

Summary of the Tourism Golden Annual Report 2022 FY

by Joanne Sweeting

2022 – 2027 STRATEGIC PRIORITIES

Economic Contribution

- Increase overall value of the tourism economy
- Increase average length of visitor stay at all times of year
- Increase shoulder season occupancy levels and rate

Visitor Experience

- Connect more visitors to remarkable experiences via multiple channels
- Educate visitors to experience a safe and responsible vacation

Stakeholder Experience

- Deliver enhanced stakeholder programs and support

Resident/Community Experience

- Increase resident understanding of the value of the local tourism industry and support for the tourism industry
- Balance resident values with visitor demand and business needs



SITUATIONAL ANALYSIS

International travel returned as pandemic travel & border restrictions lifted.

Kicking Horse Canyon Project extended closures.

Labour shortages.

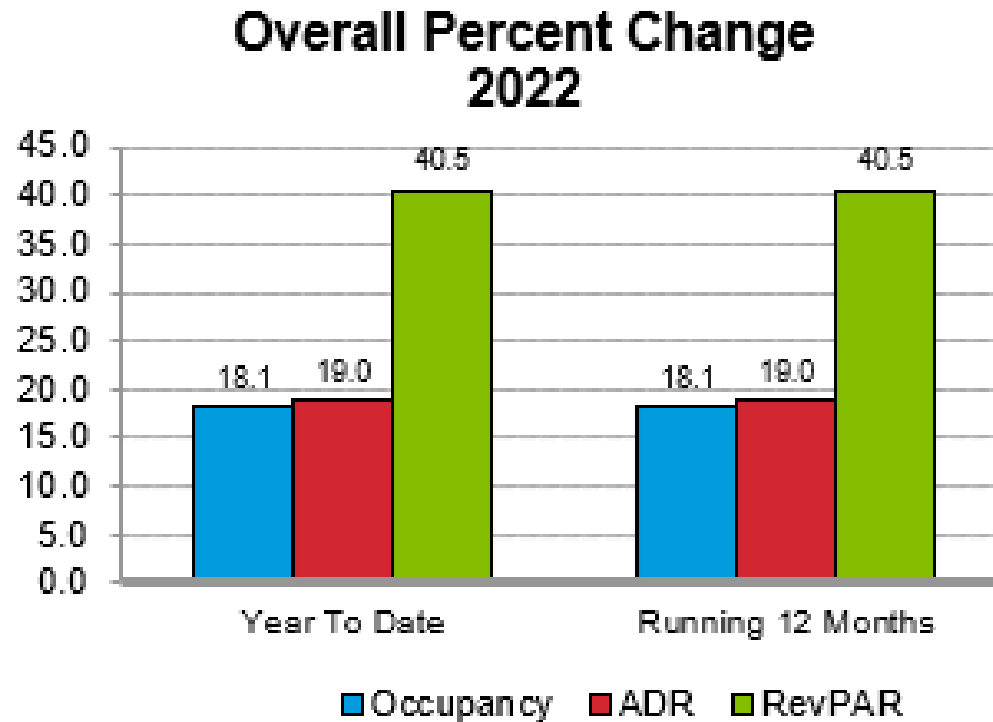
Housing shortages.

MRDT increased to 3% from July 2022

2022 DESTINATION PERFORMANCE - HIGHLIGHTS

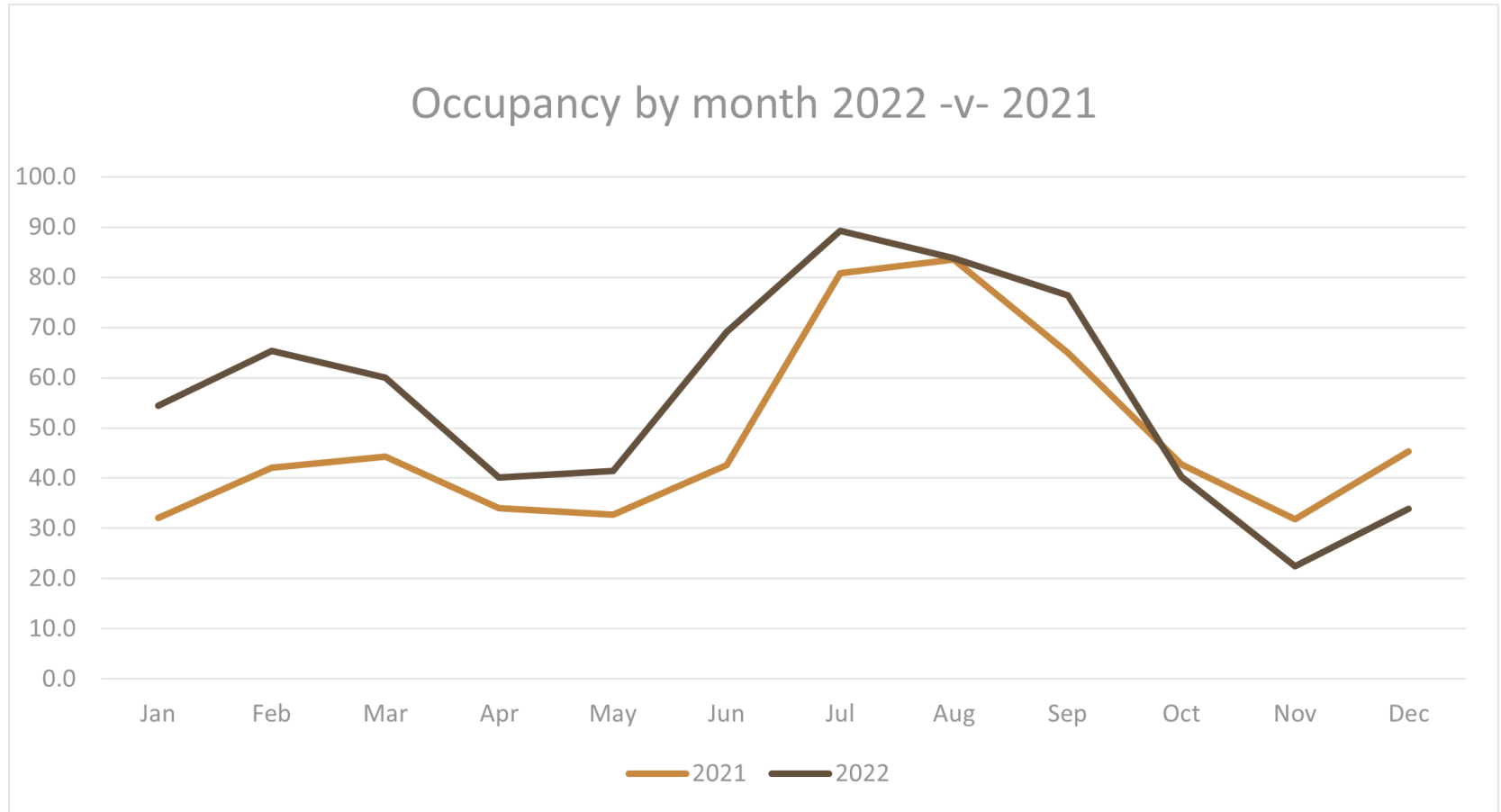
- ✓ 1 million + overnight visits
- ✓ Overnight visits increased by 18%
- ✓ ADR increased by 19%
- ✓ Occupancy increased by 18%
- ✓ Occupancy outperformed BC average
- ✓ Length of stay 1.8 nights

