

DESTINATION MANAGEMENT PROJECT(S)

Tourism Golden is grateful to live, work and play on the traditional unceded territory of the Ktunaxa and Secwepemc peoples which is also home to the Metis Nation.

We respectfully acknowledge the culture and history that connects these Nations with this land, and their wisdom, sacrifices, and stewardship of the past, the present, and the future.

AGENDA

- Destination management for Golden
- Project scope and timeline
- Approach to date
- Closing and Q&A

PROJECT TEAM



DAN WILSON

Lead

-Tourism
planning, tourism
operator, resort
community issue
planning



CHEEYING HO

Engagement
design

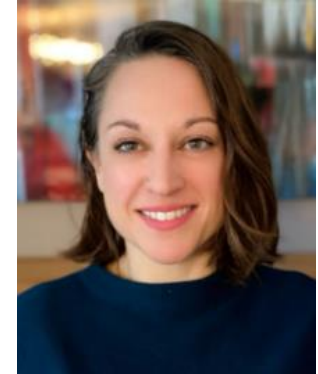
-Resort
community
planning, RMI
program, RDS
strategy,
governance



PETER LAROSE

Learning design
and topic expert

-Educator, ec.dev
impact analysis,
researcher, policy
design, land use



KIM SLATER

Researcher,
document
synthesis

- Research design
and synthesis for
community
planning

DESTINATION MANAGEMENT

MARKET PROFILES
Washington
FEBRUARY 2023
 The 2023 US Market Profiles contain the latest information and highlights on Destination BC's key US markets. This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveler and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Market Visitation Rank ^{††}	2023 Market Status ^{††}
#1 US Market for BC in 2022	Invest
2022 Market Potential ^{††}	Familiarity with BC as a Travel Destination ^{††}
20% Likelihood to Visit BC in the Next 2 Years	65%

BC Performance

2022 Estimated Visitation^{††}

672,000
34% Washington's Share of US Visitation in BC

1,007,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}

\$281.0M
21% Washington's Share of US Expenditures in BC

\$438.4M 2023 Forecasted Expenditure

2022 Automobile Border Crossings into BC^{††}

+243%
Change Over 2021

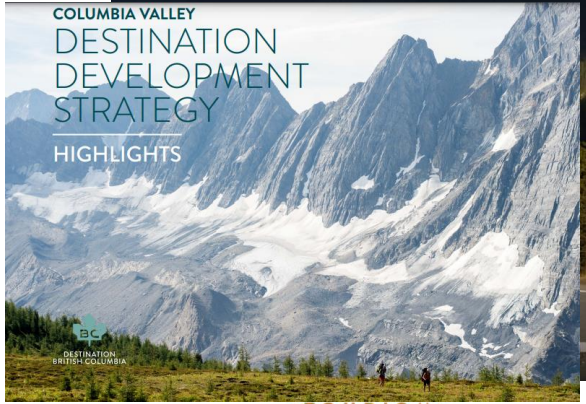
2022 BC Travel Search Queries^{††}

+130%
Change Over 2021



Market Highlights

- Following recent air travel issues, Americans are expressing an increased desire to take road trips.^{††}
- Within BC, Vancouver, Coast & Mountains was the most popular destination for travellers from Washington, followed by Thompson Okanagan, and Vancouver Island.^{††}
- A less expensive Canadian dollar, as well as instability outside of North America, may drive increased US travel to Canada in 2023.^{††}



DESTINATION BRITISH COLUMBIA

WCS engagement + planning



SOURCE
 † Destination BC's Global Marketing Plan (2022)
 †† Destination BC's Destination Value and Revenue Projection Council (2022)
 †† Destination BC's Key Performance Indicators: Consumer Research (2022)
 †† Destination BC's Value Proposition Tracker (Quarterly 2022)
 †† Forecasting Library (2022)
 †† Forecasting Library (2022)
 †† The State of the American Traveler in January (Destination Analytics Group 2022)
 †† The State of the American Traveler in January (Destination Analytics Group 2022)

