

Highlights of the
Tourism Golden Annual Report
Oct 2015 – Dec 2016 FY

by Joanne Sweeting



SITUATIONAL ANALYSIS

Change to fiscal year end

Early Spring 2016

AB oil industry crisis continuing

Weak Canadian dollar

“Today’s travelers are mobile-first, multi-screen and social media savvy. To reach them, travel marketers will need to employ an increasing emphasis on visual storytelling and experiential attractors in search.”

MEASURES OF SUCCESS

13% increase in total revenues

14% increase in MRDT tax revenues (2016)

10% increase in member co-op marketing

64% increase in partner & grant funding

Stronger spring & fall seasons

Average length of stay increased to 2.8 nights

Average incremental spend per day/party + 49%



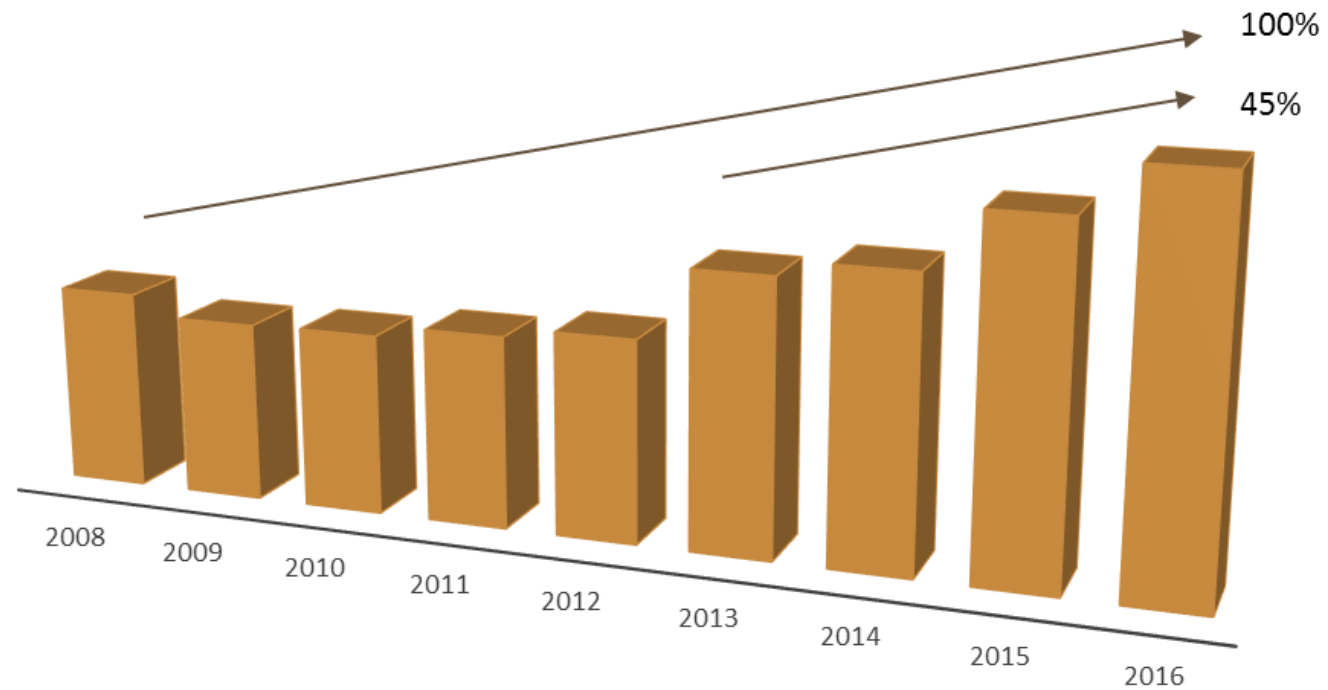
BCDMOA Professional Excellence Award

Tourism Industry Conference
Victoria – Feb 2017



Measures of Success

MRDT Revenues 2008 - 2016



	2008	2009	2010	2011	2012	2013	2014	2015	2016
■ MRDT	\$271,789.67	\$244,631.94	\$246,621.12	\$262,247.03	\$275,699.72	\$373,993.99	\$394,722.49	\$476,925.02	\$544,210.41

HOW DO WE ACHIEVE THIS?

