

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%





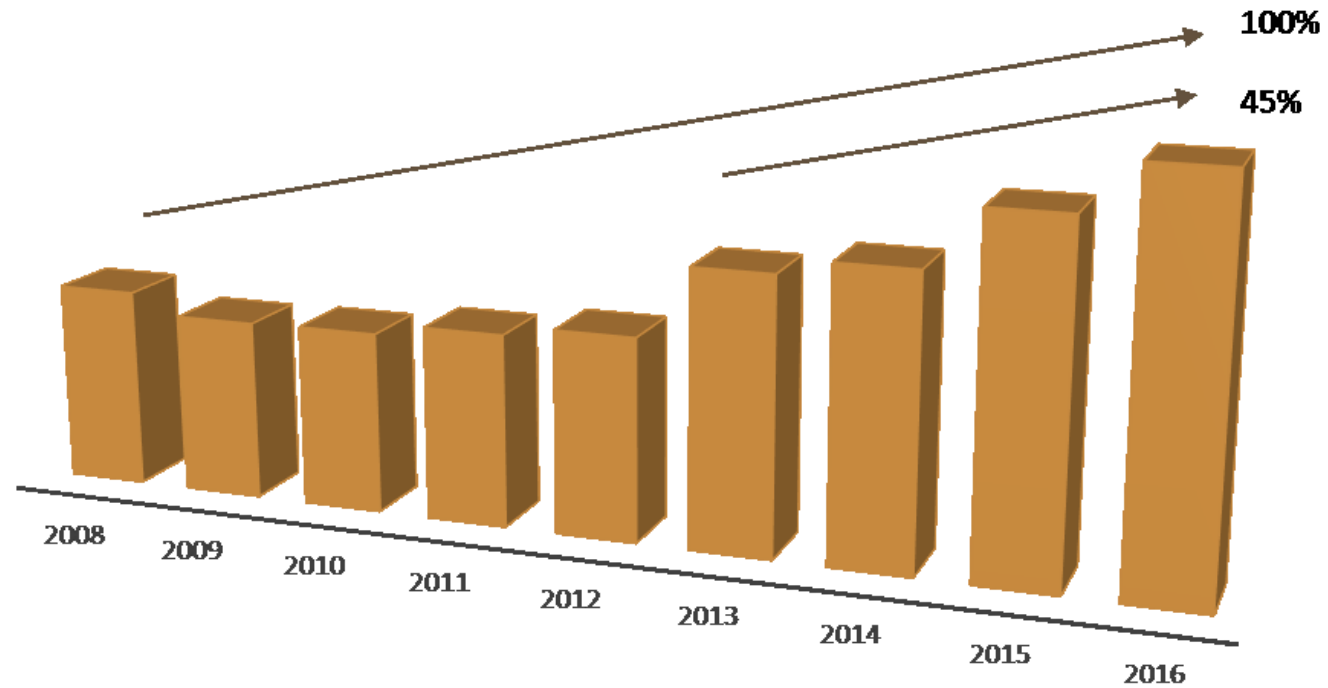
# BCDMOA Professional Excellence Award

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



# Print & Digital Advertising



- 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**



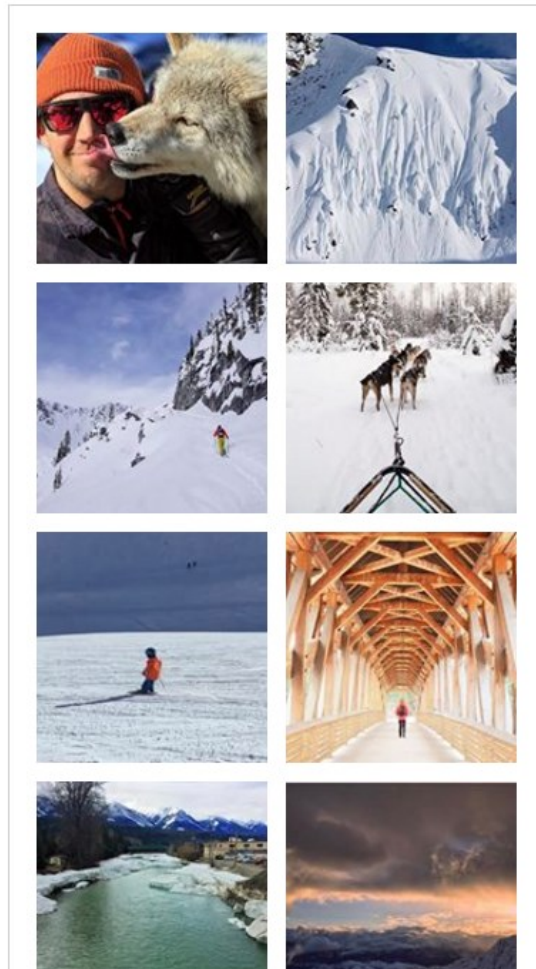




# 1.7 million

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





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Home • British Columbia • Winter Fun in Golden, B.C.

British Columbia

## Winter Fun in Golden, B.C.

By Northwest Travel Staff - Nov 3, 2016

225

Share on Facebook Tweet on Twitter G+ Pin



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 GUIDE SATURDAY, JULY 2, 2016 SECTION T

### 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

JOANNE BLAIN

PHOTO BY MANDI RINGGENBERG

It's hot, it's dry and it's sunny when you're riding an all-terrain vehicle in the Dogboth mountain range, you're doing exactly what you need to do.

Golden is a town of 20,000 people, but it's a hot spot for summer activities. It's a town that's embracing summer with activities that put visitors in driver's seat.

Clearing up the trail on an ATV is just one of many summer activities in the town of Golden, better known as a winter sports destination. Like any other mountain town, Golden is embracing the summer months with a variety of activities.

Golden is a town of 20,000 people, but it's a hot spot for summer activities. It's a town that's embracing summer with activities that put visitors in driver's seat.



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 Hewitt



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.





TRANSROCKIES™  
RACE SERIES

**GOLDEN  
24**

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RACE SERIES

TOURISM  
**Golden**  
GOLDEN RULES

22:50:47  
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TOURISM  
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JUNE 17 -18 2017





