

TOURISM

REVELSTOKE.

Value of Tourism

Understanding tourism's contribution to a community is central to developing an informed tourism planning approach, strengthening the support of stakeholders and local government, and encouraging an appreciation of tourism's economic benefits and potential.

Tourism Revelstoke, in partnership with Destination BC (DBC), the crown corporation responsible for marketing the Province of British Columbia as a destination, conducted this study to provide baseline metrics of the Value of Tourism in Revelstoke in 2019.

Developed through DBC's Research, Planning & Evaluation Dept., The Value of Tourism Model is a program that provides a structured, consistent approach to estimate the volume and value of tourism in a community. The methodology is based on accommodation data as well as travel surveys and average total spend from Stats Canada. More information can be found on [DBC's Value of Tourism program](#).

Revelstoke has begun a Destination Management Planning process to support the community's tourism vision and broader values for quality of life, destination stewardship, and economic prosperity. [Learn more.](#)

Understanding Tourism

The tourism product in Revelstoke is:

A composite of experiences involving attractions, accommodators, food and beverage services, transportation providers and the community itself, natural, built, and human.

- Tourism generates many types of revenues for a region, including business income, wage earnings, share earnings, rates and taxes.
- The money is then circulated and re-spent again and again in the community via indirect spending, such as staff and business owners spending their earning on rent, mortgage, groceries, entertainment, clothing, recreation, sports equipment etc.
- Tourism spending helps to shift wealth from urban to rural areas with city dwellers visiting small towns.
- Tourism helps build attractive and livable communities by investing in Revelstoke's culture, heritage, and recreation opportunities.
- Tourism creates a platform for positive economic development by positioning Revelstoke as a great place to live, work, play and invest.
- Undesirable changes, such as cost of living and adverse impact on trails or other community resources, need solutions through collaboration and effective growth management.

Tourism in REVELSTOKE (2019)

2019 Accommodation Revenues **up 20%**

+\$147 million
in annual visitor spending
in 2019

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

Number of annual visitors in 2019 **768,400**

VISITOR BREAKDOWN (768,400)

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

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

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

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 OAP* Hotel Tax
**Online Accommodation
Platform*

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

Average Daily Room Rate **\$158**

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

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)

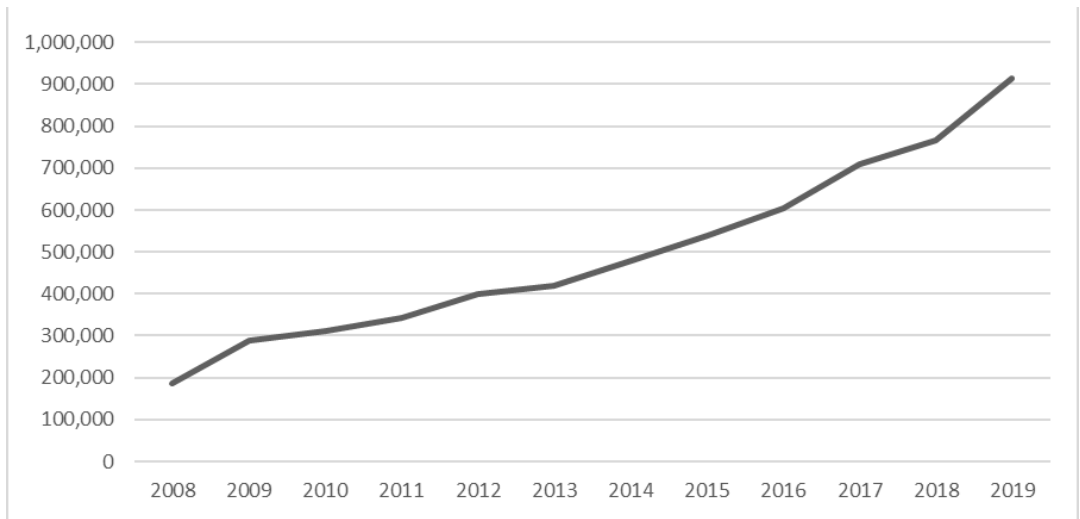
Average length of stay for overnight leisure visitors
1.9 nights

+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

Revelstoke Accommodation Revenues

Source: BC Stats, Based on Municipal & Regional District Tax (MRDT)

2008 - \$187,223
2009 - \$289,348
2010 - \$310,215
2011 - \$343,281
2012 - \$399,078
2013 - \$419,428
2014 - \$478,233
2015 - \$537,988
2016 - \$603,584
2017 - \$709,061
2018 - \$766,253
2019 - \$915,248



216.314%

increase in total accommodation revenues from 2009 - 2019 (10 years)

HOW WE STACK UP:

#1 MRDT

Community in the Kootenay Rockies Region (of 13 KRT MRDT communities)

