



# Tourism Golden 17<sup>th</sup> Annual General Meeting

May 29<sup>th</sup>, 2024.



# Summary of the Tourism Golden Annual Report 2023 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

*Recovery quicker than expected.*

*Inflation 6.8%.*

*Wildfires & BC travel ban.*

*Kicking Horse Canyon Project extended closures.*

*Labour shortages.*

*Housing availability & affordability.*

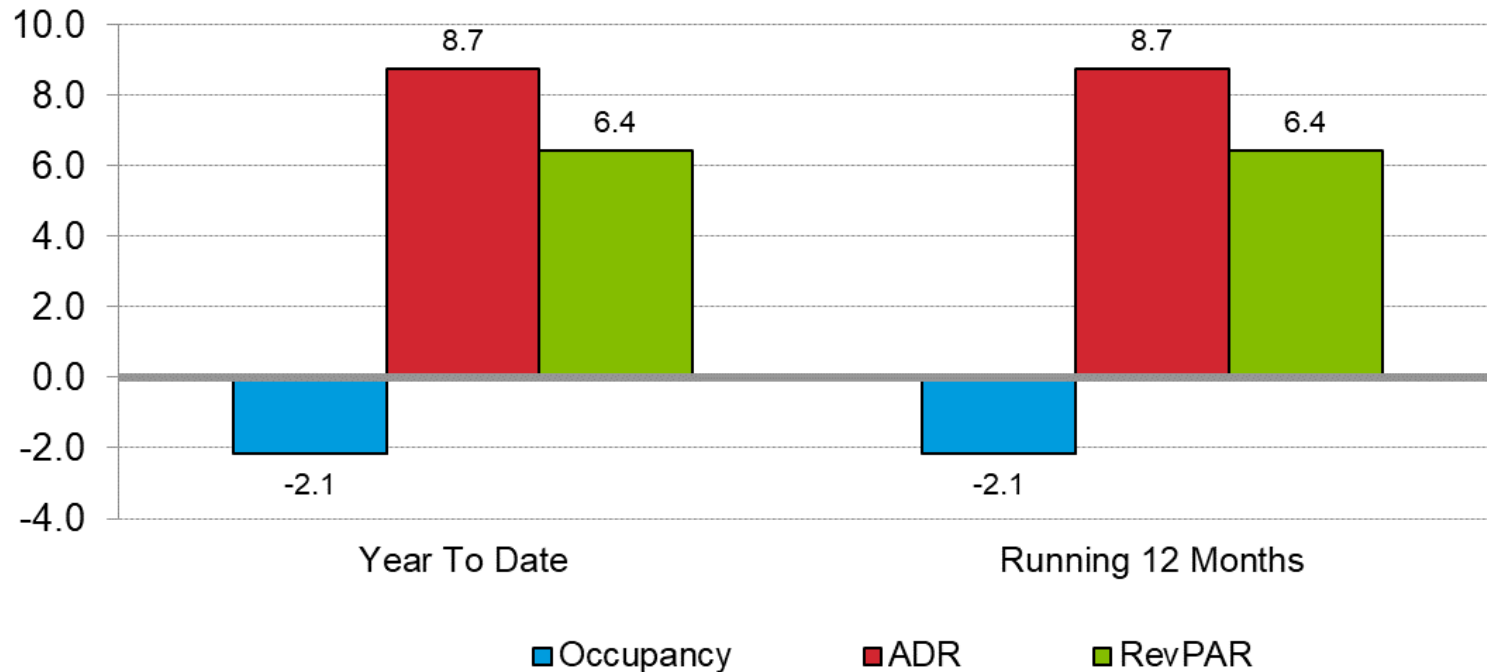
*MRDT increased to 3%*

## 2023 DESTINATION PERFORMANCE - HIGHLIGHTS

- ✓ 624,170 overnight visits
- ✓ Overnight visits increased by 24%
- ✓ Accommodation revenues +7.8%
  - +6.5% *hotel/motel*
  - +10% *STVR*
- ✓ ADR increased by 8.7%
- ✓ Occupancy decreased by 2%
- ✓ Length of stay 1.8 nights

# 2023 DESTINATION PERFORMANCE

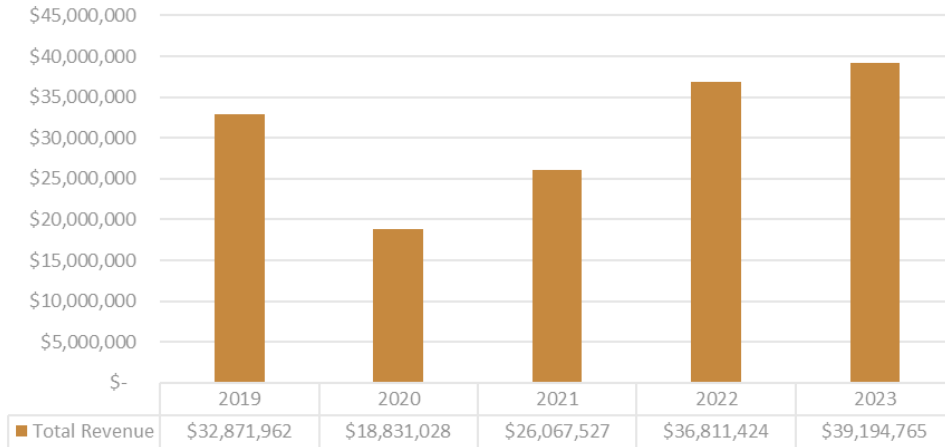
## Hotel/Motel Overall Percent Change @Dec 2023



Source: STR Destination Report - Golden

# 2023 DESTINATION PERFORMANCE

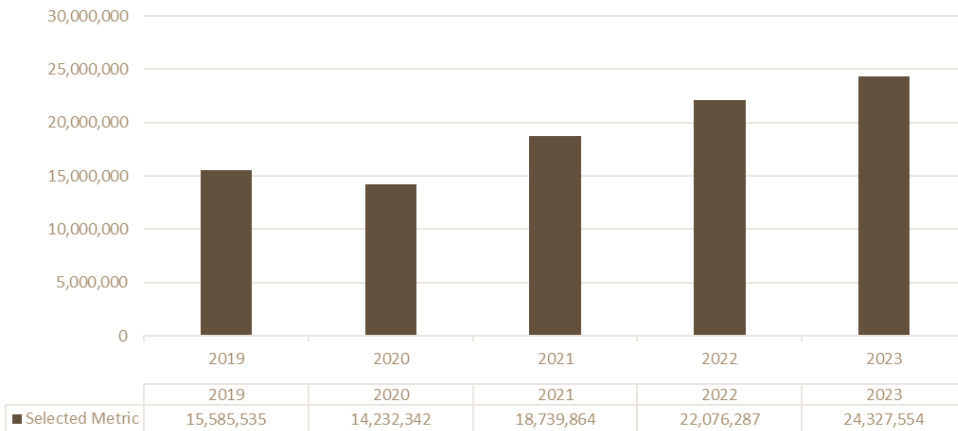
Hotel/Motel Gross Annual Revenue 2019 - 2023



