



Case Study: Marketing

The Village of Valemount

THE SITUATION: Surrounded on all sides by breathtaking mountains ... tucked into a valley in British Columbia ... The Village of Valemount lays waiting to inspire and charm visitors.

Valemount's municipal and business leaders have a goal to drive domestic tourism. They felt there might be opportunity with Baby Boomers (often known in Canada as "Zoomers") and reached out to Creating Results because of its mature marketing expertise.

THE SOLUTION: Like most great journeys, planning was the key to success. Research included intercept surveys with Valemount visitors, site visits to competitive regional destinations, interviews with key stakeholders, and first-hand insights into Valemount's unique assets.

Working with the Tourism Committee, Creating Results hammered out a clearly-defined Communication Strategy to guide design and marketing. This identified unique selling points and insights into the specific needs/desires of potential visitors.

The marketing program outlines strategies, concepts and tactics to reach Valemount's goals over the next five years. Creative activity recommendations all tie directly to the motivations of Zoomer tourists.

THE RESULTS: Valemount Tourism now has a strategic and flexible marketing plan that will guide their investments of time, resources and funding over the coming years, and a brand that would define Valemount as a highly-desirable destination.

"Valemount now has a roadmap to follow and an efficient plan to implement," said Economic Development Officer Silvio Gislimberti.

The dynamic new brand identity will be officially unveiled in the summer of 2009. Already, the logo system and the strategy behind it are earning rave reviews ... and a Silver 2009 National Mature Media Award for excellence.

In short, the marketing road map will make it possible for Valemount to see better tourism results for less money, as all their marketing vehicles will be pointed in the right direction. Its destination? Success!



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