

Summary of the Tourism Golden Annual Report 2022 FY

by Joanne Sweeting

2022 – 2027 STRATEGIC PRIORITIES

Economic Contribution

- Increase overall value of the tourism economy
- Increase average length of visitor stay at all times of year
- Increase shoulder season occupancy levels and rate

Visitor Experience

- Connect more visitors to remarkable experiences via multiple channels
- Educate visitors to experience a safe and responsible vacation

Stakeholder Experience

- Deliver enhanced stakeholder programs and support

Resident/Community Experience

- Increase resident understanding of the value of the local tourism industry and support for the tourism industry
- Balance resident values with visitor demand and business needs



SITUATIONAL ANALYSIS

International travel returned as pandemic travel & border restrictions lifted.

Kicking Horse Canyon Project extended closures.

Labour shortages.

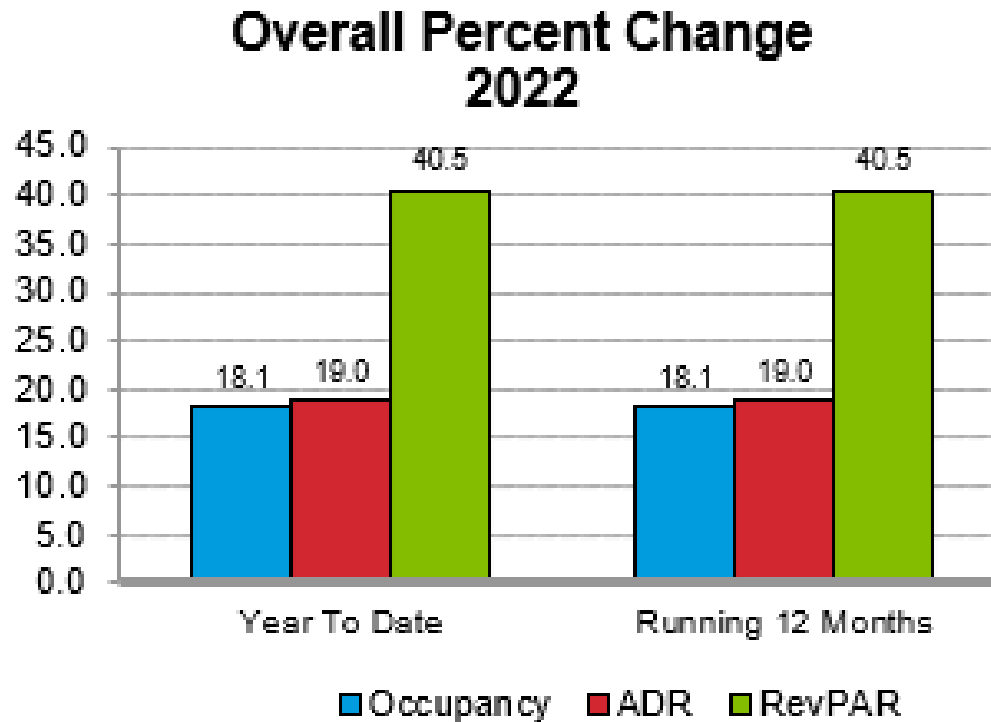
Housing shortages.

MRDT increased to 3% from July 2022

2022 DESTINATION PERFORMANCE - HIGHLIGHTS

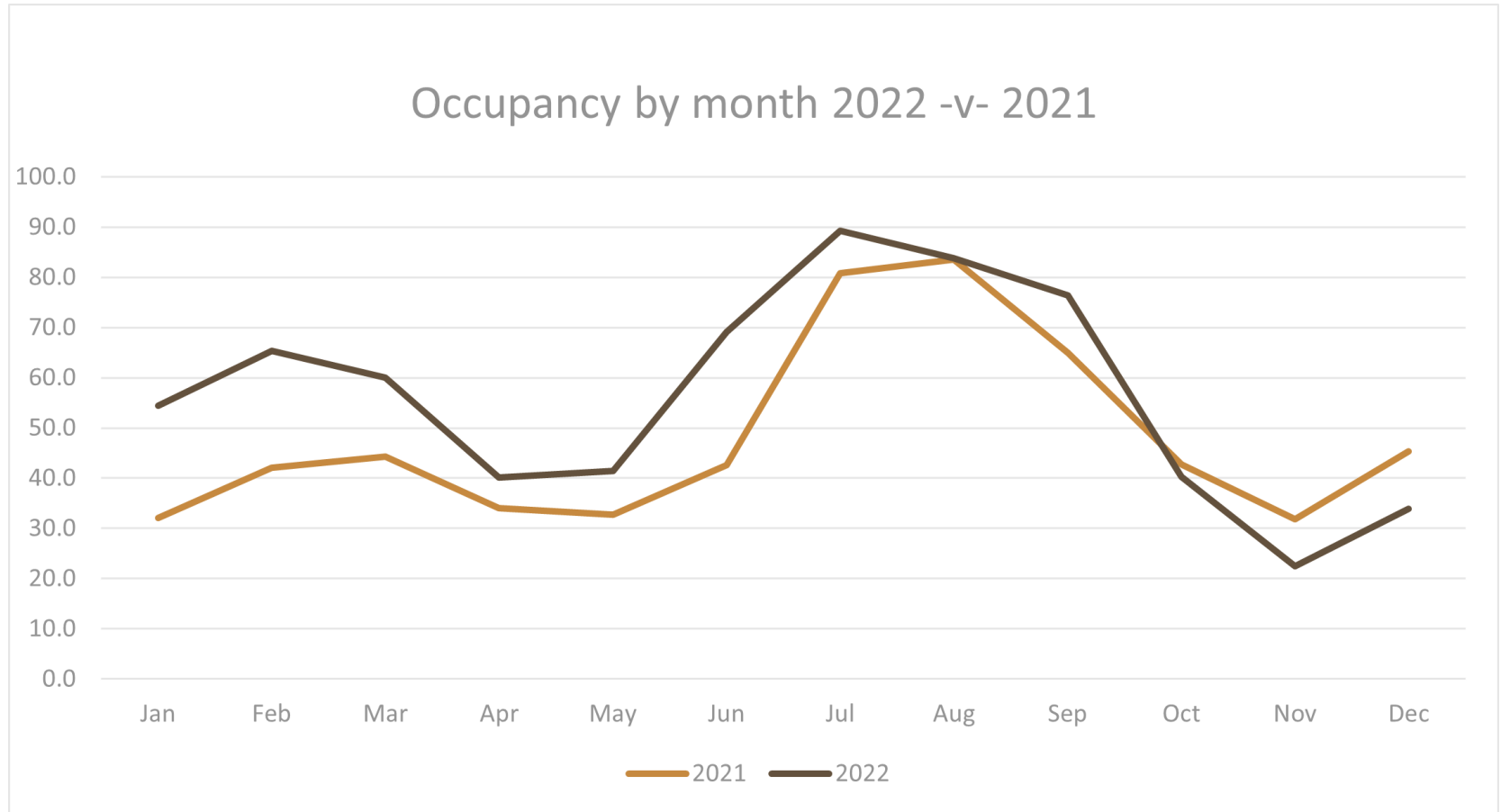
- ✓ 1 million + overnight visits
- ✓ Overnight visits increased by 18%
- ✓ ADR increased by 19%
- ✓ Occupancy increased by 18%
- ✓ Occupancy outperformed BC average
- ✓ Length of stay 1.8 nights

