

# The Purpose and Value of a Destination Marketing Organisation

## What is a Destination Marketing Organisation (DMO)?

Destination marketing organisations are non-profit organisations that help promote and market local attractions, accommodations, tourism services, and associated retail stores, restaurants, events & more.

The primary function of Tourism Golden is to market Golden as a tourism destination of choice. This is achieved through strategic multi-year planning and targeted tactical marketing.



## Why do you need a DMO?

“Destination marketing plays an integral and indispensable role in the competitiveness of the visitor economy by pooling resources to provide the scale and marketing infrastructure to promote a place to national and international markets.”

Source: Oxford Economics Destination Promotion – An Engine of Economic Development Nov 2014

## Tourism Golden is your DMO

- ~ Tourism Golden Association is mandated as the DMO and eligible entity until July 2022.
- ~ The DMO area contains the Town of Golden and CSRD Area 'A', not including Yoho National Park.
- ~ We represent 163 tourism stakeholders (accommodations, activity operators and attractions).
- ~ We are governed by a board of 11 directors representing accommodations and tourism operators within the boundary and a seat for the Chamber of Commerce.
- ~ The board establishes the vision, mission, and objectives of the organisation and approves the annual marketing plan and budgets. It ensures fiscal responsibility and fulfilment of the organisation's mission.

## How are we funded?

We are primarily funded by a 2% tax on eligible accommodation room nights, known as the Municipal and Regional District Tax (MRDT) leveraged with grant and 'pay to play' stakeholder co-op advertising sales. Tourism Golden is not funded by the taxpayers of Golden or Area 'A'.

## What is MRDT?

The Municipal and Regional District Tax (MRDT) was introduced in 1987, by the Provincial Government, to provide funding for local tourism marketing, programs, and projects. The tax is intended to help grow BC revenues, visitation, and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace. The MRDT is applied on the purchase of accommodation in the designated area.

This tax is paid by the person booking the accommodation and remitted to the Ministry of Finance by the accommodation or booking platform (such as AirBnB). The Ministry of Finance then sends the funds to Tourism Golden less an administration fee.

## Who sets the MRDT rate

The MRDT program allows for a tax rate of 2% or 3%. At the time of application to enter or renew the program, the rate is selected according to the preference of the DMO and the eligible accommodations.

Once selected, the rate is applied for the duration of the 5-year DMO mandate but may be changed at the next renewal.

Guided by our eligible accommodations, Tourism Golden renewed at 2% for 2017 to 2022.

Currently in the MRDT program there are 66 municipalities and eligible entities, of which;

35 collect 2%

31 collect 3%, including Fernie, Cranbrook & Rossland in the Kootenays

## MRDT is different to RMI

The Resort Municipality Initiative (RMI) is managed by the Ministry of Tourism, Arts and Culture. It is a different provincial program to MRDT, which is managed by the Ministry of Finance. RMI provides fixed funding for an approved Resort Development Strategy over a 5-year period to tourism destinations designated as Resort Municipality. In Golden, it is managed by the Town of Golden and has been used to develop tourism and community infrastructure such as the new Golden Visitor Centre and amenity hub, the Highway 1 beautification, Civic Centre renovation and various signage and other projects as well as funding trail creation and maintenance for the Golden Cycling and Snowmobile Clubs.

For more information on RMI visit:

[www2.gov.bc.ca/gov/content/tourism-immigration/tourism-resources/tourism-funding-programs/resort-municipality-funding-rmi](http://www2.gov.bc.ca/gov/content/tourism-immigration/tourism-resources/tourism-funding-programs/resort-municipality-funding-rmi)

# Tourism Golden Association is your Destination Marketing Organisation

## Our Vision and Mission Statements

### Tourism Vision

We will inspire target visitors to explore and experience Golden.

### Our Mission

We will market Golden as a destination of choice. By delivering innovative marketing initiatives we will increase economic benefits for all of our stakeholders and for the community.

We will provide tools and guidance to assist our stakeholders in delivering remarkable visitor experiences.

We will provide information and education to inform and guide destination development.

