

REVELSTOKE.

TOURISM TALKS

LET'S PLAN FOR REVELSTOKE 2073.

50 years ago, in 1973, Revelstoke carried the same spirit and energy it does today. In 1973 the Mica Dam first opened its floodgates, bringing jobs and vitality to the Columbia Valley. Our nordic ski racing team was topping podiums throughout the province. People were complaining about gas prices.

What was different in 1973? There were houses for sale for \$25,000. A 5lb bag of oranges was 89 cents. The Revelstoke Arts Council was being revived after a period of dormancy. The McDonnell Douglas DC-10 aircraft set a record flight from LA to Hong Kong in 14 hours and 44 minutes, opening the world to faster intercontinental travel. The Revelstoke Review identified the opportunities in the tourism economy, saying, "Every community, however small, can benefit by persuading tourists to visit it. If a town or a village can attract two dozen more tourists a day, that will be economically comparable to acquiring a new manufacturing industry."



Snow removal in the 1970s. Photo: Revelstoke Museum and Archives

Today, the economic balance is different, and so is the composition of our community. The arts in Revelstoke are thriving. Tourism has established itself as a dominant economic sector, and tourists are traveling around the world with relative ease. Housing prices are increasing, and rental vacancy is almost non-existent.



Modern snow removal. Photo: Dave Bennewith

What will Revelstoke be like 50 years from now, in 2073?

That's up to us.

Tourism Revelstoke is undertaking a destination management plan to guide the future of tourism in our community. Before we write the plan, we want your say. What do you value? What do you think of the current quality of life here? What do you think should change?

Let us know today at destinationrevelstoke.com.

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