

REVELSTOKE. TOURISM TALKS

Tourism Revelstoke's Annual Tactical Plan.

Each year, Tourism Revelstoke submits a tactical plan to Destination BC as part of our commitment to collect the Municipal and Regional District Tax, otherwise known as the hotel tax. Our tactical plan for 2022 was submitted to the province at the end of November, and outlined the following objectives for 2022:

Rebuilding the tourism economy with intentional marketing campaigns to drive direct bookings and increase lengths of stay.

We want to ensure that visitation to Revelstoke offers maximum benefit to our businesses and tourism stakeholders, as well as our community. Booking directly with accommodators and activity providers keeps money with our businesses rather than having it go to third party booking sites. Visitors who stay longer get to experience more of what Revelstoke has to offer, develop a meaningful connection with our destination, and contribute more to our economy. Instead of simply attracting more people, encouraging our prospective visitors to stay longer benefits a broader segment of our economy.

Adjusting resource allocations to include Destination & Product Experience Management.

In 2022, we'll be allocating resources to include Destination & Product Experience Management activities, meaning we'll be investing more time and resources into developing a plan for the future of tourism in Revelstoke. In 2021, we completed a Destination Management Framework, the first step in working towards a more comprehensive plan for the destination that goes beyond tourism marketing. In 2022, we'll be mobilizing a Revelstoke Tourism Alliance to jointly lead the process. We'll identify baseline research to inform the planning stage, develop a Terms of Reference document, and secure external funding for the full fledged Destination Management Plan.

This direction shift comes directly from our tourism industry stakeholder feedback, to move towards a more holistic picture of tourism, that goes beyond just marketing. We are committed to taking a lead role in the management and development of tourism in our destination.



Photo: Bjorn Patterson

Movement towards a sustainable (and regenerative) tourism model.

The concept of sustainable tourism aims to reduce the negative effects of tourism activities. This has become almost universally accepted as a desirable and politically appropriate approach to tourism development. Regenerative tourism goes beyond that; its aim is to improve Revelstoke through visitation. Managed properly, tourism has the potential to contribute positively to our economy, our community, and our infrastructure.

If you have any feedback or ideas for the future of or ideas for the future of tourism in Revelstoke, please reach out. We welcome community input.

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