2022 DESTINATION PERFORMANCE



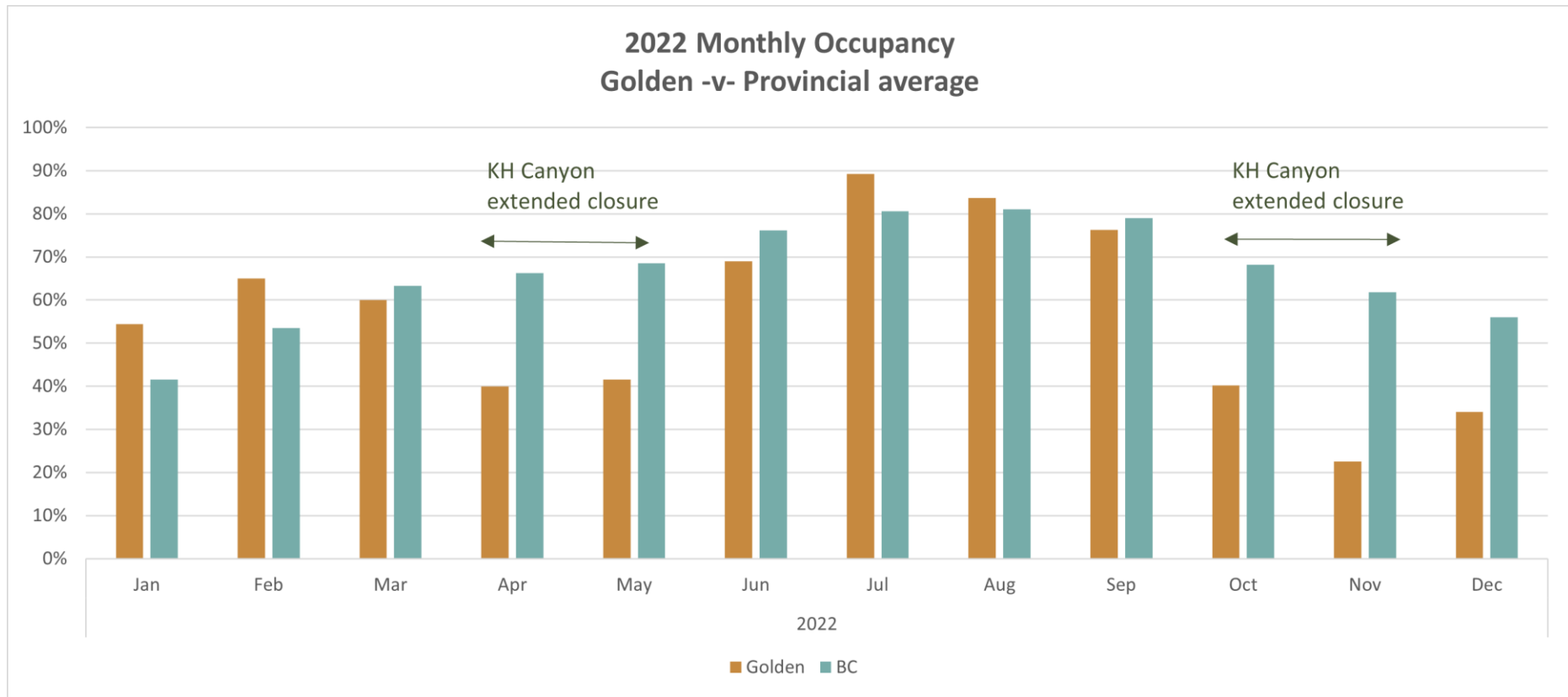
Source: STR Destination Report - Golden

2022 DESTINATION PERFORMANCE



Source: STR Destination Report - Golden

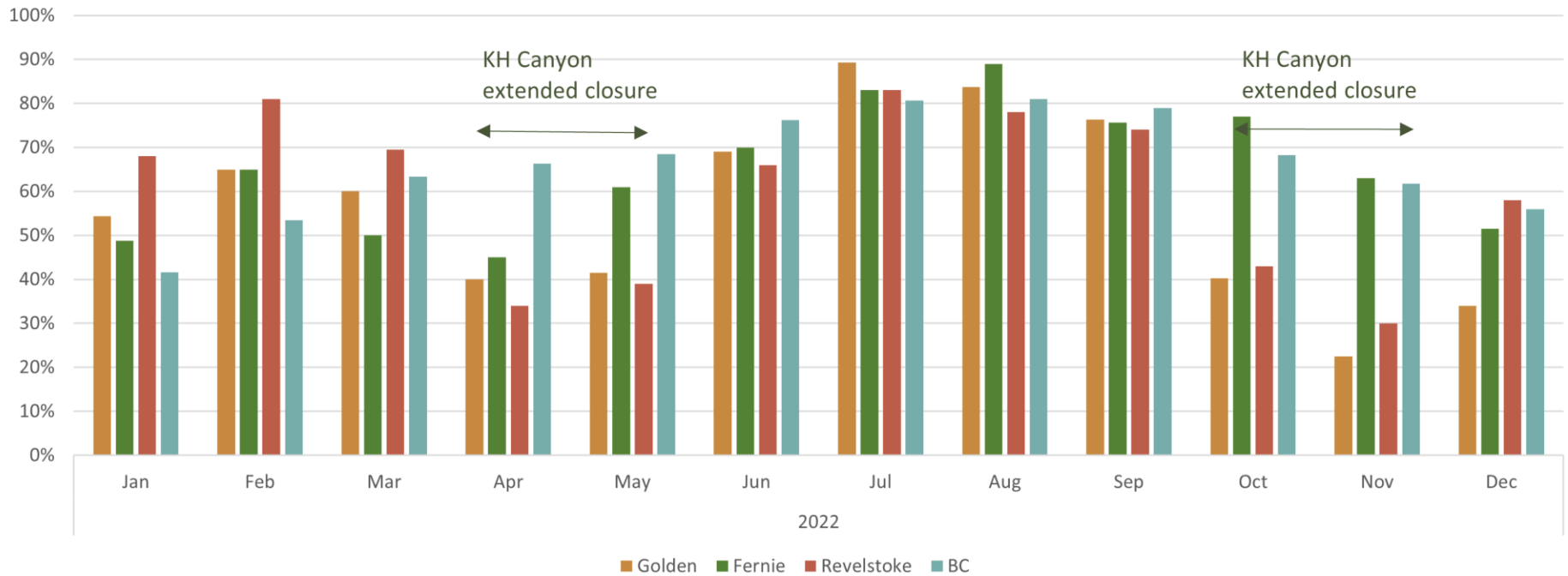
2022 DESTINATION PERFORMANCE



Source: Destination BC Tourism Industry Dashboard

2022 DESTINATION PERFORMANCE

