



**WORKING WITH
TOURISM REVELSTOKE.**

TOURISM

REVELSTOKE.

OUR ROLE.



Tourism Revelstoke is a non-profit Destination Marketing Organization (DMO). Our role is to promote Revelstoke as the year-round destination of choice and inspire travellers to experience our mountain community through the implementation of tactical marketing initiatives, primarily funded by the BC Municipal & Regional District Tax Program (MRDT).

We are governed by the Revelstoke Accommodation Association who are represented by a volunteer board of directors. We work closely with the Revelstoke Chamber of Commerce's Visitor Experience Department, which is responsible for visitor servicing, print marketing, and ensuring our visitors' have great experiences while they are here.

We are committed to marketing the destination as a whole and want to work with you collaboratively to put our destination on the map. Your chamber membership is a direct link to the Tourism Revelstoke team.

Our Vision: Revelstoke is a world-class destination while being an authentic and vibrant community for its residents.

Our Mission: To inspire value-aligned visitors worldwide to experience Revelstoke and to grow sustainable tourism opportunities that also benefit the community.

Our Brand Promise: The quintessential BC getaway - spectacular nature, compelling history, authentic charm, and endless adventure.

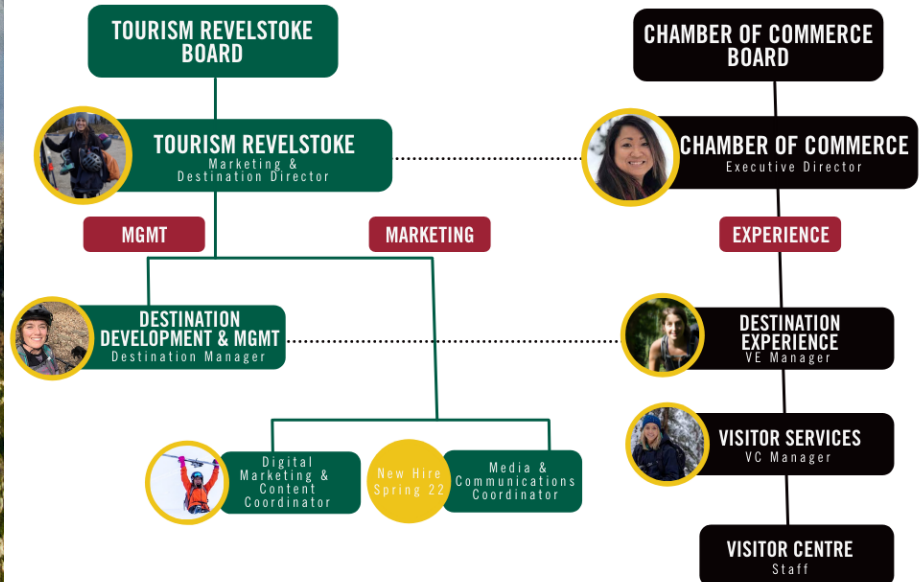
STRATEGIC FRAMEWORK.

Tourism Revelstoke is governed by the Revelstoke Accommodation Association. Decisions are made with input from the Revelstoke Tourism Advisory Committee, which includes diverse tourism and community representation.

We also work in cooperation with the Chamber of Commerce, City of Revelstoke's Community Economic Development Department, Revelstoke Mountain Resort, Parks Canada, Revelstoke Arts Council, local clubs and tourism stakeholders. We work with Kootenay Rockies Tourism (KRT), Destination British Columbia (DBC), and Destination Canada (DC) at a regional, provincial and national level.

TOURISM REVELSTOKE

SPRING 2022 ORGANIZATIONAL CHART





BRAND PILLARS.

Our brand is built from the inside out. Launched in January 2019 and embraced by locals as well as the business community, the strength of our brand is its enduring quality. We are committed to staying true to these four brand pillars.

ADVENTURE:

We encourage ourselves and visitors to challenge themselves, to discover new ways of looking at things, and to enjoy experiences here that can be found nowhere else.

HERITAGE:

Our story today is comprised of the stories of our past. Our community has a rich history and we are proud to share the stories and visions that make us what we are today.

AUTHENTICITY:

We are proud of who we are. Our diversity is our strength, and is key to our unique community culture.

