

# TOP FIVE TIPS for marketing urban experiences



Saskatchewan cities are dynamic and exciting. At the same time, they are welcoming and have a relaxed, unhurried pace. Their history, diversity, cultural vibrancy and close proximity to nature shape the character of neighbourhoods and people. What are some of the

unexpected, authentic features of your community? How are they unique from anywhere else? Here are some tips for creating enticing marketing campaigns and materials that reflect inviting urban experiences.

## 1. SHARE AUTHENTIC, LOCAL STORIES

Proudly tell your stories in the context of the surrounding environment. Showcase the features of a dynamic streetscape, the charm of a specific neighbourhood, the flavours and traditions that create an atmosphere unmatched elsewhere. Detail the experience of life in Saskatchewan cities – the stories, emotions and feelings. When visitors can connect emotionally to a place, they feel invited to visit and share that experience.

## 2. HIGHLIGHT HOSPITALITY

Saskatchewan hospitality is second to none. Stress the inviting, inclusive nature of residents, and engage citizens and businesses to be “ambassadors.” Cross-promotion and partnerships with other businesses and attractions will help your visitors discover additional experiences within the community. Point them in the direction of unique events, outdoor markets, culinary activities, festivals and venues that will provide memorable experiences. They will appreciate the suggestions and may decide to stay longer. Their satisfaction will influence family, friends and other travellers.

## 3. SHINE A SPOTLIGHT ON NATURE

Saskatchewan cities border a “playground” of natural wonders – parks, lakes, impressive landscapes and opportunities for exploration, adventure and enjoyment in the outdoors. Create stories that emphasize the side by side relationship of urban life and nature. Capture compelling photographs and video footage that emphasizes parks, trails, waterways and attractive outdoor spaces within the city. As well, show potential visitors a range of experiences that are nearby and easily accessible – hiking, canoeing, kayaking, cycling and wildlife viewing, for example.

## 4. FOCUS ON PEOPLE

Saskatchewan cities have diverse populations, and benefit from a variety of cultures and traditions. Community spirit and personality emerge from the mix of people from different backgrounds and generations. Identify your target audience and their interests, and design campaigns and materials that will capture their attention. Feature people in your marketing materials and show them having fun, making connections and enjoying the friendly urban atmosphere.

## 5. SHOW OFF YOUR CITY'S LIVELY SPIRIT

Cities are exciting, lively destinations. Capturing photography and video, and designing campaigns to promote the vibrancy and spirit of your home, will pay dividends. Tap into the energy of signature attractions and festivals that showcase the arts, music, food, culture and other facets of the community. Highlight activities at popular venues, as well intimate concerts and pop-up performances. Partner with exciting new ventures and experiences.