**Estimated Direct  
Accommodation  
Revenues**

**\$63,522,319**  
**+7.8%**

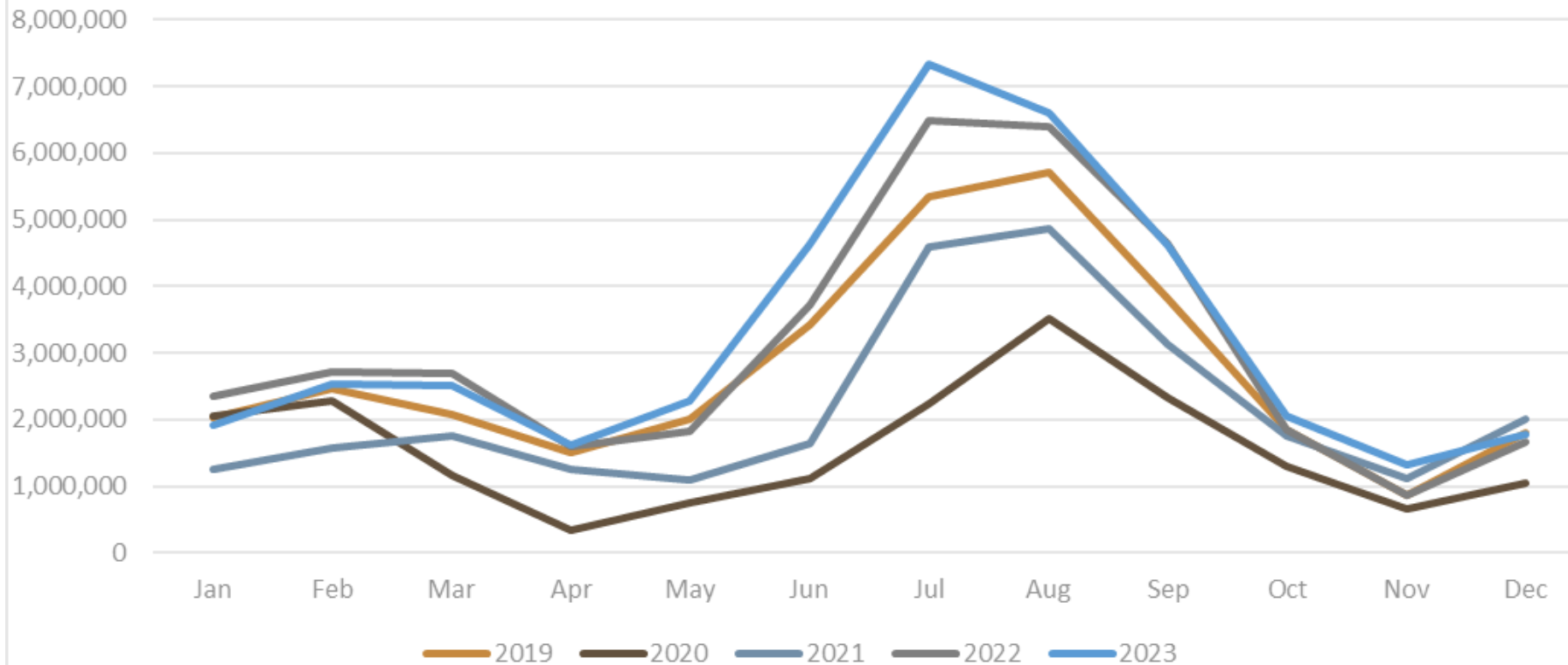
STR Gross Annual Revenues 2019 - 2023



Source: STR & AirDNA Destination Reports

# DESTINATION PERFORMANCE

## Hotel/Motel Gross Revenue by month 2019 - 2023

