



April 01, 2009

Tourism BC and Nakusp and Area Development Board present the Nakusp and Area Draft Tourism Plan, 2009

Background

The Nakusp and Area Development Board made application to Tourism BC Community Tourism Foundations program for the production of a Tourism Plan. After an initial meeting between Tourism BC and community tourism stakeholders, a working committee was assembled to assist the Tourism BC facilitator to create the Situation Analysis. A planning session was conducted to review the Situation Analysis and determine key direction for the Tourism Plan. This document is a summary of the full draft Tourism Plan, which can be found online at: www.nadb.ca.

Current Situation

The tourism community is being presented with the draft plan for final review and adoption April 01, 2009. The Nakusp and Area Development Board made application to the Tourism BC Community Tourism Opportunities program for \$15,000 for assistance to implement key projects from the plan including: image bank, revised brand designs, tourism website and integrated database as part of a community portal, visitor guide and Village Walking Tour initiative. A funding application has been submitted to Columbia Basin Trust. Current funding commitments to support these projects include the Village of Nakusp and the regional districts.

Next Steps

The final tourism plan will be completed based on feedback from the attendees of the presentation and any other stakeholders as directed by the working committee. The working committee will retire and a new Tourism Advisory Committee will be established under the Nakusp and Area Development Board to provide insight from a tourism industry perspective and to support the NADB to implement the plan.

The Tourism BC facilitator will provide a working document titled *The Tourism Plan Status Report* which will include the final tourism plan goals, objectives and strategies into summary format that will include the timeline, lead organization, budget, next steps, tracking and current status of each strategy for monitoring purposes.

The NADB, with assistance from Kootenay Rockies Tourism Association – Agent of Tourism BC, will present the final Tourism Plan to the Village of Nakusp and both regional districts for adoption in principle or ideally for inclusion of the tourism vision, goals and objectives in a dedicated tourism section of the next Official Community Plan update.

Kootenay Rockies Tourism Association will identify programs and services to assist the NADB with implementation of the plan.

Vision, Goals and Objectives – Nakusp and Arrow Lakes Tourism Plan 2009

Community Vision Statement Village of Nakusp

The following vision statement for the Village of Nakusp originates from the recently updated Official Community Plan Bylaw 612, adopted April 08, 2008.

The Vision for Nakusp

The desired Nakusp is an attractive, safe, healthy, friendly, economically vibrant, ecologically sound lakeshore community that is focused on maintaining the quality of life, small-town character and rural charm of the Village.

Nakusp's built and natural environment respects, above all else, the outstanding diverse natural habitat and optimizes recreational opportunities for its citizens and its visitors. Nakusp residents enjoy a high quality of life built upon a sustainable and diversified local economy.

The waterfront is particularly emphasized and made accessible to all through trails and walkways where feasible;

A vibrant commercial area created around the downtown core provides an attraction for visitors and local residents;

Suitable, safe, healthy housing with easy access to transportation, recreation, open space, shopping, schools, and community services is provided to meet the diverse needs of individuals and families at varying income and age levels;

The road network is solidly established. Vehicle movement is improved with the provision of off-street parking, and safe loading and unloading spaces, encouraging non-motorized pedestrian movement;

The Hot Springs resource is enhanced, protected and economically sustainable.

Nakusp – A place for all reasons

Tourism Vision Statement for Nakusp and Arrow Lakes

During the planning session held October 27, 2008, participants were asked to list key words and phrases that would be distilled to form a vision statement for tourism.

Nakusp and the Arrow Lakes is known for its rural charm and natural setting, which sets the pace for sustainable tourism that balances our economy without compromising quality of life for our residents. We attract visitors who seek nature-based experiences in a pristine environment, which include adventure, recreation, health and wellness, and heritage, arts and culture. Our community is united in achieving this vision through a spirit of collaboration and cooperation.

Tourism Plan Goals

1. To diversify the local economy through strategic expansion of the tourism industry as a way of expanding the tax base, increasing the jobs and income available to residents while balancing community values;
2. To enhance destination development and appeal for visitors by attracting infrastructure investments through local, regional, provincial, national and private sources;
3. As an integral element of industry growth, to foster business and industry development that complements and strengthens products and attractions of most appeal to visitor markets;
4. To encourage tourism operators to consistently and strategically market the area to target markets by working cooperatively and in collaboration with community stakeholders to leverage resources wherever possible; and
5. To sustain a tourism management function to ensure leadership, organizational capacity, funding and communications to support tourism stakeholders and the community to achieve the vision for tourism.

Tourism Plan Objectives

Tourism Planning and Management

- Undertake an economic development strategy process, which integrates the tourism sector recommendations.
- Allocate resources to implement the Tourism Plan in phases, built around community, industry, government participation, partnerships and communications.