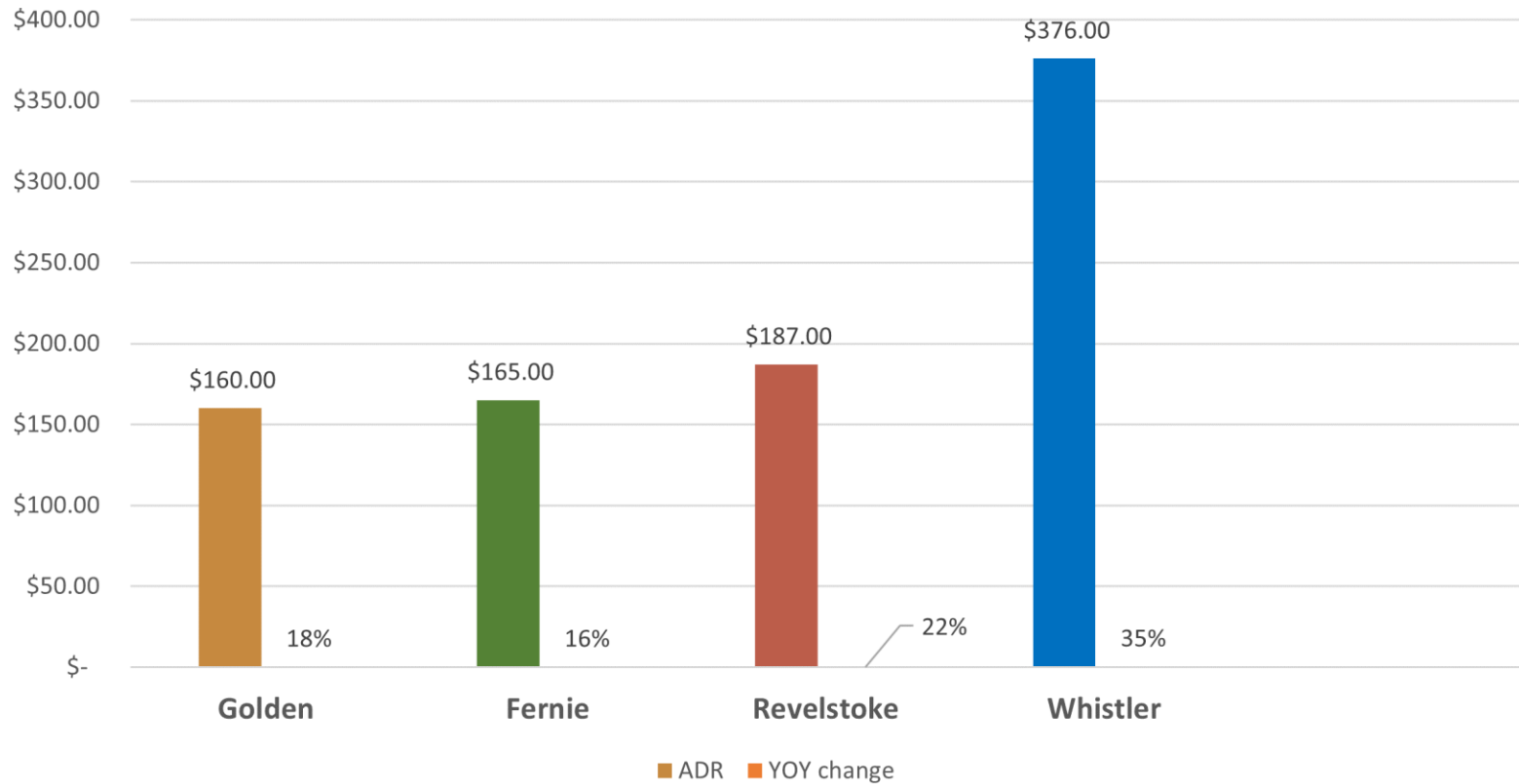
2022 Monthly Occupancy Golden -v- Competitive Set



Source: Destination BC Tourism Industry Dashboard

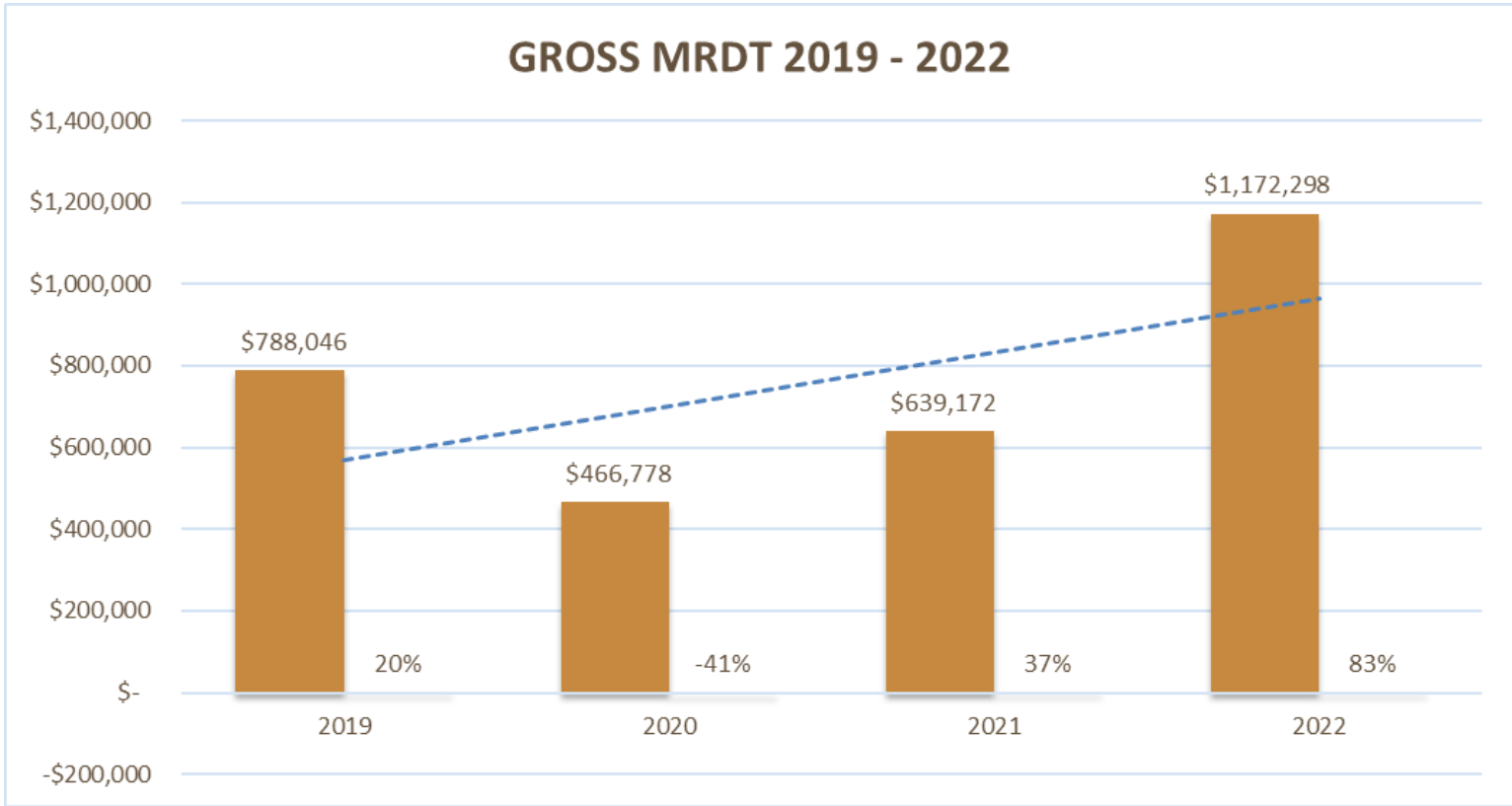
2022 DESTINATION PERFORMANCE

2022 Competitive Set Destination ADR and YOY Comparison



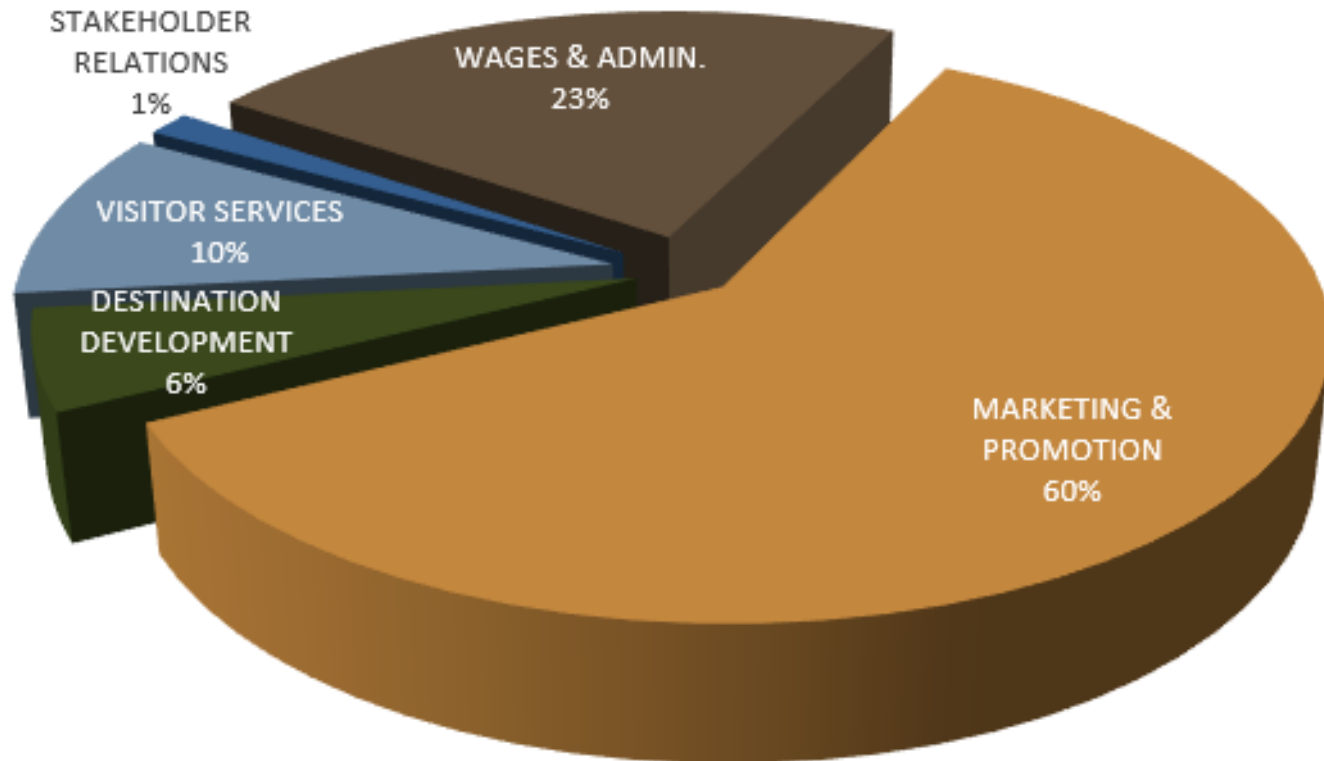
Source: Destination BC Tourism Industry Dashboard