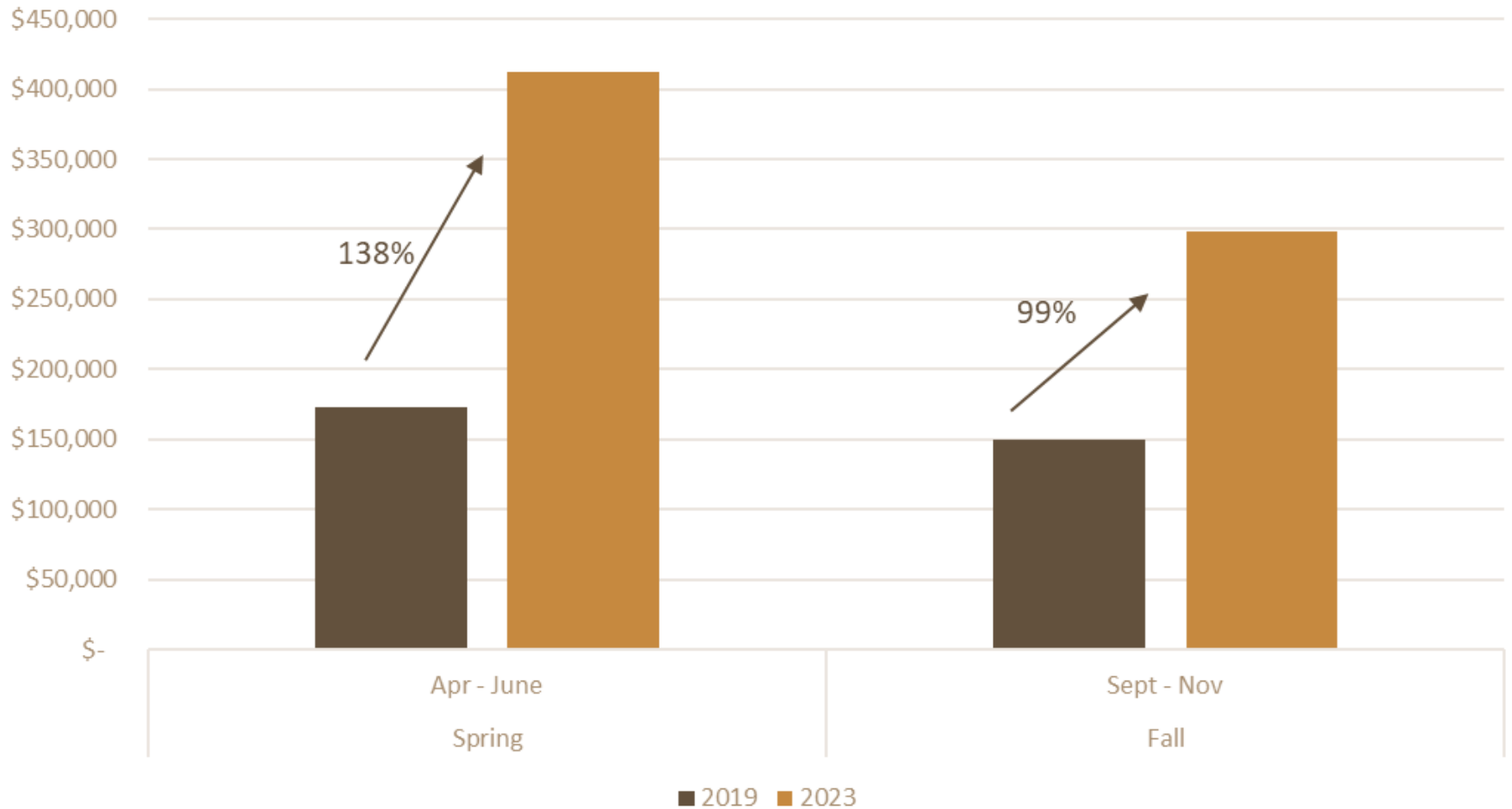


Source: STR Destination Report - Golden



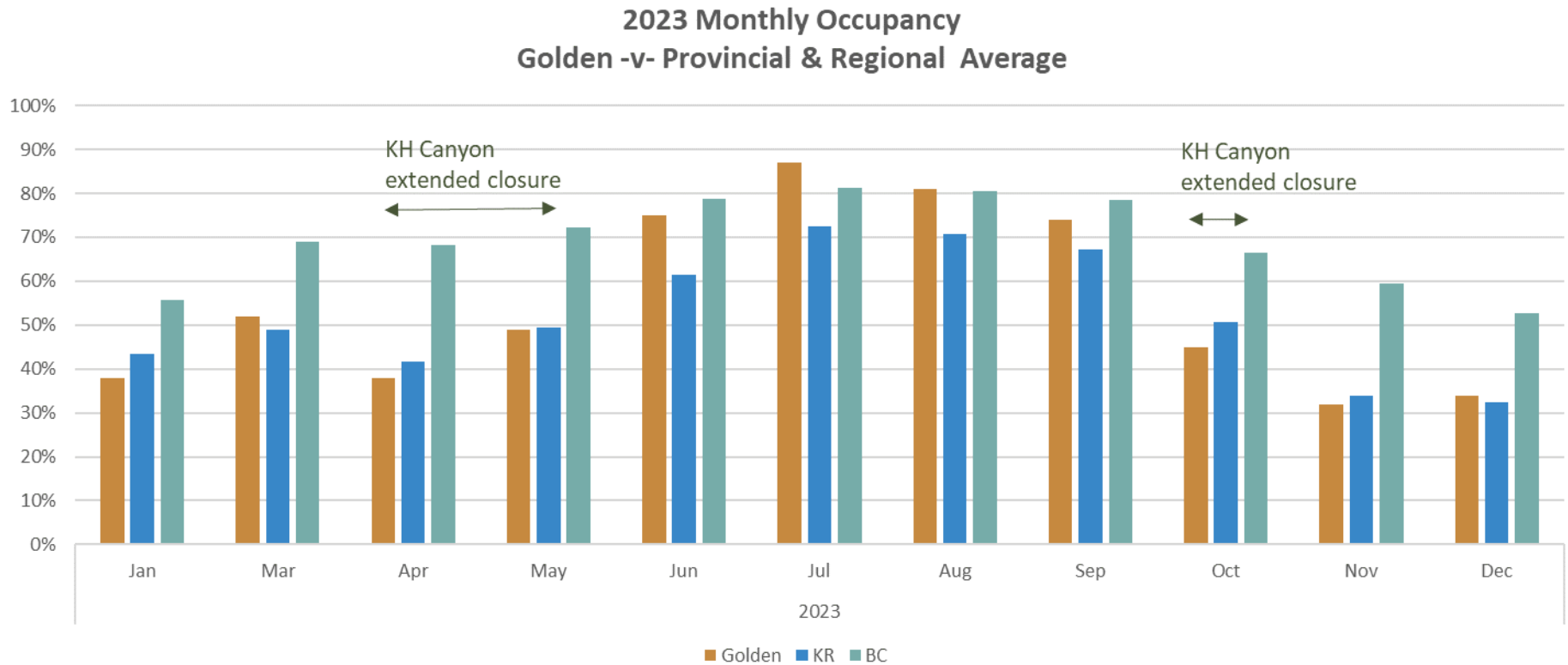
# 2023 DESTINATION PERFORMANCE

Seasonal Gross MRDT Revenue 2019 - 2023



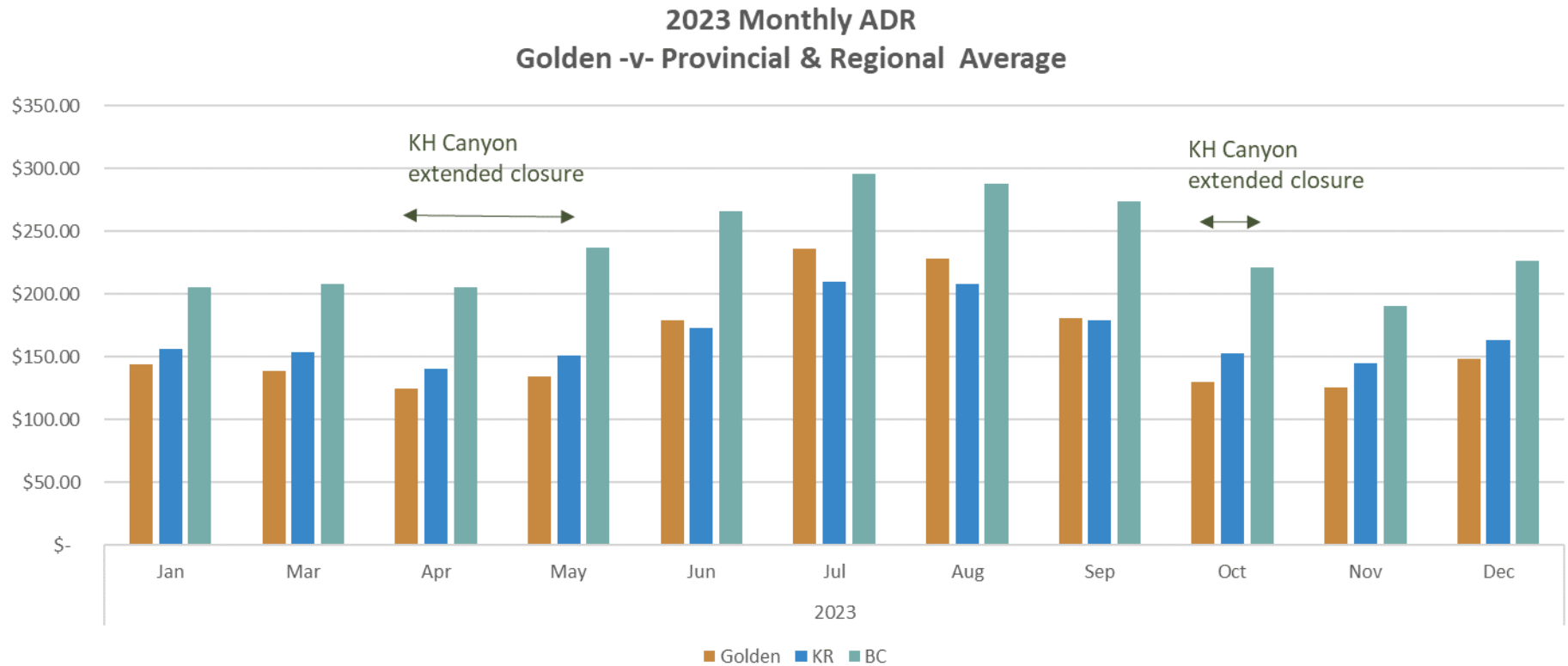
Source: Min. Finance MRDT - Golden