DESTINATION MANAGEMENT

- Tremendous opportunity in BC and this region.
- Direct revenue in Golden \$124.5m
- 1,800 jobs (direct/indirect)
- Support small businesses
- \$34.5m in taxes to all three levels of government

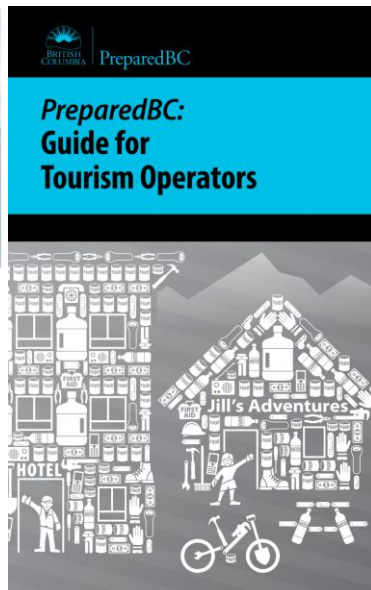


BRITISH COLUMBIA REGIONAL TOURISM SECRETARIAT

COVID-19 TOURISM IMPACT REPORT

With a focus on British Columbia outside the Lower Mainland and Whistler
September 7th- November 4th 2021

FOR QUESTIONS CONTACT
Anthony Everett
Chair, BC Regional Tourism Secretariat



2019 Tourism Economic Benefits and the Economic Impacts of Labour Market Challenges in Golden BC

May 2020

Submitted to:

Joanne Sweeting
Tourism Golden
Golden, BC
joanne@tourismgolden.com

Submitted by:

Krista Morten and
Align Consulting Group
Kamloops, BC
Krista.Morten@alignconsultinggroup.ca

Jim Johson
Pacific Analytics
Victoria, BC
jimj_pa@shaw.ca



Funding provided by:



This program is funded by the Government of Canada and the Province of British Columbia.

Supported by:



DESTINATION MANAGEMENT

03

In your opinion, how important is tourism to our community? (Mandatory)

Answers

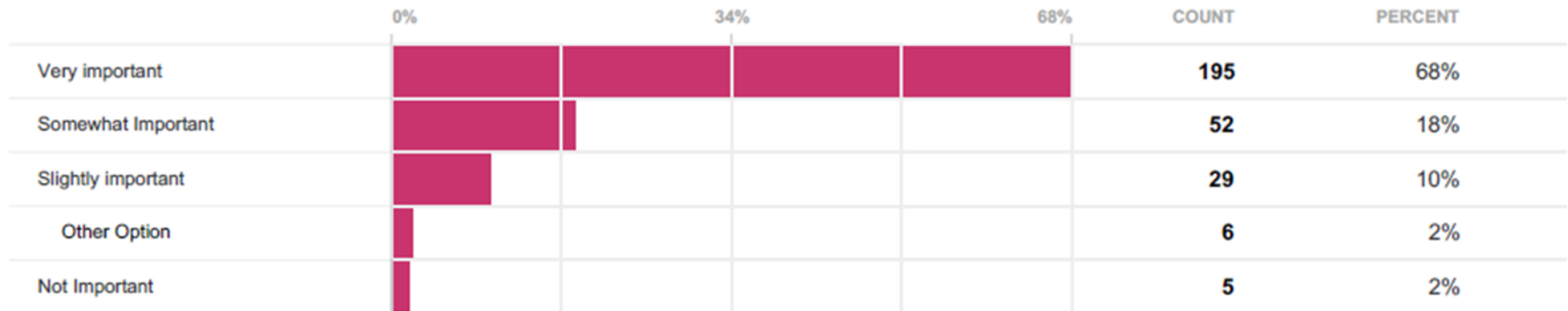
287

100%

Skips

0

0%



04

Are you concerned about over-tourism? (Mandatory)