2022 DMO PERFORMANCE



FINANCIAL

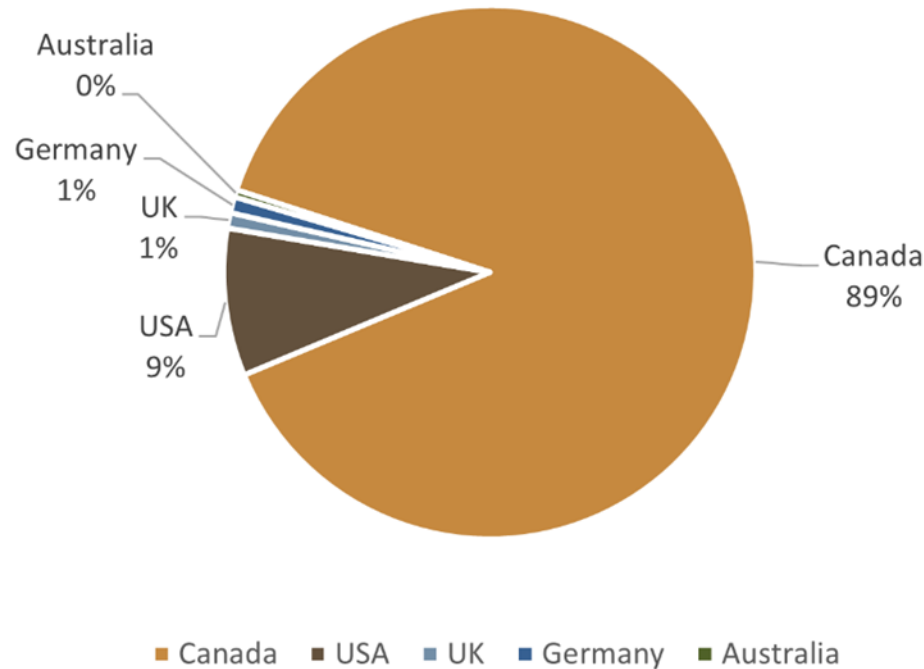
2022 FY ORGANISATIONAL EXPENSES



DMO PERFORMANCE

Target audience penetration

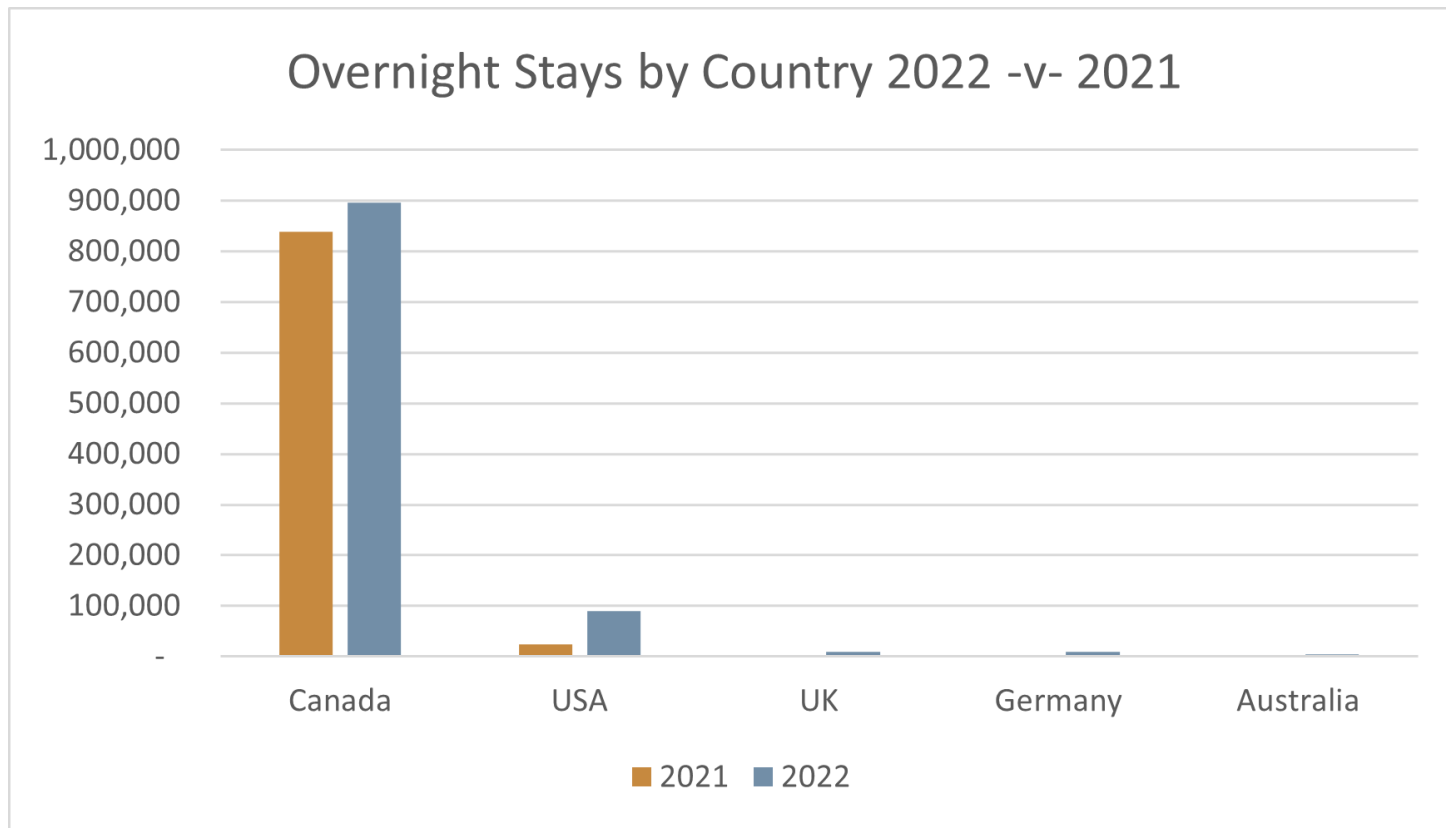
Overnight Stays by Country- 2022



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DESTINATION PERFORMANCE

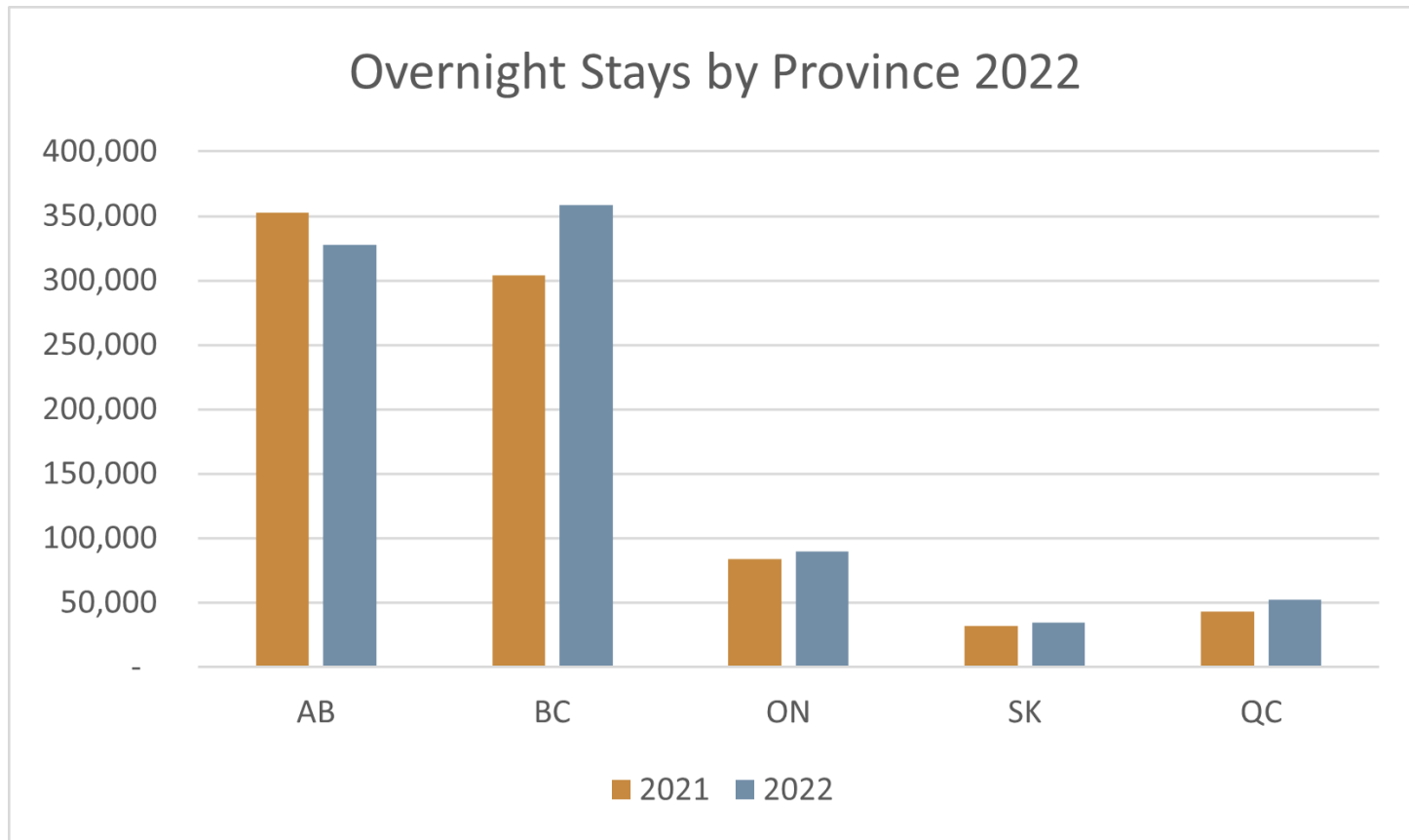
Overnight Visits by Country



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE

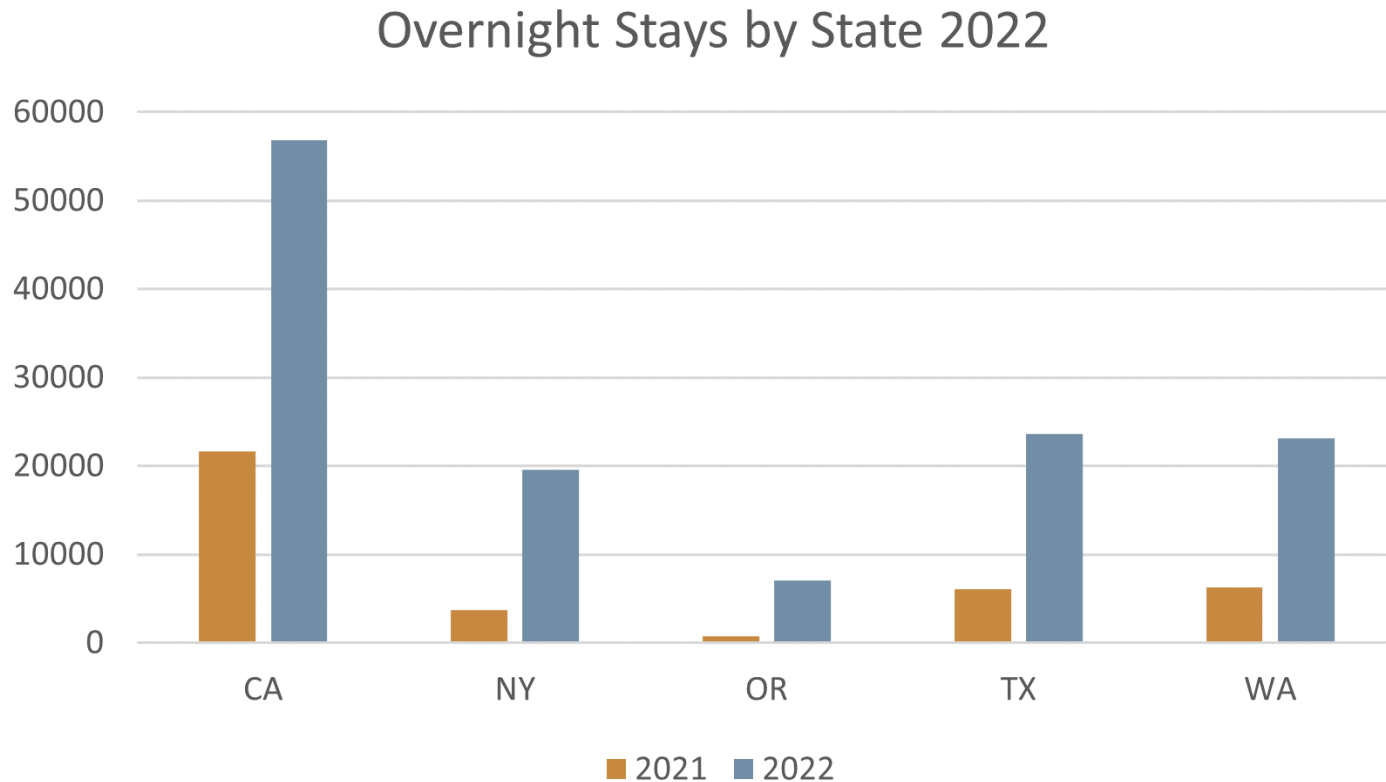
897,210 Overnight Canadian visitors



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE

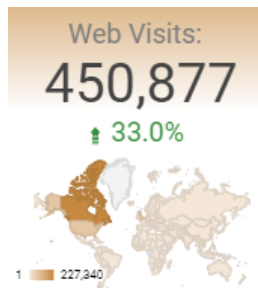
90,490 Overnight US visitors



Source: Telus Insights Dec 2022- Golden-Columbia

2022 DMO PERFORMANCE - HIGHLIGHTS

- ✓ 109.5 million digital advertising impressions
- ✓ Digital impressions increased by 140%
- ✓ 1.1 million social impressions
- ✓ Web visits increased by 33%
- ✓ Digital campaign web traffic up 92%



2022 DMO PERFORMANCE - HIGHLIGHTS

✓ 30 print advertisements:

- ✓ Canada
- ✓ Pacific NW US
- ✓ UK
- ✓ Australia



✓ Elevator video campaigns VAN & TOR

✓ 2 regional TV campaigns



DMO PERFORMANCE - HIGHLIGHTS

- ✓ 51 total features & mentions.
- ✓ 30 features directly resulting from TG activity.
- ✓ 12 features supporting KRT & DBC activity.