# 2023 DESTINATION PERFORMANCE



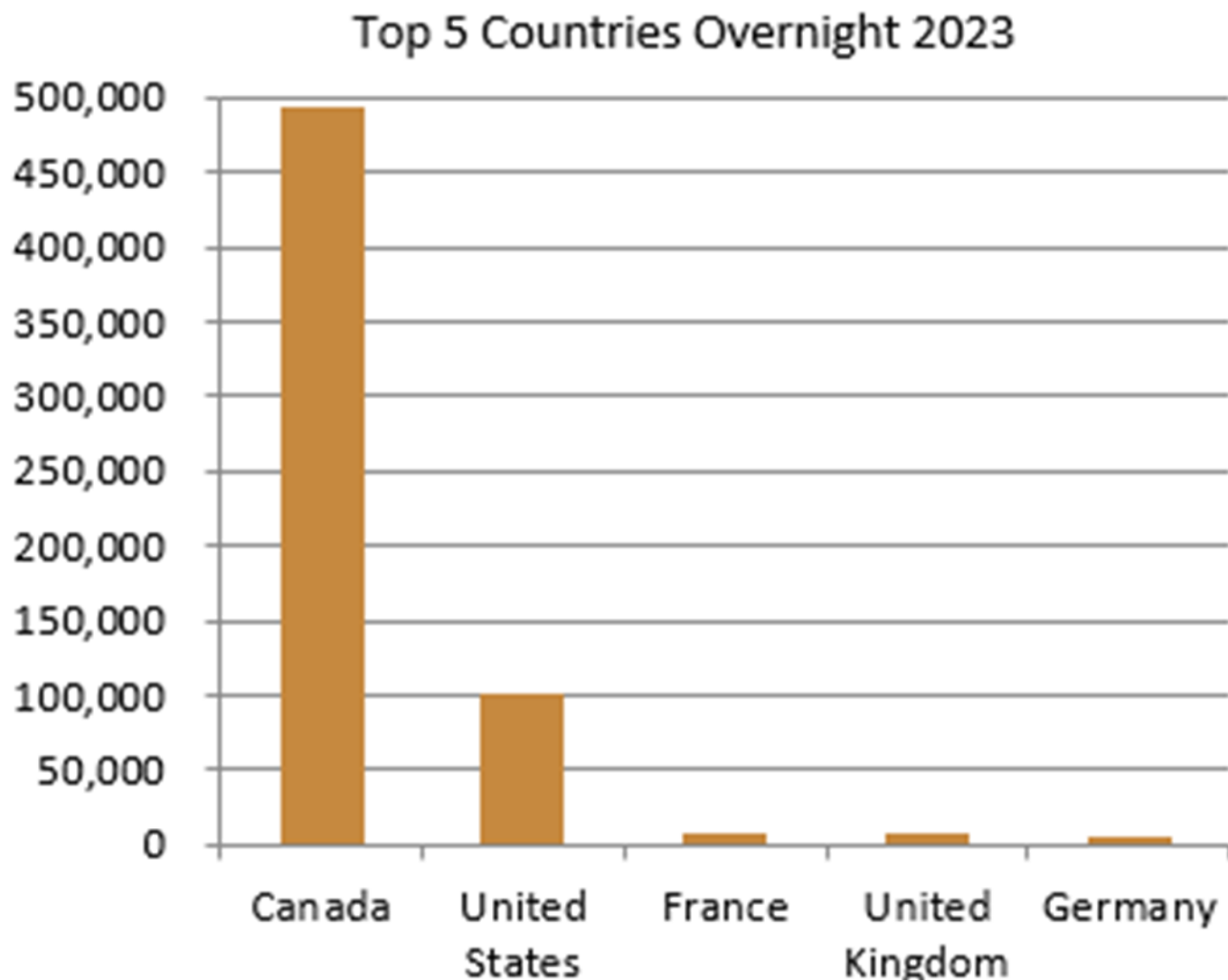
Source: Destination BCRTS STR Destination Report & STR Destination Report - Golden

# 2023 DESTINATION PERFORMANCE



*Source: Destination BCRTS STR Destination Report & STR Destination Report - Golden*

