

TCK Marketing Strategy



CANMORE
KANANASKIS

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CONSUMER MARKETING



What is Consumer Marketing?

Consumer Marketing:

Consumer marketing is a central component of our comprehensive strategy to promote Canmore and Kananaskis as premier travel destinations. Consumer marketing focuses on engaging directly with potential visitors through targeted advertising, social media campaigns, and digital content that showcases the natural beauty, activities, and experiences available in our region. Our efforts are designed to resonate with specific demographics by creating compelling narratives that appeal to their interests and inspire travel.

Consumer Marketing Objectives

- 1. Maintain peak season travel and grow off-season travel**
- 2. Attract high-value(s) travellers**
- 3. Strengthen our destination brand**



Target Audience: Curious Adventurer

Demographics/Psychographics

Age | 40-55

Gender | Equal

Children at home | 25%

Local experiences | Organic, authentic

Lifestyle & Interests | Actively looks for opportunities to learn. Seeks fulfillment through adventure, authentic connection and belonging, and personal enlightenment

Research & Planning | Plans with flexibility, leaving time in their schedule for unplanned encounters and activities. Constantly grazing for information before and during a trip, seeking local insider information and recommendations.

Gabriela needs authentic connection

They find cultural significance by immersing themselves in the communities they visit, making genuine connections with people and places



Xander needs to belong

They seek out deeply enriching experiences through self-guided encounters to better understand their place in the world.



Andrea and Susan need to feel like locals

They curate unique experiences by discovering hidden gems that leave them feeling like they truly know a place.



Sean needs personal enlightenment

They slow down time to explore a destination freely, embrace their independence and stoke their enlightenment.



Greta and Karl need fulfillment

They nurture their personal growth by collecting stories about the people they meet and the places they visit to feel fulfilled.



Why the Curious Adventurer?

Brand Alignment

Our mission to **transform the way we live in our world** resonates with those seeking transformative travel experiences. The Curious Adventurer's pursuit of personal enlightenment embodies this spirit and aligns with the rugged and welcoming nature of our community.

Our **unfiltered, neighbourly, invigorating, and mountainy** essence appeals to the Curious Adventurer's craving for the thrill of adventure in our untouched nature combined with the genuine connection to our local culture.

Our **humble, confident, and competent** approach attracts a Curious Adventurer who values deep engagement with their surroundings while exploring in a respectful manner.

We promise **astonishing adventures that nourish your soul**, which caters to the Curious Adventurer's desire for soul-enriching experiences amongst our breathtaking landscapes.

Target Markets

US	Domestic
Primary	
California (Los Angeles, San Diego, San Francisco, Sacramento)	Ontario
Texas (Dallas, Houston, Austin, San Antonio)	Quebec (English-speaking)
Secondary	
Washington State (Seattle)	British Columbia

Why These Markets?

1. Concentration of our target audience

These regions have a high density of people who embody the Curious Adventurer persona.

2. Air access

The selected markets have frequent and direct flights to the Calgary International Airport (YYC).

3. Alignment with industry partners

Both Destination Canada and Travel Alberta focus their marketing initiatives in these markets. In aligning our marketing efforts, we strengthen and amplify our message.

The Marketing Funnel

The Marketing Funnel is a high-level overview that shows the user journey from learning about a destination to visiting that destination. Each stage is designed to guide potential visitors through their journey from discovering what Canmore and Kananaskis is in relation to Canada and Alberta to choosing our destination for their next adventure.

We work closely with Destination Canada, Travel Alberta, and our local partners to make sure resources are allocated to each level of the funnel from the appropriate source.



The Marketing Funnel

At the **Awareness** level, Destination Canada and Travel Alberta play a pivotal role in introducing the national and provincial brands, ensuring our target audiences are informed about what Canada, and more specifically Alberta, has to offer. These efforts are focused primarily on US markets, as most Canadians are already familiar with their domestic travel options within their own country.

Once potential visitors move past the Awareness stage, Travel Alberta shifts their marketing efforts the **Consideration** level, where they target both US and Canadian audiences and shine a spotlight on destinations province-wide, including Canmore and Kananaskis, and differentiate our offerings from other provinces. TCK also runs campaigns to build off Travel Alberta's efforts and begin to differentiate our destination from others in Alberta.

A dark green, rounded rectangular frame with a small circular dot on the right side, containing the word Awareness in bold black text.

Awareness

A light green, rounded rectangular frame with a small circular dot on the right side, containing the word Consideration in bold black text.

Consideration

The Marketing Funnel

The **Preference** stage is where TCK's targeted marketing strategies aim to position Canmore and Kananaskis as the preferred destination choice in Alberta. This is where we can start to feed more tailored information about the unique places to stay, things do to, and food and dining experiences in our destination through compelling storytelling and breathtaking imagery.

Finally, at the **Purchase** stage, our focus shifts to converting interest into action. TCK supports our partners by promoting business listings on our website, social media channels, blog posts, itineraries, and our Expedia landing page. This multi-channel approach not only enhances visibility but also provides a direct path for bookings with local businesses.



