
RESORT DEVELOPMENT STRATEGY

2019-2021 UPDATE

REVELSTOKE.

DESTINATION TOURISM STRATEGY

PLANNING PRIORITIES FROM 2018 -2022

THE RMI PROGRAM.

BACKGROUND

Revelstoke is one of 14 Resort Municipalities eligible to participate in the program.

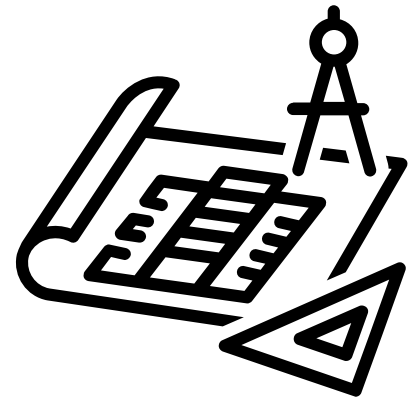
All RMI communities must complete a multi-year Resort Development Strategy.



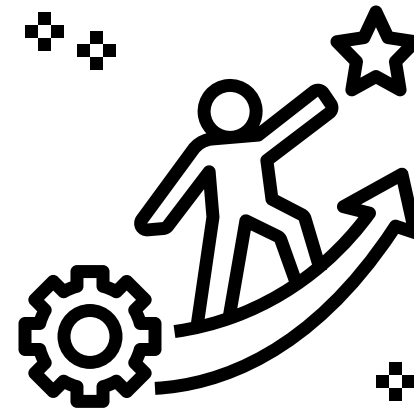
REVELSTOKE.

THE RMI PROGRAM.

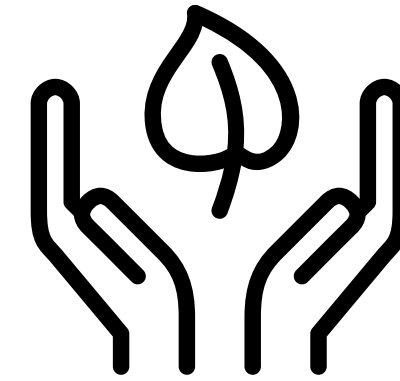
INTENTIONS



Build and diversify
tourism
infrastructure



Deliver exceptional
visitor experiences



Incorporate
sustainable
tourism practices
and products

REVELSTOKE.

THE RMI PROGRAM.

KEY OUTCOMES

Increased resort
activities and
amenities

Increased visitation
and visitor activity

Increased private
investment

Increased
employment in the
community

Increased tourism
contribution to the
local economy

Increased municipal
tax revenue

Diversification of
municipal tax base
and revenue

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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS

\$295,000

Multi-Use Trails

\$535,671

**Wayfinding
Signage**

\$612,520

Williamson Lake

\$49,220

Shuttle Bus

\$407,102

**Visitor
Experience,
Arrival & Parks**

\$281,575

**Recreation Trails
& Infrastructure**

\$201,676

**Arts & Culture
Infrastructure**

TOTAL = \$2,382,764

**Infrastructure
Projects**

REVELSTOKE.

THE RMI PROGRAM. INFRASTRUCTURE PROJECTS

Multi Use Trails



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS

Wayfinding Signage



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS

Shuttle Bus



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS

Mobile Visitor Services Van



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS

Visitor Information Centre Upgrades



New Public Washroom Facilities
Water Bottle Filling Station
New Tourism Revelstoke office & meeting space

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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - RECREATION TRAILS & INFRASTRUCTURE

Adaptive Sports - Equipment & Storage



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - RECREATION TRAILS & INFRASTRUCTURE

