

Tourism Golden Highlights from the 2018 Annual Report Presentation to CSRD Board | June 20th, 2019



≡ TOURISM ≡
Golden
GOLDEN RULES
BRITISH COLUMBIA



TOURISM GOLDEN STRATEGIC PLAN 2017 – 2021

BUILD | CREATE | COMMUNICATE | COLLABORATE

Submitted by Joanne Sweeting, Executive Director

August 2016

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GOLDEN RULES



TOURISM GOLDEN

MARKETING PLAN 2018

Submitted by: Joanne Sweeting, Executive Director

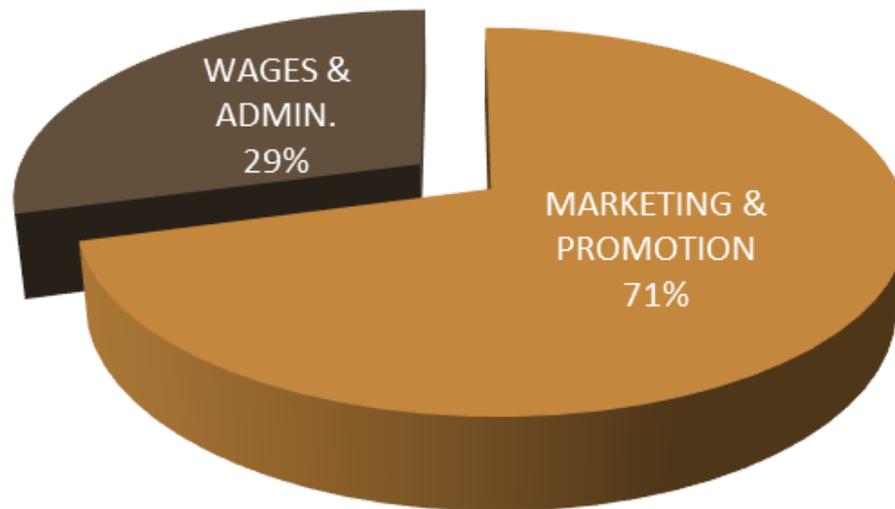
Approved October 12th, 2017

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GOLDEN RULES

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

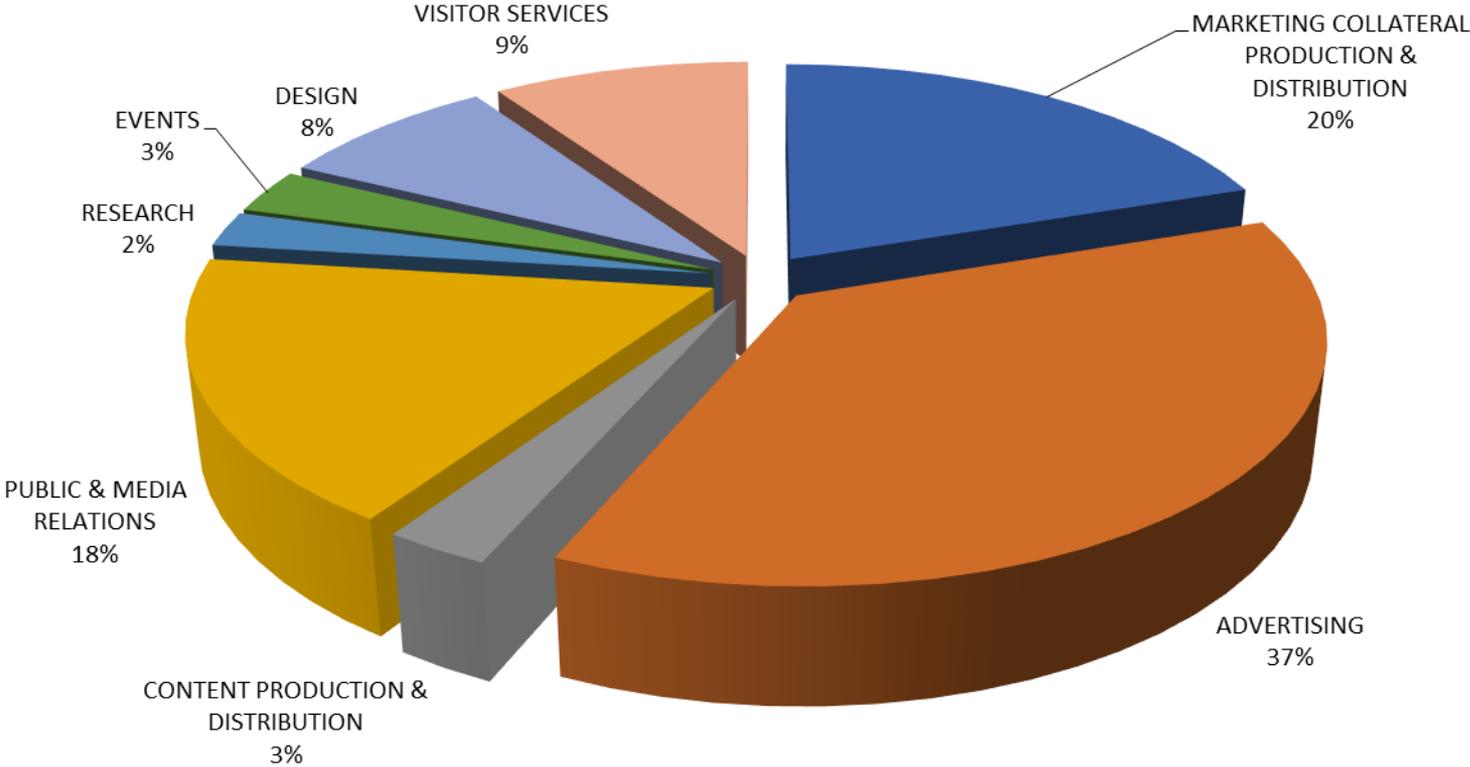
FINANCIAL

2018 FY ORGANISATIONAL BUDGET



FINANCIAL

2018 FY MARKETING BUDGET ALLOCATION BY STRATEGY



SITUATIONAL ANALYSIS

“2018 was the best year ever for international arrivals to Canada with 21.13 million tourists, breaking the 21 million mark for the first time”

DISRUPTERS

- ❑ BC wildfires
- ❑ Pipeline dispute
- ❑ Labour Shortages

“...we will not be coming out to BC for our golf trip this year. Some of our group do not want to spend their money in BC”



2018 HIGHLIGHTS

- ❑ 9th consecutive year of growth
- ❑ 7% increase in total revenues
- ❑ 7% increase in MRDT revenues
- ❑ \$100k Google Search Grant ad
- ❑ 13% increase in ADR
- ❑ Growth in winter spring & fall seasons
- ❑ Average length of stay summer 2.8 nights
- ❑ Average length of stay winter 3.2 nights

INDUSTRY COLLABORATION

- ❑ Destination Development
 - ❑ Highway 1 Field to Kamloops & Sun Peaks
 - ❑ Kootenay Rockies Regional

- ❑ Research
 - ❑ Golden Snowmobile Club Economic Impact study

- ❑ Regional & Activity Sector Marketing Consortiums
 - ❑ Kootenay Dirt
 - ❑ Kootenay XC
 - ❑ Sled Kootenay
 - ❑ Fishing BC