Tourism Infrastructure and Development

- Expand tourism infrastructure that supports the Village of Nakusp Community Vision and the Nakusp and Arrow Lakes Tourism Vision.

Product Development

- Identify and prioritize product development opportunities and compile resource material that aids with pre-feasibility for business opportunities and policy support.

Information Management and Research

- Establish an online tourism industry database and resource centre that will support the development of community tourism and provide the information and research needed to support the tourism industry.

Business and Industry Development

- Establish a business and industry development program that supports the needs of local tourism business operators and organizations.

Market Position and Targets

- Improve overall tourism performance by increased awareness, length of stays, overnight stays, visitor spending and overall market share of leisure travellers, free independent travellers (FIT) and small groups from domestic and foreign markets.

Marketing Partnerships and Programs

- Establish the cooperative marketing program with regional partnerships that leverage resources and extend market reach.

Branding

- Explore the expansion of the current brand identity for the Village of Nakusp to incorporate the Arrow Lakes by utilizing the logo and supporting colour scheme into all communication materials for place marketing of “Nakusp and Arrow Lakes – British Columbia, Canada.”

Promotional Tools & Materials

- Create the official set of promotional tools and materials for destination marketing and to support visitor services incorporating the new regional brand.

Integrated Promotional Mix

- Develop an integrated promotional mix of marketing activities to raise awareness of the Nakusp and Arrow Lakes area as a travel destination in its current stage of development and communicate the attributes of market-ready product in key markets.

Visitor Services

- Refine the visitor services programming to integrate with increased tourism marketing activity providing a seamless experience for the visitor.

Plan Tracking / Monitoring and Evaluation

- Establish and maintain a tracking and evaluation program that is directly associated with the goals and objectives of the Tourism Plan.

Communications

- Establish and maintain a communications strategy that engages and informs the tourism industry, residents, government and regional partners to contribute to an enhanced tourism development climate.

Tourism Plan Year-One Priorities

Planning for Implementation: Capacity building for the Nakusp and Area Development Board. Feasibility of a regional economic development strategy including the opportunities assessment for the future of Nakusp Hot Springs.

Section 5.1 Tourism Infrastructure & Development

Strategy # 13 – Create a matrix of infrastructure improvements.

Section 5.2 Product Development

Strategy # 14 – Develop a Tourism Investment Strategy commencing with an assessment of the Nakusp Hot Springs sale.

Strategy # 15 – Expand product packaging and itinerary development.

Section 5.3 Information Management and Research

Strategy # 16 and 17 – Establish an online tourism industry database and resource centre as part of the new tourism website.

Section 5.4 Business and Industry Development

Strategy # 21 – Host the first annual pre-season tourism industry event.

Strategy # 22 d. – Incorporate resource references into the online resource centre.

Section 5.5 Market Position and Targets

Strategy # 26 – Target regional market potential.

Section 5.6 Market Partnerships and Programs

Strategy # 27 – Work with the regional destination management organization, Kootenay Rockies Tourism Association commencing with the Tourism BC Community Tourism Opportunities program.

Section 5.7 Branding

Strategy # 29 – Revise the Village of Nakusp Branding Usage Guidelines document to add a regional version brand identity for Nakusp and Arrow Lakes.

Section 5.8 Promotional Tools & Materials

Strategy # 30 – Develop the image bank.

Strategy # 31 – Establish the official Nakusp and Arrow Lakes Visitor Guide.

Strategy # 33 – Produce an online press kit to support media relations as soft-copy version on the website.

Strategy # 35 – Create a web series of maps for tourism promotion.

Strategy # 40 – Create the official tourism website for Nakusp and Arrow Lakes, BC Canada.

Section 5.9 Integrated Promotional Mix

Strategy # 41 – Establish and maintain an Internet marketing plan. (2010 as budget permits)

Section 5.10 Visitor Services

Strategy # 47 – Retain membership of the Visitor Centre in the Tourism BC Visitor Centre Network program.

Strategy # 49 – Utilize and promote one official website for all visitor information about Nakusp and Arrow Lakes, BC.

Section 6.1 Monitoring and Evaluation

Strategy # 53 – Refine the fulfillment services program (responding to visitor inquiries) to coincide with the increased marketing activity and establish tracking reports for future evaluation and planning.

Strategy # 54 – Maintain the strategic planning process.

Strategy # 55 – Produce an annual tourism report.

Strategy # 56 – Track the marketing program. a) Participation rates c) Inquiries g) Website statistics reports j) Industry Feedback

Section 6.2 Communications

Strategy # 58 – Create a Tourism Plan update page in the tourism industry section of the tourism website.

Strategy # 59 – Establish a broadcast email and fax system.

Strategy # 60 – Produce a bi-monthly tourism electronic newsletter.

Tourism BC Contacts:

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