2024 Paid Tactical Plan

		Q1			Q2			Q3			Q4		
		Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
USA	Google Demand Generation												
	Google Search												
	Meta (Facebook, Instagram)												
	Pinterest												
	Expedia												
CAN	Google Demand Generation												
	Google Search												
	Expedia												

KEY	Consideration
	Preference

TCK receives partial, matched, or full funding from Travel Alberta and Destination Canada for our marketing campaigns by leveraging buy-in partnership opportunities exclusive to our Destination Marketing Organization (DMO). Through these valued partnerships, for every \$1 we spend, we leverage \$2.1.

Key Performance Indicators

How we measure campaign success:

- Visitation from target markets
- Website sessions and engagement from target markets
- Click through rates and cost per clicks for digital ads
- Number of partner website and social media leads
- Room night bookings and gross bookings through Expedia



Creative Concept – Rocky Mountain Real

Canmore Kananaskis has always blazed its own trails. This concept is rooted in simplicity and celebrates independence while giving a nod to sustainability and highlighting all the natural elements that frame the ultimate Rocky Mountain destination.

Tagline: Rocky Mountain Real



Creative Concept – Rocky Mountain Real

- Playful copy and image pairings celebrate the authentic experience of Canmore Kananaskis
- We invite visitors in to enjoy our local space with us and get to know our community



Creative Concept – Rocky Mountain Real

- The use of semi-opaque text boxes lets our headlines pop showcasing brand colours and graphics
- Text boxes are not set in place, allowing for more whimsy and visual interest in ad series



Always-On Strategies

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Highway 1 Billboard												
Official DMO Website												
Social Media (Meta, Pinterest, X, YouTube)												
Consumer Newsletters												
Blogs and Itineraries												

KEY	Awareness
	Consideration
	Preference
	Purchase



How you can work with us

Questions? Contact Tourism
Canmore Kananaskis at
Info@explorecanmore.ca.

- Update your business listing seasonally on [Alberta Tourism Information Services \(ATIS\)](#) with current information and imagery
- Update your Expedia hotel listing seasonally with current information and imagery
- Use the free images in our [Media Hub](#) for your marketing efforts with credit to Tourism Canmore Kananaskis
- Tag us in social media posts and use the hashtags #explorecanmore and #explorekananaskis
- Sign up to receive our [industry newsletter](#) for updates about the local tourism economy and Tourism Canmore Kananaskis
- Email us about any new products and offerings at info@explorecanmore.ca. If you are able to host groups or group tours, please notify us of this as well.
- Stop by the Canmore Visitor Information Centre to connect with our travel counsellors about your products and offerings

TRAVEL TRADE & BUSINESS EVENTS



What is Travel Trade?

Travel Trade:

A key channel to reach consumers in overseas markets is through **Travel Trade**. Travel trade includes online travel agents, receptive tour operators, tour operators, wholesalers, and travel agents. Often located in the country they are selling to, travel trade partners have an intimate knowledge of travellers' interests and motivation and will promote tourism experiences and vacations. Working with travel trade in a variety of overseas markets helps us navigate changing demographics and economies and can help your tourism business achieve a "balanced portfolio."

Tourism Canmore Kananaskis works with international tour operators on itinerary development support, product knowledge training and education, familiarization tours, and joint marketing initiatives.

What are Business Events?

Business Events:

The **Business Events** market encompasses a broad spectrum of gatherings, ranging from corporate conferences, trade shows, and incentive programs to leadership retreats. The core of the Events Industry - conferences and business meetings - provide platforms for networking, knowledge exchange, and collaboration. The Events Industry contributes significantly to the global and local economy. Events generate revenue, support local businesses, and create employment opportunities. Events are increasingly aligning with principles of social responsibility and community engagement. Initiatives such as corporate social responsibility (CSR) programs, community outreach events, and sustainable practices underscore the industry's commitment to making a positive impact beyond economic considerations.

Tourism Canmore Kananaskis works with event planners to generate awareness and interest in the destination all while ensuring alignment with our tourism partners. TCK also acts as a resource for the planner throughout the program planning process.

Target Markets

Travel Trade	Business Events
Primary	
North America – Canada, USA and Mexico	Regional Alberta
Europe – UK, Germany and France	North America – Canada and USA
Secondary	
Japan (through Travel Alberta)	Europe (through Destination Canada)

Why These Markets?

1. Concentration of our target audience

These regions have a high density of people and companies whose interests and values align with Canmore and Kananaskis' offering.

2. Air access

The selected markets have frequent and direct flights to the Calgary International Airport (YYC).

3. Alignment with industry partners

Both Destination Canada and/or Travel Alberta focus their marketing initiatives in these markets. In aligning our marketing efforts, we strengthen and amplify our message.