# 2023 DESTINATION PERFORMANCE

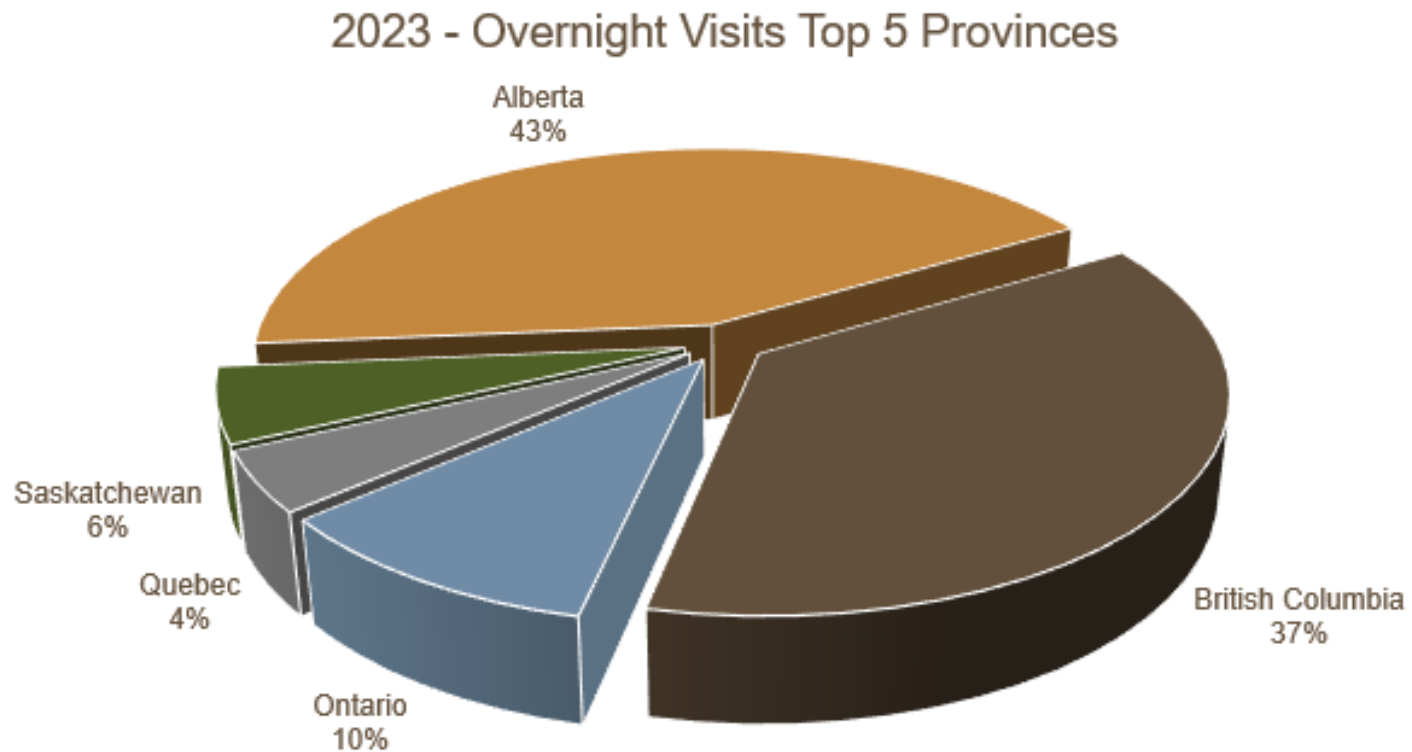


Source: Telus Insights Dec 2023- Golden-Columbia



# 2023 DMO PERFORMANCE

## 493,660 Overnight Canadian visitors

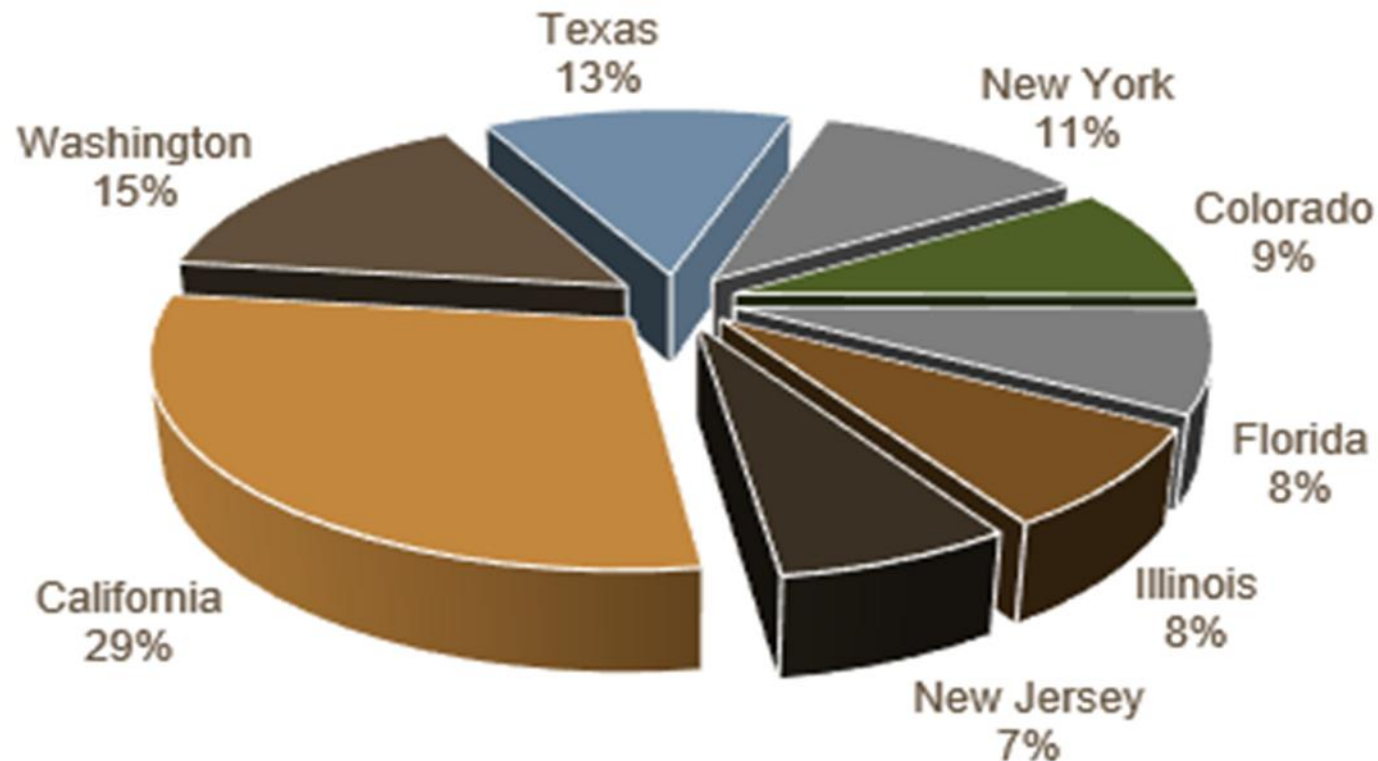


Source: Telus Insights Dec 2023- Golden-Columbia

# 2023 DMO PERFORMANCE

## 100,050 Overnight US visitors

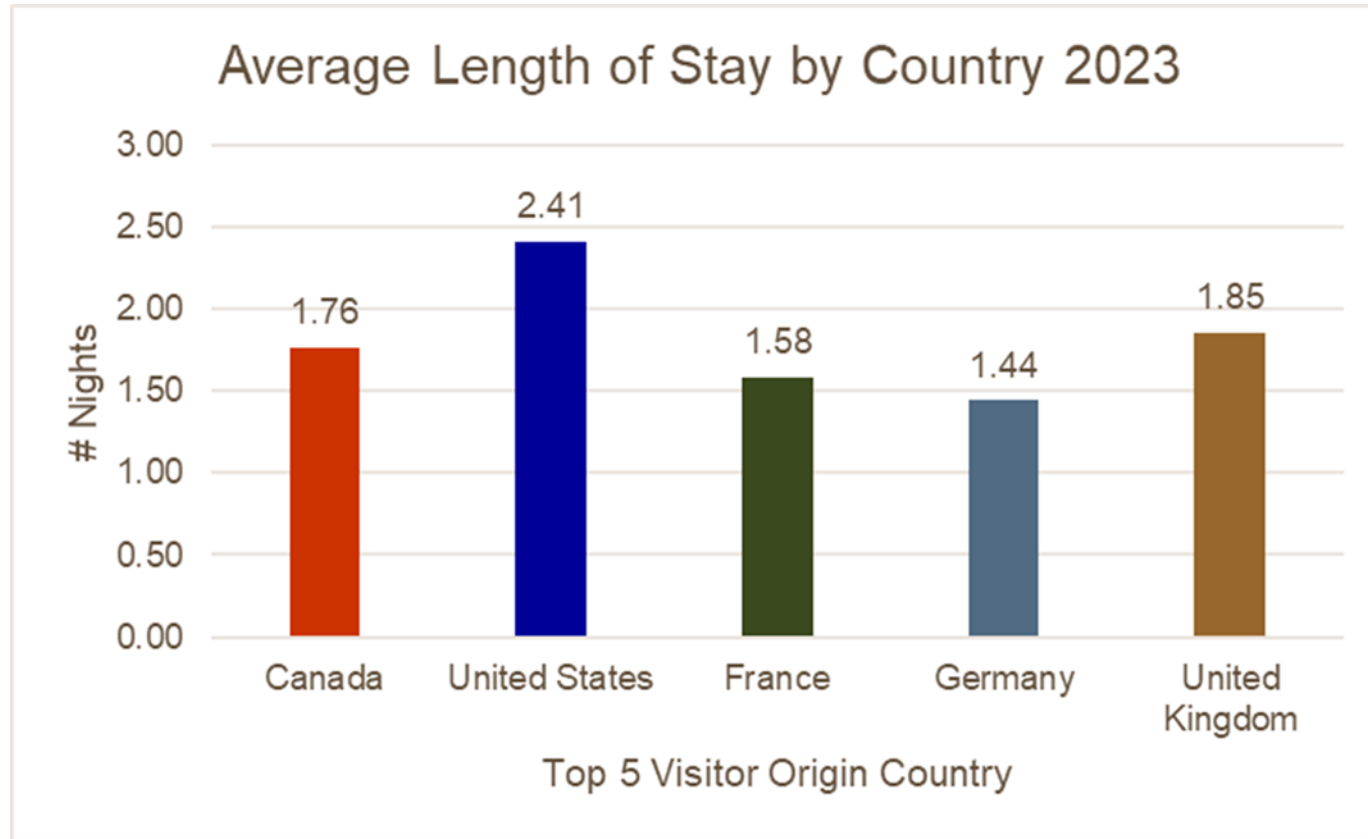
### 2023 - Overnight Visits Top 5 US States



