

*Activate Tourism McBride
Project Timeline*



Village of McBride
Our Untamed Landscape

TOURISM ACTIVATION

Tourism McBride



ACTIVATE



WEBSITE



LEADERSHIP



ENGAGE



EXPERIENCE

Tourism Master Plan

1. MRDT Management
2. Natural Assets
3. Linking the Gateways
4. Outdoor Adventure Guide

Deep Dive into Digital

1. Navigation
2. Site Map
3. Content migration
4. Training
5. Anchor Social Posts

Plan the Plan

1. Council Role
2. Committee meetings
3. Partnerships
4. Monitoring Our Progress

Listen = Empowerment

1. Community
2. Tourism sector
3. Opportunities
4. Vision

Tour Operators

1. Visitor Centre
2. Via Rail
3. Tourism Summit

Where we've been... and what's next

Getting Started



1. Action Planning & Capacity Building Workshops-McBride Tourism Committee
2. Creation of a 2-year plan on a page
3. Research on new tourism products:
Equestrian, Water based, Linking the Gateways(Hwy 16 -Via Rail / Visitor center)
4. Development and submission of the 2024 MRDT Tactical Plan
5. Advisory Tourism Support
6. Federal Grant Writing Submission
7. Industry Interviews and meetings
8. Website Support-Navigation/Content



MCBRIDE TOURISM PRODUCT DEVELOPMENT STRATEGY

The Strategy is pragmatically focused on short to intermediate term better capitalization of existing rail passenger and vehicle traffic. The multiplier bridges to a vibrant tourism sector long-term are: 1) enhanced accommodation; 2) visitor services/entertainment. Long-term vibrancy revolves around leverage of differentiated backcountry experiences: e.g. horse, guided.

☆ 2024 MRDT GAME PLAN

- Website
 - Phase 1 – Asset Inventory
 - Phase 2 – Brand & Product Experience Addition
- Tourism Brand
- Imagery
- Outdoor Adventure Guide and Key Product Rack Cards
- Social Media Anchor Content/Style
- Linking the Gateways Initiative

BRING ME TO LIFE (THE 6 THINGS)

- Coffee
- Grocery
- Brewpub
- “Unique” / craft retail
- Entertainment
- Restaurant

STOP...IN THE NAME OF LOVE

- Move McBride Welcome Sign Toward Hwy 16
- Downtown McBride Turn Sign – Hwy 16 E and W
- Corner Property Hwy 16/Main Development Concept
 - Animate “The Stroll” – Hwy 16-VIA
 - VIA Train Station HUB (mixed use vision)

NOW

Two-way Hwy summer traffic - 1650 vehicles (winter 960)

Annual VIA passengers Jasper-Prince Rupert – 16,000

PUT MORE HEADS IN BEDS

- Phase 1 – Stop and Go Travellers
- The Facts – TripAdvisor Scores
 - Accommodation enhancement program
 - Campground (in-town)
- Phase 2 – Accommodation as Destination
- Caboose accommodation initiative
 - B&B/Airbnb additions

OVERNIGHT STAYS = ECONOMIC MULTIPLIER

3% MRDT future = more data = better product development & positioning

CREATE ACTIVATED EXPERIENCES

SUMMER

Fraser River – incl. access enhancement

SURVEY ONGOING

Horse

Recapture snowmobile brand & traffic – accommodation enhancement



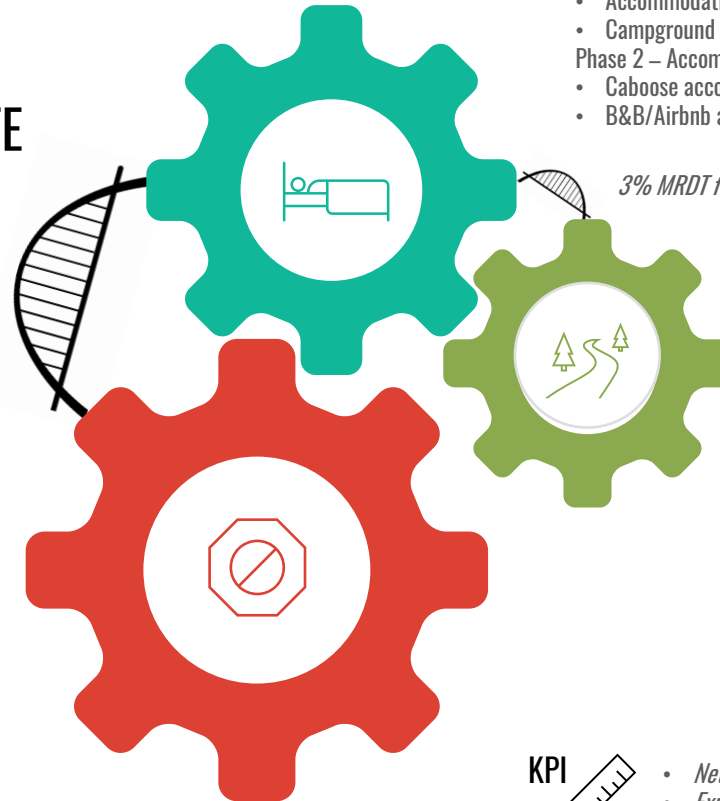
WE'VE GOT YOUR BACK

NOW

KPI



- Net Promoter Score
- Expedia/TripAdvisor Reviews – positive trend



THE LITTLE VILLAGE THAT COULD

2024-2025 Key Tourism Projects

Bookable Experiences-based asset mapping / Linking the Gateway Initiative & Imagery Collection

Working with industry secure new targeted tourism focused imagery to support the primary website at visitmcbride.ca

Experience McBride Social Media Anchor Posts

1. Development of social media content, and posts to support online campaigns/drive visitors to McBride Visitor Centre
2. Industry Development & Training - Tourism Industry Summit Thursday, September 26, 2024

New Digital Outdoor Adventure Guide

Building from the Tourism plan and existing experiences with a focus on local natural attractions

New Tourism Brand

Creation of a new tourism brand that recognizes historic foundations, history & Culture with a focus on outdoor and natural experiences

Redevelopment of visitmcbride.ca

Well underway by Kimbo design, the new site will see a total design and modernization of tvisitmcbride.ca as the single McBride tourism portal for all tourism activities and promotions

Organizational

1. Finalize best-fit organizational model, budgeting for sustainability staffing support, reporting, documentation
2. MRDT Renewal Submission - Completion of 5-year MRDT Tactical Plan and Budget

