

AGM 2024 HIGHLIGHTS



Travel Alberta Updates

In February, the Government of Alberta announced a new long-term tourism strategy. The ambitious new goal to grow tourism revenues in the province to \$25 billion by 2035 demonstrates the province's commitment to tourism as a key driver of Alberta's economy.

This is good news for Mighty Peace Tourism and our members as we receive Travel Alberta grants each year that are used to benefit all of our members and our region by developing and promoting tourism businesses, experiences and assets. Thereby promoting the Peace and Smoky river regions as a destination for travel as well as investment.

Cooperative Marketing Program

Key Components for 2024/2025

- Search Engine Optimization
- Written Content
- Content Creator/Ambassador Program
- Photo/Video Content
- Industry Association membership
- Radio – website & SM
- Social Media Campaign
- Regional Marketing Research

Strategic Plan Alignment

1. Streamlining Operations to Better Serve Stakeholders

Social Links Document

MPT has developed a digital document with clickable links to all of our members' social media platforms in an easily accessible format. This idea came from feedback from a member and we're happy to provide this information on the Members Page of the website, to assist in easy collaboration and communication among our members.

Membership Page

The website has been updated with a membership page. Business memberships can now be purchased here online, over 100 members have created profiles here which allows access to the photo/video bank, board meeting documents, marketing research, newsletters and much more.

2. Dominate Online Domain

Newsletters

Mighty Peace Tourism produces a quarterly external newsletter "Memories are Made in the Mighty Peace". Newsletters are an easy and inexpensive way to engage with visitors and enhance our digital marketing strategy by boosting engagement, increasing awareness, and enhancing our analytics. This newsletter is full of information for visitors and locals, about our campaigns, communities, events and offers. It's a great place to drive traffic to some of our really popular articles like "7 Unique



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Stays in the Mighty Peace” and “Camping Experiences in the Mighty Peace”. Affordable advertising space in the newsletter is also available to our members. There are currently 390+ subscribers and we are working on increasing that number by adding a website pop-up to encourage newsletter registration. There has also been a newsletter registration page added to the navigation bar. This summer we will incorporate prize draws for anyone who is subscribed to our newsletter.

Remarketing Audiences & Ads

- Audience segments have been created and are being monitored
- Monitoring visitors using French Browsers

Significant Website Updates

- Interactive landing page for the Activity Guide
- Addition of missing tourism assets
- All pictures from 2023 shoots have been added to the site
- Unique and Hidden Gems Tour
- Home Page update
- Newsletter subscribe pop up
- Plan page update
- Newsletter registration page
- Trip Ideas & Travel Inspiration Page

Content Development

High-quality, professionally created content has been collected throughout the year in the forms of photography, videography and written materials such as blog posts, articles and itineraries. This content will have many uses one of which will be to develop and expand the Mighty Peace Tourism Circle Tours. This content covers the majority of our region and is all available to everyone on our members page.

English Francophone Circle Tour Page

A French and English version of the tour has been published on the site. Both French and English versions of a brochure for the tour can be downloaded from the Francophone Circle Tour landing page. We are currently measuring how many individuals visit our site with a French Browser.

<https://mightypeace.com/circle-tours/francophone-circle-tour/>

<https://mightypeace.com/circle-tours/tour-du-cercle-francophone/>

The Great Northern Alberta Circle Tour

This tour was developed in partnership with Mackenzie Frontier Tourism Association and was the most visited page on the website for 2023 with 9,860 page views. A contest was held encouraging visitors to scan QR codes at businesses featured in the tour this past summer. There were 226 scans of the QR code. There were many visits to the page for trip inspiration.

<https://mightypeace.com/circle-tours/the-great-northern-alberta-circle-tour/>



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The Jet Boat Circle Tour

This tour was a partnership between Grande Prairie Tourism and BC Peace Country River Rats. This page is one of the most visited pages on the site. The jet boat races in the Town of Peace River, Grande Prairie and the District of Taylor in BC were featured. The tour also featured operators in each of the communities hosting the races.

<https://mightypeace.com/circle-tours/jet-boat-circle-tour/>

Unique & Hidden Gems Tour

A new tour and page has been created for our Unique & Hidden Gems Tour. This tour covers all of our member communities and entices visitors to explore the beauty and rich history of our diverse region.

<https://mightypeace.com/circle-tours/the-unique-hidden-gems/>

Digital Marketing

Very successful summer and winter digital marketing campaigns were completed. Highlights from the campaigns are as follows:

Summer

- **Website Sessions:** Were up 15%
- **Pageviews:** Were up 10%
- **Top Pages:** The Great Northern Mighty Frontier Circle Tour and the Peace River Gold Cup Event.
- **Industry Leads:** Were up 28%
- **Organic:** Website sessions are up with an increase in users by 4% and sessions by 8%.
- **Referral Sessions:** Are up 17%

- **Paid Search Campaigns:** Are up 133%.
- **Paid Display Campaigns:** Sessions are up 17%.
- **Photo Contest:** QR code form scans were 226 and entries were 26. The contest page was the most visited page on the website with 9,860 page views.
- Across all ad platforms, we generated **40,228 link clicks** to the website and **1,627,724 impressions** on our ads.
- **Google Grant:** 10.79%

