**GOALS AND OBJECTIVES 2015**

**Goal 1. New creative direction**

Create compelling and innovative marketing materials that clearly represent who we are, while considering the DBC creative direction.

**Objectives**

1.1 Discover new creative and marketing message

1.2 Make Vacation Guide more relevant to new creative

**Goal 2. Research**

Create an ongoing method of collecting research from stakeholders, partners and visitors.

**Objective**

2.1 Improve the methods and increase the amount of data on visitors being collected throughout the year

**Goal 3. Shoulder Season**

Focus on bringing tourists to the region in the shoulder seasons through innovative and targeted marketing.

**Objectives**

3.1 Increase the length of stays

3.2 Increase exposure of special offers from partners

3.3 Increase the aboriginal tourism experience

3.4 Increase visitors in the shoulder season

3.5 Increase media exposure

3.6 Increase relationships with travel trade media

**Goal 4. Work collaboratively**

Connect with partners, other tourism businesses and organizations to promote the NKL region through a unified voice and message.

**Objectives**

4.1 Build alliances through conversations with sporting organizations to increase hiking, fishing, xc skiing, cycling, motorcycling, NRSC and mountain biking in the shoulder season

4.2 Build stronger relationships with International Selkirk Loop partners

4.3 Apply for DBC Funding opportunities in the reserve pool.

4.4 NAEDP: Through awareness and focus, support NAEDP initiatives

4.5 Increase awarenes of NKLT through its board members and partners

4.6 Connect with the other communities that are part of the Powder Alliance

4.7 Increase communication and support of the Nelson Regional Sports Council