Source: Telus Insights Dec 2023- Golden-Columbia

# DESTINATION PERFORMANCE

## Average length of stay 1.8 nights



Source: Telus Insights Dec 2023- Golden-Columbia

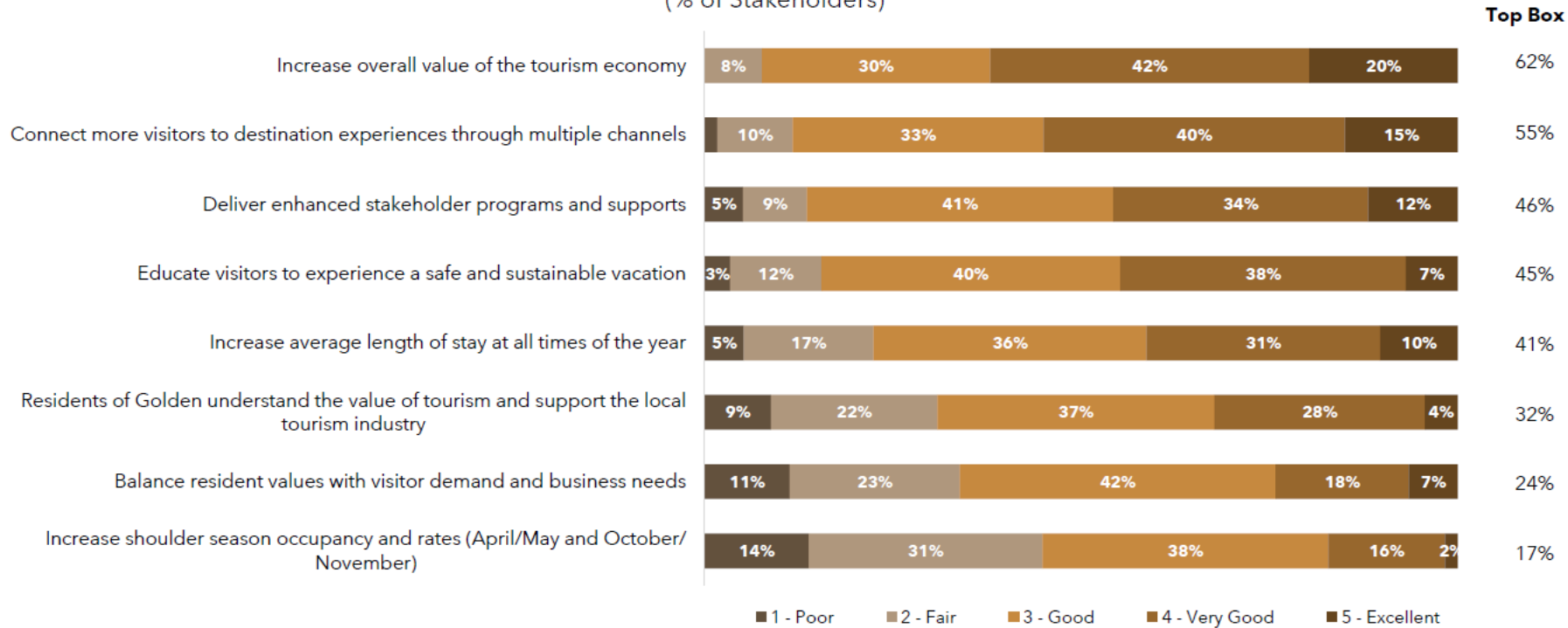
## 2023 DMO PERFORMANCE - HIGHLIGHTS

- ✓ Achieved Rainbow Registered Accreditation
- ✓ 121 million digital advertising impressions
- ✓ Digital impressions increased by 10%
- ✓ 344k website users
- ✓ Accommodation listing referral \$3.2 million
- ✓ +18% referral value
- ✓ 10,582 visitors served +21%
- ✓ Indigenous Learning project Phase 1



# 2023 DMO PERFORMANCE

## Tourism Golden Strategic Objective Performance (% of Stakeholders)



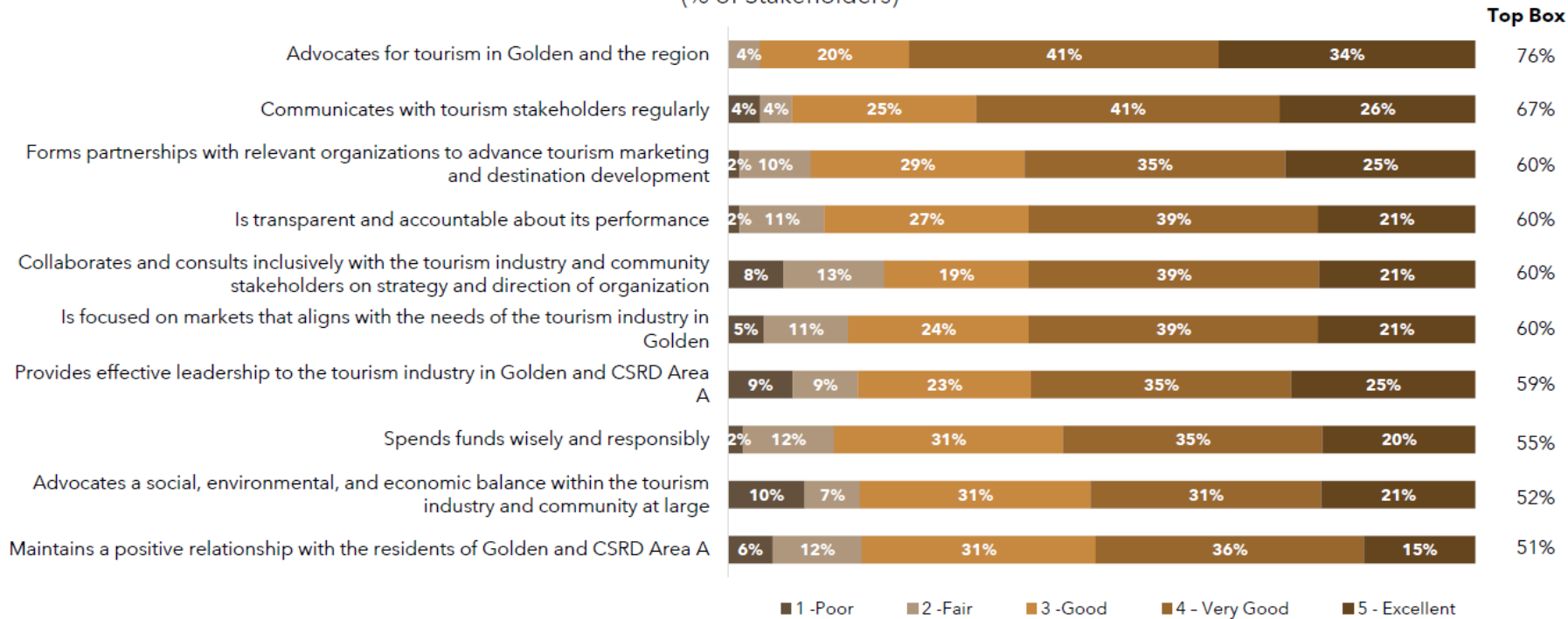
In Tourism Golden's 2022-2027 strategic plan, there are four themes that directly impact the tourism industry include: 1. Economic Contribution, 2. Visitor Experience, 3. Stakeholder Experience, and, 4. Resident/Community Experience. Based on these themes, 8 key objectives were identified. How would you rate Tourism Golden's performance on each of those objectives.