2022 DESTINATION PERFORMANCE



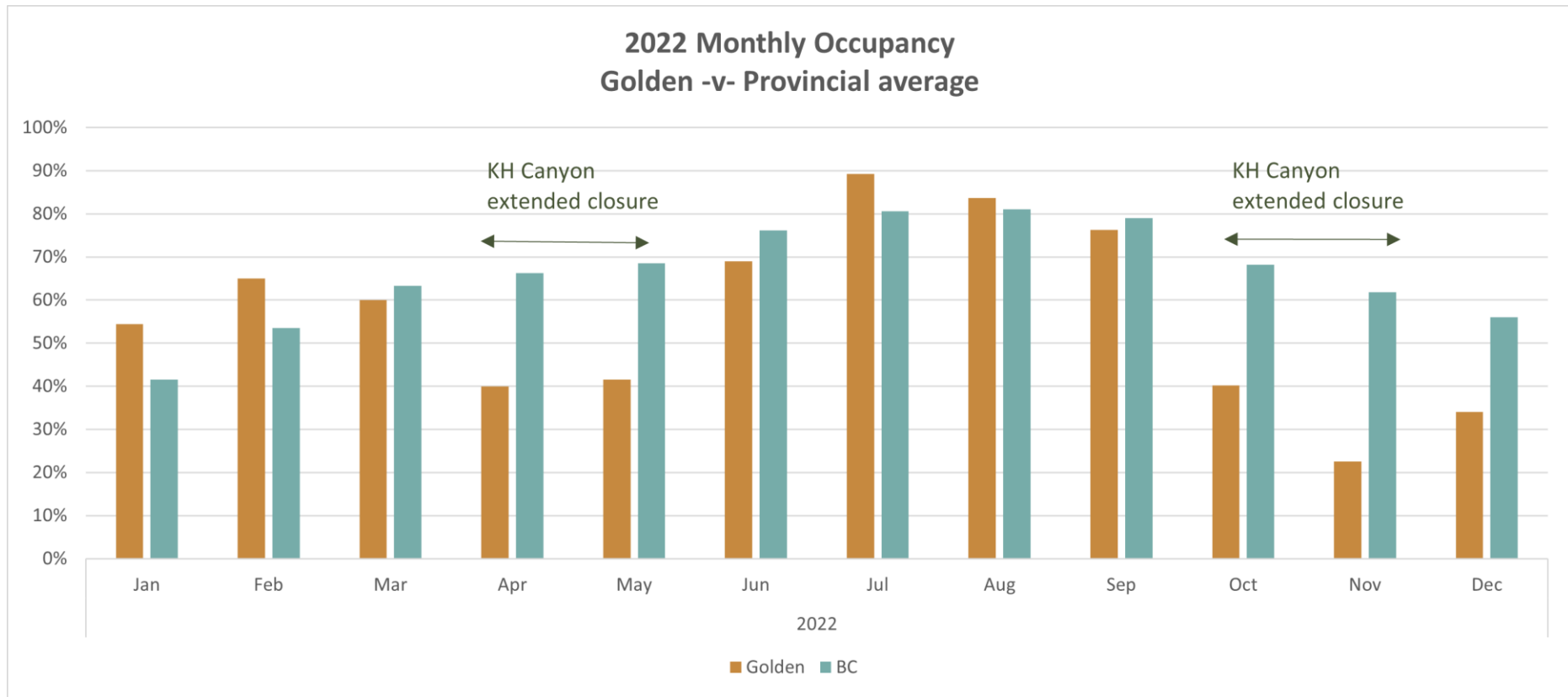
Source: STR Destination Report - Golden

2022 DESTINATION PERFORMANCE



Source: STR Destination Report - Golden

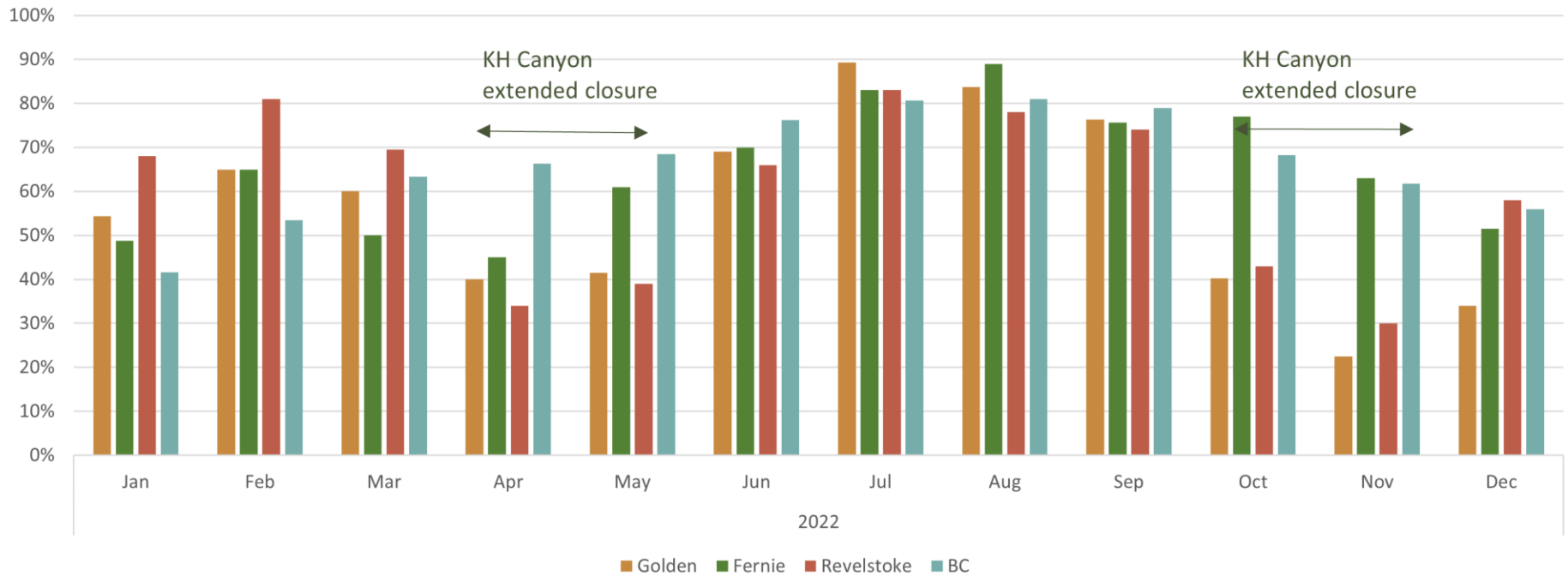