STAKEHOLDER RELATIONS

❑ Stakeholder programs

- ❑ Co-op marketing opportunities
- ❑ Pro-D workshops



❑ Communications

- ❑ Monthly news 50% open rate



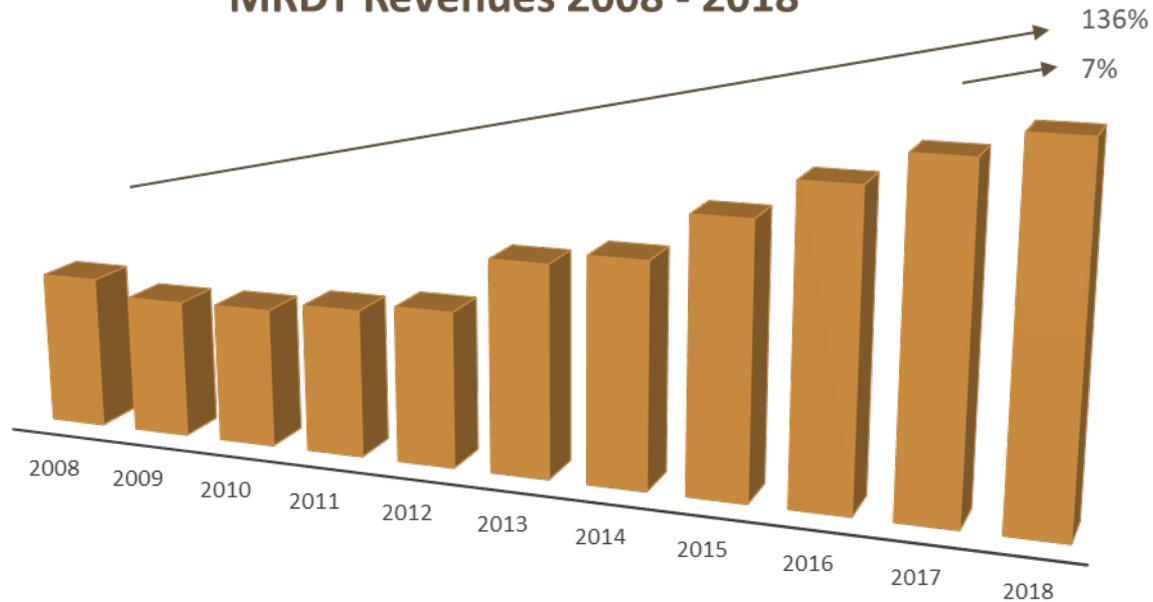
LEAD ORGANISATION FOR TOURISM

- ❑ Representing tourism in Golden
 - ❑ KHCP4 Community Liaison Committee
 - ❑ CV, Hwy 1 & KR Destination Development projects

- ❑ Advocacy
 - ❑ STR legislation
 - ❑ Labour shortages

GROW VISITATION & TOURISM REVENUES

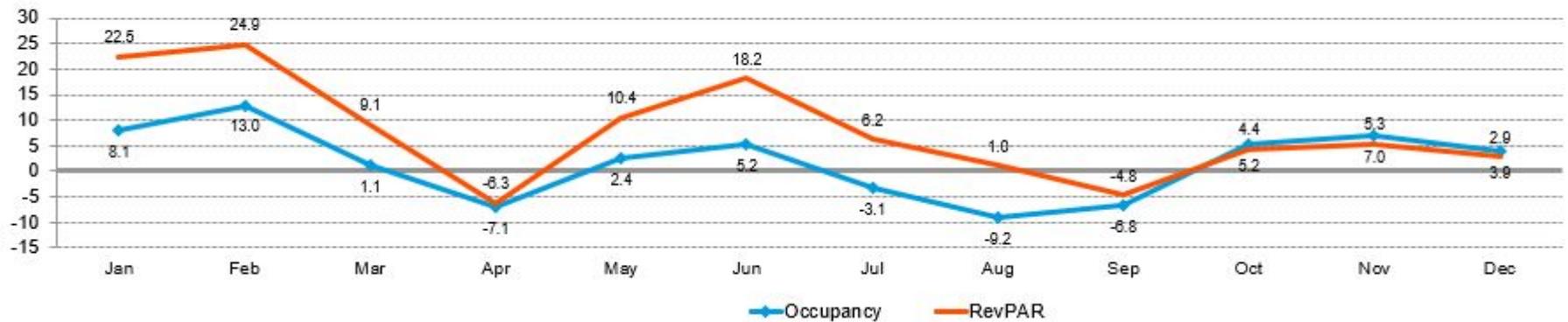
MRDT Revenues 2008 - 2018



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Series1	\$271,790	\$244,632	\$246,621	\$262,247	\$275,700	\$373,994	\$394,722	\$476,925	\$544,210	\$599,102	\$641,893

