

# REVELSTOKE. TOURISM TALKS

## A Destination Management Plan for Revelstoke.

Tourism Revelstoke is undertaking a destination management planning process over the next year, and we expect to have a robust and innovative Destination Management Plan in place by March of 2023.

Many destinations around the world are already experiencing the challenges and negative outcomes from an unplanned visitor economy. The purpose of destination management is to bolster and disperse the benefits of the tourism economy to our community at large, while minimizing its negative effects. The Destination Management Plan will identify achievable but ambitious actions to ensure that Revelstoke is a resilient and sustainable destination. Developing the plan will involve extensive research, surveying, and data collection in order to identify the key pressures and difficulties facing Revelstoke as a destination. This plan will align with our Official Community Plan and Resort Development Strategy, but will identify actions to ensure the plan deliverables are achieved.



Downtown Revelstoke. Photo: Steve Shannon

Tourism in Revelstoke has seen significant growth over the past decade. Our stakeholders and our community are increasingly asking for us to consider and plan for the future of tourism in Revelstoke. We believe that this is the perfect time to get ahead of issues like over-tourism, environmental sustainability, and community participation in the benefits of the tourism economy.

Tourism Revelstoke is excited to be working with Destination Think on our Destination Management Plan. Destination Think is an industry leader in destination management planning and we are confident that Destination Think's progressive values, holistic approach, and extensive experience will be an excellent fit for Revelstoke. Destination Think has worked with resort destinations such as Aspen, Queenstown, Banff, and Big Sky, as well as larger destinations such as Copenhagen and Travel Oregon. To ensure that the plan is a homegrown effort that responds to our particular needs, the project will be co-developed by Robyn Goldsmith, Destination & Sustainability Manager for Tourism Revelstoke, and Destination Think. Destination Think's CEO, Rodney Payne, is a new resident of Revelstoke and is a passionate and engaged community member.

As part of the destination management planning process, Tourism Revelstoke and Destination Think will engage in a robust stakeholder engagement process. We want to know what is top of mind for our residents prior to developing steps to address their concerns. We will be looking at our local economy, our environment, our community wellness and sentiment, and the overall value and impact of the tourism industry in Revelstoke. We look forward to speaking with many of Revelstoke's residents and welcome your feedback and engagement at any time.

Through this planning process, Tourism Revelstoke is seeking a set of guidelines and concrete actions to guide us forward. One of our assets in this process is our engaged and insightful community. We'd like to have community buy in, widespread stakeholder support, and a road map towards a more sustainable future for tourism in Revelstoke.

Tourism Revelstoke has received a grant to pursue this project along with funding from the Economic Opportunity Fund.

To engage with us, head to [destinationrevelstoke.com/contact-us](https://destinationrevelstoke.com/contact-us).