Water World Climber's Access

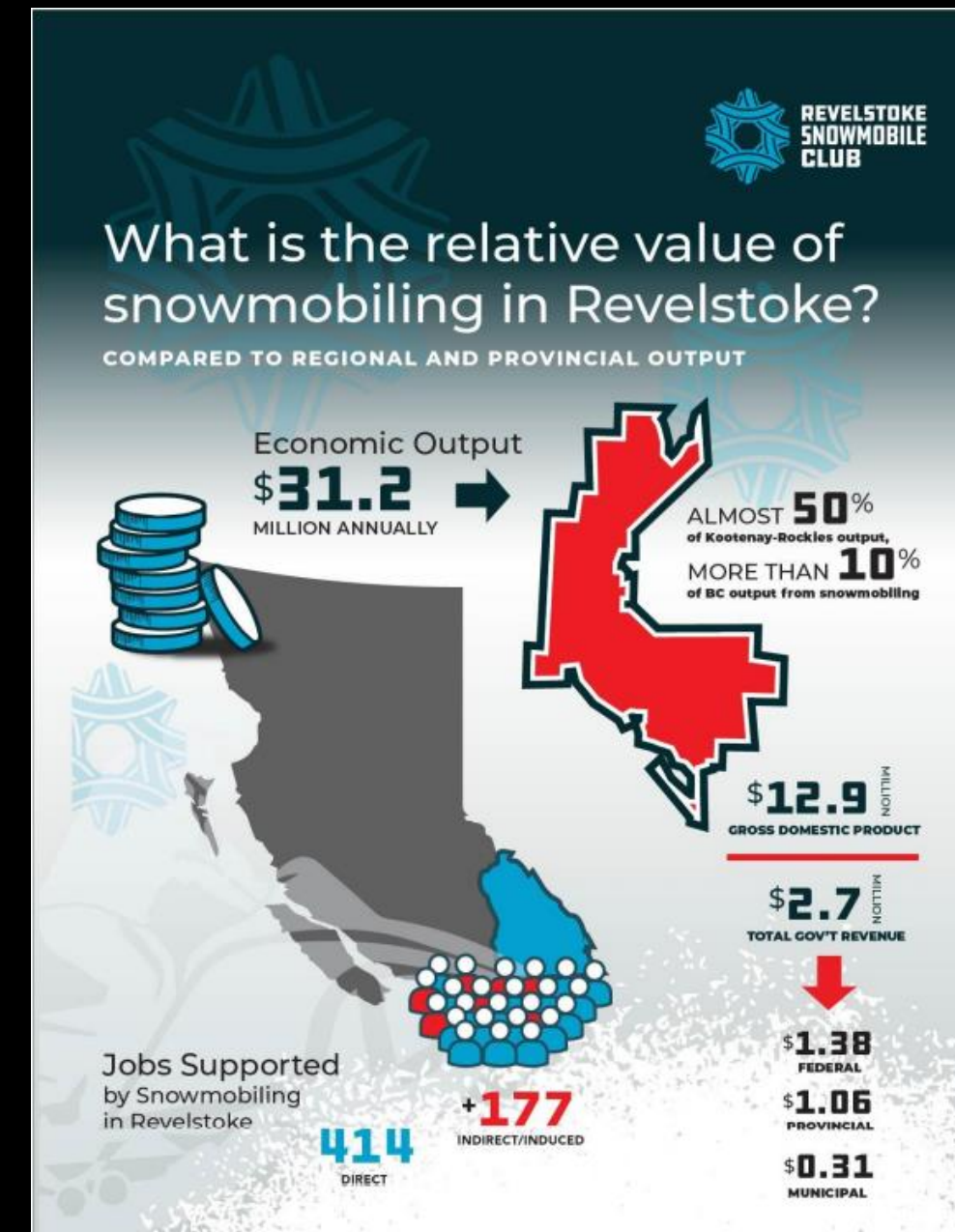


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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - RECREATION TRAILS & INFRASTRUCTURE

Snowmobile Club - Max Galaxy Software



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - RECREATION TRAILS & INFRASTRUCTURE

Dark Horse Woman's Mountain Bike Course



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - RECREATION TRAILS & INFRASTRUCTURE

Revelstoke Cycling Association

Riverside Forest Walk

Revy Riders Dirt Bike Club

Alpine Club of Canada

Nordic Ski Club

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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - ARTS & CULTURE INFRASTRUCTURE

Railway Museum exhibit/display/virtual tours



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INFRASTRUCTURE PROJECTS - ARTS & CULTURE INFRASTRUCTURE

Art Alleries



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THE RMI PROGRAM.

EVENTS, SERVICES & AMENITIES PROJECTS



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THE RMI PROGRAM.

INFRASTRUCTURE PROJECTS - ARTS & CULTURE INFRASTRUCTURE

Museum & Archives

Visual Arts Gallery

Arts Council live music infrastructure

Arts & Culture events infrastructure



REVELSTOKE.