GROW VISITATION & TOURISM REVENUES

Monthly Percent Change - 2018

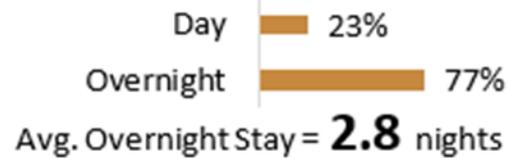


INCREASE ECONOMIC BENEFIT



\$596 on average, was spent in Golden by each visitor party

Length of Stay

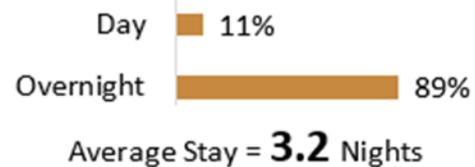


SUMMER 2017



\$1,481 on average, was spent in Golden by each visitor party

Golden Length of Stay



WINTER 2017

RESEARCH

This report provides a comprehensive analysis of what people are saying about your destination online. Insights from this data should guide your strategic planning, marketing and destination development to enable you to shape the way people talk about Golden in the future.



Golden

RESEARCH



RESEARCH

Tourism's Contribution

How does tourism contribute?

Tourism Sentiment Score™

Tourism Sentiment Score is a measure of a Golden's ability to generate positive word of mouth about its tourism offering. It is an aggregate score that focuses solely on online conversations that reference or affect a potential traveler's perceptions of a destination's tourism offering.



Place Sentiment Score

Place Sentiment Score is an aggregate value of all conversations around Golden, whether or not the individual conversations have a direct impact on perceptions of the tourism offering. It captures opinions of all aspects of the destination from politics to real estate.



Key Takeaway:

The gap between these two scores is representative of the impact your destination's tourism industry is having on the brand of the destination as a whole. Tourism is a substantial driver of a positive overall brand image.

RESEARCH

Summary

This report provides Golden with a view of how it is perceived and discussed among consumers as a travel destination. Everyone in your destination can influence the levels of positive and negative sentiments about its tourism experiences. Based on our analysis of word of mouth about Golden, we recommend the following actions for your organization.

Core Conversation Drivers

Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness that drives. It is important to ensure that your top awareness generators remain competitive and make positive impressions. The top drivers of conversation for Golden are:

- **Nature Viewing**
- **Hiking + Rock Climbing**
- **Skating + Snowboarding**

Potential Growth Opportunities

While these tourism assets may not generate the most volume, they are generating a high level of sentiment. Because of this, these categories potentially present potential for future growth. Among Golden's tourism assets, the following stood out as potential growth opportunities.

- **Cycling + Biking**
- **Skating + Snowboarding**
- **Weddings**

Under Performing Assets

Not every aspect of your destination needs to be at the top. However, the following assets within Golden fell below the competition for both volume and sentiment.