explore

Articles Podcast Gear Box Mi



New Spring and Summer Outdoor Adventures in Golden, BC

DMO PERFORMANCE – HIGHLIGHTS

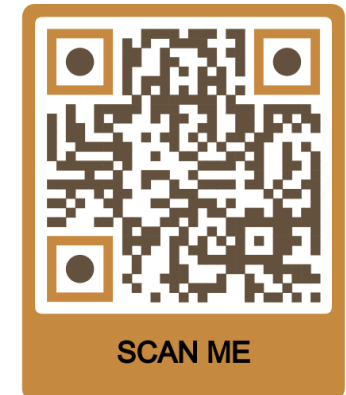
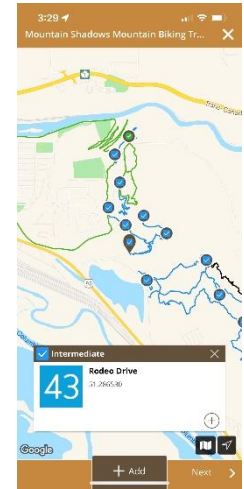
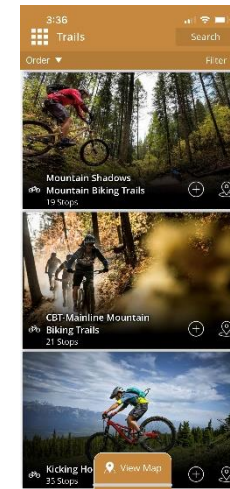
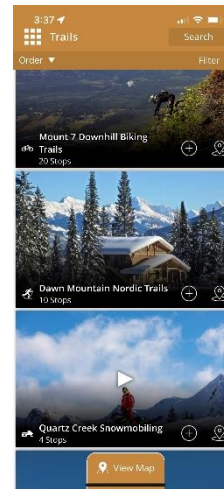
With support from RMI:



2022 DMO PERFORMANCE - HIGHLIGHTS

Destination App launched

- ✓ Custom GPS trail maps
- ✓ Mountain Bike
- ✓ Snowmobile
- ✓ Nordic Ski
- ✓ Multi-media content
- ✓ Push notifications
- ✓ Tours & Itineraries
- ✓ Challenges
- ✓ Trip planning



2022 DMO PERFORMANCE - HIGHLIGHTS

Winter Shuttle Services launched

- ✓ YYC – Golden-Kicking Horse
- ✓ In-destination



2022 DMO PERFORMANCE - HIGHLIGHTS

Project Development

- ✓ Custom Golden job board
workinGolden.ca
- ✓ Asset development
- ✓ Launched Feb 2023



BRITISH COLUMBIA | CANADA



This is an easy to use, interactive tool that has been built to give everyone the best, most up to date information about this amazing place that we call home. Our goal is to make it easy for everyone who works in Golden to tell its story, make recommendations, and speak confidently to visitors about its past, present, and future.

Here's what to expect:

- 1** 10 short video lessons
Each video covers a different topic, equipping you with valuable knowledge that you'll use to complete a series of multiple choice questions
- 2** Earn Discounts & Rewards
When you complete your lessons, you'll earn yourself a **Golden Pass** that gives you access to rewards, discounts and experiences at tourism and hospitality businesses all over Golden

Get started

Visit www.goldenguide.ca or scan the QR code to learn more and start learning





2022 DMO PERFORMANCE - HIGHLIGHTS

Project Development

- ✓ The Golden Guide online destination education for frontline workers:
 - ✓ Program development
 - ✓ Content development



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THE GOLDEN GUIDE

What you need to know about Golden

Module 1: What's This Course About

Presented by Ron Ozust

RESEARCH

- ❑ Telus Insights ongoing
- ❑ AirDNA
- ❑ STR Destination
- ❑ PRIZM Market segmentation
- ❑ Resident Sentiment



Golden Visitor Segmentation Study
PRIZM Analysis

Tourism Golden

[DETAILED SEGMENT SUMMARY](#)

Tourism
Golden
Destination



STAKEHOLDER SUPPORT PROGRAMS

Social Media Co-op Marketing Program

- 50% matching funding for eligible expenses.
- 3 partners
- 2.4 million impressions

Co-op Photo & Video Shoots Winter & Summer

- 50% co-op support for professional seasonal photo & video shoots
- 29 video & photo shoots
- 21 partners with new assets

360 Immersion Visual Assets Program

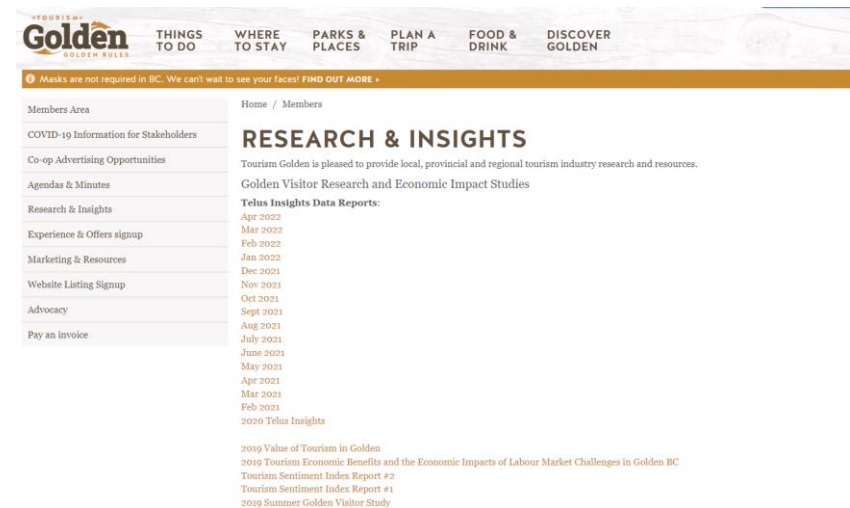
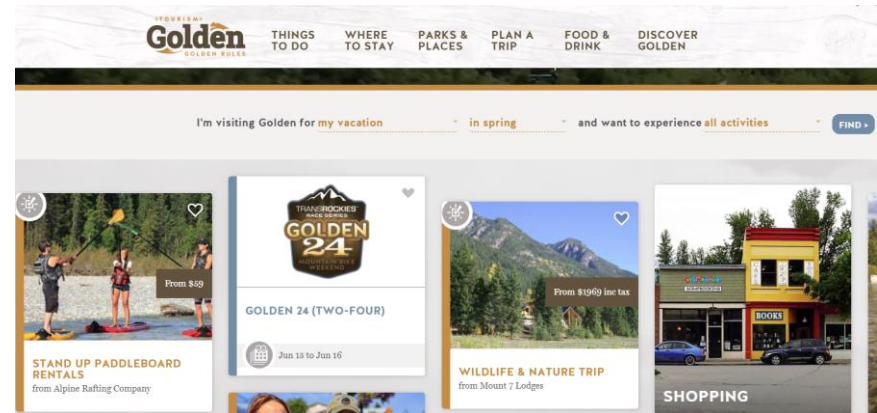
- Assistance with grant qualification
- \$500 subsidy
- 15 partners with high-res imagery and impactful 360 virtual tours with social media links

Events Hosting Co-op Program

- 50% matching funding for eligible local hosting expenses
- 3 Events

STAKEHOLDER SUPPORT PROGRAMS

- ❑ Subsidised advertising
- ❑ Check In Canada booking referral engine
- ❑ Shared industry research
- ❑ MRDT TG member support



LEAD ORGANISATION FOR TOURISM

- ❑ Representing tourism in Golden
 - ❑ Connect Golden
 - ❑ KHCP4 Community Liaison Committee
 - ❑ Resident engagement campaign & sentiment surveys
- ❑ Advocacy
 - ❑ Labour shortages
 - ❑ Housing shortages
 - ❑ Supporting community organisation grant applications

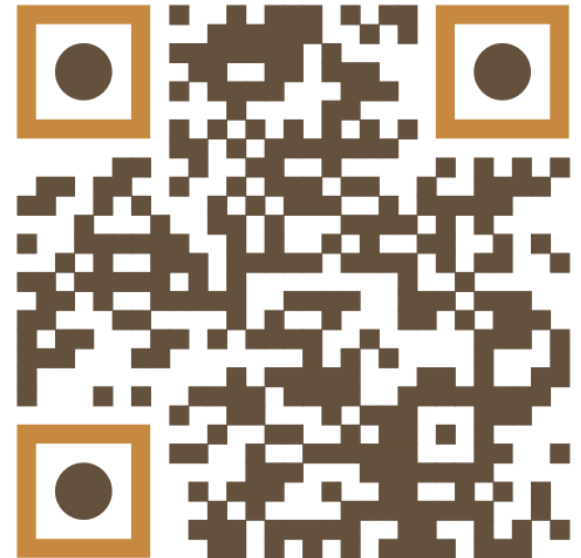
CONNECT GOLDEN

A free event aimed at connecting employees, businesses and residents with the tourism industry as well as local businesses and community organisations. We want to raise awareness and ensure that everyone in our community is aware of the abundant activities, experiences and businesses in our mountain town to encourage the best outcome at every possible visitor touchpoint.

