

To: Monte Creek Communications Team
From: Annabelle Hardy, Director of Communications
CC: Lynda Daneliuk
Date: June 18th, 2025

This communication plan will be going into depth while covering most information previously provided in the policy brief for this campaign: “*Domestic Travel/Camping: Making Camping Affordable for Young Canadians*”. The policy brief unfolds how Monte Creek Winery can take the lead within the Thompson Valley community by promoting financially accessible and sustainable domestic travel through building low-maintenance, low-cost camp sites on the wineries property. This campaigns sustainable solution would bring rural revitalization and create the strongest possible bonds with the next generation of wine lovers, bringing in more business traffic than ever before. With this, the following communications plan will present a news story, infographic and social media posts on Kamloops’ largest winery to offer and inform our new campaign to our growing group of traveling wine consumers.

Goals

Ultimately, the goal of this communication plan is to raise awareness among community members and young travelers in British Columbia about how domestic travel is increasingly becoming a privilege only accessible to those who are financially stable. It will also explain how this affordability problem needs to be addressed and re-directed. This communication plan will draw attention to Monte Creeks sustainable, low-cost, low-maintenance solution to create affordable domestic travel not just for those financially privileged but to all young travelers. With the help of this communication plan, Monte Creeks new simplistic campsites, at 10\$ per-night, for both RV’s and tents will draw in large quantities of new consumers that will in exchange heighten our sales more than we have ever seen before. It

will also increase the restaurant traffic at the winery as customers who are staying the night will not have to worry about the responsibility of driving home.

Once this awareness has been made, Monte Creek Campsites will be giving their main demographic, Generation Z, the freedom to explore their own country without financial strain. It will also give our community a peace of mind knowing that Monte Creek will be maintaining their sustainability efforts by making very little to no changes to the land when incorporating these campsites. By offering such affordability in such an aesthetic setting, Monte Creek will help create remarkable memories for local travelers and build life-long, loyal brand consumers through those memories.

Key Messages

This campaign strives to communicate to the community that:

- 1- By offering affordable domestic travel options for young Canadians, Monte Creek Winery is not only benefiting themselves by creating stronger, loyal customer connections and brand loyalty, but the Winery will also be offering these exact things to the rest of Kamloops as it draws young travellers into the city.
- 2- Monte Creek Winery wants young travellers to feel as though they can explore their home country with the least amount of financial strain.
- 3- By connecting with other local tourism operators and offering the Generation Z demographic a safe space to travel to - through the following news post, infographic, and social media posts- Monte Creek Winery will help bridge the gap between affordability issues in Canada and the ability to travel and camp domestically.

Stakeholder Identification

Local Tourism Operators

Local tourism operators or businesses are heavily dependent on visitors, tours, accommodation, and events in the Thompson Valley. Seeing as Monte Creek Winery is a part of BC's wine tourism industry, they bring in a lot of business to Kamloops for other tourism operators. By offering affordable domestic travel solutions, like Monte Creeks new campsites, more travelers will be making their way into the Thompson Valley. While Monte Creek might be their first stop, travelers are sure to want to visit the city of Kamloops as everything Monte Creek sells in the tasting room is locally made nearby, therefore driving up the tourism traffic within the city and at fellow tourist attraction sites. This campaign will overall create a very positive reaction from our local tourism operators because Monte Creek is essentially enhancing their customer reach and engagement and vice versa. Local tourism operators will continuously be informed of our developments through our news stories and social media posts.

Generation Z

While local tourism operators are a key stakeholder, our targeted demographic for this entire campaign is Generation Z. Generation Z are those within the age range of 13-28, but this campaign is specifically for young travelers between the ages of 19-28. Any students, recent graduates and even young workers in Canada today have very limited disposable income. It is reported that 55% of those within this age range are struggling to meet everyday expenses, therefore something relaxing like travel should be bringing them less financial strain instead of more (Statistics Canada, 2024). As costs to stay in parks range between \$20-\$45 per night and RV rentals and tent prices are between \$700-\$1500 and \$45-\$230, young travelers should have somewhere to stay where the worry of cost is non-existent like Monte Creek Campsites (BC Parks, 2025; RVezy, 2025; Walmart, 2025). This demographic is also becoming one of Monte Creeks largest wine consumers as our bottles are the most affordable but still hold exquisite taste. Gen Z will also be drawn to this campaign because of the aesthetic setting that Monte Creek Winery offers. As this media driven demographic is largely made up of social media influencers the setting and its costs are key to making the best memories. Our young explores will be notified of Monte Creeks newest campaign through all social media posts and stories.