Answers

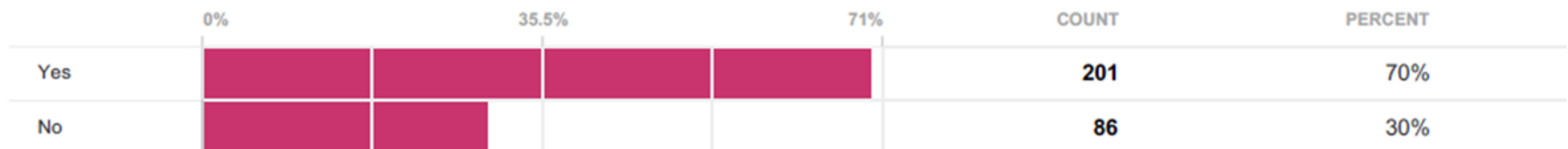
287

100%

Skips

0

0%



ISSUES

Lack of adequate and affordable workforce housing

Recreation site wayfinding challenges

Food insecurity – tourism workforce

Overcrowding at times in town amenities, parking, parks etc

Short-term rental issues

Transportation around town and to attractions

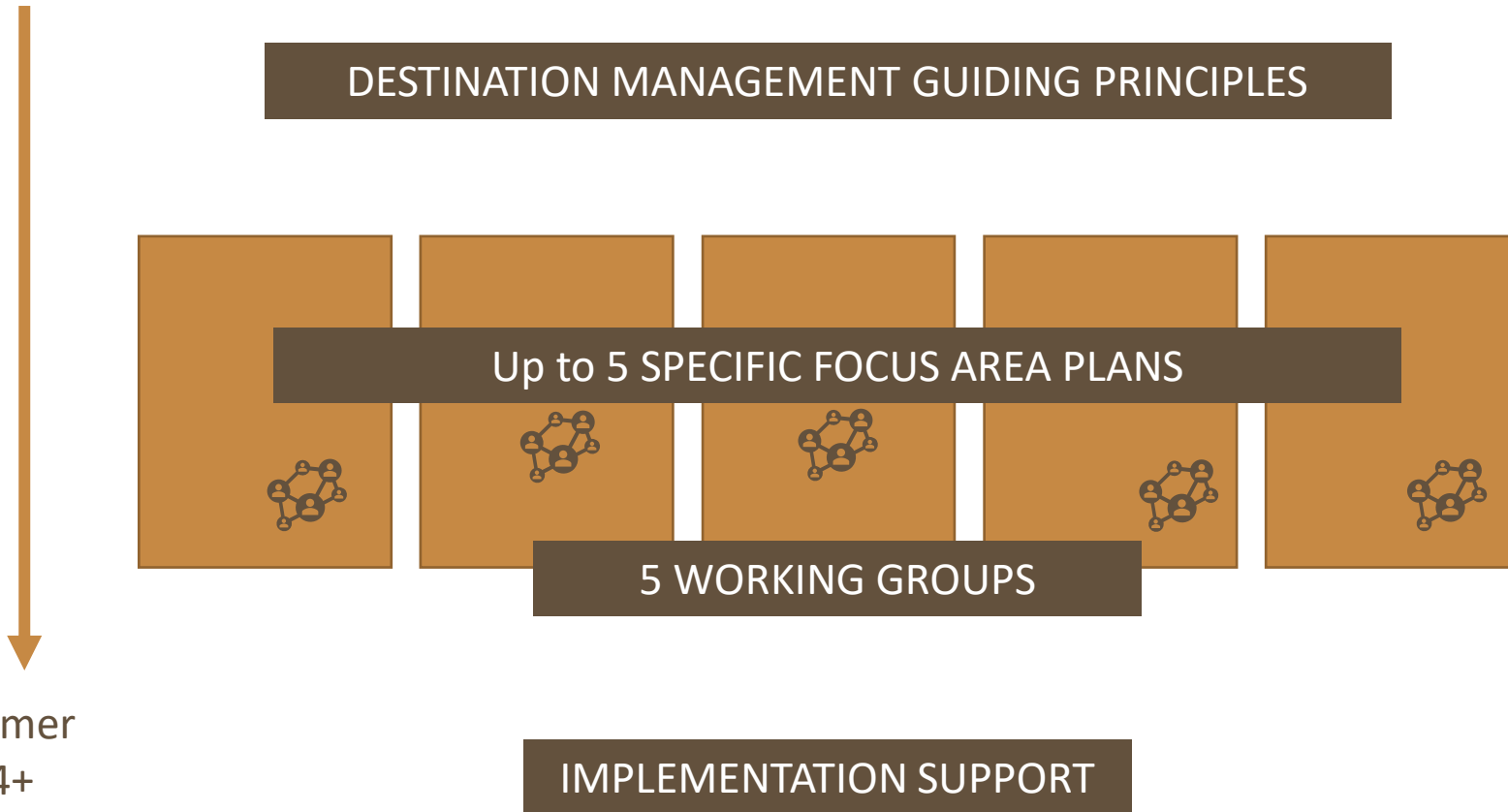
Insufficient camping or visitor amenities (parking, bathrooms, bear proof garbage bins) at recreation sites.