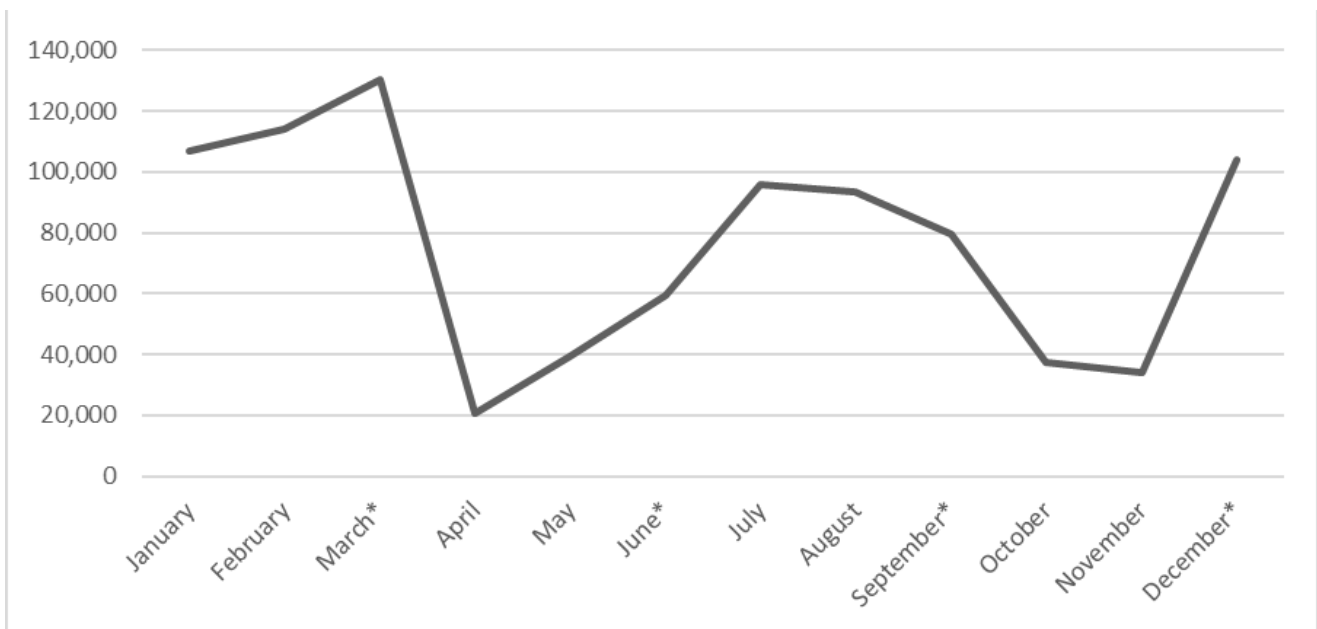
#10 MRDT

Community in British Columbia (of 68 total BC MRDT communities)

2019 Monthly Accommodation Revenues

Source: BC Stats, Based on MRDT 2% Hotel Tax

*Includes Online Accommodation MRDT Platform disbursement for affordable housing (total for 2019 = \$112,725)



KOOTENAY ROCKIES Tourism (2019)

Visitor spending of **\$884 million**

2.07 million overnight visitors
11% of BC's overnight visitors

An additional **1.8 million** same day travelers enter and leave the region within a 24 hour period and account for **16%** of the region's total visitor spending

81% of visitors are from Canada
19% are international

International visitors account for **27%** of visitor spending

29% of visitors are from BC
52% are from other provinces, primarily AB
10% are from USA, **9%** from overseas

+820 tourism businesses and **+4,000** jobs

NATIONAL Tourism (2019)

2% of Canada's GDP

\$32.4 million international visitors travelled to Canada

\$284 million domestic travelers within Canada

\$105 billion in visitor spending:

- \$23B International
- \$33.2B Intra-provincial
- \$12.6B Inter-provincial
- \$36.2B Other domestic tourism expenditures

Average spend per overnight international visitor:
\$451 USA Visitor, **\$1519** Overseas Visitor

1 in 10

people are employed in the tourism and travel industry

232,000 tourism businesses and
1.9 million jobs

Visitor Spending in 2019

CANADA: \$105 billion
BRITISH COLUMBIA: \$22.3 billion
KOOTENAY ROCKIES: \$884 million
REVELSTOKE: \$147 million

PROVINCIAL Tourism (2019)

TOURISM IN BC

TOURISM IMPROVES THE QUALITY OF LIFE OF ALL BRITISH COLUMBIANS



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.



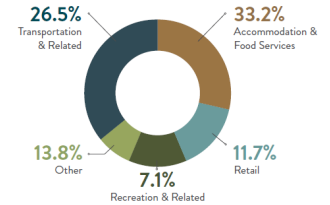
\$22.3 Billion

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.

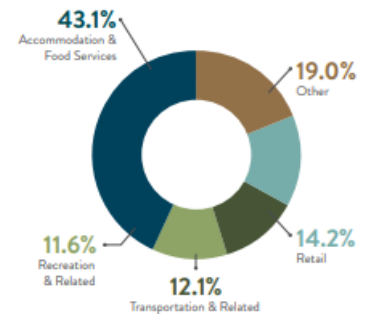
+5.8% Over 2018

+65.0% Since 2010*



1 person icon = \$1 Billion *the earliest year available for comparison

SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



BC'S GDP

BY PRIMARY RESOURCE INDUSTRY

