley

Apr 1, 2026 to March 31, 2027

- Similkameen Valley Agriculture Strategy SCDA – ETSI-BC Grant
- Photo shoot partnership with SVPS, SCDA, Town of Princeton
- Maps:
 - Print pad maps (two-year supply)
 - Similkameen Valley Farm Trail Route Map
 - History, culture, murals walking tour maps
- Blog Series: History, culture, murals self-guided walks
- Website Section Updates: New imagery from photoshoot, Events, Our Story, all communities, accessibility, EV, accommodation, tours, pet-friendly, site wide review (Things to do, Stay, Plan)



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Marketing Activities – What’s Next Similkameen Valley

Apr 1, 2026 to March 31, 2027

- Email marketing 4 consumer newsletters
- Business Directory (website) updates
- Digital audit and readiness (best practices review) and SEO
- Social Media (Facebook & Instagram)
- Seasonal digital campaigns (META & GDN)
- Delivery of Travel Experiences Guide 2026 and 2027
- Industry website update and newsletter
- Brand alignment review with DBC brands and Destination Canada market segments
- Analysis and report of DBC research 2024 and 2025 RDOS visitor data



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Similkameen Valley Industry Website

Resources for Tourism
Businesses & SVPS





- Overview
- Brand
- Digital Media
- Website
- Visitor Guide
- Maps
- Crowsnest
- Highway 3

INDUSTRY SUPPORT

FOR SIMILKAMEEN VALLEY TOURISM OPERATORS

Private website for the SVPS & the tourism businesses to access resources, research and marketing projects.

Welcome to the Industry Support website for tourism businesses in the Similkameen Valley. Bookmark this web page so you can return any time.

The information on this site is private as it's relevant for the Similkameen Valley only. There is proprietary research contained on this site that can not be shared.

This website is provided by the **Similkameen Valley Planning Society** (your local and regional government officials), who invest in destination marketing and online resources for the local tourism industry, made possible through leveraged funding from Destination BC and grant funding from ETSI-BC.

<https://industry.similkameenvalley.com/>

Similkameen Valley Industry Newsletter



[View this email in your browser.](#)

MARKETING UPDATE Share the Similkameen Valley Story

Help us showcase the Similkameen Valley—keep your [business listing](#) updated, share photos and videos, submit your events, follow us on [social media](#) and [link to our website](#) from yours!

We are working on new content, new images, and maps, including the Sip & Cycle Routes, feature stories about our brand pillars — [Princeton: Bronze Sculpture Capital](#) of Canada, [Keremeos: Fruit Stand Capital](#) of Canada, [Cawston: Organic Farming Capital](#) of Canada and two new itineraries: the Similkameen Valley Farm Trail and Sip the Similkameen—also coming our new Weddings page and our Agriculture Story.

We have created new travel [blogs](#), weekly [event](#) updates, email newsletters, and seasonal campaigns on Meta and Google. Highway 3 promotion continues with the [Crowsnest Tourism Alliance](#). Be sure to book your ad in the [2026 Travel Experience Guide](#) by Nov 1 for 15% off!

In Other News: Explore Destination BC's new brand family and the latest market segments from Destination Canada.

Contact: Simone Carlyle-Smith, SVPS Tourism Services Manager 250-575-7247 email support@similkameenvalley.com

[Learn More](#)



Home > Marketing

FOCUS OF EFFORT

Our key objective is to create an online presence that supports people in learning about the Similkameen Valley as either a visitor destination, touring route (via BC Scenic Crowsnest Highway 3), or a service center when passing through. Ultimately, we want the [consumer website](#) to be the official source to find information about the Similkameen Valley, including the local businesses that make up the tourism industry. We encourage all businesses to keep their free business listings up-to-date by contacting us with any changes.

The Similkameen Valley Planning Society is a participant in the Destination BC Cooperative Funding program for the promotion of routes and corridors to domestic markets, through two brands: Similkameen Valley and Cruise the Crowsnest, Scenic Highway 3.



CRUISE THE CROWNEST HWY 3



[Learn More](#)

CONSUMER RESEARCH

Destination BC - New Community Research Program

Destination BC has launched its community research program, providing access to visitor volume, origin, and overnight stay data for the Canadian, US, and International markets. Insights about to the visitors to the Similkameen Valley will be compiled.

Destination Canada - New Standard for Market Segmentation

Destination Canada released their new market segmentation system that is the new standard. Key segments for the Similkameen Valley aligned with the new Destination BC brand includes [Outdoor Explorers](#) and [Redefined Globetrotters](#).