Disrespectful and underprepared visitors

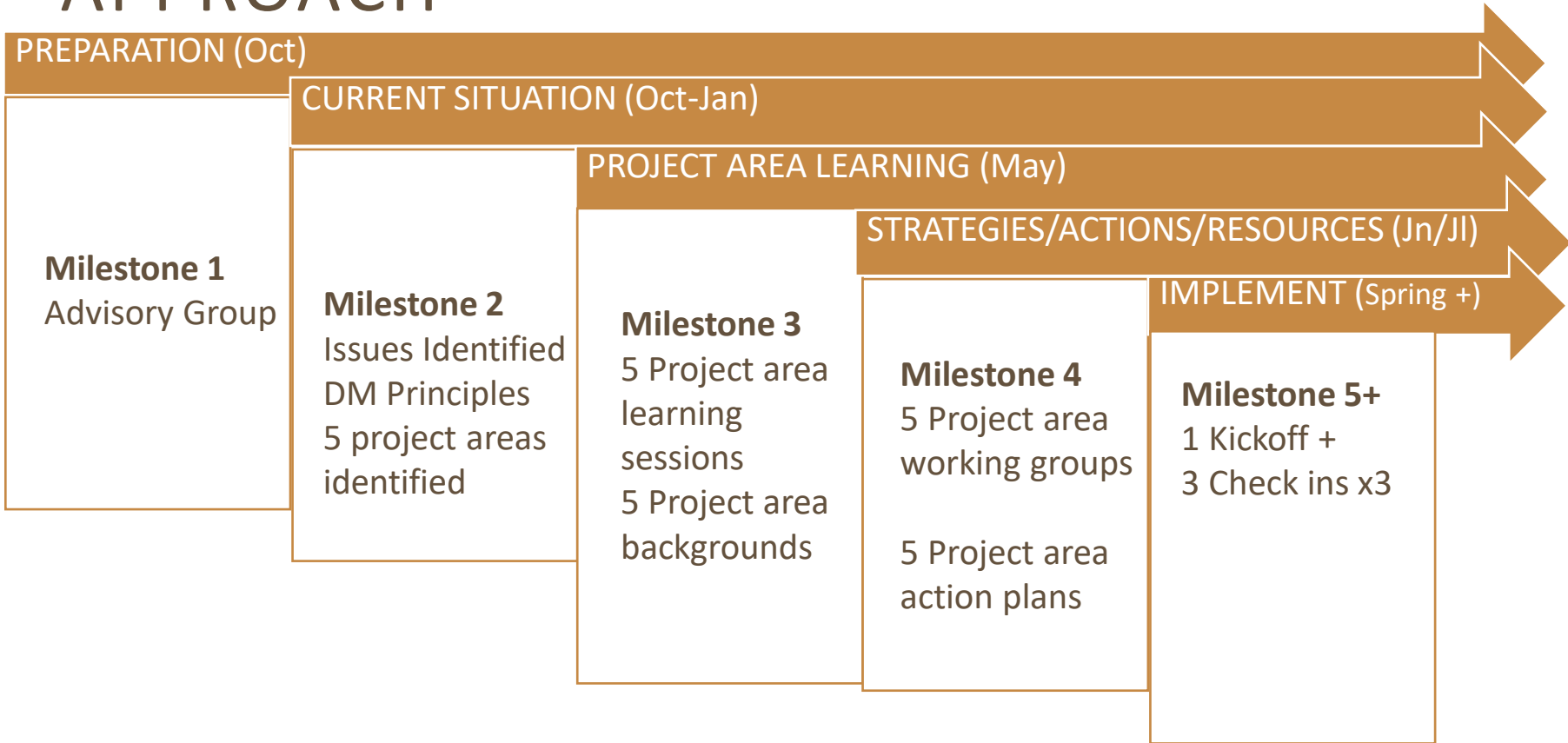
PROJECT SCOPE AND TIMELINES

ACTION ORIENTED PROJECTS GUIDED BY HIGH LEVEL DIRECTION

SEPTEMBER 2023



APPROACH



DESTINATION MANAGEMENT PRINCIPLES

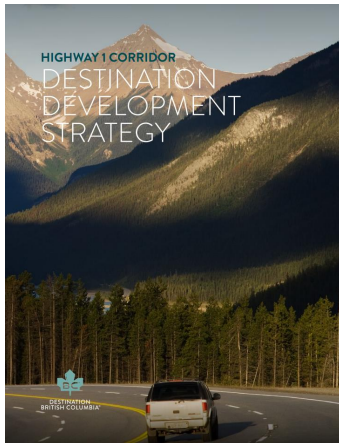
From:

- Resort Development Strategy
- Resident Survey
- Destination Development Plans
- Tourism Golden Strategy
- Golden Conservation Action Forum