31

Source: Tourism Golden Stakeholder Survey 2023

# 2023 DMO PERFORMANCE

## Tourism Golden Strategic Business Performance (% of Stakeholders)



33

Tourism Golden strives to collaborate and be an inclusive, industry-driven organization. How do you rate Tourism Golden's performance on the following ways of conducting business. n=49-70.

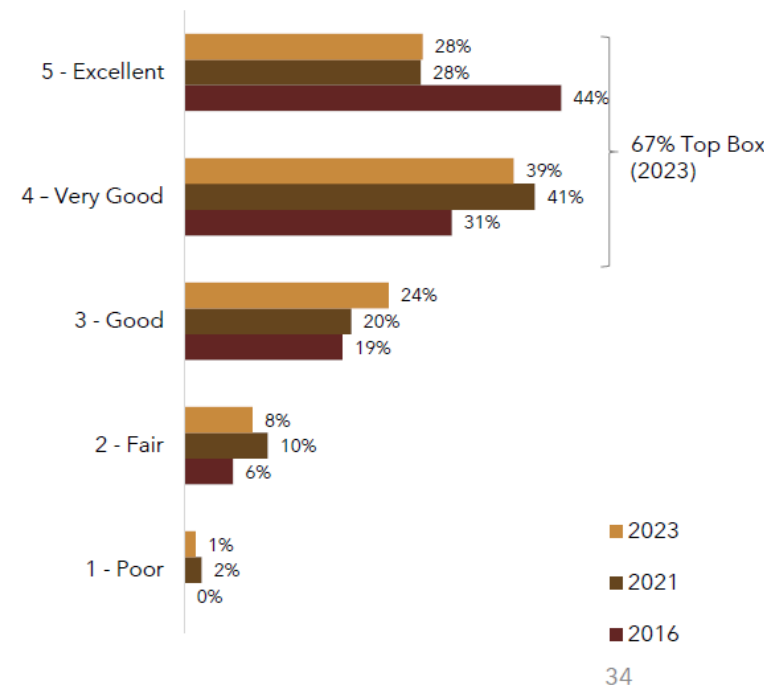
Source: Tourism Golden Stakeholder Survey 2023

# 2023 DMO PERFORMANCE

Stakeholders were asked to rate the overall performance of TG.

- In 2023, 67% of stakeholders rated TG's overall performance as 'very good' or 'excellent'. This is down 2 percentage points from 2021 (69%).
- It is noteworthy that only 1% rated Tourism Golden's overall performance as 'poor'; down from 2% in 2021,.

## Tourism Golden Overall Performance (% of Stakeholders)



Taking everything into account, how would you rate the overall performance of Tourism Golden? n = 60.

Source: Tourism Golden Stakeholder Survey 2023

# 2023 DMO PERFORMANCE

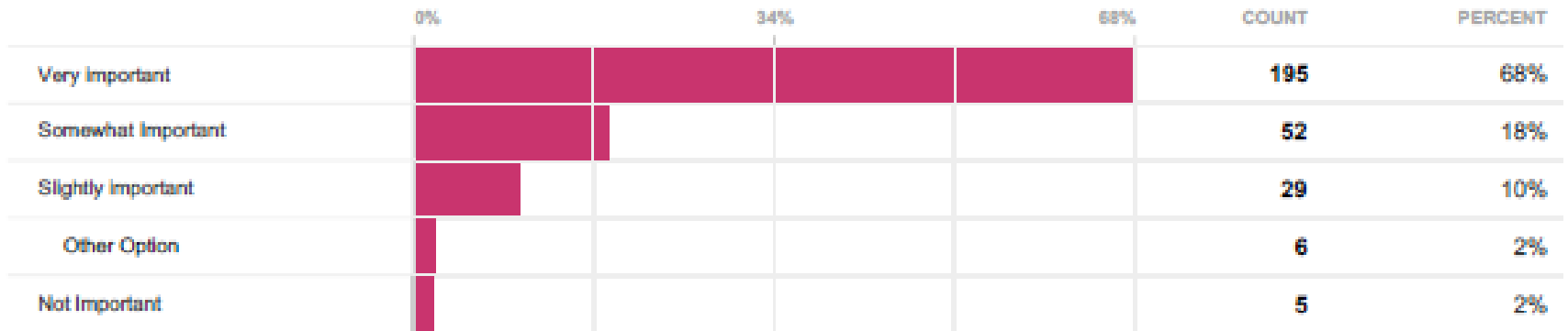
03

In your opinion, how important is tourism to our community? (Mandatory)

Answers

**287**

100%



Source: Tourism Golden Stakeholder Survey 2023



# STAKEHOLDER SUPPORT PROGRAMS

Check In Canada booking referrals increased by 18% YOY

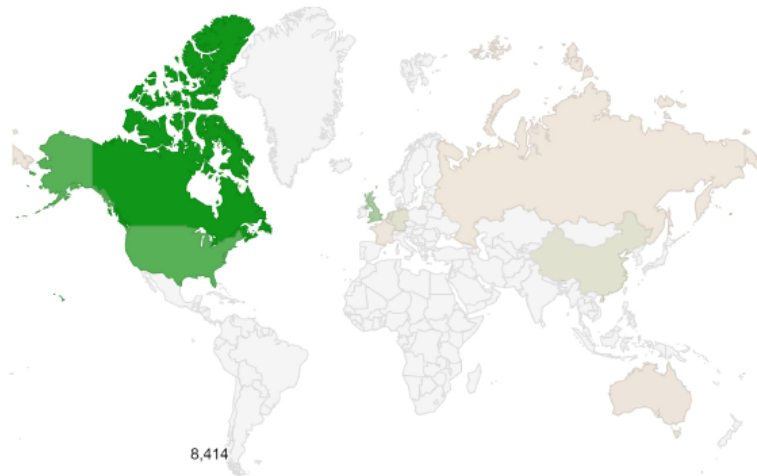
## Performance Summary

1/1/2023 - 12/31/2023

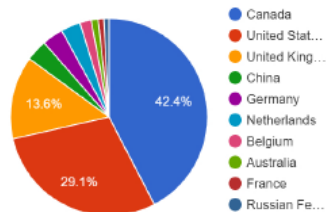
Top

### SUMMARY

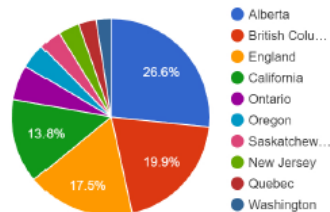
Total Visitors	21,290
Total Search	15,235
Total Impression	547,482
Total Referral	9,937
Total Referral Amount	\$3,223,636