Strategies and Tactics

	Audience	Key Messages	Timeline
News Story	Local Tourism Operators	The news story will focus on how Monte Creek will bring more business to other tourist operations inside of Kamloops and introduce the new age of media driven travelers to the city.	Our news story will be posted to the Monte Creek Winery website. There will be a new news release every month, offering updates and possible discounts inside the winery if you are a camper. These releases will be made 3 times a season, once amid June when we open for campers who are planning, once mid-summer as an update, and one at the end of the camping season to offer discounts for next year's camping season.
Infographic	Local Tourism Operators	The infographic will be aimed at highlighting the affordability issues between domestic travel and young travellers in British Columbia. It will also target what young tourists look for most when travelling and what they are willing to prioritize.	The infographic will be printed and released in early summer (June). There will be posted flyers at the winery, local businesses, and in the parks throughout Kamloops. This infographic will also be available on Monte Creeks website.
Social media	Generation Z	Monte Creeks Instagram posts will be directed at Gen Z, highlighting the cost benefits and perks of being able to camp at an award-winning winery like Monte Creek.	All social media posts will be made through Monte Creeks Instagram account. There will be 3 posts made to grab the attention of our media savvy Gen Z. The first as an intro to what the campsites offer, the second

			<p>as an update and what events might be happening around the same time as campers possible stay, and the third as a thank you to all the young explorers that choose Monte Creek as their safe space for the night. These types of posts will be made weekly through the camping season (Middle of June to late September).</p>
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Appendix I: News Story

Affordable Camping at Monte Creek Winery for Summer 2025

(June 18th, 2025) Kamloops, BC- *Monte Creek Winery*



Here at Monte Creek Winery, we're excited to announce a brand-new travel and sustainability-driven campaign just for you, Kamloops!

As we enter the summer season of 2025, we wanted to create something extra special for our domestic and local travelers throughout British Columbia and especially those in the Kamloops region. Beginning Friday, June 20th, Monte Creek Winery will officially open our brand-new, affordably driven campsites.

Located just off the side of our main parking lot, we now offer campsites for both RVs and tents at only **\$10 per night!** With a maximum stay of two nights per unit, this gives young travelers from across BC the chance to enjoy the relaxing and aesthetic setting of Monte Creek Winery with very little to no financial strain.

This campaign, focused on supporting affordable domestic travel, is the perfect opportunity for a wide range of travelers throughout BC. Not only will it draw in our growing young demographic, but also grab the attention of anyone looking for a more budget-friendly option in the Kamloops area.