[Learn More](#)

2025 Highlights Marketing the Crowsnest Hwy 3

The primary emphasis is on spring and fall travel with summer and winter as the secondary seasons. Our road trip theme is *Every Mile a New Memory*.

[Cruise the Crowsnest](#) partnership is from Hope to Christina Lake.

- Cruise the Crowsnest Spring 2025 Post Media Social Campaign in Alberta
- Crowsnest Social Media
- META/Google digital campaigns by each season
- New video for Spring and Fall
- New [blogs](#) by season, responsible travel & inclusion



SHARE YOUR IMAGES & VIDEO

We encourage you to share your images and videos with us to showcase on the Similkameen Valley website and social channels.

Send us an email indicating permission to use the images from your website. Contact support@similkameenvalley.com

For digital submissions ideally .Jpeg images are 2000 pixels wide, provide access to your video can be through account sharing.

Options also include uploading to our Google Drive Folder or send via Dropbox or another source.

Meet the new Brands Destination BC - New Brand Family

Destination BC launched its [new brand family](#) in the fall of 2025. The Similkameen Valley is part of the Highway 3 travel route nested in the [Rainforest to Rockies brand](#), (See the [Crowsnest Road Trip](#)) and the lower Similkameen Valley forms part of the [Valleys & Vineyards](#) branded travel route.

The two international target audiences for both these routes include [Outdoor Explorers](#) and [Redefined Globetrotters](#).

Download the brand toolkits and learn more about how your business can engage with Destination BC. [Rainforest to Rockies Brand Info](#) and [Valleys and Vineyards Brand Info](#)

[Learn More](#)



A NEW CHAPTER FOR BC TOURISM: NEW DESTINATION BRANDS LAUNCHED UNDER REPHRASED SUPER, NATURAL BRITISH COLUMBIA PLATFORM





Similkameen Valley
PLANNING SOCIETY



Tourism Services

Carlisle & Co.

Simone Carlysle-Smith

Team lead [Carlysle & Co.](#)

Project Manager, Research
Strategy, Client & Team Liaison



Simone has over 35 years experience in project management. For the last 25 years she has specialized in rural community tourism in British Columbia and has worked with over 55 communities in her career at the community, regional and provincial level in destination marketing and management in BC.

Key areas of expertise include project management, consumer research program development and data analysis, strategic planning, destination marketing and team lead for client / team coordination.

Carlysle & Co provides tourism marketing services to the Similkameen Valley Planning Society, and the Crowsnest Tourism Alliance with her team of specialists.

Contact



SIMILKAMEEN VALLEY TOURISM SERVICES
MANAGER

Simone Carlisle-Smith

Direct 250-575-7247

Email info@simonecs.com

Similkameen Valley Planning Society

About Us





Similkameen Valley

PLANNING SOCIETY

The **Similkameen Valley Planning Society (SVPS)** supports tourism as part of its overall economic and community development mandate.

The Similkameen Valley is located in the southern interior of British Columbia extending from Richter Pass in the east to the Similkameen River's headwaters in Manning Park in the west. Primary access is along the Highway 3 (Crowsnest). The Similkameen Valley is part of the Thompson Okanagan region of British Columbia and Similkameen Country (lower Similkameen Valley) is the gateway to the Okanagan Valley and the Kootenay Rockies.

The Similkameen Valley is the ancestral, traditional and unceded territory of the Syilx Nation, and is home to the Upper Similkameen Indian Band—the Similamix People—and the Lower Similkameen Indian Band—the Smelqmix People.

KEY COMMUNITIES, PARKS AND HAMLETS INCLUDE: Manning Provincial Park, Eastgate, Princeton, Tulameen, Coalmont, Bromley Rock Provincial Park, Hedley, Keremeos, Cawston, Cathedral Provincial Park, Olalla, Chopaka

The Similkameen Valley Planning Society (SVPS) Board of Directors

- Regional District Okanagan Similkameen Area G, Keremeos Rural/Hedley - Tim Roberts, Director, Chair SVPS chair@similkameenvalley.com
- Town of Princeton, Spencer Coyne, Mayor, Vice-Chair, SVPS
- Village of Keremeos, Garry Elliott, Councillor
- Regional District Okanagan Similkameen Area B, Cawston - George Bush, Director
- Regional District Okanagan Similkameen Area H, Manning Park - Bob Coyne, Director
- Lower Similkameen Indian Band, (LSIB) Keith Crow, Chief

Similkameen Valley