MARKETING

Website & Online Referral Engine

Social Media, Digital Media, SEM

Consumer Focused Asset Development

Photography, Videography, Blogs

Media Relations & PR

Brand Awareness

Traditional Advertising & Consumer Shows

Event Support



STAKEHOLDER RELATIONS & SUPPORT

Industry Newsletters

Photo Inventory

Events Calendar

Skill Sharing & Learning Workshops

Cooperative Marketing Opportunities

Annual Stakeholder Survey

Annual Tourism Open House

Engagement & Feedback Sessions

DESTINATION DEVELOPMENT & SUSTAINABILITY

Industry Development & Training

Product Experience Enhancement & Training

Wayfinding Strategy Support

Visitor Services & Experiences Support

Research & Data Collection

Value of Tourism Study

Destination Development Plan

Resident Empowerment Plan



ADVOCATING FOR TOURISM

Locally, Regionally, Provincially

Illegal Short Term Rentals

Tourism Staffing & Labour

Shortages

Caribou

Hwy #1 Kicking Horse Canyon

Project

REVELSTOKE BRAND PILLARS.



Adventure

Encouraging our visitors to challenge themselves, to discover new ways at looking at things, and to enjoy experiences that cannot be found anywhere else.



Authenticity

We are proud of who we are, our diversity, our individuality, distinctness and the things we do differently, setting us apart from everywhere and everyone else.



Nature

We are privileged to live in one of the earth's most incredible places. The pristine mountains, alpine meadows, glaciers, water and forests are an integral part of our story. We place high value on our nature and share our respect for our surroundings.



Heritage

Our story today is comprised of the stories of our past. Our community has a rich history and we are proud to share the stories and visions that make us what we are today.

DESTINATION MANAGEMENT & SUSTAINABILITY

A Balanced Long Term Tourism Approach

CURRENT INITIATIVES:

- Value of Tourism in Revelstoke Study
- DDP Consultant has been hired
- Sustainability Short List
- OCP CEEP participation

FUTURE INITIATIVES:

- Resident Empowerment Plan
- Destination Development Plan (Bridging the gap between Marketing & Destination Management)

2021 EDUCATIONAL CAMPAIGNS:

- Environmentally Friendly Transport
- Responsible Van Life
- Bears & Wildlife
- Leave No Trace & Invasive Species
- Backcountry & Avalanche Awareness

APPLYING FOR A 3% RATE INCREASE

DRAFT IMPLEMENTATION TIMELINE



-A minimum of 51% of the accommodators and 51% of the rooms/units need to be in support.

June 2021 - May

2022

-Collection of signatures from current MRDT collectors.

-Approval from City Council

-Completion of a new application package

*Requirements on next slide

June 2022

-Submit completed MRDT application package.

-The application must be submitted at least six months in advance of the renewal deadline.