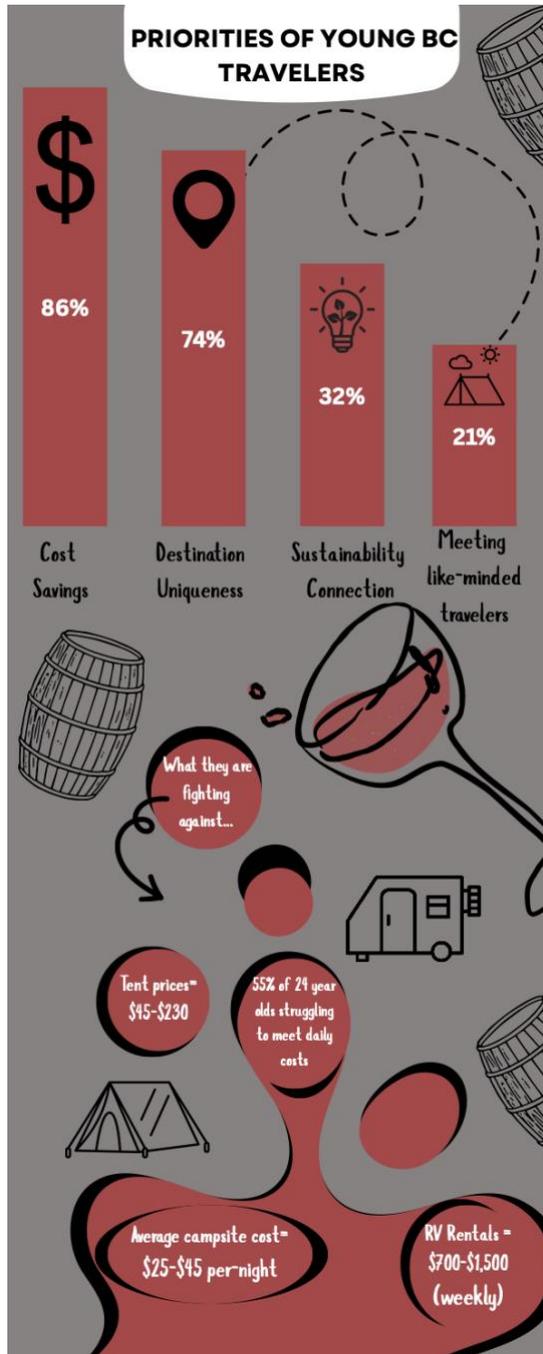
As part of the Wine Trail BC, many of our visitors are already passing through central Kamloops, this makes them your travelers too! By presenting this sustainable accommodation option to all domestic trip planners and welcoming a new wave of



customers/campers to our tasting room with locally produced products, and community events, we'll also be helping bring new business to your doorstep.

Ultimately, this initiative will provide young travelers and explorers alike with a financially safe place to stay while building memorable connections with like-minded businesses within the city, and the ability to experience the vibrant culture of Kamloops, BC.

Appendix II: Infographic



Appendix III: Instagram Story/Campaign

Post 1-



Caption:

Hey Campers! 🍷 This summer Monte Creek wants you to be able to make the most of your trips. So, starting this June, we will be opening our brand-new, sustainably driven, tent and RV campsites at a breath relieving 10\$ per-night! Invite your friends on your camping trip to Monte Creek to enjoy late night wines and starry nights amongst the vineyard 🍇😍 (remember to check the Monte Creek website for site info/availability👁️)

Guideline:

Post 1 and caption 1 will be published on Monte Creeks Instagram page in the early days of the campsite opening, in mid-June. This post will hook the attention of young adults, students or not, planning their days off to go traveling. The photo used is very picturesque and would entice the media driven demographic to come and camp while re-creating similar insta posts.

Post 2-



Caption:

Don't be shyyy... 😊 we have already met so many of you wonderful campers and want to meet any newcomers by asking you to join us for Music at Monte! Twice a month Monte Creek hosts live, local bands to come and play for you while you lounge in the picnic area with a full glass of our summer wines. So, bring your lawn chairs, tents and the biggest glass you can find to spend the afternoon listening to great music and meeting like-minded adventurers without the worry of having to drive home! 🎵 🏡

Guideline:

Post 2 and caption 2 will be posted on Instagram in mid-July. It will be used as a reconnection to the online crowd and an update on the campsites business. By making this reconnection and entailing that there have been plenty of initial campers, it will grow curiosity in others that follow our page. By now there will have also been reviews made on google and other sites that travel weary customers can use to confidently confirm Monte Creek Winery as their next location.

Post 3-



Caption:

A huge shoutout to you! 😎 Here at Monte Creek, we want to thank all of you new campers that joined us on your journey through Kamloops. You gave some excellent feedback and reviews, and it was so much fun to see all of you for a whole weekend stay! By camping at Monte Creek all of you are supporting local, sustainable and affordable travel choices that make Kamloops as vibrant as it is today... we applaud and thank you 🙌
Get planning for camping at Monte in 2026!!

Guideline:

Post 3 and caption 3 will be posted in the 2nd weekend of September as Monte Creek slowly closes the campsites for the fall and winter season. This posts addresses and makes the public feel appreciated as we acknowledge their commitment to staying with us. It also contains a toned-down approach as university students and other young adults prepare to go back to school and full-time jobs. By keeping these close ties and maintaining acknowledgement, we will see plenty of loyal customers returning in the spring of 2026.

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