

REVELSTOKE.

TOURISM TALKS

A new 5 year strategy.

Every 5 years, Tourism Revelstoke submits a strategy to the province. This allows us to continue to collect our funding through the Municipal and Regional District Tax Program (MRDT, or more simply, the hotel tax) and provides us with guidance and direction for our planning. With the help of stakeholders and consultants, Tourism Revelstoke has developed a new 5 year strategy and welcomes public feedback.

Our new 5 year strategy is based on our vision to attract value aligned visitors, and is to develop a more sustainable and holistic vision for tourism in Revelstoke.

[CLICK HERE TO VIEW THE FULL 5 YEAR STRATEGY.](#)

The pillars of our new 5 year strategy are as follows:

A Year-Round Destination:

While tourism in Revelstoke continues to grow, most of the growth is still occurring in the peak seasons. We wish to increase visitation throughout the year and position Revelstoke as a place to visit year-round.

A Multi-Day Stay:

In the winter months, most of our destination traffic comes from skiers/snowboarders and snowmobilers who generally stay for 2+ nights. However, in the summer and shoulder season months, our visitors tend to visit just for the day, or for one night. We wish to increase the length of stay of all our visitors.

Remarkable Visitor Experiences:

Remarkable visitor experiences is what will bring visitors back over and over, and what will encourage others to come for the first time. To deliver remarkable visitor experiences, we ensure our services, programs and offerings are the highest standards and meet our visitors' needs and desires. We will offer visitors with information to support longer lengths of stay and increased spending. We will educate and train stakeholders and the community at-large to deliver remarkable experiences. The visitor experience function will also serve as the core support center for stakeholder marketing opportunities and brochure development.

Holistic Destination Stewardship:

As the role of DMOs shift from destination marketing to destination management, we will continue to shift our approach to one of holistic destination stewardship, including stewardship by tourism stakeholders, visitors and the community, and to be leaders in sustainable tourism. We will direct our energy towards a balanced long term tourism vision for the community. Our tourism growth will be co-created responsibly across sectors and industries through collaboration and alignment. We will take a lead role in the management and development of tourism in our destination.

Organizational Excellence:

We strive for organizational excellence in governance, service delivery and financial sustainability.



Photo: Mitch Winton for Destination BC

Please review our draft strategy online and let us know if you have any feedback by June 30th. Please email meghan.tabor@seerevelstoke.com. We look forward to building a tourism industry that offers maximum benefit to our town and its residents.

To read previous Tourism Talks columns, head to seerevelstoke.com.