Research

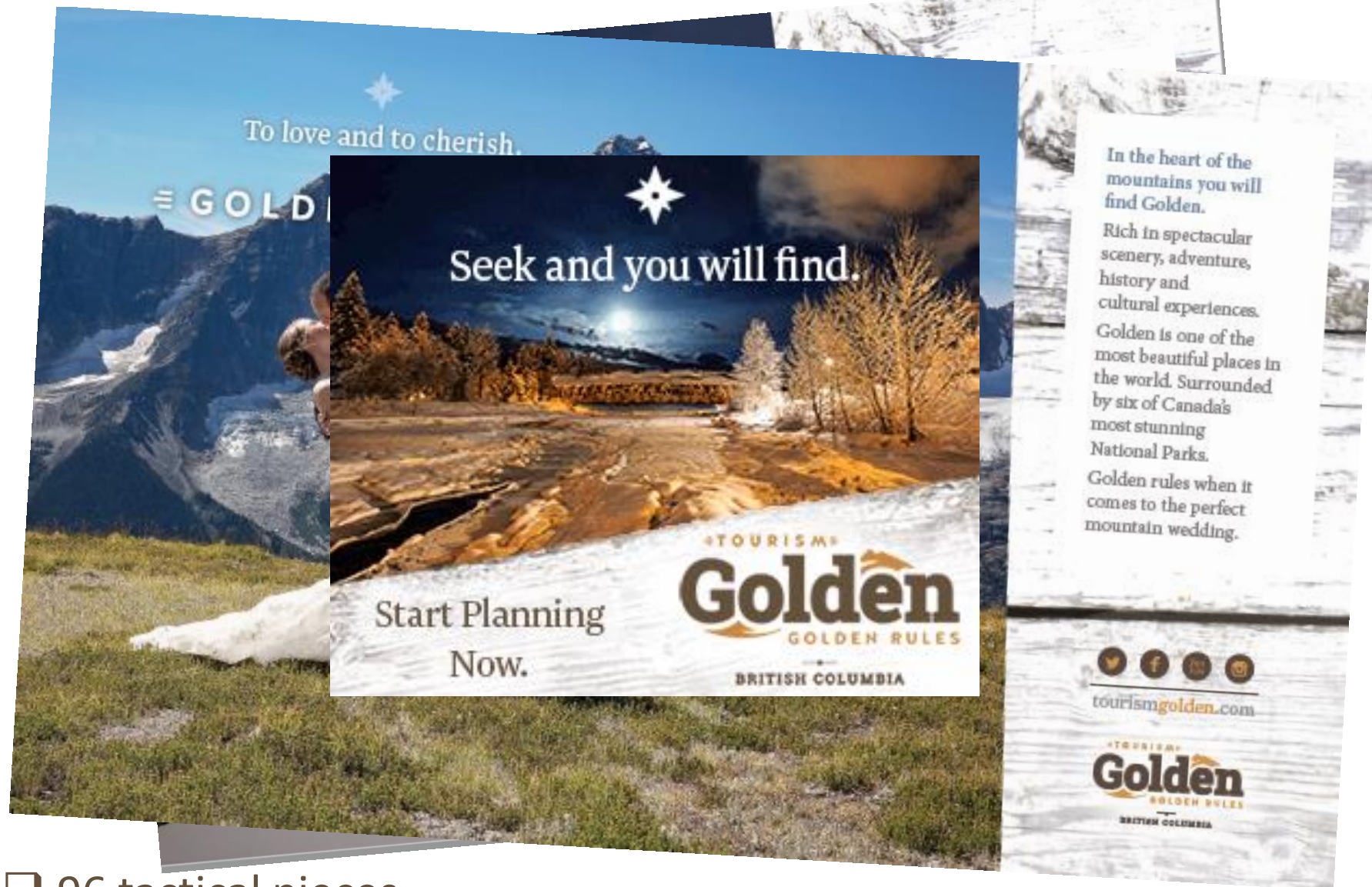
Marketing Collateral

Content creation & distribution

Multi-channel advertising

P.R.