- **Restaurants**
- **Breweries + Pubs**

EVENTS



EVENTS

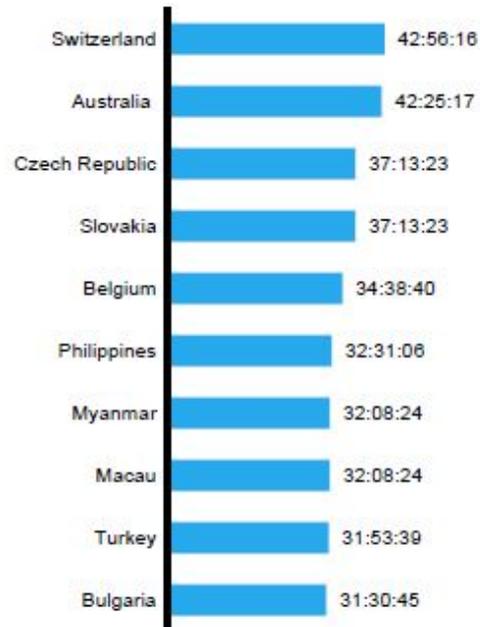
**DOWN DAYS IN
KICKING HORSE
GOLDEN BC**

EVENTS



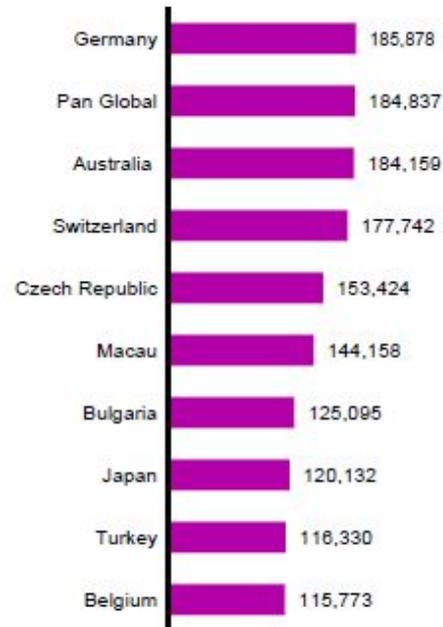
OVERVIEW BY MARKET (TOP-10)

VISIBILITY
(h:mm:ss)



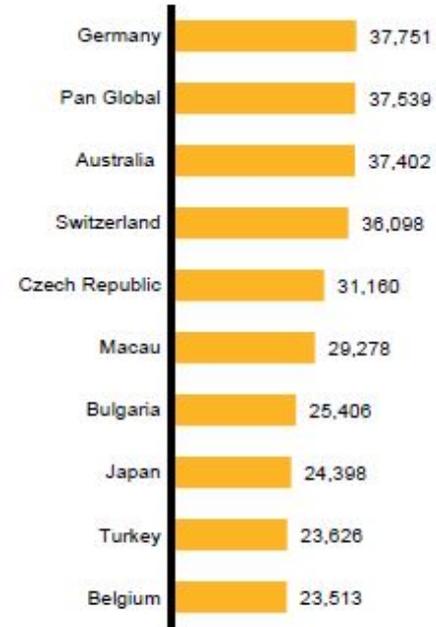
TOTAL: 678:10:12

100% MEDIA EQUIVALENCY
(€)



TOTAL: 3,338,322

Q1 MEDIA VALUE
(€)



TOTAL: 677,994

MEDIA RELATIONS

34 features directly resulting from TG activity

SUMMER

15

Summer Getaway in Golden, B.C.

BY BRANDON FRALIC

Imagine it: mountain towns tucked away in the Canadian Rockies. A town, perhaps, that offers every level of outdoor leisure, scenic mountain ranges and rolling green views. What it lacks in size, this community of 4,000 makes up in scenery. Golden, B.C., is a great base of outdoor adventure.

Heading up Mountain Time, Golden is closer to Calgary than Vancouver. And while it may be overshadowed by Big of Banff, Golden's unspoiled terrain and access to small towns offers an alternative to the crowds. Offering easy access to the Canadian national parks, Banff's backcountry, the city is small, yet Golden is your gateway. Here's how to spend a month in these days in and around Golden, B.C.

DAY 1: GET ACQUAINTED

Nothing's more relaxing than the sun, so make a long walk up to see in Golden National Park. Headed by the

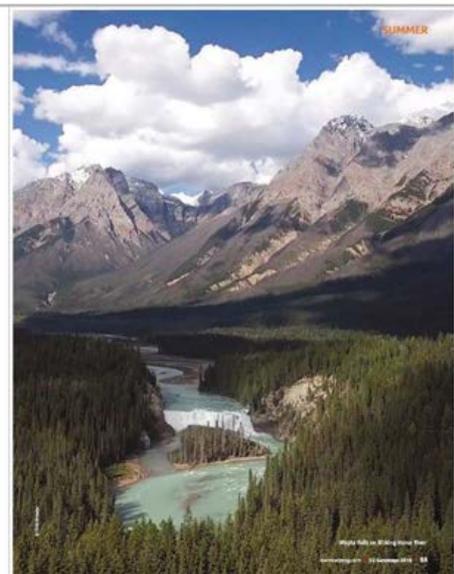
world's longest highway, British Columbia's New National Park can't be missed. Wander and wonder among old growth cedar and hemlock rainforests on the shore, accessible through the Golden Roadside. Parkers along the Trans-Canada Highway, yellow handrails used for parking, are a great view of Golden's town, where the historic Centre provides plenty of information for hikers and hikers alike.