2022 DESTINATION PERFORMANCE



Source: Destination BC Tourism Industry Dashboard

2022 DESTINATION PERFORMANCE

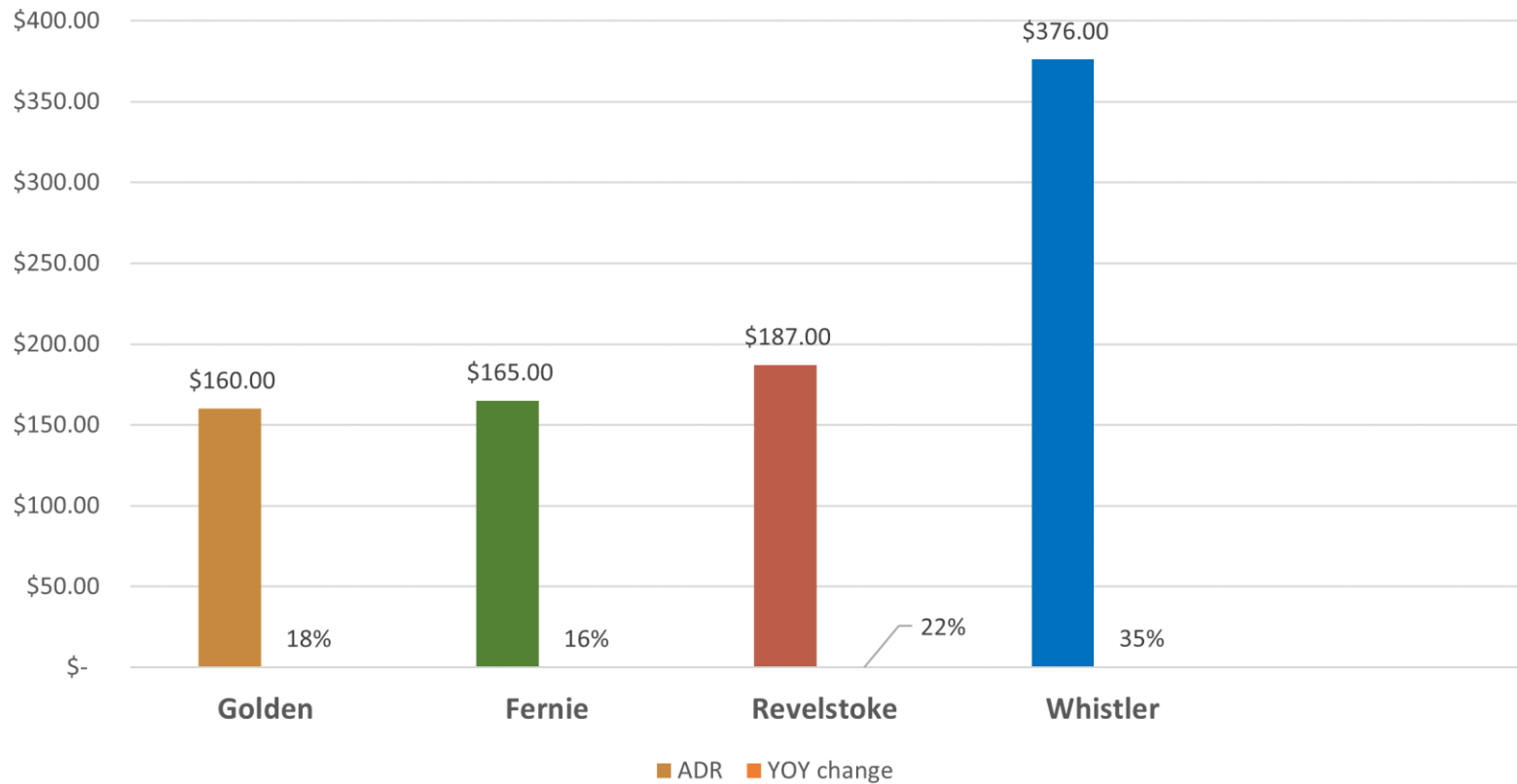
2022 Monthly Occupancy Golden -v- Competitive Set