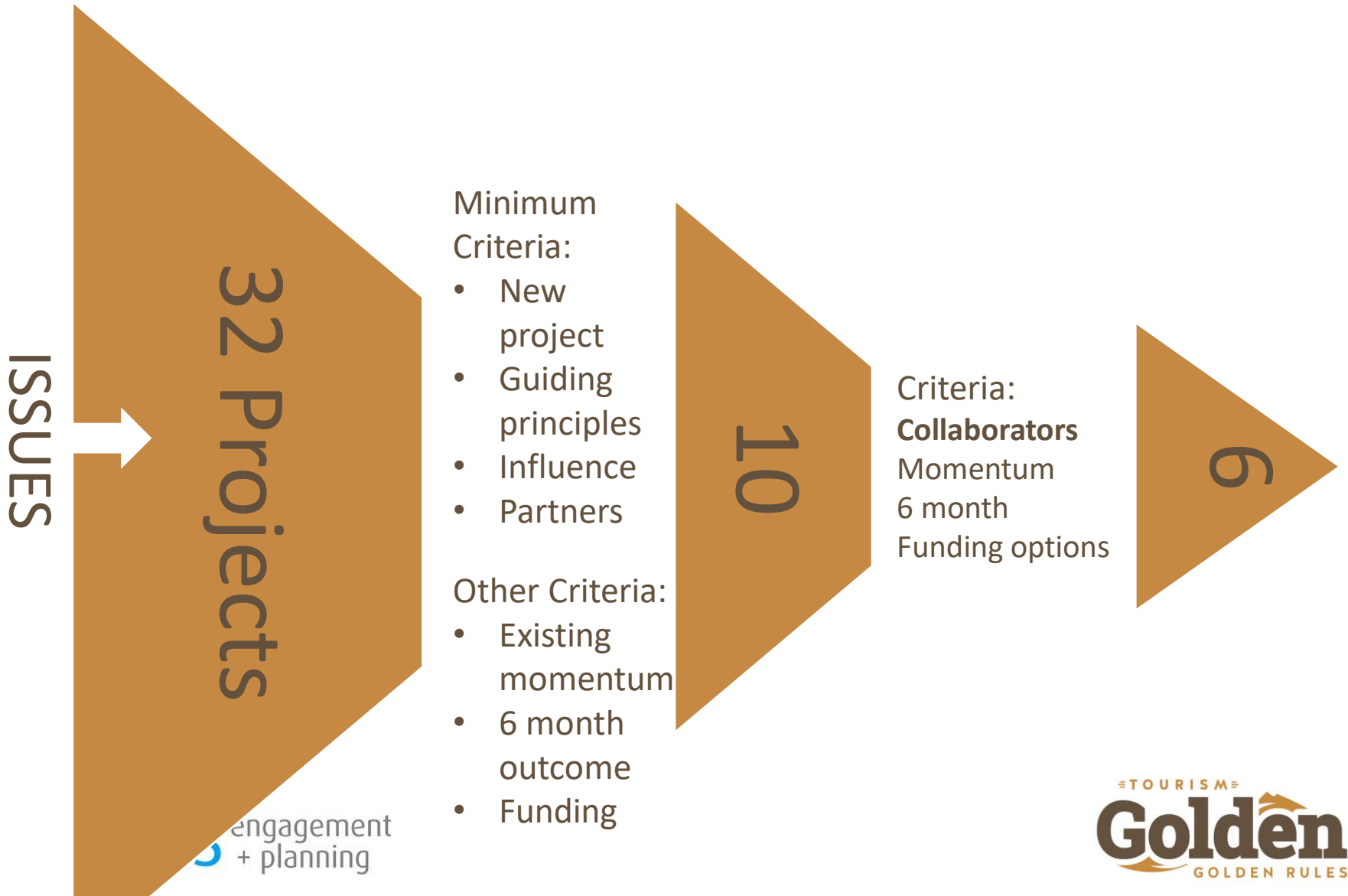
11

Principles

- Ownership
- Collaboration
- Reconciliation
- Business success
- Infrastructure
- Valued visitors
- Natural areas
- Engaged community
- Climate
- Resiliency
- Employees supported



PROJECT AREA SELECTION



PROJECT AREAS

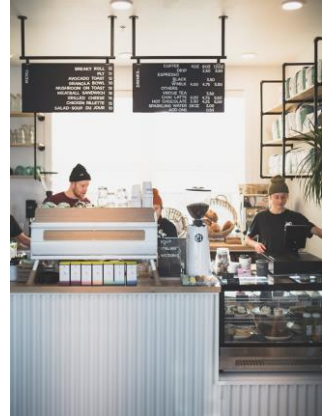
	Project Rationale	Preliminary Collaborators
1. Housing our tourism workforce	Workforce housing needs	GCED, TG, ToG,
2. Visitor behaviour campaign	Inappropriate behaviour by visitors in the front/backcountry	TG, RSTBC, ToG, KRT
3. Backcountry/frontcountry site protection and enhancement	Popular/sensitive site use, infrastructure, marketing and management	TG, RSTBC, ToG, CSRD,

PROJECT AREAS

	Project Rationale	Preliminary Collaborators
4. Living wage and community support services and tourism	Tourism impacts on local/regional social services	GECD, Chamber, TG, GFB, GWRC
5. Tourism Business Incubator	Supporting new/existing products and experiences – destination management issues	GCED, Chamber, Community Futures, Selkirk College, College of the Rockies, recent entrepreneurs, KAST, CBT, Parks Canada, ACMG, ToG, CSRD, Trails Alliance, DBC, Tourism Innovation Lab, Go2 HR.
6. Emerging or longer focus: <ul style="list-style-type: none"> • Build connections to Indigenous peoples and land • Subset of others 		

PROJECT LEARNING SESSIONS x 4

Housing our tourism workforce



- Tofino/Revy/Whistler , MRDT use
- Pursuit Tours, KHL – housing staff
- Revelstoke – RMR and other

