



# NEWS RELEASE

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## SHUSWAP TOURISM REPORT REFLECTS ON 2021, SEEKS ADVISORS

Shuswap Tourism looked back at the tumultuous 2021 season in an Annual Review, presented to the Board at the September meeting.

But they are also looking towards the future, as they are seeking new volunteer tourism industry members for a revitalized Shuswap Tourism Advisory Committee which will help set the stage for the next five-year Strategic Plan.

The Annual Review is available on both the CSR D and Shuswap Tourism websites, and recaps the challenging circumstances faced by the tourism sector including the effects of the pandemic, wildfires, atmospheric rivers and highway washouts.

Despite the obstacles, Shuswap Tourism ran six major marketing campaigns including the promotion of trails, a re-connecting with family campaign, marketing the BC Ale Trail, a Let's Ride BC sledding promotion and Get Into BC microsite partnership with Golden and Revelstoke to provide information regarding Trans-Canada Highway construction and closures.

Their efforts produced more than eight million impressions on social media and other platforms. In addition, the Shuswap ranked #99 in the world as a Most-Loved Destination based on the Tourism Sentiment Index.

As Shuswap Tourism moves forward, guided by new Team Leader Morgen Matheson, expressions of interest are currently being sought for the refreshed Shuswap Tourism Advisory Committee. This committee will include 10 members representing the tourism industry in the Shuswap region.

"We need to hear directly from those people working in the tourism sector, to ensure we can meet their needs and work to overcome challenges facing tourism operators," says Matheson. "We are looking for industry members who can share their expertise as we plan for the future."

Potential members will need to fill out an online [Expression of Interest form](#) available at the Shuswap Tourism page of the CSR D website. The deadline is October 31, 2022.

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