Winter

- **Website sessions:** up 19%
- **Pageviews:** Were up 38%
- **Top Pages:** Geocache Event, Alberta Pond Hockey, Carnival de St. Isidore, Winter Experiences and Made in the Mighty Peace.
- **Industry Leads:** Due to moving to a new analytics profile, comparable year over year data is not available.
- **Organic:** Website sessions are up with an increase in users by 14% and sessions by 18%. Social media sessions are up 42%.
- **Referral Sessions:** Are up 107%
- **Paid Search Campaign:** Are up 120%
- Across all platforms, we generated **11,153 link clicks** and **1,580,000 impressions** on our ads.

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Geocache Campaign

This program was very successful in 2022/2023 when we placed the original 60 geocaches to celebrate our 60th anniversary. This past year we ran another geocaching contest with a prize component where geocachers scanned a QR code to enter to win. We also encouraged sharing of UGC by offering a prize component to geocachers who shared photos and tagged MPT. Our generous prize donors enjoyed great exposure for their businesses. We now have geocaches placed throughout our area including our 3 new municipal member regions. Geocachers were very active throughout the winter and even though the contest component has ended, the geocaches continue to be enjoyed by many people.

<https://mightypeace.com/activities/geocache/>

- 4,425 events on landing page
- 52 Prize Submissions
- Due to a plugin update we were unable to see how many people scanned the You Found It QR Code for 2023/2024
- Majority of participants were from outside of the region.

STR Reports

Market research is important to provide valuable data that aids in strategic planning using information on market trends and visitor preferences. Access to this type of data, specific to our region, allows Mighty Peace Tourism to develop the most targeted, cost effective and relevant marketing strategies possible. Mighty Peace Tourism conducted Postal Code Studies which provided this type of data, in Summer 2021 and Winter 2022 with assistance from Travel Alberta. Travel Alberta no longer offers this service and we are looking for other affordable ways of accessing visitor data. As suggested by Travel Alberta, we are exploring the possibility of receiving visitor data through STR (Smith Travel Research) reports. This is information collected by hotels in our region.

3. Learning & Collaboration

Workshops

Mighty Peace Tourism ran two half day workshops in November. Both workshops featured a full morning session followed by one-on-one sessions in the afternoon. The first workshop was facilitated by Strong Coffee Marketing out of Edmonton, and focused on increasing your online presence/footprint. The second workshop was facilitated by Dani Wearden of Vault Media and focused on writing to market a small business. The information shared at these workshops is available on the Members Page. We plan on running more of these type of workshops through 2024, please contact us with suggestions of topics that you'd like to see covered in future workshops.



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Tourism Townhalls

TIAA, ITA and Travel Alberta come together to host several town hall events throughout Alberta. Mighty Peace Tourism sent their executive director to represent the Peace and Smoky River regions at the Edmonton Town Hall held April 17th.

Event Attendance

- **Chamber Events** - Mighty Peace Tourism has attended the Power Up event in Peace River as well as the Fairview Chamber AGM event - featuring a table with our marketing materials and membership information.
- **Trade Shows** - The Northernlink Ag, Home & Sport Show as well as the Clear Hills County Trade Show were attended by MPT increasing our local visibility.
- **Hunting & Trapping Tourism** - Mighty Peace Tourism was represented on the Chinchaga Sub-regional Planning Area Task Force by our president Amber Bean. Amber will also be attending the 2024 Alberta Trappers 49th Rendezvous & Outdoorsmen Show on July 12-13th.

4. Partnerships

Circle Tours

Mighty Peace Tourism partnered with MacKenzie Frontier Tourism Association as well as the Grand Prairie Regional Tourism Association to develop our Jet Boat Race Circle Tour and our Great Northern Alberta Circle Tour.

Partnering & Packaging

Ski & Stay as well as Golf & Stay packages were offered throughout the year to encourage longer stays in the region. This winter 5 different packages were offered for sale on the website. 4 ski & stay packages/ discounts and a dogsledding package. Each summer our golf courses are promoted through the "Peace Golf Tour". This campaign encourages golfers to explore our region and stay to enjoy our great accommodation and restaurant operators. Member businesses have the opportunity of participating in this campaign, free of charge, by offering discounts to golfers visiting their area.

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5. Hub for Tourist Information

River Guide

There is much excitement about this project that is near completion. The Peace Valley Conservation, Recreation & Tourism Society provided MPT a portion of the funds (\$8115) for this large and significant project for our region. The data in the “Upper Valley Peace River Guide”, originally printed in 1993, has been updated and expanded to develop a current, easy to use, esthetically captivating document that will encourage and assist anyone interested in exploring and enjoying the Peace River. Data captured during 4 days of river boating from roughly 82 points of interest, has been developed into new maps, written descriptions, professional photos and videos to create an amazing new digital river guide. Some components of this project were paid for with the Travel Alberta cooperative grant funds. The remaining costs were covered by sponsorship and in-kind donations. Sponsorship was received in the amount of \$1,000 each from the Dunvegan River Rats, Peace River Adventures (Alana & Felix Bergeron) and the Peace River Boating Association. The Town of Peace River provided \$5,000, the CNL Recreation Society granted MPT \$2,000. And Explore Inc donated over \$6500 worth of hours to create the maps for the guide.

