



Interior Sportsman Show April 5, 6, 7 2019
Capital News Centre Kelowna
Follow Up

Cindy Alblas represented The Boundary Country Tourism Booth, along with Len Strzelec and Jessica Baiton from Christina Lake Tourism.

We were placed in a corner booth, on the main isle from the front entrance and were visible from 3 angles and were across from the fly fishing demos.

Christina Lake Tourism participated in the passport to win program. In order to participate in this program, your booth needed to contribute a minimum of a \$1500 prize package. Christina Lake's prize package included over \$2000 of accommodations, boat rental, kayak rentals, gift certificates and a lot of swag. In order for the participant to win they needed to visit the 4 booths which were participating, and receive a stamp on their passport which then was handed in for the draw. This was an absolute advantage, as it allowed us to engage personally with each of the participants. Our booth was packed, all weekend. Cody Lucas of Kelowna was the lucky winner!

Spoke personally to approximately 690 attendees throughout the weekend. The majority of attendees were from Kelowna, West Kelowna, Vernon, Osoyoos, Peachland, Summerland and Penticton. We also spoke with attendees from Alberta, Manitoba, Ontario and Quebec. There were also a few attendees from Boundary Country, as well as those who had vacation homes in Boundary, or whose families lived there.

We handed out over 900 Boundary Visitor guides, 950 Christina Lake Adventure guides, 100 Boundary Country Pamphlets, 80 Boundary Country Business Cards, 120 Kettle Valley Trail Maps, 100 Boundary Country Pad Maps and a variety of Boundary Country swag including branded bags, band aid holders, branded wildflower seed cards, stickers, pens and t-shirts were given to attendees.

40% of attendees we spoke to didn't know where Boundary Country was, although they recognized the communities, they didn't know it was called Boundary Country, or how to get there. This gave us the opportunity to show them Boundary Country on the pad map, and explain the area.

When speaking to attendees about the distance to Boundary Country, many attendees said "That would be a good day trip or weekend getaway from the city." – QUOTE from attendees.

Some attendees spoke of childhood memories of Christina Lake, going to the Rock Creek Fall Fair, the Boogie Bash, the gold rush, the old Highway through BC, going to Mile Zero of the Trans Canada Trail in Midway, skiing Big White, the Russian Borscht, Cannafest, International Baseball Tournament and tubing in Grand Forks and the beautiful countryside of Christian Valley, Westbridge and Beaverdell. Attendees also spoke of Boundary Falls and the nice trails around Greenwood as well as the good fishing in Jewel Lake.

Adventure: Unlimited.

“The absolute nicest hosts that I have ever met and stayed with were from the Christian Valley, I had the best vacation there, they were so helpful and friendly, the hidden gems of nature were absolutely amazing and it was so beautiful and peaceful there” – QUOTE from attendee.

“I just love Christina Lake, I have the best memories there, it’s so great to get away from the screens and enjoy the outdoors and the lake all day, with my friends and family, can’t wait to get out there again this summer”- QUOTE from youth attendee.

“Rock Creek river camping is the best! I go there every year!” -QUOTE from attendee.

KVR Rail Trail had significant name recognition. 120 maps were given out, which we ran out of on the 2nd day of the show. Attendees love maps! 100 Pad maps of Boundary Country were given out, which we also ran out part way through the second day. KVR brochures for people who asked specifically about cycling on the rail trail were also available and 22 were taken.

“I want to hike/bike the whole KVR someday” QUOTE from several attendees.

Lots of people were looking for places for biking and recreation in general. Can you rent sups, bikes, kayaks, boats? Where can we camp? Where can we fish? Where can we golf? Can you camp on the river, on the lake? Are there long term RV rentals? Are there any hunting/fishing lodges in Boundary Country? Marine camping in Christina Lake was also of interest. Also questions about real estate market, economic development in the area, youth programs in summer, weather and bugs. There were several inquiries about the accommodations, both camping/RV and motels/vacation home rentals in Boundary Country, and were surprised that there was so many options.

Conversations about the history of Rock Creek and Greenwood-Jewel Lake-gold rush-have they re-opened the mines, questions about drive times from the Okanagan, inquiries about tubing/floating, ATV trails, horseback inquires, questions about motorized and non-motorized boating and trail riding, what is allowed on the lakes/trails, conversations about zebra/quagga mussel invasive species. Conversations about real estate agents in the area, spoke with several people who are considering their retirement to Boundary Country, as well as 2 young people who are about to move and start new jobs in Midway and were over the moon about it, they were excited to learn of the community gardens.

Flood and fire was mentioned, a few attendees mentioned that there is so much smoke there they wouldn’t go back in August again. A few attendees spoke of how they hoped there wouldn’t be flooding and fires this year and expressed compassion for the area for what it has went through.

TV with visual displays, were a great way to show attendees the environment in the fall in Boundary Country. The Boundary Country poster with the view of the countryside drew people in, people liked the visual of open space and they expressed how beautiful and open the area is. When explaining the drive, it was nice to be able to point to the poster and show the attendees, what some of the views will be like along their travels through Boundary Country.

Adventure: Unlimited.



Points to note for future shows:

Our attendee accuracy would improve if representatives would have hand counting clickers to take count of all the people who they have engaged with, it was very difficult to record all attendees they spoke with, as it was nonstop for the majority of time.

Have the television to the outside edge, as the booth was so busy, the TV became blocked at times.

Always have a prize, as it draws in the people, and they love it. Have a larger prize package that represents the entire Boundary Region.

More maps, especially trails maps of Boundary Country for all areas, people love the maps.

Have information on all the festivals across Boundary Country and when they are happening.

More swag, as this went fast! Band aids and flower seed tags and pens were a real hit, people liked that they were useful items.

Bigger signs and more pictures, possibly iPads for easy visual aids of trails, recreation etc.

More cultural -presentation - pictures -story lines Doukhobor/Chinese/Japanese Canadians, Indigenous culture as well as the history and ecology of the area.

Cargo bike – or handcart – trolley to carry supplies.

Adventure: Unlimited.

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