NATURE:

We are privileged to live in one of the earth's most incredible places. Pristine mountains, alpine meadows, glaciers, waterways and forests are an integral part of our story. We place high value on our nature and share our respect for our surroundings.

A FIVE YEAR PLAN.



The following priorities were identified in 2018 and play an important role in guiding our tactical marketing year-to-year:

1

A YEAR ROUND DESTINATION.

While maintaining our summer and winter positioning, we also must look at opportunities to increase non-peak season market development.

2

A MULTI-DAY STAY.

For our summer destination traffic, multi-night stays are key to our growth.

3

A RECOGNIZABLE DESTINATION BRAND.

Amplify a recognizable destination brand that truly reflects our uniqueness.

4

LONG TERM TOURISM PLANNING.

Shift from destination marketing to a holistic destination management approach.

5

EXCEPTIONAL VISITOR SERVICING.

Ensure that visitors have the best possible experience in destination, through exceptional visitor servicing and remarkable visitor experiences.

6

ANNUAL TACTICAL MARKETING PLANS.

Clear and concise annual tactical plans that align with the overall 5-year strategy.

7

VISITOR ACCESS.

Improve the ease of transportation into, out of, and around Revelstoke.

8

FINANCIAL STABILITY.

Secure optimal financial support for the duration of the 5-year Destination Tourism Strategy. Ensure a financial sustainability plan is in place for maintaining our tourism assets.



BENEFITS OF BEING A TOURISM REVELSTOKE STAKEHOLDER.

MONTHLY TOURISM NEWSLETTERS

Our monthly tourism newsletters are the most important channel for communicating with you, our tourism stakeholders, and are filled with useful information including tourism news, statistics on visitation, opportunities for joint initiatives, upcoming events and more. Ensure your marketing team is subscribed.

PHOTO INVENTORY

Take advantage of our extensive photo collection! We have a huge database available for you to use in your own marketing, both online and for print, and we're constantly adding new content. We share anchor content month to month so you can align your strategic marketing with ours. Share our blogs, high-quality videos, media articles and more - all included as part of your membership.

EVENTS CALENDAR

Increase the exposure of your event by adding it to our Events Calendar on SeeRevelstoke.com. Event listings are free and made up of user submitted content. Submit your events directly on our website so that we can promote them. These events also appear on our weekly 'What's Up in Revelstoke' publication sent to accommodators and activity providers, and distributed at the Visitor Info Centre.

EVENT RECRUITMENT AND SUPPORT

Tourism Revelstoke actively seeks out and attracts external conferences and events to come to Revelstoke. We look for interesting large scale events to attract new visitors and support existing local events to strengthen our shoulder season visitation.

SKILL SHARING AND LEARNING OPPORTUNITIES

In collaboration with our regional and provincial partners, we offer workshops throughout the year, either for free or for a nominal fee. From experience development, to digital marketing and navigating essential tools such as Google Analytics and AdWords, these workshops offer you an opportunity to up-skill and improve your business offering.

A VOICE AT THE TABLE

We represent your interests at a local, regional and provincial level. If your tourism business is challenged by a gap in local infrastructure, existing legislation, a lack of workers or other policy issues, please let us know so we can advocate on your behalf and inform industry representatives.

WEB LISTING on SeeRevelstoke.com

Our website is the most effective way to attract visitors to your business. We actively work towards improving our web presence through consistent content development, social and digital marketing, SEO, and Google AdWords. We are a content driven website; our main objective is generating traffic to send it to you! Ensure your listing is up to date and track referrals from SeeRevelstoke.com to your website through Google Analytics

MEDIA

Tourism Revelstoke offers an extensive media “familiarization (FAM) tour” program year-round. We host media at your businesses and create itineraries which showcase the best of Revelstoke. These experiences lead to incredible exposure in publications like Vogue, Forbes, Powder Magazine and more. Please connect with us if you are interested in hosting media.

CO-OP MARKETING OPPORTUNITIES

The Co-operative Funding program can be used by tourism stakeholders to support their own marketing initiatives. Each applicant is eligible to access 50/50 partnership funding to support a digital marketing campaign which aims to attract more visitors to the destination and aligns with Tourism Revelstoke’s Annual Destination Marketing Strategy. Contact us to find out how to apply!