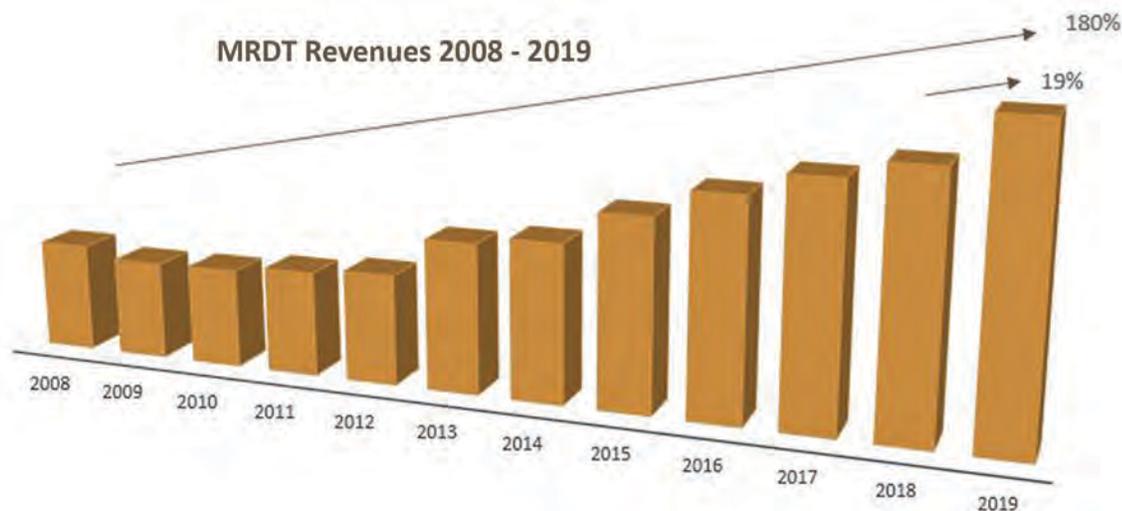
### Strategic Objectives 2017 - 2021

- ~ Increase target market awareness of Golden as a great destination to visit
- ~ Establish perceptions of Golden consistent with our brand positioning
- ~ Encourage target visitors to make Golden a positive choice of destination in their vacation
- ~ Encourage day visitors/passing traffic to stay longer and return later as an overnight visitor
- ~ Increase length of stay
- ~ Increase number of overnight visitors
- ~ Encourage repeat visitation
- ~ Increase shoulder season visitation and revenues
- ~ Establish a baseline and show annual improvements in Net Promoter Score
- ~ Increase funding for Tourism Golden
- ~ Maintain position as lead organization in tourism and continuously learn and improve
- ~ Build strong stakeholder and local support for Tourism Golden and for the overall importance of the tourism industry



### Our success is your success

- ✓ Increased length of stay
- ✓ Increased visitation
- ✓ Increased tourism revenues
- ✓ Increased destination awareness



2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
\$271,790	\$244,632	\$246,621	\$262,247	\$275,700	\$373,994	\$394,722	\$476,925	\$544,210	\$599,102	\$641,893	\$761,746



# 2019 VALUE OF TOURISM IN GOLDEN BRITISH COLUMBIA

Golden's tourism industry contributes significant economic benefits to the Golden area and the rest of BC.

**285**

Tourism-Related Businesses<sup>2</sup>

**\$124.5 million**

direct tourism revenues collected by tourism-related businesses in 2019.<sup>1</sup>

On average, **75%** of gross business revenues<sup>7</sup> are generated from tourism

In 2019, the Golden tourism industry generated:<sup>3,4</sup>

**\$87.8** million in GDP **\$174** million in domestic output **\$34.5** million in tax revenue

## 2019 Tourism Revenues

(\$124.5 million)



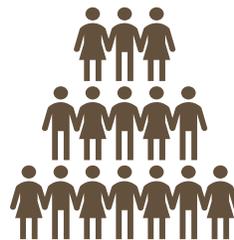
## Employment

**1,866**

Jobs

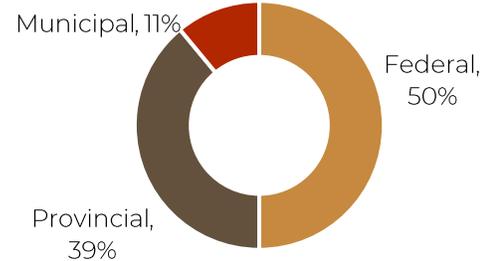
**1,392**

Full-Time  
Time  
Equivalents



## 2019 Tax Revenue Paid

(\$34.5 million)

