

PROJECT TITLE TOURISM RECOVERY AND DIGITAL MARKETING PROJECT

PROJECT START DATE SPRING 2021

ESTIMATED PROJECT COMPLETION DATE FALL 2022 (completed)

PROJECT BUDGET \$86,000

ISLAND COASTAL ECONOMIC TRUST \$86,000

VILLAGE CONTRIBUTION IN-KIND

PROJECT DESCRIPTION

Lead a Destination Marketing and Brand Stewardship project with development and support for industry

- Establish tourism focussed social media presence for Tahsis and the surrounding area including hashtags
- Create compelling content that features unique places, businesses and stories from the area and promote the stories through organic social media marketing
- Liaising with the Mowachaht/Muchalaht First Nation to explore ways to appropriately and respectfully incorporate information about their culture and history in marketing communication
- Support tourism related businesses in establishing or enhancing their social media presence
- Create and distribute a brand tool kit to support local tourism operators
- Plan and deliver targeted webinars and/or small group workshops to help increase digital sophistication of businesses
- Support tourism business development activities within the area as required