THE REVELSTOKE AMBASSADOR PROGRAM

The main objective of this program is to build a community unified effort to help Revelstoke businesses offer outstanding services and unforgettable experiences. The program is available to tourism stakeholder front-line workers. Staff receive free training and are educated on all things Revelstoke in order to improve service quality and the overall visitor experience. By offering a superior incentive package we also hope to encourage seasonal workers to stay long-term. Encourage your employees to participate in the training and showcase your business by offering an incentive. More information is available at RevelstokeChamber.com/ambassador.

USEFUL LINKS:

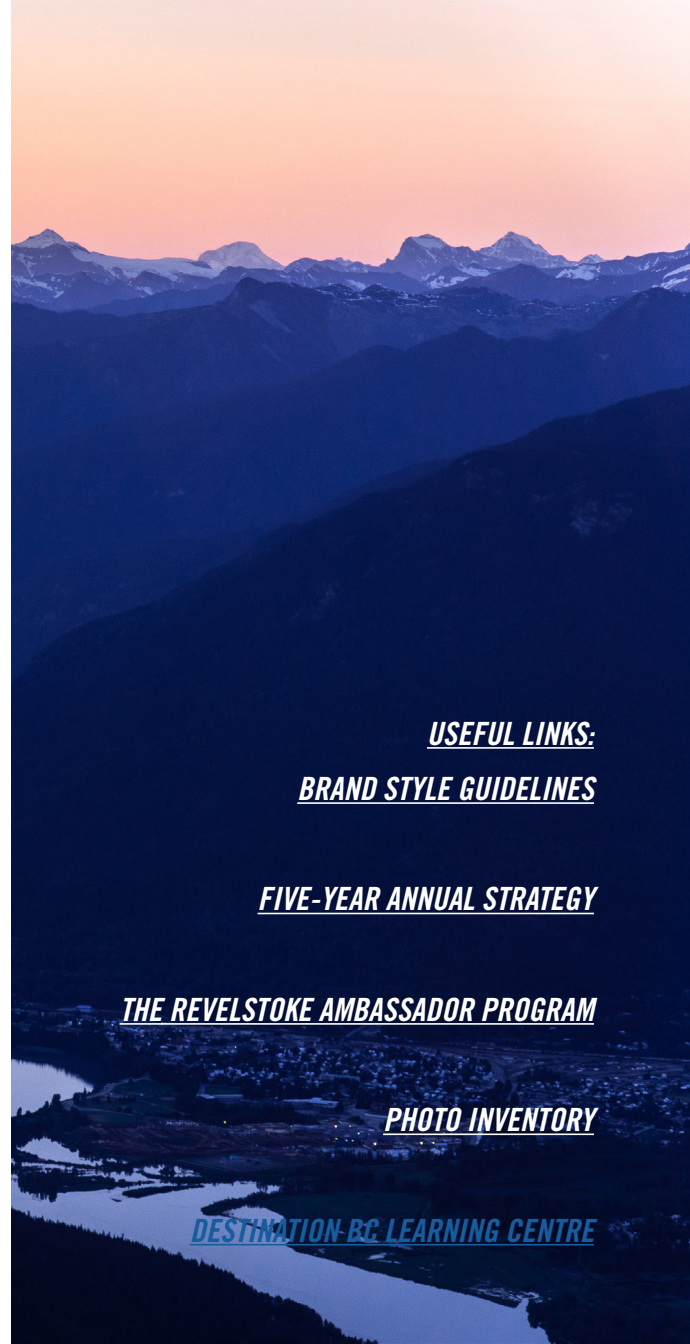
BRAND STYLE GUIDELINES

FIVE-YEAR ANNUAL STRATEGY

THE REVELSTOKE AMBASSADOR PROGRAM

PHOTO INVENTORY

DESTINATION BC LEARNING CENTRE





5 EASY WAYS TO COLLABORATE WITH TOURISM REVELSTOKE.

THE BRAND

Our new Tourism Revelstoke brand was launched in January 2019 with the goal of creating a visual identity that accurately represents Revelstoke as a destination. Embrace the brand in your own marketing; see our Brand Style Guidelines for more information.

SOCIAL MEDIA

Tag @Revelstoke in your posts on social media and use our tourism hashtag #TheRealStoke to increase your exposure and have your content reshared.