Visitor behaviour campaign



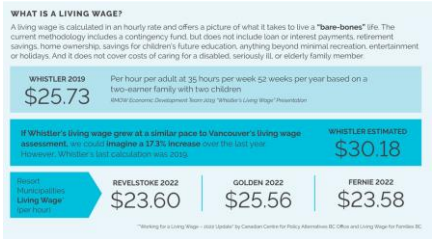
- TOTA, Sea to Sky, Haida Gwaii – Programs
- Don't Love it to Death comprehensive behaviour program

Backcountry/ frontcountry site protection and enhancement



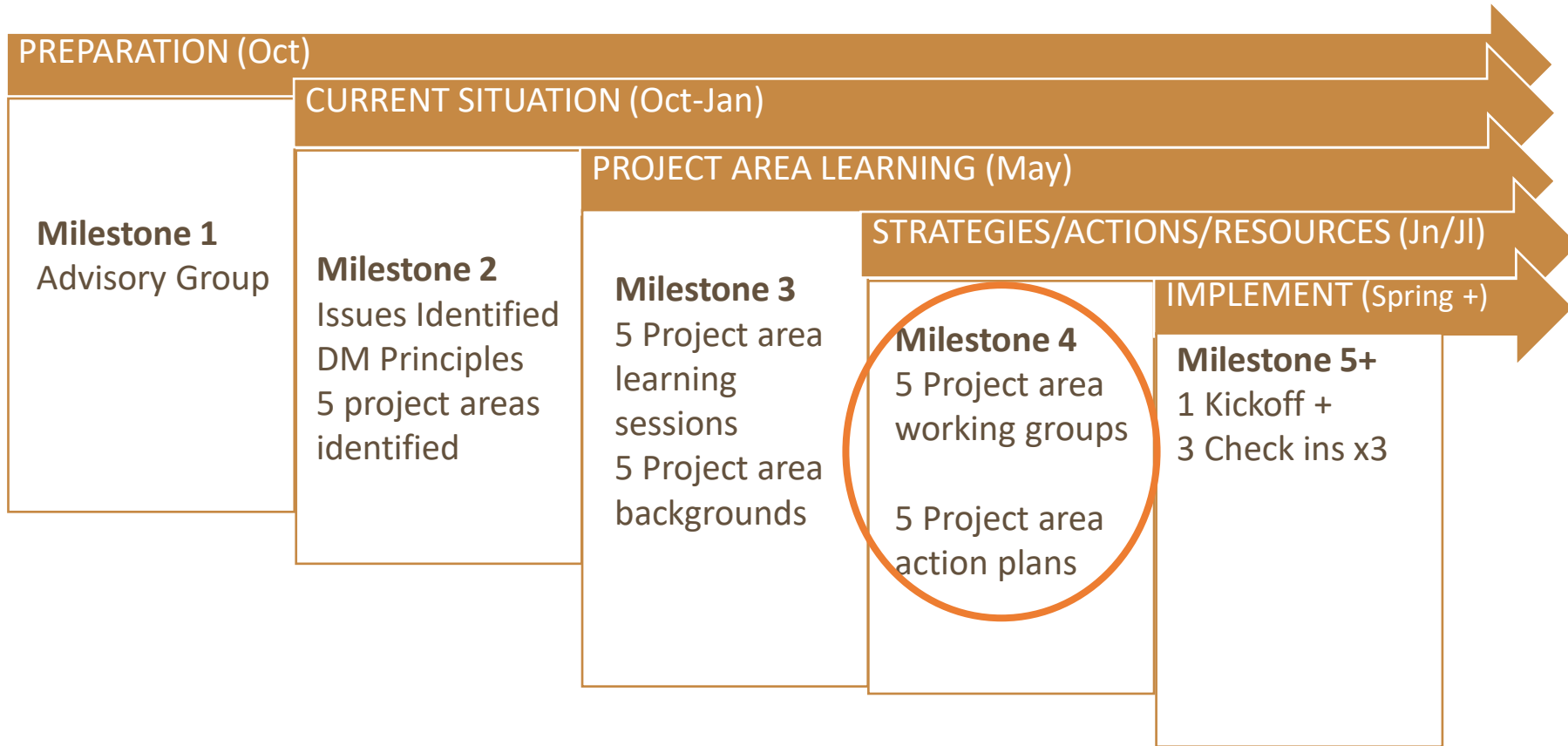
- Mount 7 learnings
- Tourism Pemberton, Site infrastructure
- Fernie – Ambassador Wild