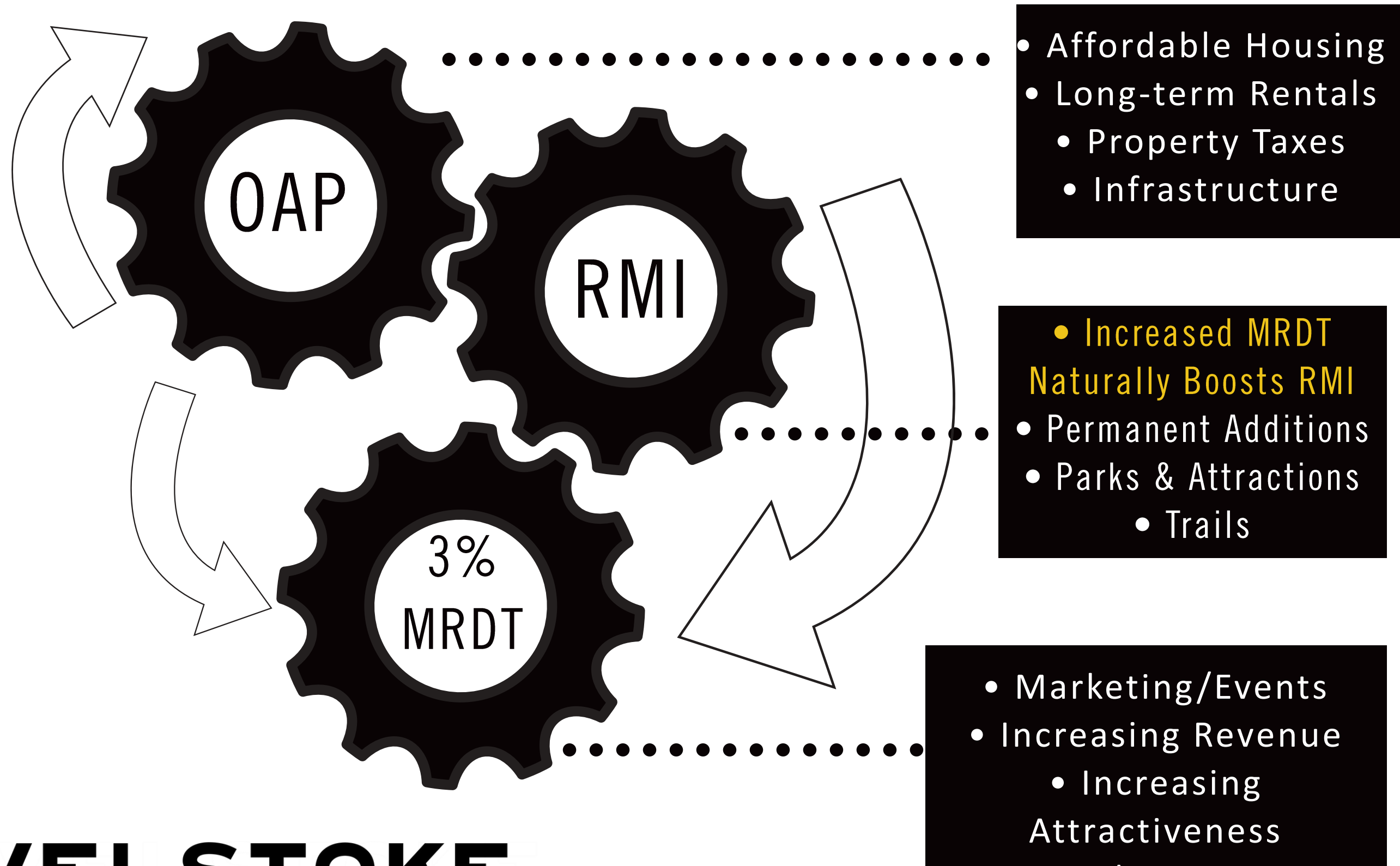
January 2023

-MRDT Collectors begin to charge the 3% tax.

-The new tax rate implementation date will be the start date for the new five-year term.

REVELSTOKE.

TOURISM GROWTH THROUGH SHARED OWNERSHIP



REVELSTOKE.

2019 VALUE OF TOURISM

A SNAPSHOT OF TOURISM IN BC

TOTAL TOURISM REVENUE

Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.



