

**This is not
an RFP.**

**TOURISM
REVELSTOKE.**



WHO WE ARE.

Tourism Revelstoke inspires the world to experience Revelstoke and grows the benefits of tourism for the community. We are committed to successfully market and facilitate the development of a unique all-season resort community. We work in partnership with local stakeholders and promote high quality visitor experiences that embrace the authenticity of the community. We strive for excellence and were the recipient of the Destination Marketing Organization Professional Excellence Award in 2022 from the Tourism Industry Association of BC.

Tourism Revelstoke is a member-driven Destination Marketing Organization. This collaborative effort includes the Revelstoke Accommodation Association and the Visitor Experience department of the Revelstoke Chamber of Commerce. These entities work in cooperation with the City of Revelstoke, Community Economic Development, Revelstoke Mountain Resort, Parks Canada, local clubs, local tourism stakeholders, Kootenay Rockies Tourism, Destination British Columbia, and Destination Canada.

In 2022, we committed to focusing on destination management in addition to our marketing function. The creation of a Destination Management Plan is a key step in our journey.

#TheRealStoke

www.seerevelstoke.com | www.destinationrevelstoke.com

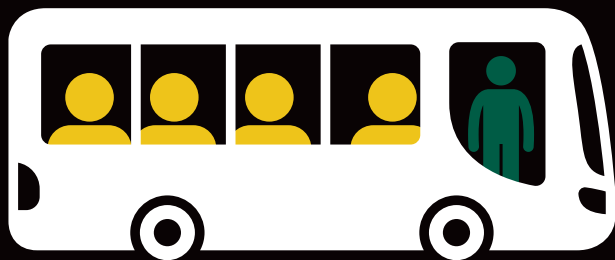




WHAT WE'RE LOOKING FOR.

Tourism Revelstoke's aim is to create a Destination Management Plan with the assistance of an industry expert. We want to hire individual or firm to help co-develop and support the creation of our Destination Management Plan. Revelstoke is an out of the way destination with an appetite for home grown solutions. We want the development of our Destination Management Plan to be co-lead by our organization with support and assistance from an outside expert. We have already developed a framework for the plan, and have a sense of our direction.

We're looking for a co-creator, not purely an external contractor. You may be used to stepping into the driver's seat of these types of projects, but we are looking for someone who will assist us and help us navigate our way through this project.



You may be used to driving the bus, with your clients and other stakeholders in the back seat.

That's not what we're looking for.

We want to be in the front seat, helping navigate and occasionally taking on the role of driver.



OUR VISION.

Tourism in Revelstoke has seen significant growth over the past decade. Our stakeholders and our community are asking for us to consider and plan for the future of tourism in Revelstoke. Coming out of the pandemic, we believe that this is the perfect time to get ahead of issues like over-tourism, environmental sustainability, and community participation in benefits of the tourism economy. It's important that we consider our social license within the community and align our efforts with our community ethos.

We want to create an achievable but ambitious plan to create a more sustainable and managed tourism industry in Revelstoke by assessing carrying capacity, identifying bottlenecks, and maximizing the value of tourism for our community.

Through the Destination Management Plan Framework, we have identified a few key steps in this process:

- Gaining additional insights and metrics about visitation;
- Creating the Revelstoke Tourism Alliance, an advisory board comprised of stakeholders and residents;
- Hosting a speaker series to highlight various issues and solutions; and
- A robust resident and stakeholder engagement process.

By the end of the process, we'd like to have a set of guidelines and concrete actions to guide us forward. We'd like to have community buy in, widespread stakeholder support, and a road map towards a more sustainable future for tourism in Revelstoke.

HOW TO APPLY.

Please provide:

1

Examples of 5 projects that you or your company has lead or participated in that reflect your competency and experience with respect to Revelstoke's Destination Management Plan.

2

A sample of work that shows your strengths in relation to this project.

3

A brief proposal about how you could facilitate working with Tourism Revelstoke and our Destination and Sustainability Manager.

4

Your expected costs, expenses, hourly rates, and how much time you foresee dedicating to this project.

5

Anything else that illustrates why you'd be a great fit for this project.

To apply, please email
robyn.goldsmith@seerevelstoke.com
by June 3, 2022 at 5pm.