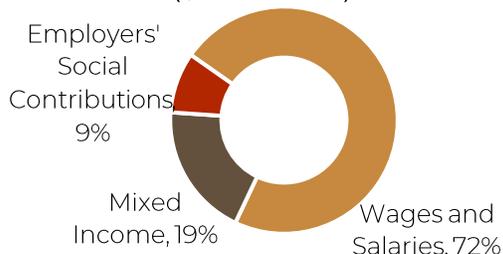


Average summer visitor party expenditures in Golden:<sup>5</sup> **\$606**

BC Visitor = **\$415** Alberta Visitor = **\$576** US Visitor = **\$670** Overseas Visitor = **\$720**

## 2019 Labour Income<sup>6</sup>

(\$61.7 million)



**\$350** in average client expenditure at tourism-related business.

**\$496,130** average tourism revenues in 2019 for Golden tourism-related businesses.

**\$44.5 million** in revenues generated from paid accommodation.

**88%** from hotel/motels.  
**8%** from short-term rentals.  
**4%** from campgrounds.

Notes/Sources: All economic impact data are from the Tourism Golden report entitled *2019 Tourism Economic Benefits and Labour Market Challenges Research in Golden, British Columbia* and is available from Tourism Golden.

- Tourism revenues are monies collected from tourism-related businesses and discounted for the percentage of revenues collected from visitors (on average this was 75%).
- Tourism-related businesses are defined as any business that provides services to visitors and operates in the Golden and Kicking Horse Country, British Columbia.
- GDP is Gross Domestic Product and is measured at basic prices. It is defined as the value added to the economy by tourism activities. The cost of supplies and services used to produce goods or services are subtracted from total revenue.
- Domestic output is equal to tourism spending minus consumer taxes.
- Visitor spending data is available in the report entitled *Summer 2019 Golden Visitor Survey Results* and is available from Tourism Golden.
- Mixed income is income derived from unincorporated businesses/sole proprietorships while social contributions are payments made by employers for the benefit of their employees including registered private and public sector pension plans, the Canada and Quebec pension plans, the Employment Insurance Fund, workers' compensation funds, health and life insurance plans, and retirement allowances.
- Of tourism-related businesses (see number 2 above).

TOURISM  
**Golden**  
GOLDEN RULES

ALIGN  
CONSULTING GROUP

**AA**  
Pacific  
Analytics Inc.

## We Support Our Stakeholders

Tourism Golden:

- ~ Offers advertising opportunities in key publications to our stakeholders
- ~ Produces, maintains and distributes destination collateral, including website, maps and travel guide which promote stakeholder businesses.
- ~ Advocates on behalf of the local tourism industry
- ~ Advocates a social, environmental, and economic balance within the tourism industry and the community at large
- ~ Support tourism stakeholders' efforts to offer remarkable experiences

### Business referrals (2019)

via [tourismgolden.com](http://tourismgolden.com)

Outbound links to stakeholder sites: 50,348

### Via the Golden Visitor Centre

Accommodations: 3,535

Activities: 2,517



### Destination Collateral Creation & Distribution

The annual destination travel guide and maps are distributed in key visitor locations in AB and BC. These offer subsidised advertising for stakeholders in premium destination pieces.



Printed Copies:

72,000 Travel Planners

12,500 Bike Maps

23,000 Hiking Maps

10,000 Outdoor Discovery Maps



### Creating & Sharing Assets

Destination videos and images are shared with stakeholders for use in their own marketing.



### Subsidised Asset Development

The stakeholder co-op photography program provides 50% subsidy by Tourism Golden to stakeholders for a professional photo shoot of their business and services.



### Subsidised Coop Advertising

Stakeholders are able to advertise in key publications at a reduced rate subsidised by Tourism Golden. This allows our stakeholders to affordably reach their target markets.

Publications include:

- ~ Confetti Wedding magazine
- ~ Experience the Mountain Parks
- ~ Explore magazine
- ~ Mountain Sledder magazine
- ~ Where magazine



### Educational Opportunities

We provide free professional development workshops on topics such as digital marketing, social media, online reputation management, Google business tools and diversity training. We also connect you to other educational opportunities provided by industry bodies.



### Communication

Through monthly newsletters, performance reports, eblasts and in-person or virtual meetings we keep you abreast of our activities and results as well as important industry information.