Living wage and community support services and tourism



- Canmore/Whistler – Living Wage for individuals
- Whistler – Food recovery
- Whistler – New resident support

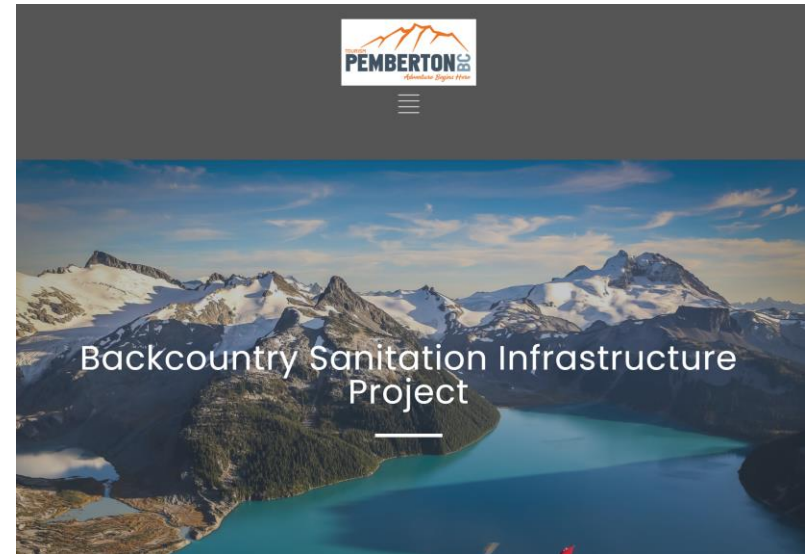
NEXT STEPS



Bold = engagement step

DESTINATION MANAGEMENT FUNDING

- Existing funding opportunities:
 - MRDT
 - Online Accommodation Platform funds
 - Continued Resort Municipality Funding (RMI) for now
- New funding opportunities
 - Active transportation funding
 - Housing accelerator funding
 - Destination development funding
 - Emergency planning funding
 - Electric vehicle charging infrastructure
 - and, much more non-governmental.



ENGAGEMENT SUPPORT - \$250 each



INVITATION TO JOIN or COLLABORATE

- Join a project area working group – develop the action plan, and guide and support implementation



- Collaborate – if you have a project or related goals

QUESTIONS?

THANK YOU!

Destination Management Principles

- | | |
|---|--|
| <ul style="list-style-type: none">• Ensuring tourism organizations take ownership and proportional responsibility for any negative impacts.• Facilitating actors to work together to address complex and multi-jurisdictional issues.• Supporting meaningful partnerships (including capacity) where it makes sense with Ktunaxa, the Secwepemc Shuswap Peoples and Metis.• Facilitating success in the tourism industry and across all local businesses.• Ensuring positive experiences and tourism activities and visitation levels that are appropriate for the capacity of built, natural, and social (services etc.) infrastructure and services.• Inviting and shaping visitors to have positive influence on our community, culture(s), community identity, and environment. | <ul style="list-style-type: none">• Managing access and use of natural areas for protection, minimized wildlife conflict, and where possible, regenerating natural areas and biodiversity.• Ensuring the community understands the value of tourism, is heard, and has concerns addressed.• Minimizing tourism industry contributions to climate change, poor air quality and wildfire hazards.• Ensure that adaptation and resiliency approaches are built in to tourism planning, projects and activities.• Ensure the tourism workforce can thrive, with access to meaningful and secure employment, compensation, and housing. |
|---|--|