Check into your lodging at South Mountain Accommodations. Mountain Spring Motor Ranch, a quiet, unobtrusive place from downtown Golden. Walking roads lead to this scenic area in a great way, with views across the property to Fishing Hole. Complete with a bar, cafe, dog park, dog training, a doggy day and fully equipped kitchen, this modern resort makes for a great weekend or longer stay. From here, head down to the lake and see the view from your dog. Head down to the lake and see the view from your dog. Head down to the lake and see the view from your dog.

Head down to the lake and see the view from your dog. Head down to the lake and see the view from your dog. Head down to the lake and see the view from your dog.



Photo credit: Brandon Fralic



Sunset 5 Reasons Golden, B.C. Is a Summer...



Wapta Falls

Experience National Park Wonders Without the Crowds

Golden is situated in the midst of the staggeringly beautiful *Yoho National Park*. Within a 45-minute drive from Golden, you can access some of the park's greatest wonders, from accessible stops like the eye-poppingly blue Emerald Lake and the falls spilling over Natural Bridge, to more involved hikes that the majestic Wapta Falls, for one. The best part? You get the same level of epic scenery as the Alberta parks, but you won't have to fight through tour bus crowds to experience all the natural goodies (we're looking at you, Lake Louise). Want to explore more than just Yoho? Golden is also located an easy day trip's distance from Banff, Jasper, Glacier, Kootenay, and Mount Revelstoke National Parks. That's 6 total parks in spitting distance—in other words, the jackpot.

Get VIP Whitewater Rafting Treatment

Summer is prime time for whitewater rafting on the Kicking Horse River, which flows right through Golden. You can paddle off from the shore most of the time, or when the river is at the desired level (typically June and July), you can hop a scenic helicopter ride with *Glacier Rafting Company* and get dropped off at the very best embarkation spot: the lower canyon, known for a continuous 4-kilometer stretch of class IV rapids. How's that for VIP treatment that's actually totally within reach?

TACTICAL MARKETING

- ❑ Multi-channel approach

- ❑ Campaigns

- ❑ Spring

- ❑ Fall

- ❑ Winter

- ❑ Heart of the Parks

- ❑ Skiing & boarding

- ❑ Snowmobiling

- ❑ Biking

- ❑ Hiking

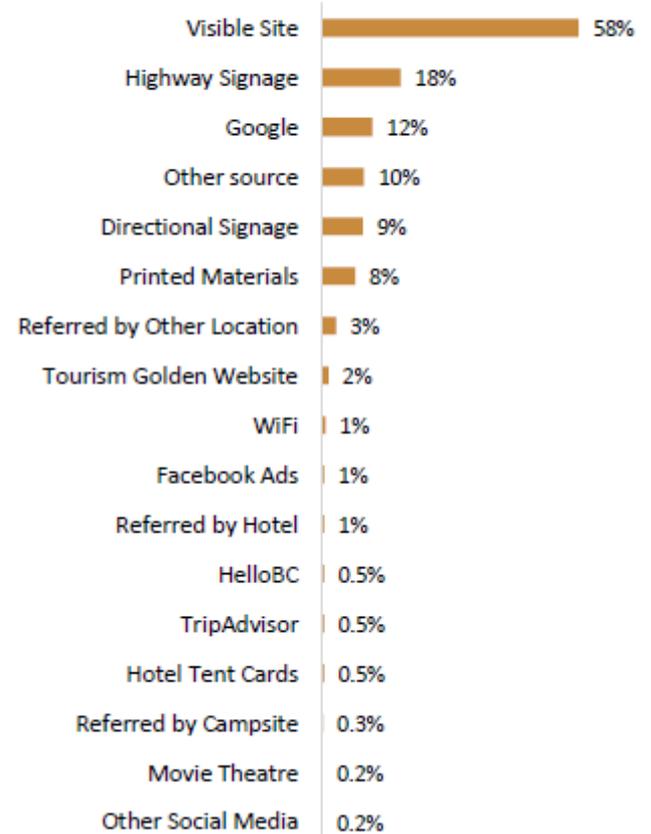
- ❑ Fishing



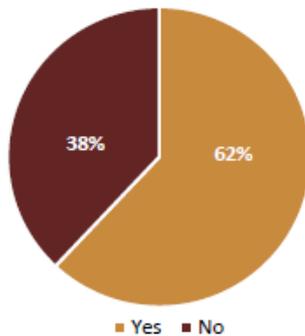
VISITOR SERVICES



How Did You Originally Find Out About Golden Visitor Centre?^{1,2}
Percentage of GVC Visitors



