



## **Shuswap Tourism Updates**

### **Winter Promotional Package**

Shuswap Tourism is currently working on a Winter Promotional Package, we have partnered with R Town Productions to produce a video that will include, snowmobiling, snowshoeing, Nordic skiing, ice skating, and ice fishing. The video production has started and should be completed by the end of the month.

Part of the Winter Promotional Package will also include Signature Winter Photos; Shuswap Tourism worked with Kari Medig who won the "pro photo shoot out" at Whistler in 2008 to capture adventures in the Shuswap. Kari who worked on our signature images in 2010 came back to the Shuswap this March and now has some amazing images of cross country skiing, Nordic skiing, snowshoeing, ice skating and snowmobiling in the Shuswap Region. We would like to thank everyone who helped make this happen in such a short period of time, Tim Corless, Wes Gano, Gord Bushell from the Eagle Valley Snowmobile Club, Artic Cat, Tom Peasgood, and Sharron Fabro from Skookum Cycle & Ski, Sicamous Best Western, John and family from John's Ski Shack, Jamie Granville from Dakshina Yoga, and from the Columbia Shuswap Regional District Jennifer Sham, Leah Blain and Issac Walker. The Shuswap Trial Alliance, Carmen Massey and family, Trish Wallensteen and family. We would also like to thank anyone else who may have been missed on this list that contributed to the success of this photo shoot.

### **City TV**

Shuswap Tourism partnered with the BC Nordic Society and the Shuswap was featured on Breakfast TV Calgary on Feb 15<sup>th</sup> a giveaway package was generously donated for this feature which included Swag from Skookum Cycle & Ski, The Inn at ninth hole and Larch Hills Nordic Society the total Giveaway Package valued at \$300. Thank you to those of you who donated items to help make this happen.

The Shuswap region was also featured on Breakfast TV Vancouver from Feb 13-17th; a generic pre-taped script was created for each day during this time, Shuswap Tourism donated some items for the giveaway package.

### **Global TV**

Salmon Arm was the small town feature on Global TV during the month of February, thank you to those of you who provided great images of the Shuswap Region.



Click on this link <http://shuswaptourism.ca/plan/guides> to see the online copy.

## Shuswap Tourism Updates

### Shuswap Tourism - The Outdoor Adventure & Travel Show

Shuswap Tourism attended the Vancouver Outdoor Show during the first week of March the booth was extremely busy from start to finish. We would like to give a special thank you to Steve St. Dennis from Ways to Ride, Rene from The Inn at the ninth hole, Carmen Massey and Phil McIntyre Paul from the Shuswap Trail Alliance. The Trail Guide and the Cycle Tour Guide were both very popular at this event.

Shuswap Tourism is also attending the Calgary Outdoor Adventure Show this year if you are interested in attending the event we do have 2 For 1 Admission passes available online please click on the following [link](#) for a pass:



### Agri-Tourism - Circle Farm Tour

Shuswap Tourism is working with Tourism Vernon and Tourism Kamloops on a Full Circle Farm Tour Guide.

A brochure will roll out in the middle of April and information will be available on the website. People will have an opportunity to purchase products on the tour and visit a working farm. This project is not only about purchasing product but also a connection with farmers and will provide an educational component on how important sustainable agriculture is to our communities.



**The Salmon Arm Chamber of Commerce  
and Visitor Centre wins 2012 Platinum Award for  
Favourite Visitor Centre in BC**



The **Salmon Arm Visitor Centre** is thrilled to announce they have received RV West Magazine's Readers Choice Award for "**Favourite Visitor Centre in BC**"! Held annually, this Reader's Choice award gives seasoned RV-goers a chance to vote for their favourite places and Salmon Arm has received their prestigious Platinum Award. The Visitor Centre staff are extremely pleased with their award and invite you to drop by the Centre, #101, 20 Hudson Avenue N.E. and let them assist you with your BC travel plans. You can also contact them via phone at (877) 725-6667 or e-mail [info@visitsalmonarm.com](mailto:info@visitsalmonarm.com).



## Shuswap Tourism Updates

### Shuswap Trails Party success sets foundations for 2012

The Shuswap, British Columbia – It was cited as the “Party of the Year” and the 450 sell-out ticket holders didn’t disappoint. They filled the Shuswap Rec Centre auditorium, mingled, munched, and bid over silent-auction items. Then with a count-down closure to the fundraising, they kicked off their shoes and bust out the moves in celebration to the talented Scarecrow’s mind-numbing repertoire of songs, supported by EZRock Radio’s, Patrick Ryley.