Source: Destination BC Tourism Industry Dashboard

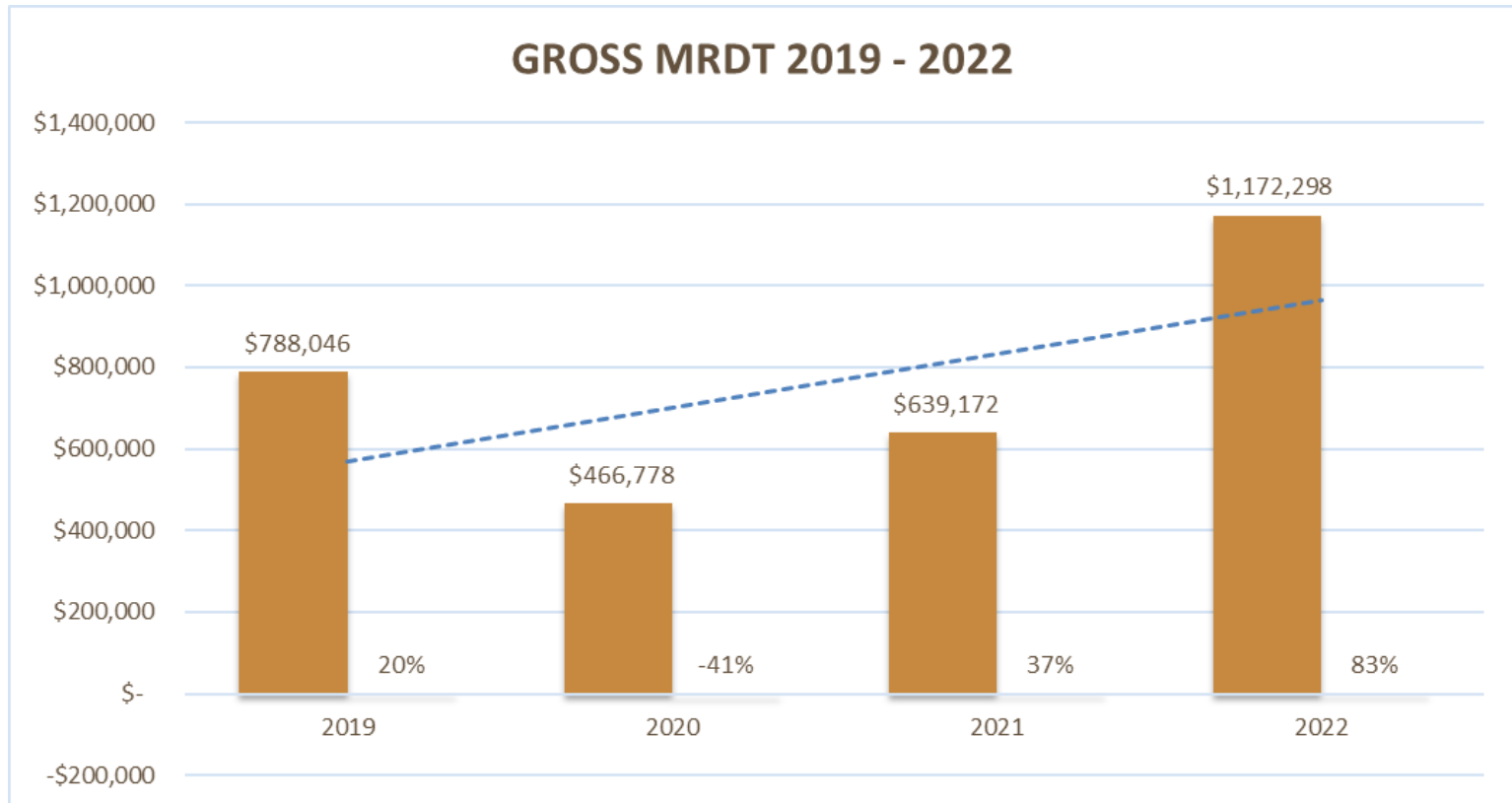
2022 DESTINATION PERFORMANCE

2022 Competitive Set Destination ADR and YOY Comparison



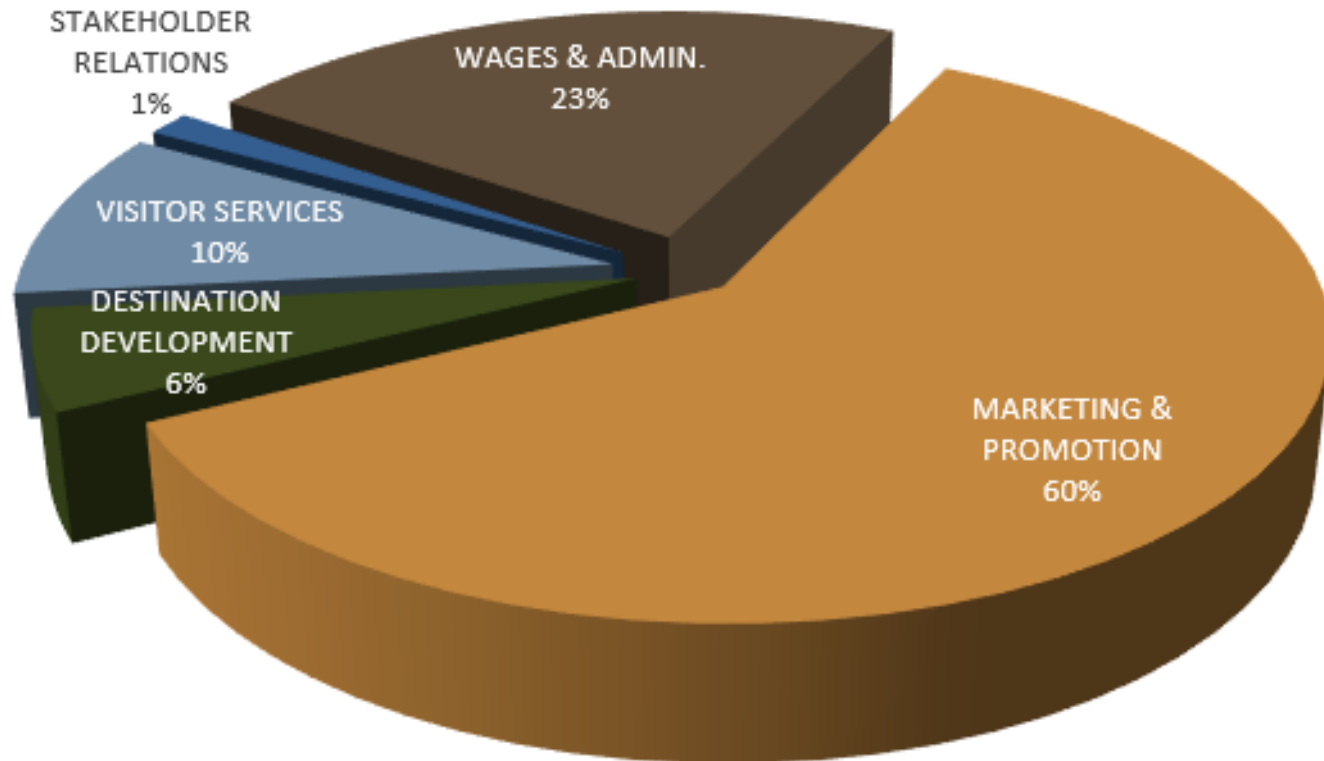
Source: Destination BC Tourism Industry Dashboard