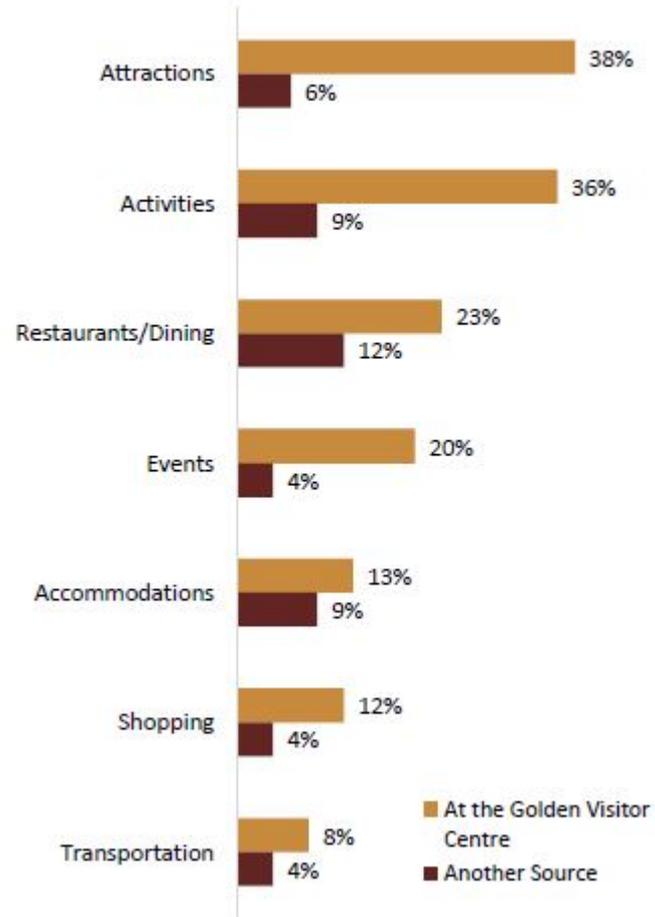
Speak with a Visitor Information Counsellor Today?
Percentage of GVC Visitors



VISITOR SERVICES

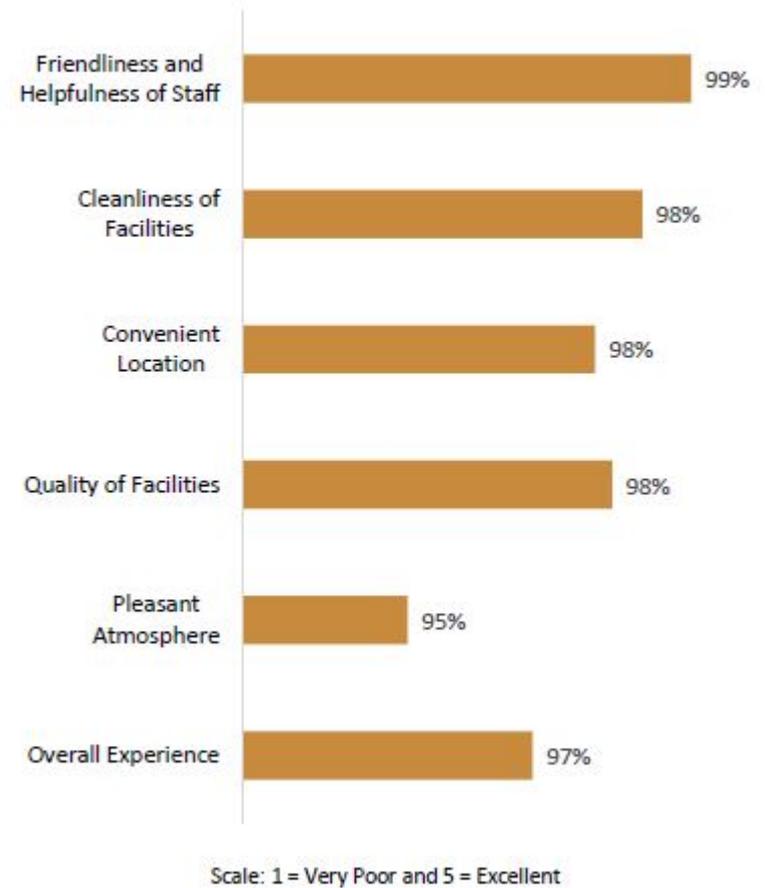
Visitor Information Topics Researched and Obtained in Golden?

