

Quaaot Lodge

Video Clip 4: Client and Markets

Cammeo: We have so many repeat customers from all over, you know— Calgary, Alberta, Kamloops— simply to come out for a weekend. You know? We have the taste series that happens in the wintertime. We do Valentine's, you know? You get a five-course meal and a night for \$199. So, we do a lot with the local communities as well, with seniors and stuff. We do aquafit, so it really brings young families out here as well as people that come just to come, because you can.

Alex: And as far as promotion for that, I think social media's probably our main source for getting those packages and everything--

Q: Were you involved... Like, what do you use the most?

Alex: Right now, it's Facebook and Instagram. Our department is actually expanding that, though. So, we're working with expanding into Twitter and other things as well, so... But right now, it is Facebook and posting through there. Instagram and just getting... Not only just posting, but getting interactions with people who are commenting is super important for that. Yeah.

Q: And so, let's say, especially, like, the wedding guests' group, is that mostly BC-based or does it go further than that?

Alex: Actually, our main clients are coming from Alberta and Calgary. Actually, for weddings. We do get quite a few local ones too, but it's been mainly Alberta area. Some from Vancouver as well.

Q: Interesting.

Alex: Yeah, so I think with that it's Shuswap that they're attracted to and the lakes and everything that we have here. And then super unique venue as well.

Q: From your knowledge what would be, like--

Q: --when you have, let's say, meetings first, if, strategic directions, something like that, are you trying to appeal more to people that are new to this, such as me? It's not my culture, but I'd like to learn more about it. Or more like maybe introducing other First Nations around BC, Alberta to this particular area and the special artwork and everything else that comes with it?

Alex: We get lots of First Nations bands booking events out here, for sure, because they like to come and see the Secwépemc culture. But we get lots of people that come out here and want the learning experience. So, they want to do the culture activities while they're here and do the tours and really immerse themselves in the culture up here. Yeah.

Alex: Explorers, for sure. People just want to come out and get an authentic experience. I think that's been pretty popular. Other than that, we have such a wide range of people that come here, so it doesn't matter if they're coming for a round of golf or if they're coming for the culture. Because we do have kind of both sides of it, so yeah.

Q: So, if you were... If we leave out, like, wedding guests and organizers, bride groom, whatever or corporate, if you can come up with one persona that you would be marketing to, how would you define them? People that just wanted to stay here, and I know there's different aspects. You can't cover it all, but what would be like one typical person that you would

direct your activities towards? Age, lifestyle, kind of their living situation, location... What would be a typical one where you said, "Okay. My brochure talks to that person"?

Alex: Yeah, that's a bit of a--

Cammeo: That's a hard one.

Alex: --tough one. Because we, like, again from a--

Cammeo: We see everybody.

Alex: Yeah.

Cammeo: You know? Our local community stands behind us so much from people from Kamloops to Vernon. Coming out here for simply the brunches or staycations. Right? You could come out here for a bed and breakfast for \$125. You know? You know so many people are doing the staycations now, so we have the young families. We allow community members to come in and do swims. So, between the families and, like I said, the Elders and the seniors, we don't really have a target market for rooms. At least I don't.

Alex: Yeah, for rooms.

Cammeo: On my aspect of it.

Q: How does the price factor into that? Is there discussion amongst the management team about where you want to keep the price so that it enables certain people to afford that? While maybe also--

Q: --just that, or even discounts or something.

Cammeo: No, we don't--

Alex: Not currently.

Cammeo: --do it. No.

Alex: Good thing for upcoming year, though.

Cammeo: Yeah.

Alex: Yeah, once we sort of--

Q: I think that it's going so well anyways, that it doesn't really have to.

Alex: Yeah.

Cammeo: Yeah, no.

Q: Is there any type of loyalty program that you use, not just to encourage business, but that when people are coming here more than once--

Alex: We just fill out the comment cards, and then do they get a discount if they fill it out?

Cammeo: No.

Alex: I can't remember. No.

Cammeo: I think what it is, when they come, we try to upsell or let them know the packages that they can do. So, we do get a lot of people who will come back on different packages. You know? They might have come just at a standard one, but then next time, they've upgraded themselves to a jacuzzi in the spa or a bed and breakfast, so--

Q: A jacuzzi would be--

Alex: Yeah. That's nice.

Q: I'm just... I'm a sucker for the view. It's just beautiful.

Cammeo: Yeah.

Alex: Yeah. You can't beat that.

Q: Yeah, and to have the jacuzzi right by the window--

Cammeo: I know. I know.

Q: It's just such a good idea.

Q: Yep. It's nice. Anything else on the tour companies? You said...
We know you--

Alex: --quite a few weddings that are... Because they have family over here. We've got actually some from the States coming up here, and I think a lot of that was them growing up in the Shuswap, but also the dollar. So, coming up here they can save a few dollars doing their wedding up here. So, we had a couple of those last year, and then... Yeah. A few--

Cammeo: Golf groups.

Alex: Golf groups are coming from--

Cammeo: We've had--

Alex: --everywhere.

Cammeo: Yeah. We've had some Korean golf groups, East Indian golf groups, and... Yeah.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.