2022 DMO PERFORMANCE



FINANCIAL

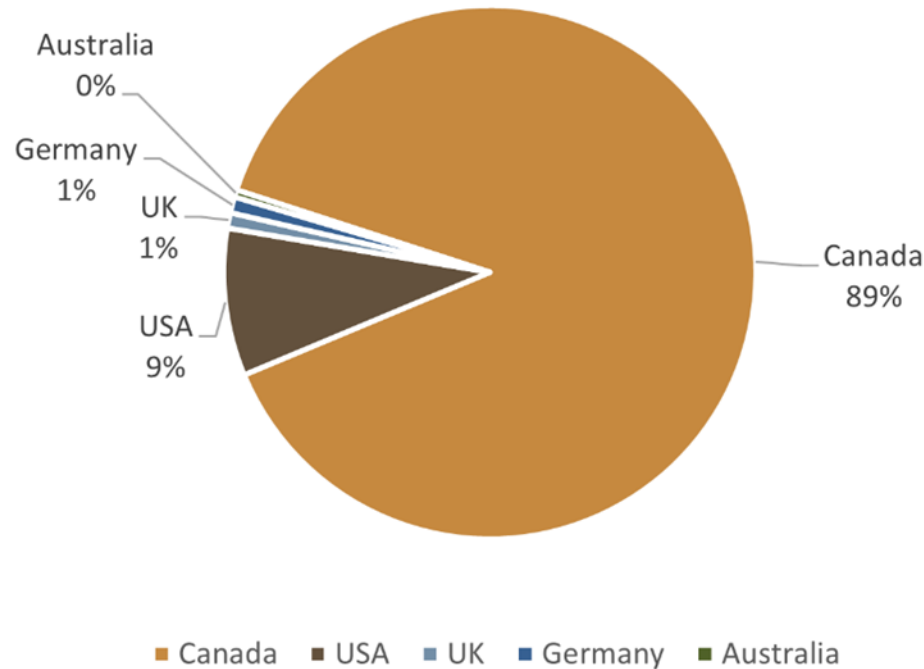
2022 FY ORGANISATIONAL EXPENSES



DMO PERFORMANCE

Target audience penetration

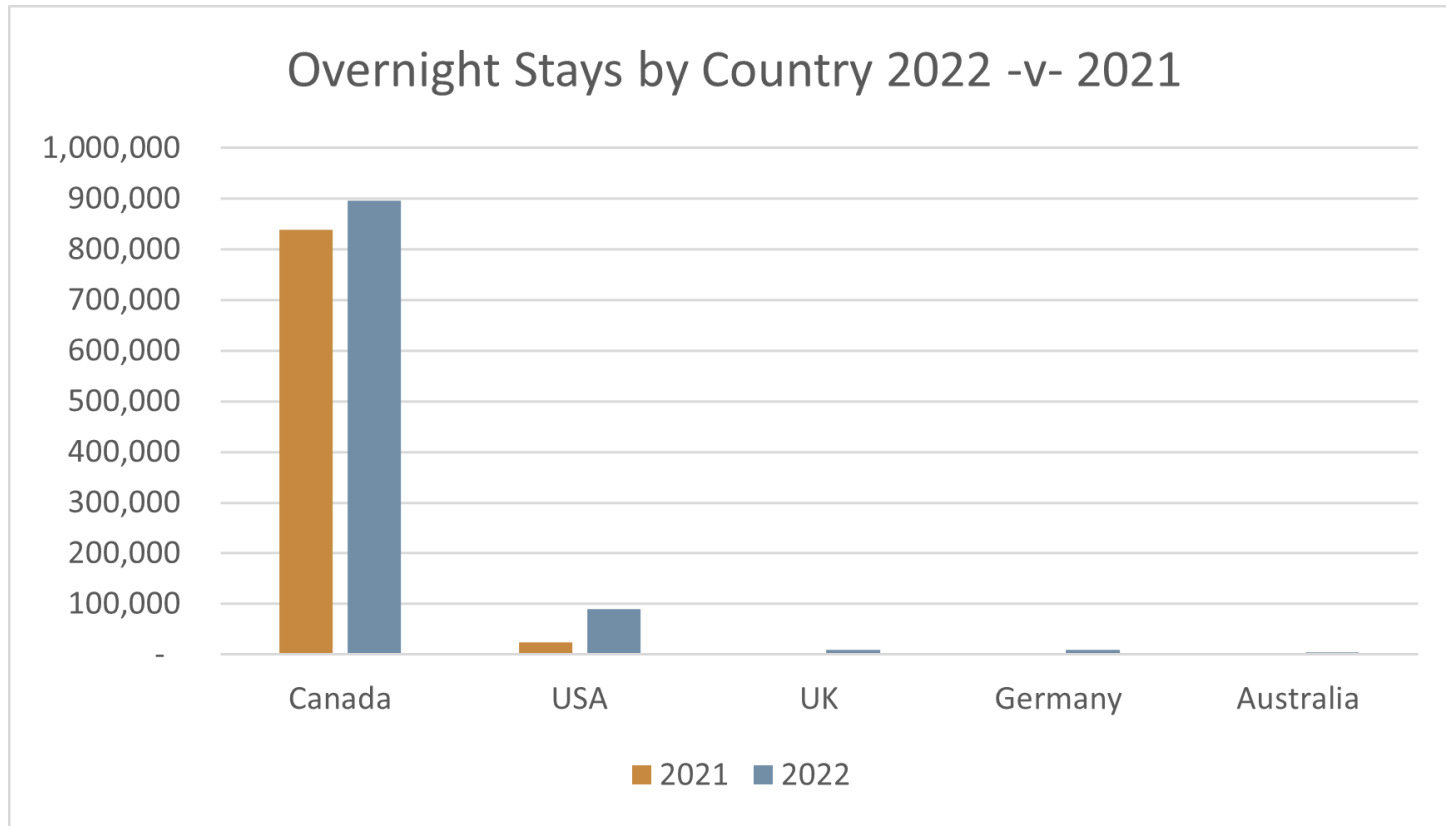
Overnight Stays by Country- 2022



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DESTINATION PERFORMANCE

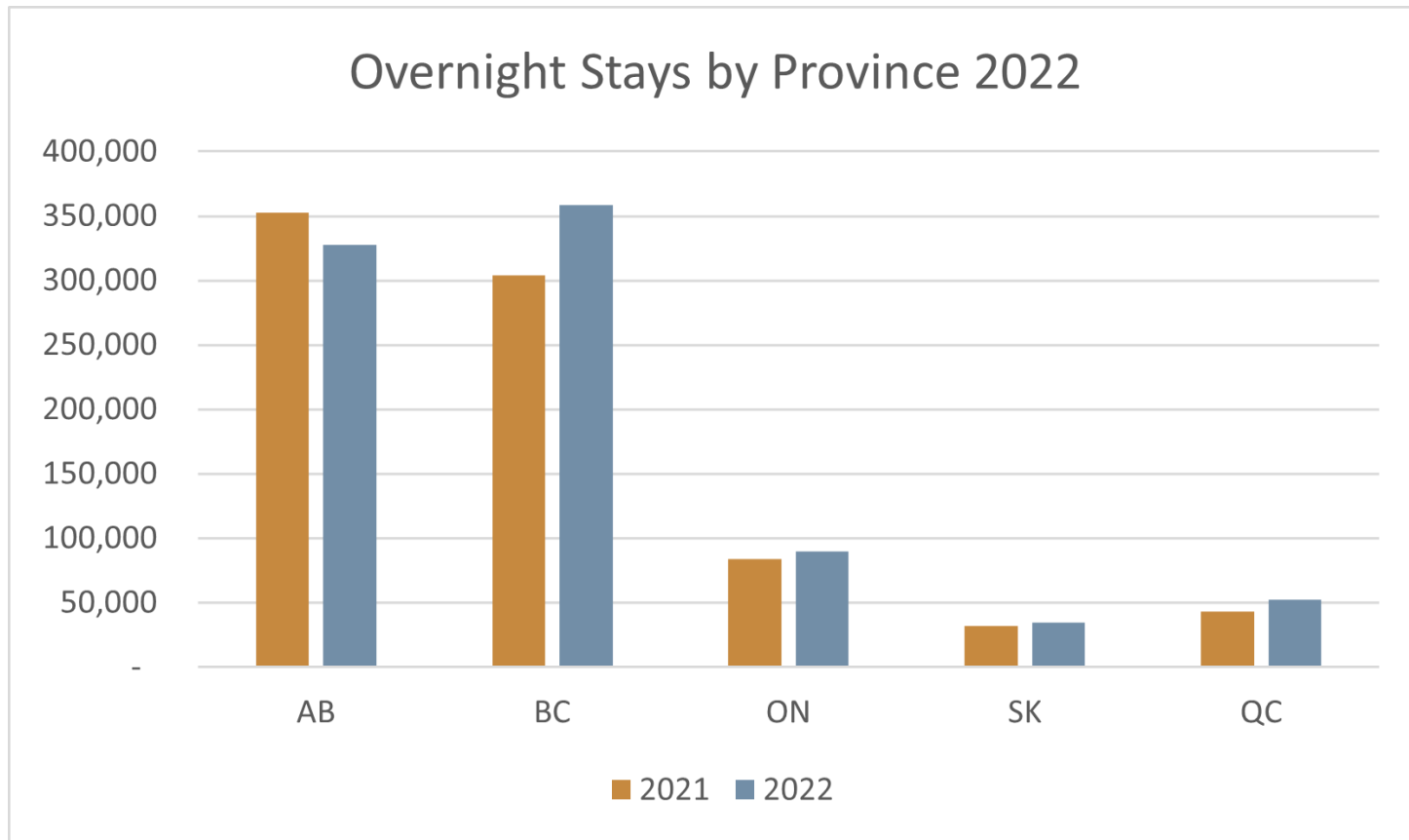
Overnight Visits by Country



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE

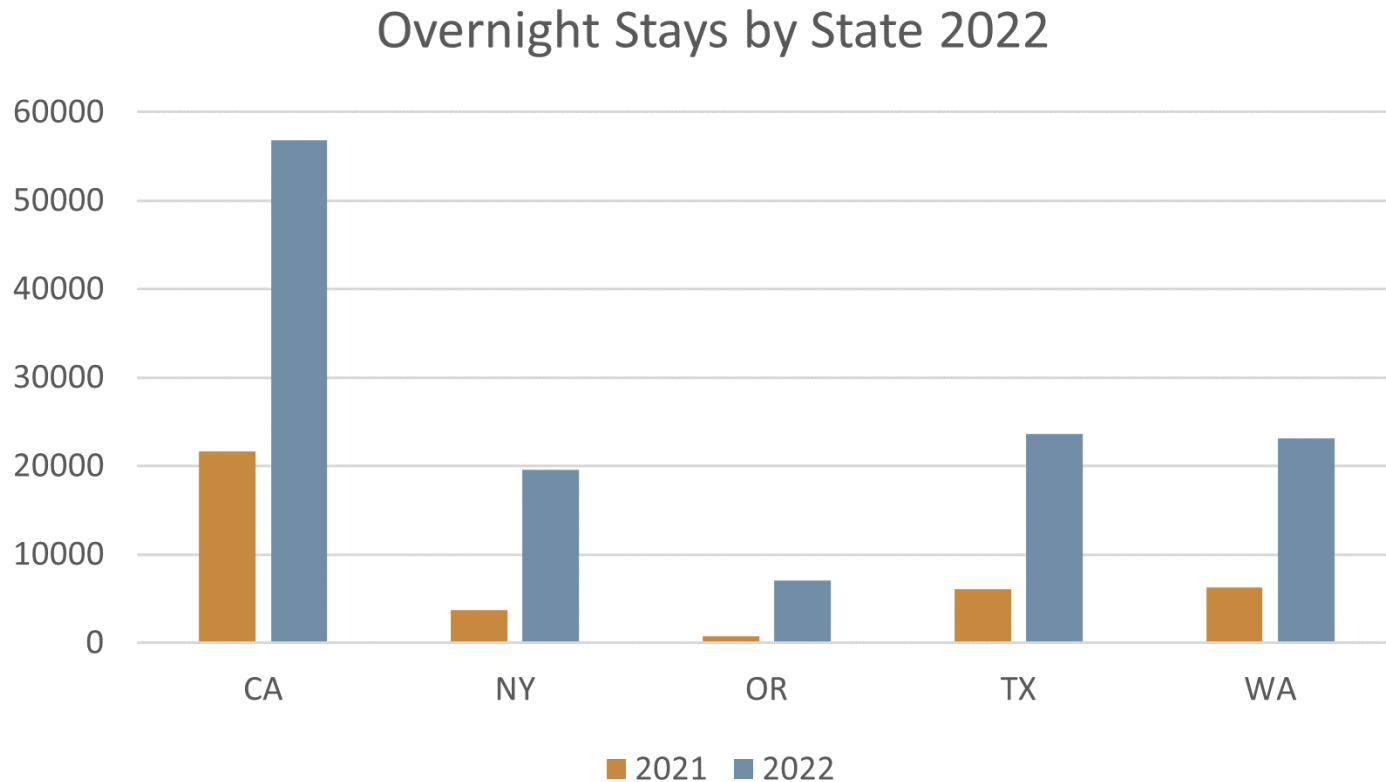
897,210 Overnight Canadian visitors



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE

90,490 Overnight US visitors



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE - HIGHLIGHTS

- ✓ 109.5 million digital advertising impressions
- ✓ Digital impressions increased by 140%
- ✓ 1.1 million social impressions
- ✓ Web visits increased by 33%
- ✓ Digital campaign web traffic up 92%



2022 DMO PERFORMANCE - HIGHLIGHTS

✓ 30 print advertisements:

- ✓ Canada
- ✓ Pacific NW US
- ✓ UK
- ✓ Australia



✓ Elevator video campaigns VAN & TOR

✓ 2 regional TV campaigns



DMO PERFORMANCE - HIGHLIGHTS

- ✓ 51 total features & mentions.