Date: May 11, 2022

Time: 2 pm to 7:00 pm

Location: Golden Civic Center





Looking Forward:
Destination Management &
Responsible Tourism Growth

DESTINATION MANAGEMENT

Destination Management Plan Development

Development of a tactical plan and associated facilitation support to address priority visitor management issues and to enhance efforts to become a responsible and sustainable tourism destination.

- ❑ Plan development begins fall 2023
- ❑ Advisory group
- ❑ Resident & stakeholder engagement
- ❑ Identify focus areas, key learnings, strategies & actions
- ❑ Implementation begins in 2024

DESTINATION MANAGEMENT

Diversity, Equity and Inclusion

- ❑ TG Policy updates.
- ❑ Templates & training resources for business owners & staff.
- ❑ CGLCC Rainbow Registered accreditation support.
- ❑ 2SLGBTQ+ welcoming and Indigenous-owned business recognition on website.





DESTINATION
BRITISH COLUMBIA®

Tourism Golden Annual General Meeting

Richard Porges, *President & CEO, Destination BC*

May 2, 2023



Richard Porges
President & CEO, Destination BC



A wide-angle landscape photograph of a mountain range. The foreground shows a brownish, rocky slope with sparse green vegetation. In the middle ground, a valley opens up, showing a mix of brown and blue-grey rock formations. The background features several large, rugged mountain peaks, some with patches of snow. The sky is filled with heavy, grey clouds, suggesting an overcast day. The overall scene is majestic and natural.

To improve quality of life for BC residents while sharing the transformative power of BC's experiences with the world, in a socially, culturally, environmentally and economically sustainable way.

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



- 1 Tourism businesses are profitable
- 2 People love travelling in BC
- 3 People living in BC value the visitor economy
- 4 People travel year-round and to lesser-known places
- 5 The tourism industry meets or exceeds the BC's Climate Change Action Plan targets

OUR 8 GOALS



OUR 8 GOALS

- 6 BC's tourism industry partners value the work we do
- 7 People working at Destination BC are well supported for success
- 8 Indigenous voices, values and presence are strengthened in all our work

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



STRATEGIC LEVERS

1

COMPELLING
REASONS TO
EXPLORE BC

2

GLOBALLY
COMPETITIVE
TOURISM
ECOSYSTEM

3

RESPECTFUL
GROWTH OF
INDIGENOUS
TOURISM

SCALING UP FOR SUCCESS

Corporate Strategy 2023–2025



DESTINATION
BRITISH COLUMBIA®



**BC TOURISM INDUSTRY PARTNERS
CAN REQUEST A COPY:
Marketing.Plan@DestinationBC.ca**



Inspire responsible travellers to fall in love with British Columbia (by sharing the magnetic powers of BC's nature and culture with the world).

A person is riding a bicycle on a dirt trail through a lush green forest. A dog on a leash is walking alongside the cyclist. The scene is captured from a low angle, looking down the path. The background is filled with tall evergreen trees and dense undergrowth. A semi-transparent dark blue rectangular box is overlaid on the upper half of the image, containing white text.

**Motivate responsible travellers to explore more places
in BC, across more seasons.**



Grow Brand Affinity



Increase Geographic Dispersion



Increase Seasonal Dispersion



Build an Inclusive Tourism Ecosystem



Prepare Destination BC and the Industry to be Digital-First, Privacy-Centric



GOAL 1:

Grow Brand Affinity



Brand refinement for *Super, Natural British Columbia*[®]



Develop place and route brands



Increase global awareness



Global segmentation study



Leverage interest in global events



GOAL 2:

Increase Geographic Dispersion



Launch two new routes and place brands



Develop remaining new place and route brands



Integrate Marketing with Destination Development





GOAL 3:

Increase Seasonal Dispersion



Develop seasonal dispersion strategy



Assist mature destinations to grow off-peak revenue



Launch campaigns:
US Spring 2023;
Ski 2023/24





GOAL 4:

Build an Inclusive Tourism Ecosystem



Inclusive
Content Creator
RFQ



Inclusive
Content
Calendar



Joint Marketing
Action Plan with
Indigenous
Tourism BC



DBC's DEIA
Year 2 Inclusive
Marketing Plan





GOAL 5: Digital-First, Privacy-Centric



Digital Ecosystem
Vision:
Always On Marketing
Build first-party data



Prepare Tourism
Data Hub for privacy
changes



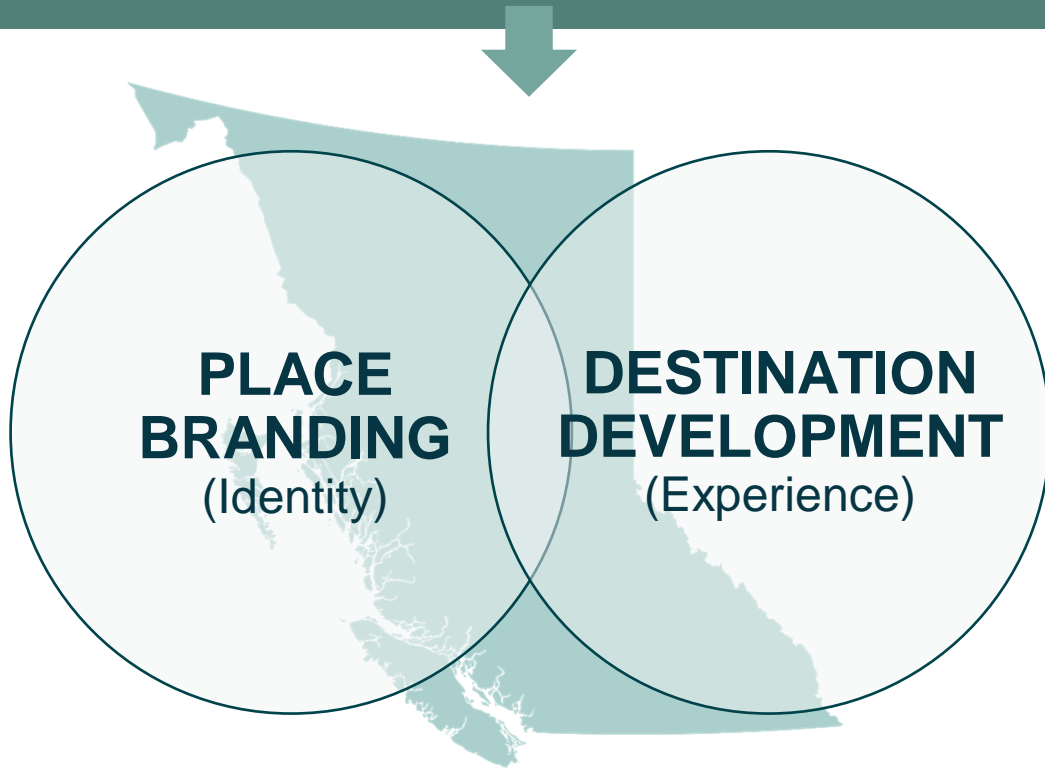
Expand participation
in the Tourism Data
Hub