- Media relations & hosting
- Events pitching, facilitation & hosting
- Consumer relations
- Stakeholder engagement & communications



- ❑ 96 tactical pieces
- ❑ 17 million impressions
- ❑ +119% web visits from digital campaigns

Consumer & media relations

- ❑ 142 earned media stories
 - ❑ **29+ million impressions**
- ❑ 4 consumer shows
 - ❑ **68,000 impressions**
- ❑ Monthly newsletter
 - ❑ **13,000 database**
 - ❑ **27% open rate**

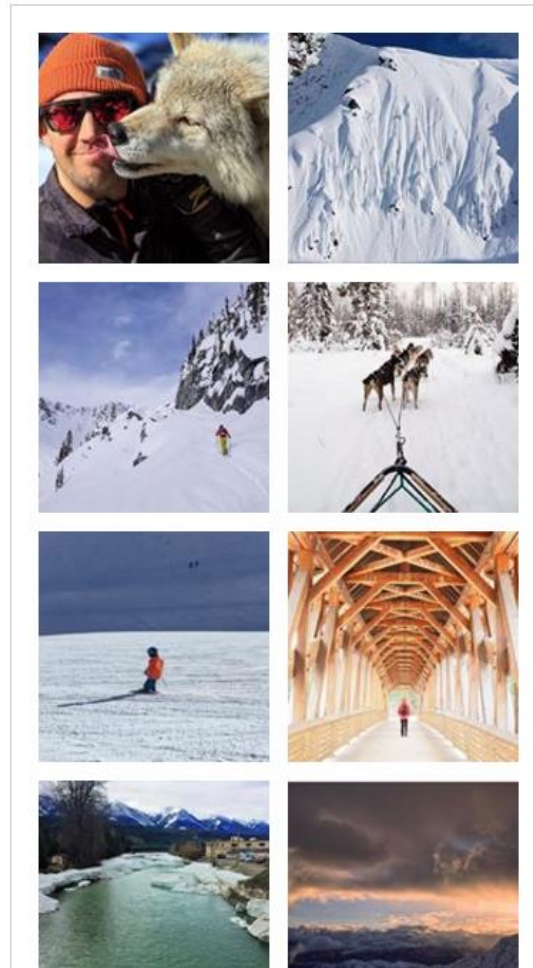




1.7 million

TourismGolden >

@tourismgolden



VisitGoldenBC

Tourism Golden LES
 Liked 13k likes

Tourism Golden
 3 hrs

It is still very wintery up at Kicking Horse Mountain Resort, but you only have 9 days left to enjoy the conditions!

Photo: abbydell photography
 #GoldenBC #GoldenRules



2 1 Share

Tourism Golden
 Yesterday at 07:40

@TourismGolden

Tweets by @TourismGolden

- Tourism Golden** @TourismGolden
 A national park in every direction! #GoldenBC #HeartOfTheParks [twitter.com/bcmagazine/sta...](#)
 3h
- Tourism Golden** @TourismGolden
 That's one tuckered out Rock Star. [twitter.com/treadwaydave/s...](#)
 18h
- Tourism Golden** @TourismGolden
 Thanks @GlacierRaft_com we love sharing our backyard with everyone! [twitter.com/GlacierRaft_co...](#)
 05 Apr
- Tourism Golden** @TourismGolden
 It won't be long now :) Do you have any adventures already

PR & Media Relations



Top 12 *Forbes*
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2017



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British Columbia

Winter Fun in Golden, B.C.

By Northwest Travel Staff - Nov 3, 2016

229

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BY MANDI RINGGENBERG | Photo © Tourism Golden

WHICH DESTINATION HAS THE GREATEST CONCENTRATION OF BACKCOUNTRY LODGES IN CANADA?

The highest mountain restaurant? Six national parks close by? If you guessed Golden, British Columbia, you nailed it.