- ✓ 30 features directly resulting from TG activity.
- ✓ 12 features supporting KRT & DBC activity.

explore

Articles Podcast Gear Box Mi



New Spring and Summer Outdoor Adventures in Golden, BC

DMO PERFORMANCE – HIGHLIGHTS

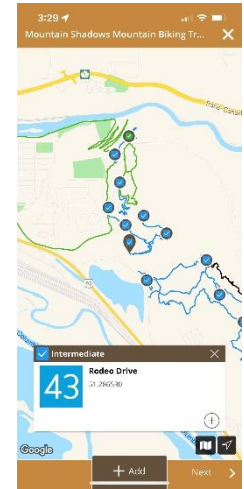
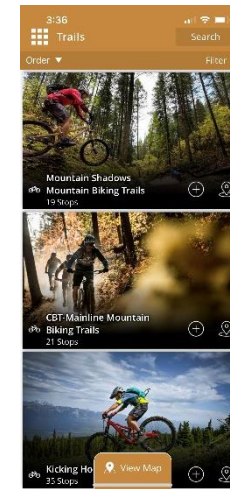
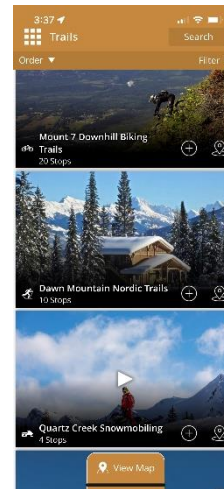
With support from RMI:



2022 DMO PERFORMANCE - HIGHLIGHTS

Destination App launched

- ✓ Custom GPS trail maps
- ✓ Mountain Bike
- ✓ Snowmobile
- ✓ Nordic Ski
- ✓ Multi-media content
- ✓ Push notifications
- ✓ Tours & Itineraries
- ✓ Challenges
- ✓ Trip planning



2022 DMO PERFORMANCE - HIGHLIGHTS

Winter Shuttle Services launched

- ✓ YYC – Golden-Kicking Horse
- ✓ In-destination



2022 DMO PERFORMANCE - HIGHLIGHTS

Project Development

- ✓ Custom Golden job board
workinGolden.ca
- ✓ Asset development
- ✓ Launched Feb 2023



BRITISH COLUMBIA | CANADA



This is an easy to use, interactive tool that has been built to give everyone the best, most up to date information about this amazing place that we call home. Our goal is to make it easy for everyone who works in Golden to tell its story, make recommendations, and speak confidently to visitors about its past, present, and future.

Here's what to expect:

- 1 10 short video lessons
Each video covers a different topic, equipping you with valuable knowledge that you'll use to complete a series of multiple choice questions
- 2 Earn Discounts & Rewards
When you complete your lessons, you'll earn yourself a **Golden Pass** that gives you access to rewards, discounts and experiences at tourism and hospitality businesses all over Golden

Get started

Visit www.goldenguide.ca or scan the QR code to learn more and start learning





2022 DMO PERFORMANCE - HIGHLIGHTS

Project Development

- ✓ The Golden Guide online destination education for frontline workers:
 - ✓ Program development
 - ✓ Content development



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THE GOLDEN GUIDE

What you need to know about Golden

Module 1: What's This Course About

Presented by Ron Ozust

RESEARCH

- ❑ Telus Insights ongoing
- ❑ AirDNA
- ❑ STR Destination
- ❑ PRIZM Market segmentation
- ❑ Resident Sentiment



Golden Visitor Segmentation Study
PRIZM Analysis

Tourism Golden

[DETAILED SEGMENT SUMMARY](#)