Dispersion Strategy

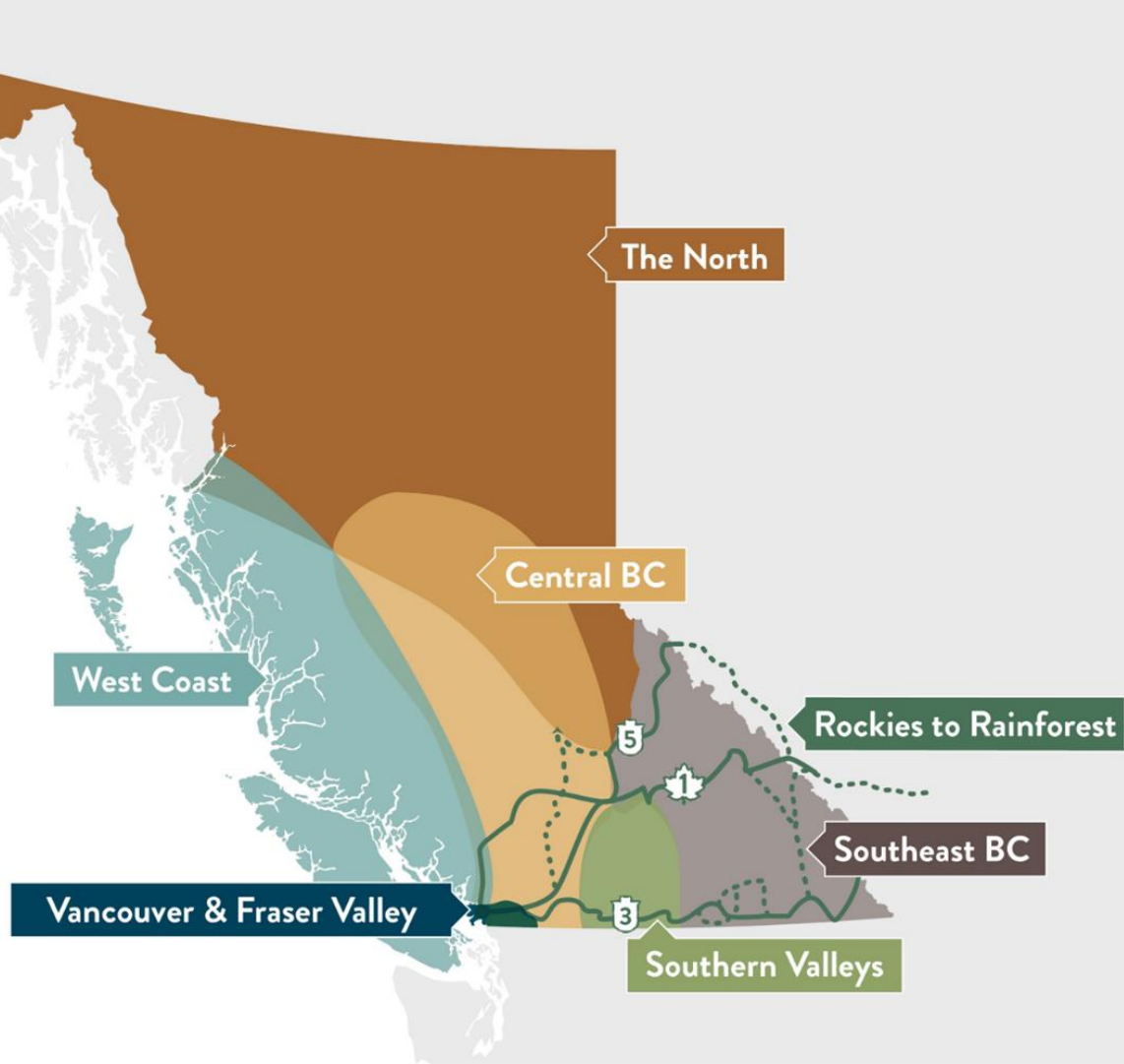


Increase the dispersion of tourism revenue throughout BC



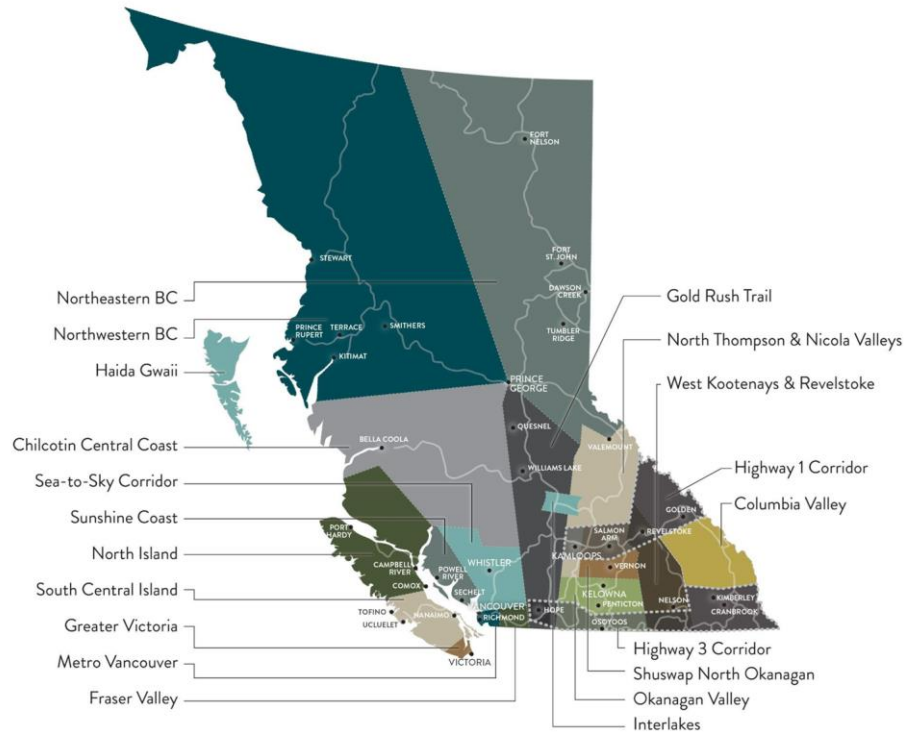
Compelling Places & Routes

(provisional boundaries)



Destination Development


(planning map)



2023 Tourism Outlook



Industry Performance & Outlook 2019 – 2023 (% change from 2019)

	2019	2022 est.	2023 est.
 Tourism Industry Revenue	\$20.2B	\$18.8B	\$20.7B
		-7%	+2%



 Overnight visitor expenditures in BC	\$7.9B	\$9.5B	\$9.8B
		+20%	+24%

 Overnight visitor expenditures in BC	\$2.6B	\$1.4B	\$2.3B
		-48%	-12%

DBC Learning Centre



Digital Marketing

Scale your marketing efforts, strengthen your online presence, and deliver compelling content that speaks to your current fans and connects with prospective visitors.

[LEARN MORE](#) →



Experience Development

Create unforgettable experiences, programs, and services for your visitors.

[LEARN MORE](#) →



Social Media Marketing

Build your reputation and amplify your word-of-mouth marketing campaigns on social media.

[LEARN MORE](#) →



Travel Trade & Travel Media

Work with travel trade and travel media to increase awareness of your tourism experiences with BC's top international markets.

[LEARN MORE](#) →



Applying Insights

Use research and analytics to gain insights into your visitors, to create relevance in your marketing and experience activities, and to measure results.

[LEARN MORE](#) →



Safety & Emergency Preparedness

Plan, prepare, and respond to unexpected emergencies as they arise. Access COVID-19 recovery tools and resources.

[LEARN MORE](#) →



Accessible Tourism

Ensure your business is accessible and inclusive for all employees and travellers.

[LEARN MORE](#) →



Super, Natural British Columbia Brand

Browse brand resources and tools that align with BC's destination brand.

[LEARN MORE](#) →



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THANK YOU