WEEKEND SOURCE SATURDAY, JULY 2, 2016 SECTION 1

ORCA OUTLOOK

Vancouver Island whale-watching tour operators are encouraged by the arrival of new calves, T4



TRAVEL

> OH CANADA



A rider on an all-terrain vehicle finds the perfect spot to take a postcard-worthy selfie along one of the winding trails in the Dogboth mountain range in Golden, B.C.

A Golden opportunity

Best known for winter sports, this B.C. town is embracing summer with activities that put visitors in driver's seat

JAMIE BLAIN
PHOTO BY THE AUTHOR
It's hot, it's dry, it's not your usual summer vacation. It's Golden, B.C.—if you don't get good and dirty when you're riding an all-terrain vehicle in the Dogboth mountain range, you're doing something wrong.
Then, you can drive down to the town of Golden, B.C. and find a handful of ATVs for rent. They're not just for the adventurous, but for the families and couples who want to enjoy the outdoors and take a break from the city. They're also a great way to enjoy the views of the town of Golden, B.C. and the surrounding mountains.

Chasing up the trail on an ATV is just one of many activities that Golden, B.C. has to offer. From mountain biking to hiking, there's something for everyone in this town. And if you're looking for a place to stay, Golden, B.C. has a variety of options to choose from. Whether you're looking for a budget-friendly place or a luxury resort, you'll find it all in Golden, B.C.



Driving an ATV is a bit like piloting a riding lawn mower — one with a 400cc engine and four sturdy wheels for stability.

GOLDEN 24

On June 18-19, the historic mountain town of Golden, B.C. will team up with legendary TransRockies Events to bring 24-hour mountain-bike racing to the heart of Kicking Horse Country. A first for Golden and a revival of the classic 24-hour race format, the Golden 24 will offer riders of any calibre the chance to test their endurance, technical skills and night vision on some of the most beautiful singletrack in Canada.

by Paul Newitt



www.pedalmag.com

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Spectacular views from Canyon Creek, one of the signature singletrack trails of the Moonraker trail system, which runs along the edge of a 200m meter canyon.

ANNUAL 2016 PEDAL 33



TRANSROCKIES™
RACE SERIES

**GOLDEN
24**

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JUNE 17 -18 2017

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RACE SERIES
**GOLDEN
24**
MOUNTAIN BIKE
WEEKEND

LOOKING TO THE FUTURE 2017 - 2021





- Build on a strong brand
- Identify & own unique selling propositions
- Create, curate and communicate
- Educate & collaborate
- Inform & evaluate

Heart of the Parks

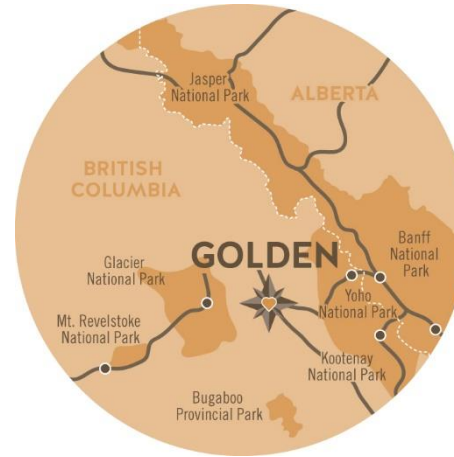


Overview Where to Stay

At the heart of it.

Sitting in the Canadian Rockies, Golden B.C. is surrounded by six of Canada's most stunning national parks: Yoho, Glacier, Banff, Jasper, Kootenay and Mount Revelstoke. Golden's unique location is made even more special in 2017 as Parks Canada, in celebration of the 150th anniversary of Canadian Confederation, is offering free admission to all national parks.

Use Golden as your base from which to experience the spectacular scenery, iconic hiking trails, waterfalls, lakes and heritage sites of the national parks. Visit Yoho National Park, known as a hiker's paradise and home to the stunning turquoise waters of Emerald Lake, the impressive waterfalls of Takakkaw and Wapta. Witness railway history at the Spiral Tunnels. Head west to Glacier National Park to discover some of Canada's unique mountain heritage and spectacular natural beauty from park hiking trails, day use areas and Rogers Pass Discovery Centre.



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