Trails Tourism Strategy

In 2022, MPT received a federal grant from PrairiesCan for \$140,000 With these funds a Trails Tourism Strategy for our region was completed in late 2023. This strategy provides our region with a 10-year plan that will be a crucial component in future trails development. Untapped potential for trails tourism development in our region is considerable which presents a compelling opportunity for growth and investment. The Strategy is available on the Member’s page.

The strategy provides:

- An inventory of the current supply of trails
- An assessment of local support
- An evaluation the region’s readiness
- Identification of which visitor markets offer the greatest potential
- A determination of which trail experiences could be capable of Signature Trail designation
- Identification of the actions that need to be taken towards development
- Steps to take to ensure our region’s values are respected and the potential negative effects of trails tourism are minimized.



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Activity Guide

Each year MPT creates and produces an Activity Guide map. This year 4000 copies of our Activity Guide map were printed for distribution to various tourism hot spots like hotels, airports, campgrounds and museums as well as Visitor Information Centres throughout Alberta and BC. This is also a useful document for Medical Enhancement Committees, colleges and municipalities to welcome new students, residents and visitors. The Activity Guide is also available in a digital format with clickable links that can be downloaded from the MPT website. As this guide continues to grow with community and member information, it is becoming increasingly expensive to produce. In 2025 MPT will be monetizing parts of the guide for advertising space to offset some of the production costs.

Signature Event Campaigns

The Signature Event Campaign has been very popular throughout our region. Many communities and non profits have been taking advantage of this affordable way to promote their large annual event. Some examples of these events are the Wanham Plowing Match, the Peace River Gold Cup Race, the Alberta Pond Hockey Championships, Carnaval de St. Isidore, the Waterhole Rodeo, the Bonanza Mud Bogs & Fair the McLennan Oktoberfest, Fairview's End of Summer Celebration, Grimshaw's Harvest Moon Festival and the Peace River Pow Wow.

Content Creator Program

This is the second year for this program and it continues to be very successful. This past winter, MPT worked with 6 content creators, all with experience and knowledge of all types of social platforms, blogging, photography, videography and more. These 6 creators all influence different markets, allowing MPT to increase our reach. Member operators as well as municipalities and organizations are able to invite the influencers out to their business or event (free of charge) to have it featured on the creator's Social Media Channels and shared by Mighty Peace Tourism. This program, as proven last year, is increasing Mighty Peace Tourism's online presence through the use of UGC thereby encouraging exploration and visitation throughout our region. We hope to run this program again through 2024/2025. Please visit our [Content Creators](#) page to learn more and find links to platforms. Follow these talented people on social media to see what they are doing for Mighty Peace Tourism and our members.

Website Updates

The MPT website is constantly evolving to stay competitive in the tourism industry. Recent updates include our "Offers" page, the "Planning" page and the addition of our new Circle Tour - Unique & Hidden Gems. The photos collected from the 2023 photoshoots will be uploaded and featured on the website to compliment the seasonal change over from Winter to Summer.



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6. Grow Revenue

Each year Mighty Peace Tourism explores new and innovative revenue streams to create consistent and stable operations. Through increased membership, corporate sponsorship, grant research and fundraising ideas, MPT is able to offer even more to our region. Some of these tactics include:

Growing our Membership

Over the past year MPT has welcomed 23 new business/organization & 3 new municipal members. In 2023 MPT began offering members with multiple businesses or assets, the opportunity of purchasing a second membership for only \$50. This has been particularly useful to our area's Ag Societies that maintain several assets and run large annual events.

A Municipal Membership Fee Annual Increase of 3% was implemented in 2022.

Grant Research

Prairies Canada Grant Tourism Growth Program (TGP) in the Prairie Provinces – Since tourism drives economic development and diversification in many regions and communities across Canada, Canada's regional development agencies, will be running the Tourism Growth Program which will provide \$108 million over 3 years to support Indigenous and non-Indigenous communities, small and medium-sized businesses and not-for-profit organizations in developing local tourism

products and experiences. The program also complements other federal, provincial and territorial supports for the tourism industry. The TGP contributes to the Federal Tourism Growth Strategy, which charts a course for long-term growth, investment, and stability in Canada's tourism industry. We will be submitting an initial intake form and hope to eventually formally apply for funding to build on to the River Guide Project by expanding the area involved to include the Smoky River and areas of the Peace River further north.


Analytics

2023

 Facebook: 6,269 Followers

 Website: 66,061 Users

 Page Views: 132,077 Events


 Instagram: 2,316 Followers

2024

 Facebook: 6,756 Followers

 Website: 71,000 Users

 Page Views: 156,000 Events

 Instagram: 2,464 Followers