ANCHOR CONTENT

Anchor content focuses on our core tourism offerings and changes month to month. We outline our marketing focus for the month ahead in our Tourism Newsletters, and include a link to access high-quality marketing content. Share this content on your own social channels so we can promote Revelstoke together.

PHOTOGRAPHY

Share photos of your business with us. By having access to photos of your business we can share them on our social channels, use them on our website and incorporate them into ads.

ENGAGEMENT + FEEDBACK

We distribute our Annual Stakeholder Survey in September and seek your feedback on marketing initiatives and destination management. We also host bi-annual Tourism Stakeholder Open Houses for you to hear about our initiatives and get exclusive insights into local tourism data. Keep an eye out for these engagement opportunities in our newsletters.



JUST STARTING OUT? FIVE TIPS TO MAKE YOUR BUSINESS DIGITALLY READY.

1. Google My Business (GMB) Listing: This allows you to edit and control what appears when someone Googles your business. Sign in or set one up now, ensure your contact details are accurate, add high quality photos of your business, and respond to any reviews that have been left by customers.

2. Trip Advisor Listing: Word of mouth marketing and online reviews are an essential part of the customer journey. Have you claimed your Trip Advisor listing? Login, encourage customers to post reviews and respond to reviews within 48 hours.

3. Social Media: Everyone should have a Facebook and Instagram account. Start posting regularly to grow your online community and tell your business story. Low on followers? Tag @Revelstoke and use #TheRealStoke hashtag for visitor exposure.

4. Destination BC Listing: Every tourism business in Revelstoke should be listed on HelloBC.com. The listing is free and exposes your business to thousands of potential visitors. To login or create an account head to the link - <https://destinationbc.force.com/s/>

5. Website: With platforms such as Wix and Square Space it's easy to create a simple homepage with your contact details, photos, and a description of your services. Think about why people are visiting your website and how you can make it easier for them to find what they are looking for.

VALUE OF TOURISM IN REVELSTOKE.

2019 Accommodation Revenues up 20%

+\$147 million
in annual visitor spending
in 2019

Average spend of **\$277**
per overnight visitor to
Revelstoke

768,400
Number of annual
visitors in 2019

VISITOR BREAKDOWN (768,400)

Leisure Fixed Roof (Hotels, Motels, B&Bs, STRs) **386,800**

Business Fixed Roof (Hotels, Motels, B&Bs) **6,000**

RV & Campground **95,700**

Visiting Friends & Relatives **35,000**

Day Visitors* **244,900**

**traveled more than 40 km with a travel intent (Stats Canada)*

Overnight visitors
account for **68%**
of overall visitation and
88% of overall visitor
spending

Average Daily Room
Rate **\$158**

244,900 same day
travelers enter and leave
Revelstoke within a 24
hour period and account for
12% of Revelstoke's total
visitor spending

Year-round accommodation
occupancy is over **60%**
with the slowest months
being November, April, May
& October

1.9 nights is the
average length of stay
for overnight leisure
visitors

Revelstoke's **2% Hotel Tax** & **RMI Funding** has
contributed **\$12 million** towards tourism marketing
programs and infrastructure since 2008 (until 2019)

+\$112,000 was generated for
affordable housing in 2019 through the
Online Accommodation Platform Hotel
Tax

Tourism Revelstoke contributes
+\$150,000 annually to local
events, clubs, and non-profits in
our community

Snowmobile tourism in Revelstoke: Visiting snowmobilers
in Revelstoke account for **\$12 million** in direct
economic output and **\$30 million** in total economic
output, as well as **135** full time jobs.

% of leisure visitors & spend at Revelstoke Mountain Resort

AB **15%** (13% spend) Overseas **6%** (21% spend)

BC **64%** (38% spend) USA **6%** (9% spend)

Other Canada **9%** (19% spend)

+250 businesses in Revelstoke are directly or closely
associated with the tourism industry, representing **33%**
of the Revelstoke business ecosystem and **24%** of the
Kootenay Rockies regions tourism businesses

VALUE OF TOURISM IN BC.

2019 Value of Tourism A Snapshot of Tourism in BC



TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.