Percentage of GVC Visitors^{FU}



Evaluation of Quality Ratings

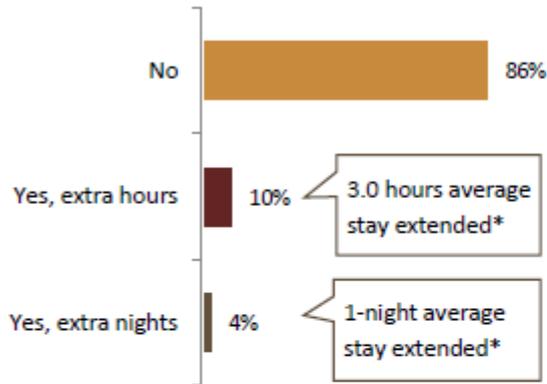
Top Box Results - Percentage of GVC Visitors Responding 4 or 5



INCREASE ECONOMIC BENEFIT

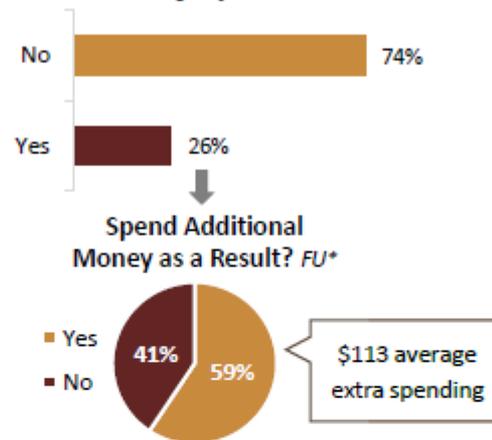
Extend Stay in Golden due to Information Collected at GVC?

Percentage of GVC Visitors^{FU}



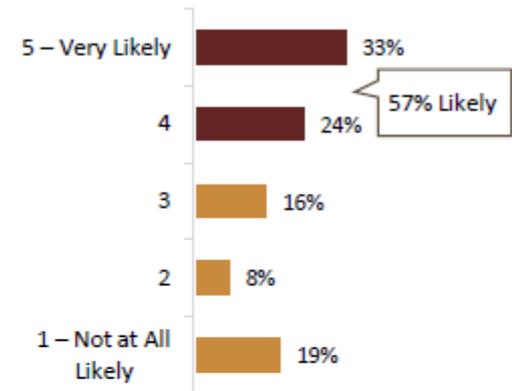
Participate in New Activities/Places/Events in Golden due to Information Collected at GVC?

Percentage of GVC Visitors^{FU}



Likelihood of Future Overnight Trip Due to Information Obtained at GVC?

Percentage of GVC Visitors^{FU}



Application of Data to June – September 2018 GVC Visitor Party Data Results In:^{FU}

\$218,960 spent in Golden due to visitor extension of their current trip.

\$114,397 due to extra hours

\$104,563 due to extra nights

\$212,415 spent in Golden due to visitors participating in new activities or going to places/events they didn't previously know about.

\$5,515,251

total estimated economic benefits due to GVC between June and September 2018.

\$5,083,875 potential spend in Golden due to visitors returning on a future overnight trip.



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