



Interlake Tourism Association



INTERLAKE
TOURISM

Inland oceans, infinite possibilities

Overview

[Driftscape](#) is a mobile app that provides a platform for local organizations/businesses to share site-specific stories, tours, and events/services.

For Users, the app is free and it provides a great way to explore what's around them. Users can simply select what they're interested in and start walking, driving or touring. They'll be notified when there's something nearby or can plan their destinations accordingly.

For the ITA, [Driftscape](#) is a powerful tool to help us get our stories, tours and places out there! ([Click here for the video](#))

******ITA has joined the APP and will be offering our members an opportunity to join us as a partner.******

The mobile application was designed especially for helping visitors explore and uncover hidden gems and find local services. They work with municipalities, townships, DMO's, RTA's and unique cultural organizations to promote their local businesses, tell their stories and highlight the amazing hidden gems Canada has to discover. The Interlake has many amazing sites and attractions and we want to share them with our region and beyond.

To broaden the experiential travel through the Interlake for our visitors we want to connect the traveller with the essence of our places and people. To do this the ITA is offering points of interest on this virtual map/lists including places, events and tours (under structured categories).

The points of interest will highlight rural businesses, organizations, Rural Municipalities, heritage sites, museums, trails, Larger than Life Statues and so much more! You POI can include written material with pictures, video or audio implementation (written, photo story, or narrative format). We have access to 225 points on our map – however each “tour” counts only as 3 points on the app, therefore allowing you to have tours with multiple points of interest (as many as you need for your tour) and only be paying for 3 points. This allows you to get the full benefit of using the app to highlight what's important to you.

Our goal is to create accessible experiential tourism throughout the Interlake region by implementing self-guided tours which highlight and promote the members of the Interlake Tourism Association, local history, heritage and share the stories of our region.

Our four categories we will highlight on our app includes things to “DO” (outdoor activities/trails/beaches/parks) places to “SEE” (wildlife viewing/ local monuments/heritage sites), “STAY” (Accommodations) and “EAT” (Restaurants).

**FOR MORE INFORMATION OR TO PURCHASE POI(S) PLEASE CONTACT:
Melissa Van Soelen admin@interlaketourism.com or call or text cell 204-295-8077 OR
204-322-5378.**

Goals

1. Increase our reach and have the flexibility to make changes or share updates with our locals/visitors whenever we want
2. Create a more interactive and immersive experience for our visitors (and curious locals)
3. Highlight our local stories and the sites that are important to us
4. Provide an offline mode for areas with little to no mobile service connection (April 2021)
5. Be in the hands and accessible to all tourists (Offering an offline mode in April 2021)

Specifications

- **Create** places and events
- **Location aware** notifications
- **HD Multimedia** support
- **Interactive** audio tours



There are 3 types of entries on Driftscape: Places, Events & Tours.

Places consist of a single point on the map with associated text & image(s) and/or video(s) and audio.

- **Visitors Don't Know What To Explore**
 - & locals don't know where to find your hidden gems
- **Web Based Maps Are Not Interactive**
 - & not mobile friendly
- **Paper Maps Are Outdated Quickly**
 - & expensive to print



CREATE AN INTERACTIVE & IMMERSIVE EXPERIENCE

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Augmented Reality

ar is a fun way to discover points of interest and recommendations located around you - just tap on whatever looks interesting to learn more

EXPLORE NOW!

IMAGINE **INTERLAKE** IN AUGMENTED REALITY

Events are similar to Places, but they have Start and End dates, and a mandatory field to let people know the Time, Date & Venue where your event will take place.

Tours are the most sophisticated type of entry on Driftscape. They consist of a tour route with multiple stops along it. We can add text, images, video and audio for each tour stop. If we are entering a guided tour that happens at a specific time and date, we can enter it as a tour, and include Start and End dates as well as the Time, Date & Venue field.

Users can choose to see only Places, Events or Tours so these categories are important.

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The ITA will be delivering our content through Structured Categories (or Layers), so your location will show up as place to EAT, SEE, STAY or as something to DO:

EAT: Let your nose dictate the path you follow... right to the Interlake! Intriguing culinary delights, you'll find the culinary beat as you feast on the vast array of styles in preparing one of the Interlake's well known delicacies, our amazing pickerel (walleye) fish. You'll find some version on most menus. Discover the enticing delights of our many restaurants, diners, and bakeries while you travel the Interlake. (Will include places to eat)



SEE: Encompassed in the Territory of Treaty 1, Treaty 2 and Treaty 5 First Nations Manitoba's Interlake invites you to seek and embrace nature, discover heritage, and explore the arts & culture of our region...tour the Interlake while seeking guidance from the "spirits of our ancestors". (Will include tours)



STAY: With warm hospitality and all the comforts wherever you travel in Manitoba's Interlake, we've got the getaway that best suits you! Possibilities range from peaceful forest camping, seasonal RV sites and boat friendly cottage rentals to gorgeous guest rooms, convenient stop-overs and luxurious B&B's. With exciting year-round activities, the Interlake is a fantastic place for family vacations, a couples getaway, or a company work retreat. (Will include all accommodations)



DO: Play, party, shop and other unique services you'll find when you come to visit us! With tons of trails, parks and outdoor recreation you'll discover how these Interlake GEMS will get your HEART BEAT racing! (Will include tours/events)



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Features

[Create Amazing Experiences. Engage Visitors & Community](#) (Click for video)

Create Your Own Content

Driftscape puts us in control. We can publish content in real-time and guide visitors from our unique perspective.

Help Visitors Explore & Discover

When users are in our area, Driftscape will notify them that there's something interesting nearby. We can even make content appear only to those who are close by.

Make Data-Driven Decisions

We have access to powerful analytics. We'll know where our visitors are from, how long they stayed and what they're most interested in. [Click here to learn more.](#)

Reporting: Driftscape will provide you with Advanced Analytics!

Features	
unique logo	- include your logo for your organization/business/tour in the Point of Interest -
places on the map	- places of interest -
notifications	- push notifications promoting you -
external links	- link to external sites and apps -
tours	- curate tours with narration -
multimedia	- embed rich content (YouTube/Vimeo)-
analytics	- advanced usage reporting provided to you -
deep links	- dynamic custom content links -
micro-region	- geofenced content -
admin services	- provided by the ITA -
Offline Mode	Pilot feature to be built by April 2021

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Why partner?

- One single app: we get more users, tourists and visitors to our region from a single app that has broader appeal, and is used by many communities.
- Low cost: target all mobile app users at a fraction of the cost of building our own app.
- Tell your stories: Driftscape is built for showcasing community events, places and tours in a fun and engaging way. Add rich content, video and audio, link to external web sites and services, and create local tours.
- Does more than a web site: app users get notified when they are near our POIs, and get notifications of upcoming tours, events and activities.

Special Pricing for ITA Members

Pricing	
term (months)	12 months (invoiced upon implementation) Term Runs from January 2021-December 2021
set up fee	included
places on the map (Point of Interest, POI)	<ul style="list-style-type: none"> - 1 POI @ \$100/year + GST - 1 POI \$100/per event + GST - 3 POI's per tour \$300/year with unlimited tour points/locations + GST
Offline Mode	Pilot feature to be built by April 2021

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Pricing for Non-Members

Pricing	
term (months)	12 months (invoiced upon implementation) Term Runs from January 2021-December 2021
set up fee	included
places on the map (Point of Interest, POI)	<p align="center"> - 1 FREE POI/Event listing with purchase of an ITA Membership (New Members Only) \$150/year + GST </p>
Offline Mode	Pilot feature to be built by April 2021

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