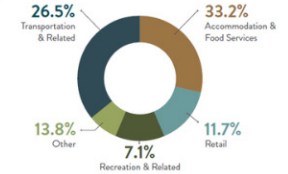
\$22.3 Billion

2019 Annual Revenue

+5.6%
Over 2018

+67.8%
Since 2009

2019 SHARE OF TOURISM REVENUE BY SERVICE AREA



TOURISM BUSINESSES

19,748

tourism-related businesses in operation in BC in 2019, a 2.2% increase over 2018.



TOURISM EMPLOYMENT

149,900

people employed in tourism-related businesses, a 1.8% increase over 2018.



TOURISM WAGES AND SALARIES

The tourism industry paid

\$6.1 Billion

in wages and salaries in 2019.

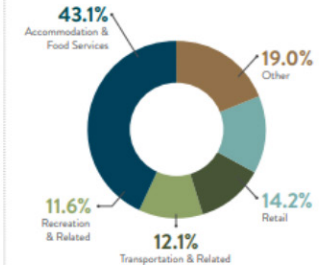
+5.8%
Over 2018

+65.0%
Since 2010*



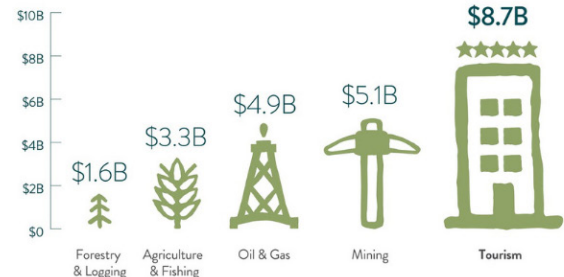
*the earliest year available for comparison

SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



BC'S GDP

BY PRIMARY RESOURCE INDUSTRY

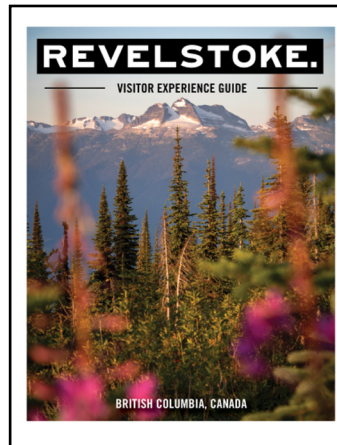


PRINT MARKETING.

Print marketing is an important way of connecting your business with visitors planning their trip or already in-destination. The following initiatives are managed by the Visitor Experience Department of the Revelstoke Chamber of Commerce.

Please email visitor.exp@revelstokechamber.com for more information.

EXPERIENCE GUIDE



CITY MAP



ACTIVITY BROCHURES



FERRY & ROAMING VAN RACKING



VISITOR CENTRE MARKETING.

Promote your activity to over 60,000 visitors yearly! Please note that existing advertisers have the opportunity to renew. Member opportunities include:

Digital Advertising

Window Advertising Seasonal Rental

Activity Desk Magnet Seasonal Rental





OUR COMMITMENT TO DESTINATION MANAGEMENT AND SUSTAINABILITY.

DESTINATION MANAGEMENT.

Tourism Revelstoke recognizes that our role goes beyond marketing. We want Revelstoke to remain liveable for residents and to ensure that our local community benefits from tourism to the greatest extent possible. We are currently creating a full scale Destination Management Plan to address industry challenges.

What is Destination Management?

Destination Management consists of the coordinated management of all the elements that make up a tourism destination. Destination management takes a strategic approach to link-up these sometimes very separate elements for the better management of the destination. Joined up, management can help to avoid overlapping functions and duplication of effort with regards to promotion, visitor services, training, business support and identify any management gaps that are not being addressed.

The development and management of tourism destinations requires a holistic approach to policy and governance. Destination Management calls for a coalition of many organizations and interests working towards a common vision, ultimately assuring the competitiveness and sustainability of the destination. Destination management looks to create a plan for and manage all aspects of a destination, including marketing efforts, attractions, environmental concerns, liveability, the tourism economy, and the benefits to residents.

To view our sustainability content, head to seerevelstoke.com/plan-your-visit/sustainable-revelstoke/.



CONTACT OUR TEAM.

We're here to support Revy's tourism sector. We market Revelstoke to the world, so you can close the sale with your product offering. We're always keen to hear from you, receive your feedback and answer your questions.

New to Revelstoke? Contact us to set up a meet and greet, so you can get to know the Tourism Revelstoke team and we can learn about your new business.

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