Tourism
Golden
B.C. REGIONAL



STAKEHOLDER SUPPORT PROGRAMS

Social Media Co-op Marketing Program

- 50% matching funding for eligible expenses.
- 3 partners
- 2.4 million impressions

Co-op Photo & Video Shoots Winter & Summer

- 50% co-op support for professional seasonal photo & video shoots
- 29 video & photo shoots
- 21 partners with new assets

360 Immersion Visual Assets Program

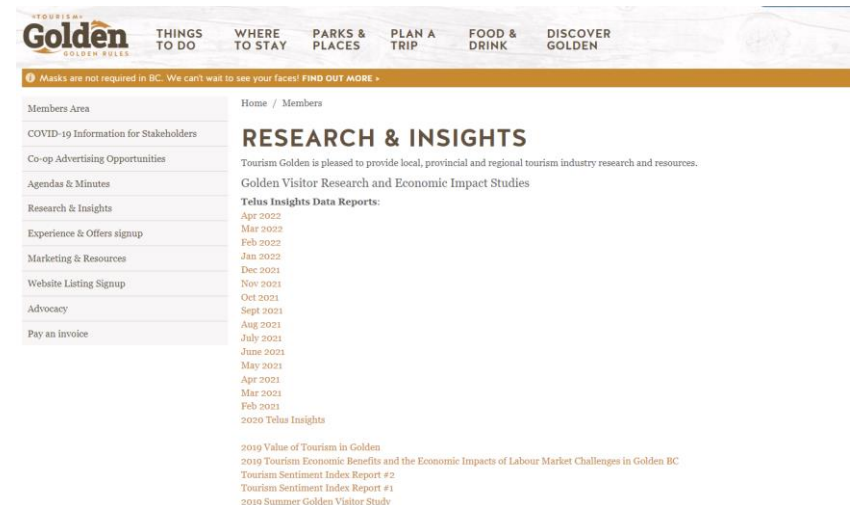
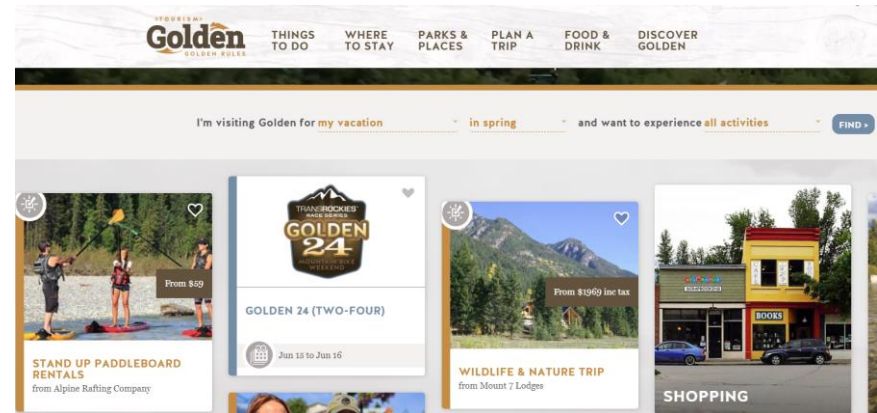
- Assistance with grant qualification
- \$500 subsidy
- 15 partners with high-res imagery and impactful 360 virtual tours with social media links

Events Hosting Co-op Program

- 50% matching funding for eligible local hosting expenses
- 3 Events

STAKEHOLDER SUPPORT PROGRAMS

- ❑ Subsidised advertising
- ❑ Check In Canada booking referral engine
- ❑ Shared industry research
- ❑ MRDT TG member support



LEAD ORGANISATION FOR TOURISM

- ❑ Representing tourism in Golden
 - ❑ Connect Golden
 - ❑ KHCP4 Community Liaison Committee
 - ❑ Resident engagement campaign & sentiment surveys
- ❑ Advocacy
 - ❑ Labour shortages
 - ❑ Housing shortages
 - ❑ Supporting community organisation grant applications

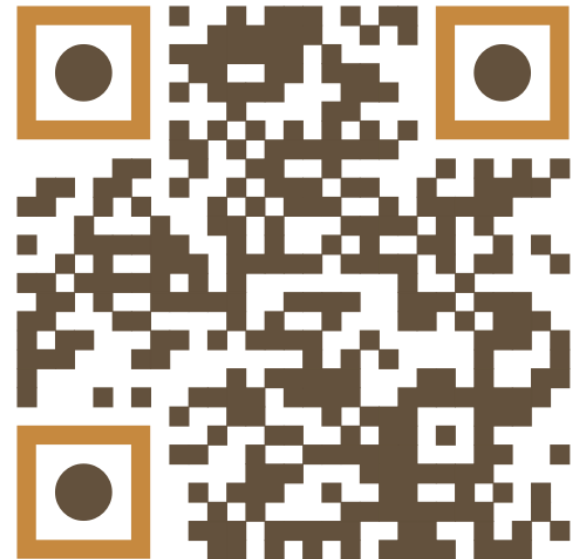
CONNECT GOLDEN

A free event aimed at connecting employees, businesses and residents with the tourism industry as well as local businesses and community organisations. We want to raise awareness and ensure that everyone in our community is aware of the abundant activities, experiences and businesses in our mountain town to encourage the best outcome at every possible visitor touchpoint.

Date: May 11, 2022

Time: 2 pm to 7:00 pm

Location: Golden Civic Center





Looking Forward:
Destination Management &
Responsible Tourism Growth

DESTINATION MANAGEMENT

Destination Management Plan Development

Development of a tactical plan and associated facilitation support to address priority visitor management issues and to enhance efforts to become a responsible and sustainable tourism destination.

- ❑ Plan development begins fall 2023
- ❑ Advisory group
- ❑ Resident & stakeholder engagement
- ❑ Identify focus areas, key learnings, strategies & actions
- ❑ Implementation begins in 2024

DESTINATION MANAGEMENT

Diversity, Equity and Inclusion

- ❑ TG Policy updates.
- ❑ Templates & training resources for business owners & staff.
- ❑ CGLCC Rainbow Registered accreditation support.
- ❑ 2SLGBTQ+ welcoming and Indigenous-owned business recognition on website.