A photograph of two hikers sitting on a rocky ledge, looking out over a vast mountain range. The hiker on the left is wearing a blue hoodie, and the hiker on the right is wearing a blue jacket and a large green backpack. The mountains are rugged and covered in patches of snow, with a cloudy sky in the background.

# 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 Park



TOURISM Golden GOLDEN RULES

★ Packages & Deals Golden Map Weds Members Login 5°C

ABOUT GOLDEN WHERE TO STAY THINGS TO DO DINING & NIGHTLIFE GROUPS & WEDDINGS PLAN YOUR TRIP

**HEART OF THE PARKS**

GLACIER NATIONAL PARK

Golden BC

YOHO NATIONAL PARK

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 Takahkwa 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.



At the heart of it.

**GOLDEN RULES**

**At the heart of your Parks adventure.**

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Stay in Golden to enjoy an authentic mountain town and our close proximity to the national parks to experience spectacular scenery, iconic hiking trails, waterfalls, lakes and heritage sites.

**Golden Golf Club RV Park**  
 Stay in a peaceful setting just minutes from Golden, a private site with an easy electrical hook-up, grassy RV motor station, adjacent to Club facilities.  
 1-800-697-8262  
 www.golddens.com

**Mistyaya Lodge**  
 Mistyaya across only 11 located in the heart of the Canadian Rockies between Banff and Yoho National Parks. Guests enjoy adventures including hiking, mountain, scenic watching, photography & relaxation.  
 1-800-697-8262  
 www.mistyaya.com

lovethe national parks.com

Like Comment Share

Tourism Golden Sponsored

In the heart of the Canadian Rockies and surrounded by six of Canada's most stunning national parks, you will find the authentic mountain town of Golden.

Stay in Golden to make the most of your free 2017 Parks Canada pass.

At the heart of your Parks adventure is Golden, B.C. Learn More

At the heart of six national parks.

At the heart of the parks.

**GOLDEN**

Glacier National Park

Banff National Park

Yoho National Park

Kootenay National Park

Bugaboo Provincial Park

Mount Revelstoke National Park

TOURISM Golden GOLDEN RULES

Start Planning Now.

BRITISH COLUMBIA