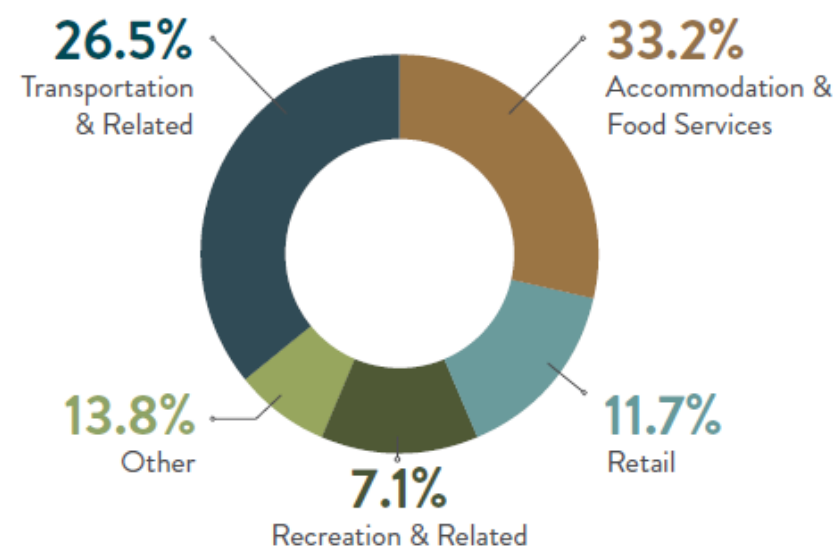
\$22.3 Billion

2019 Annual Revenue

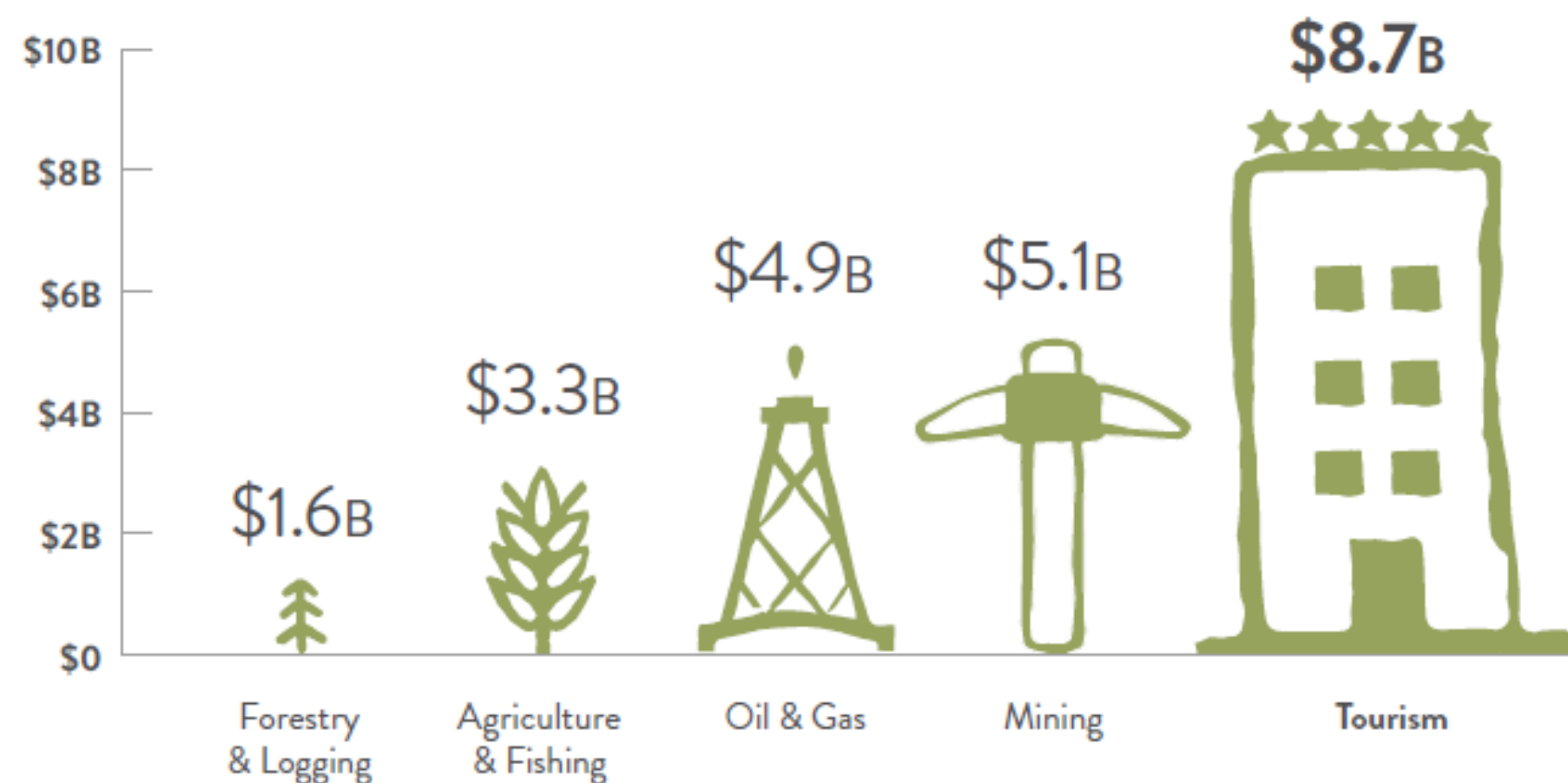
+5.6%
Over 2018

+67.8%
Since 2009

2019 SHARE OF TOURISM REVENUE BY SERVICE AREA



GDP BY PRIMARY RESOURCE INDUSTRY



2019 VALUE OF TOURISM

A SNAPSHOT OF TOURISM IN REVELSTOKE



-We have no hard data on the tourism economy piece. This is Part One of a Destination Management Strategy.

-From our Tourism Stakeholder Survey, 41% said Tourism Revelstoke's performance on Long Term Tourism Planning (including a shift from destination marketing to holistic destination management) had been POOR or AVERAGE.

-We'll be determining the value of tourism in Revelstoke through DBC's 'Value of Tourism' and 'Input/Output' Model Programs.

-This is a key step one to foster industry development and community awareness.

REVELSTOKE.