

REVELSTOKE.

A THRIVING COMMUNITY FUTURE.

Over the last year, Tourism Revelstoke and partners have worked to create a Destination Management for Revelstoke. The project of destination management is about uncovering the community's long term vision in a way that inspires immediate action to make Revelstoke a better place for visitors and residents.

Tourism Revelstoke is eager to play a greater role in addressing the challenges our industry contributes to creating. It's time for our industries and community to work together to address our most pressing issue: housing.

Where will we be 50 years from now?

There are four strategies to reach Revelstoke's vision for 2073. Each strategy and their corresponding actions have been developed to meet our community's needs and align with the renewed purpose of tourism in Revelstoke.

Thriving People

Community members of all abilities, backgrounds, and identities are welcomed and have their needs met.

1

Pristine Environment

Tourism protects and regenerates the local environment, and its participants take climate action for the benefit of generations to come.

2

Vibrant Culture

Artists and cultural practices thrive in Revelstoke, which makes a rich environment for diversity, creativity, community connection, and satisfying visits.

3

Equitable Economy

Tourism takes responsibility for its holistic impact, including the positive and negative externalities resulting from visitation.

The sector pays its way, addresses economic leakage, and operates within its carrying capacity.

4

PURPOSE OF THE VISITOR ECONOMY.

Tourism is a positive and regenerative force that supports the community environmentally, economically, socially, and culturally.

How we will track progress:

1. Availability of secure housing based on job vacancies and rental occupancy.
2. Resident sentiment towards the quality of life in Revelstoke, ascertained through ongoing community surveying.
3. Carbon emissions per tourism dollar spent in the community.
4. Visitor sentiment ascertained through Net Promoter Score or comparable data.

**READ THE
ACTION
PLAN**



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CITY OF
REVELSTOKE