### Advocacy

#### Short Term Rentals

We advocate directly to municipal, regional, and provincial governments for a level playing field for all accommodations. As a result, STRs are now required to collect MRDT and STR legislation is underway in the Town of Golden.

We continue to lobby for a change to property tax assessments.

#### Labour Shortages

We have raised awareness of the issue and impact of labour shortages by researching and producing the Economic Impacts of Labour Market Challenges in Golden study.

We advocate to provincial and federal governments to provide support and programs to address the issue.

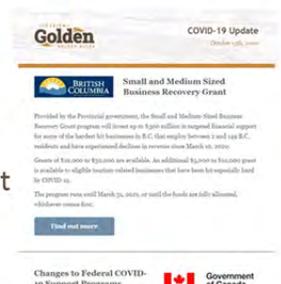
#### Kicking Horse Canyon Phase 4 Community Liaison

We represent the tourism sector and strongly advocate for traffic management planning that would have the least amount of impact on our stakeholder businesses during the winter and summer peak seasons.

### Support in Crisis Management

Whether it be wildfire season or a pandemic we ensure that you are kept up to date with information on the situation, any industry tools and emergency resources for you and your guests, as well government programs to help reduce the impact on your business.

As appropriate we collate and distribute local industry information to inform and protect our visitors.



## Destination Marketing Strategies

### Destination Collateral & Distribution

The Tourism Golden produced annual destination travel guide and maps are distributed in key visitor locations in AB and BC.



Printed Copies:  
72,000 Travel Planners  
12,500 Bike Maps  
23,000 Hiking Maps  
10,000 Outdoor Discovery Maps



### tourismgolden.com

Website Visits: 463,446  
Page Views: 917,128



### Media Advertising

Paid advertising using print, digital, search, social media and, other mediums such as large format video screens.

Digital, social campaigns and the Google Search grant resulted in a 288% increase in website visits generated through paid campaigns.



### PR & Travel Media Relations

Media hosting, social media, consumer shows & relationship management  
Annually we earn **50-60 features** in qualified print and online publications.



### Social Media



Instagram Followers  
83,000



Facebook Fans      Facebook Engagement  
15,000                      25,400

### Research

Tourism Golden is committed to research to inform our activity, as well as our stakeholders. We regularly undertake and share industry research, such as:

- ~ Seasonal visitor studies and reports
- ~ Industry reports - The Tourism Sentiment Index
- ~ Value of Tourism report
- ~ Labour Market challenges in Golden study

### Visitor Information Services

Tourism Golden provides visitors with the resources to find out where to stay, what to do and where to eat. During the summer the Golden Visitor Centre provides a face to face personal service. Throughout the year visitors can access our website, use the digital kiosks and wi-fi hotspots to connect with stakeholder businesses.



### Partner Collaborations

#### DBC Coop Marketing Collaboration Microsites, online marketing and collateral

##### Golden Triangle (tourthetriangle.ca)

Partners: DBC, Tourism Golden, Tourism Radium & Parks Canada



##### Kootenay Dirt (kootenaydirt.com)

Partners: DBC, Tourism Golden and seven regional Tourism Associations including Fernie & Revelstoke



##### Sled Kootenay (sledkootenay.com)

Partners: DBC, Tourism Golden and five regional Tourism Associations including Fernie & Revelstoke



##### Kootenay XC (kootenayxc.com)

Partners: DBC, Tourism Golden and eight regional Tourism Associations including Kimberly & Revelstoke



##### Fishing BC (fishingbc.com)

Partners: DBC, Tourism Golden, Kootenay Rockies Tourism and seven BC fishing communities



### Content & Asset Creation

Photo and video libraries are continually refreshed.

These include:

- ~ Destination
- ~ Heart of the Parks
- ~ Activities - fishing, skiing, sledding, golf, biking
- ~ Locals Lowdown - short videos featuring local ambassadors



### User generated Content (UGC)

Using the Crowdriff UGC platform gave us access to **949,000 social assets** and **843 rights approved assets**: an invaluable addition to our social media and marketing activity.



### Events

Attracting and supporting professional events.

**Golden 24 Mountain Bike race**  
Operated annually by Transrockies.



**Freeride World Tour**

Operated annually. This event delivered over \$1.5 million of marketing value.



**Single Track 6**

Operated by Transrockies.



**Crankworx Summer Series**

A uniquely successful mountain bike event series at KHMR and Mt. 7 secured and produced during difficult pandemic conditions.