And if dance floor real estate is any measure, the annual evening met people’s expectations with every song both live and the DJ keeping a packed floor on its feet. The final fundraising tally is pending, but Shuswap Trail Alliance chair, Winston Pain, was pleased to confirm the figure would surpass the \$20,000 mark. “It’s pretty incredible given the current economic climate,” Winston says, “and a clear indication from people throughout the Shuswap that they want to continue creating ways to get people outside, active, and more healthily engaged in the place they live.”

Winston was quick to acknowledge that the success of the annual celebration of trails was only possible thanks to the incredible commitment and talents of the planning committee, volunteers, and community sponsors. “It’s really quite overwhelming,” he acknowledged.

The funds raised at the Shuswap Trails Party provide the crucial foundation to support greenway trail projects throughout the Shuswap watershed in 2012, including further work with local Secwepemc Nation communities on the regional recreational access trail management plan, more volunteer trail care days, and growth of the Shuswap Trail Stewards program.

To find out more about Shuswap Trails throughout the region, visit the newly relaunched [www.shuswaptrailalliance.com](http://www.shuswaptrailalliance.com) website that went live Friday night at the party thanks to the collaborative support of Steve McKenna at Canadian Photoscene, Lynx Technologies, and Raptor Hosting.

For further background on this release, please contact: Winston Pain from the Shuswap Trail Alliance.

## Tourism Industry Updates

### KAMLOOPS AIRPORT SEES MANY INTERNATIONAL TRAVELLERS TOUCHING DOWN IN PRIVATE JETS

Story by: Chad Harris

It's a move airport officials are hoping will attract more tourists to the Southern Interior. A business plan has been put together to offer more flexible hours for people requiring customs services at Fulton Field. Year round the Kamloops Airport sees many International travellers touching down in private jets here to take advantage of what our region has to offer. It's estimated these visitors bring in hundreds of thousands of dollars to places like Sun Peaks, Wells Gray Park and the Shuswap. With the limited hours being offered at customs right now there is concern tourists are being driven away.



## Upcoming Workshops in the Shuswap

### Commercial Recreation Land Use Tenure & Liability Workshop

Where: Activity Centre  
When: Tuesday, March 13th, 9 am - 4 pm

Gilles Valades (Chair, Thompson Rivers University Adventure Guide Program) an introduction to land use tenure and liability insurance requirements needed to legally guide outdoor experiences. Cost (subsidized by Shuswap Tourism): \$25 includes lunch and program. \*Please contact Wendy Byhre, Shuswap Tourism Marketing Coordinator at [wbyhre@csrd.bc.ca](mailto:wbyhre@csrd.bc.ca)

### Shuswap Tourism Website Workshop

Where: Community Futures located at 101-160 Harbourfront Drive in Salmon Arm  
When: April 17th 5:30 pm to 7:00 pm  
Why: Lets showcase everything the Shuswap Region has to offer!  
Cost: \$5 - Coffee, Tea and Cookies will be served.

#### The workshop will cover:

- Learn how to become a member, and how to enter your business listing onto the Shuswap Tourism website.
  - Learn how to maximize your listings exposure on the website with the use of pictures.
  - We will also go over packaging tourism experiences and discuss the importance of having collaborative relationships.
- \* Please contact Wendy Byhre - Shuswap Tourism at [wbyhre@csrd.bc.ca](mailto:wbyhre@csrd.bc.ca) to reserve your spot – space for 20

## What's happening in the Shuswap?

### THE SKMANA SKI CLUB SILENT AUCTION

Saturday, March 10<sup>th</sup> @ 7:00 pm

The Skmana Ski Club needs donations for this Event as well as Members to bring finger food to share. Please contact Janice at 250-679-4471 to donate and if you plan to attend please email her at [janinchase@cablelan.net](mailto:janinchase@cablelan.net) so she has an idea of how much food will be available.