Travel Trade & Business Events Marketing

2024 Travel Trade Missions

*Rendez Vous Canada (RVC), Edmonton, May 14-17

*Adventure Travel Trade Association (ATTA) North American Elevate, Asheville, North Carolina, June 10-13

Focus Mexico, Mexico City, September 10-12

Showcase Europe, Paris, France, November 12-14

United States Tour Operators Association (USTOA) Annual Conference, Marco Island, Florida, December 10-13

2024 Business Events Missions

Incentive Canada, Banff, January 21-24

*Venues Series, Edmonton, March 7

*TCK Hosted Planner Event, Edmonton, March 7

*Venue Series, Calgary, March 8

*TCK Hosted Planner Event, Calgary, March 8

Society for Incentive Travel Excellence (SITE) Incentive Summit Americas, St. John's, Newfoundland, July 15-18

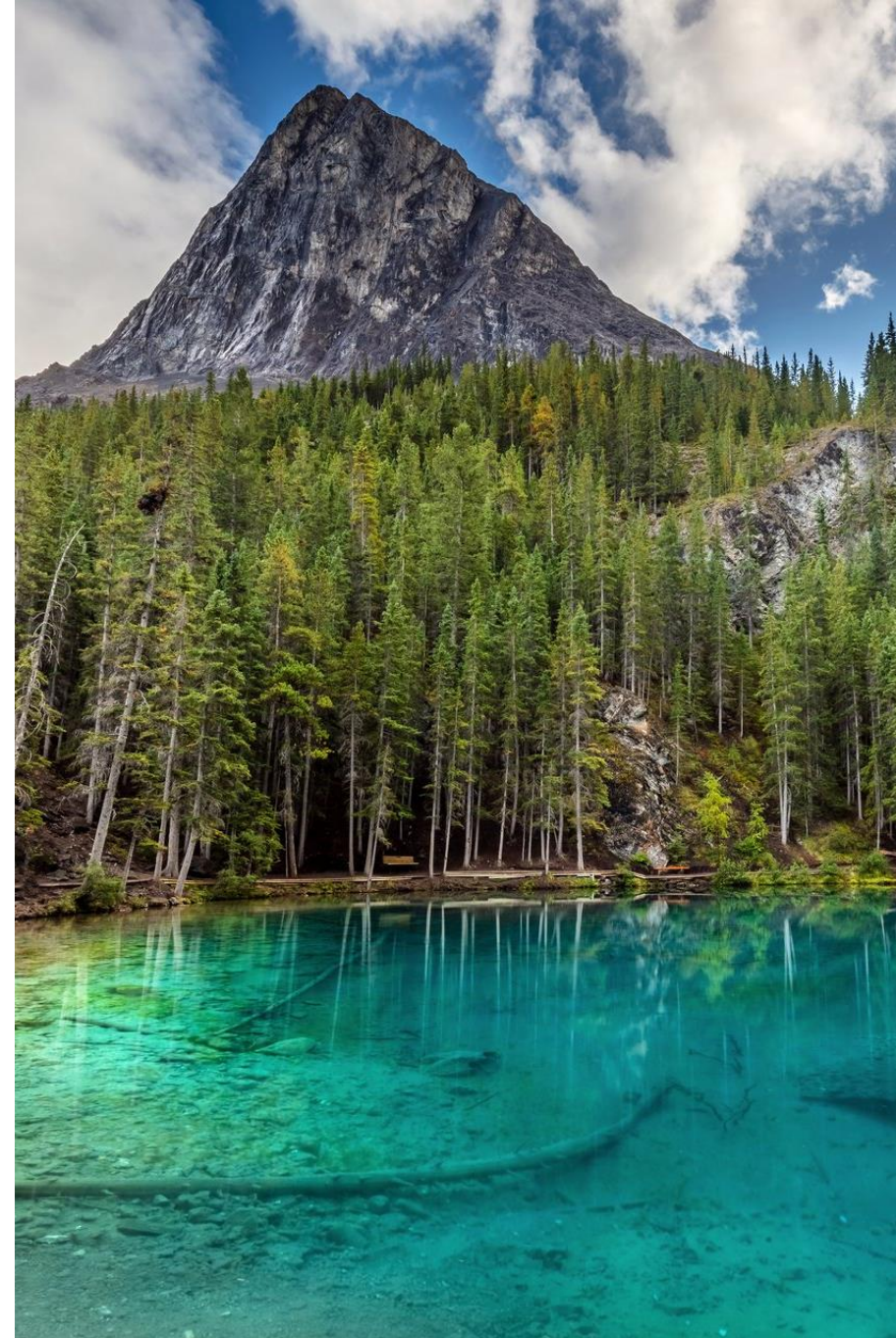
*Executive Travel Series, Calgary, September 6

**Opportunity for partners to attend – contact lindsey@explorecanmore.ca for more information.*

Key Performance Indicators

How we measure success:

- Number of leads from missions
- Number of partner referrals from RFPs
- Number of new itineraries developed
- Number of expected and booked room nights





How you can work with us

Questions? Contact Tourism
Canmore Kananaskis at
Info@explorecanmore.ca.

- Update your business listing seasonally on [Alberta Tourism Information Services \(ATIS\)](#) with current information and imagery
- Update your travel trade and business events product offerings in an electronic format
- Update the Tourism Canmore Kananaskis team of any new products
- Participate in missions alongside Tourism Canmore Kananaskis when possible
- Support hosted familiarization tours