**Just a reminder to our Members that this Event is open to everyone in our Community. So invite your family, your friends and your neighbours too!!**

### THE SKMANA SKI CLUB SKILL DEVELOPMENT

The Club is offering Youth and Senior introductory skill development sessions for all ages. Come join us on the trails and learn a healthy and fun-filled winter sport. Contact Brian David, Skills Development Coordinator to book your session at 250-679-8377.

***[www.ShuswapTourism.ca](http://www.ShuswapTourism.ca)***



## What's happening in the Shuswap?

### THE HERBAL BED

Following closely on the heels of *Leading Ladies*, we present our second staged play reading of the year, *The Herbal Bed*. Staged readings are public performances in which the actors, after a few rehearsals, read the play from the stage without set or props and with minimal movement. This brilliant play by Peter Whelan was written for the Royal Shakespeare Company of Stratford on Avon. Kim MacMillan is directing *The Herbal Bed* which runs for two evenings - **March 9th and 10th at 7:30 pm.** (Note earlier curtain time.) Admission is \$5 at the door. Again, you will find more information on our website.

### SAGA PUBLIC ART GALLERY PRESENTS: "Icon: Post Office Library Art Gallery"

Exhibition running for the month of March, located at 70 Hudson Avenue NE in Salmon Arm.

### TURTLE DONKEY REFUGE - EASTER WEEKEND HOURS

We will be open to the Public on Easter Weekend April 6, 7, 8, and 9th from 11:00 a.m. - 3:00 pm. A chance to come visit your special Donkey before the Summer Season Sets in. Admission by Donation.

### VOLUNTEER ORIENTATION DAY

If you are interested in becoming a Volunteer at the Refuge we will be hosting a Volunteer Day on Saturday April 7th at Noon. This meeting should only take an hour. We will explain our Goals for this Years Summer Season, a meet and greet of all interested parties and discussion of our schedule. If working with the donkeys is your interest than we wish to advise that the Care Classes set out below are a prerequisite to going in to the herd.

Please RSVP by return email if you are interested in becoming a supporter of the Refuge by giving of your time to the Donkeys and their needs.

### DONKEY CARE CLASSES

The Donkey Refuge is also hosting Free Donkey Care Classes on Saturday April 14, 21, and 28 from 11:00 a.m. - 2:00 p.m. with a 1/2 hour break for lunch. Ages 14 years and up. The classes will touch on proper hoof care, feed, grooming and walking a donkey. Proper foot wear required so please no sandals. Children must be accompanied by a parent on the First class.

### PACK A LUNCH AND ENJOY THE TIME SPENT WITH A SPECIAL DONKEY CHOSEN FOR YOU TO LEARN TO ON

Limited Class Size so register early by calling 250 -679-2778 or email; [donkeyrefuge@gmail.com](mailto:donkeyrefuge@gmail.com)

### LOCAL GARDEN CENTER COMPLETES NATIONAL TRAINING PROGRAM

As a 2012 Certified Garden Center, the employees at High **Mountain Farm** have successfully completed a training program and follow-up exam which evaluated their gardening knowledge and overall ability to assist customers with questions about plant performance, characteristics, and care. Each spring the training program reviews the Proven Winners collection, highlighting new additions to ensure that employees have the most current and comprehensive information available. To see the full press release visit: [www.shuswaptourism.ca/happening/news/local-garden-center-completes-national-training-program](http://www.shuswaptourism.ca/happening/news/local-garden-center-completes-national-training-program)



**SHUSWAP**  
Beautiful. Casual. Down-to-earth.

# SHUSWAP TOURISM NEWSLETTER

## Reminder

### SHUSWAP TOURISM IS ONLINE

**SHUSWAP TOURISM** is **TWEETING** and **FACEBOOKING** events in the region - follow us today!  
**LIKE US on FACEBOOK TODAY** for your chance to win some fabulous **PRIZES!**

Thank you to The Inn at the ninth hole for providing a fabulous getaway package - for your chance to win visit online.



**THANK YOU TO EVERYONE WHO PARTICIPATED IN OUR**

# EXPERIENCE SAMPLER

**PROMO THIS MONTH!**

Haney Heritage Village & Museum

Prestige Harbourfront Resort

Cedar Grove Nature Retreat & Natural Habitat Gardens

Shuswap Marina

The Inn at the ninth hole

Roots & Blues

Quaaout Lodge & Spa

Artists House Heritage B&B

Johns Ski Shack

Copper Island Diving

Sorrento Centre