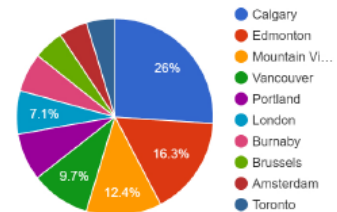
### TOP 10 COUNTRIES



### TOP 10 REGIONS

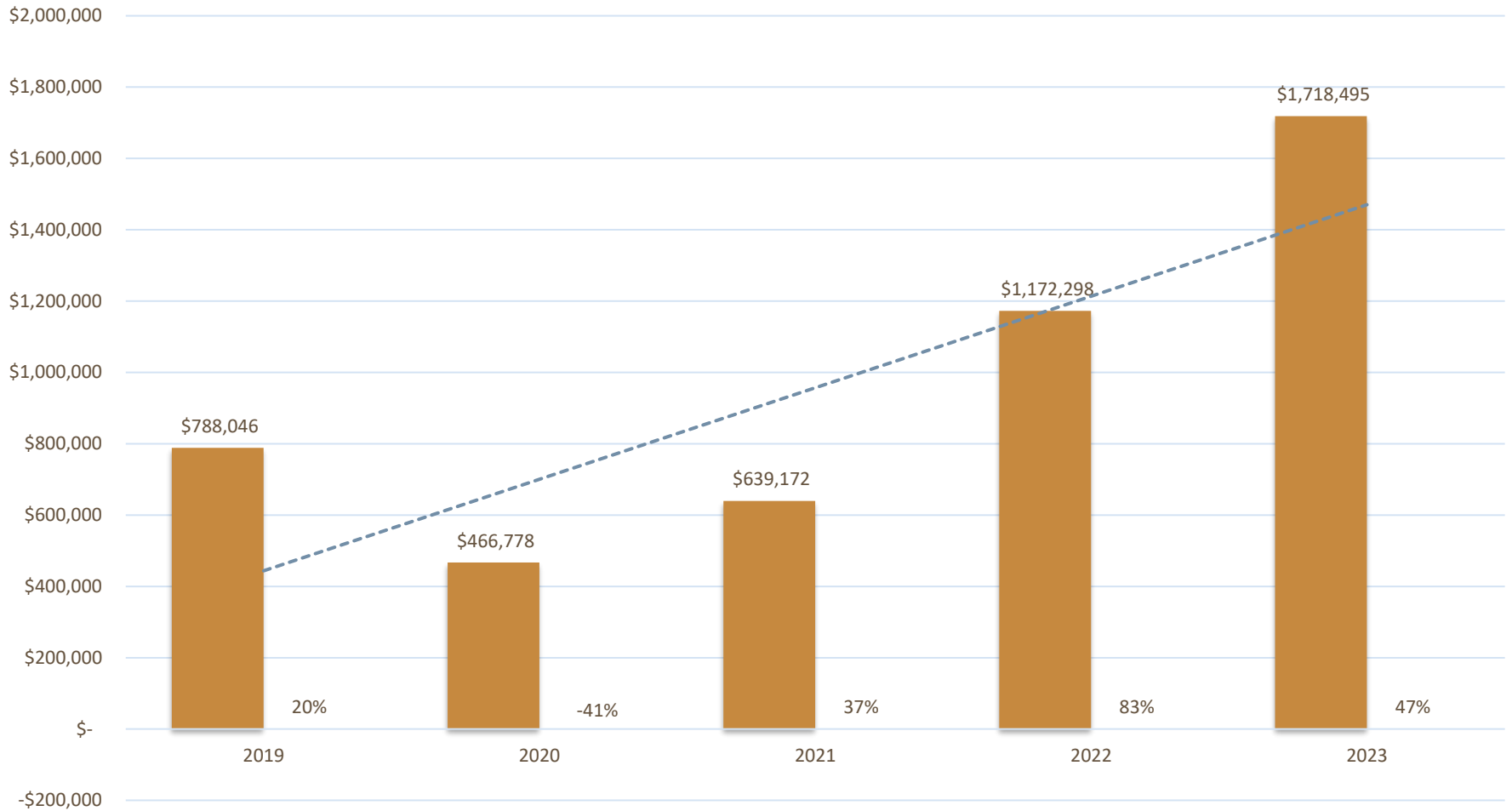


### TOP 10 CITIES



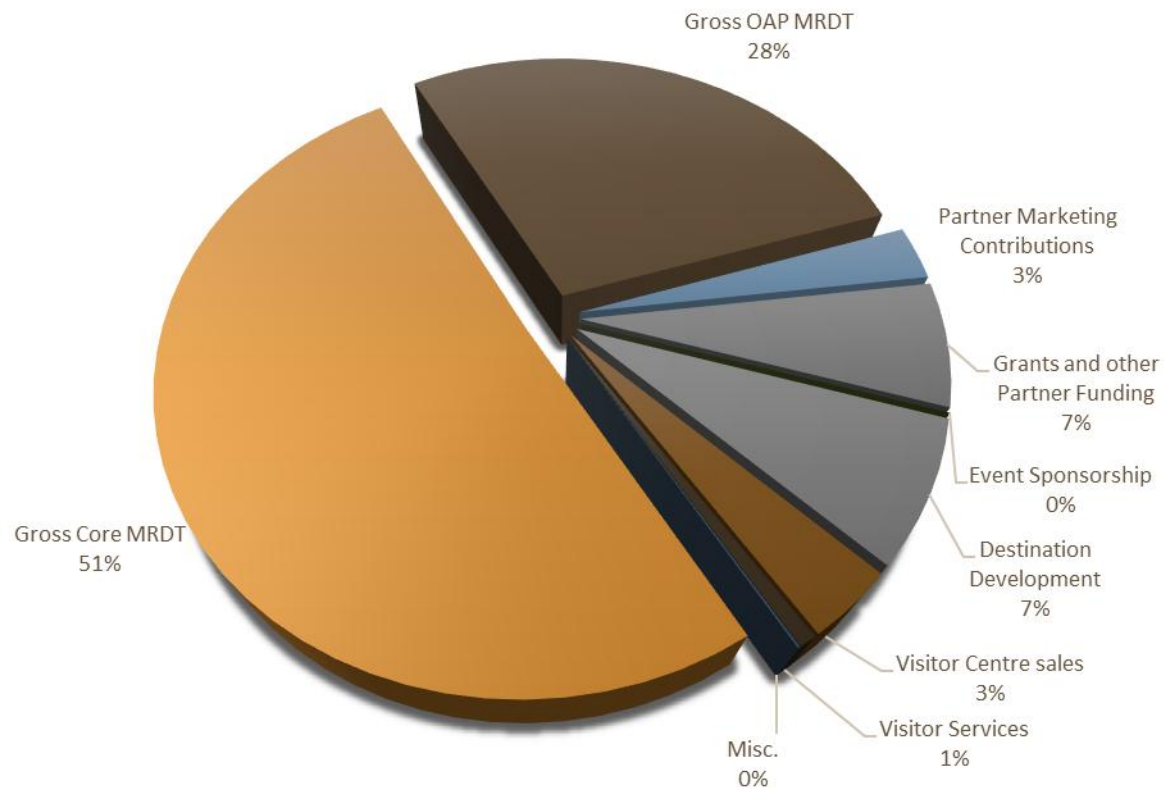
# 2023 DMO PERFORMANCE

Gross MRDT 2019 - 2023



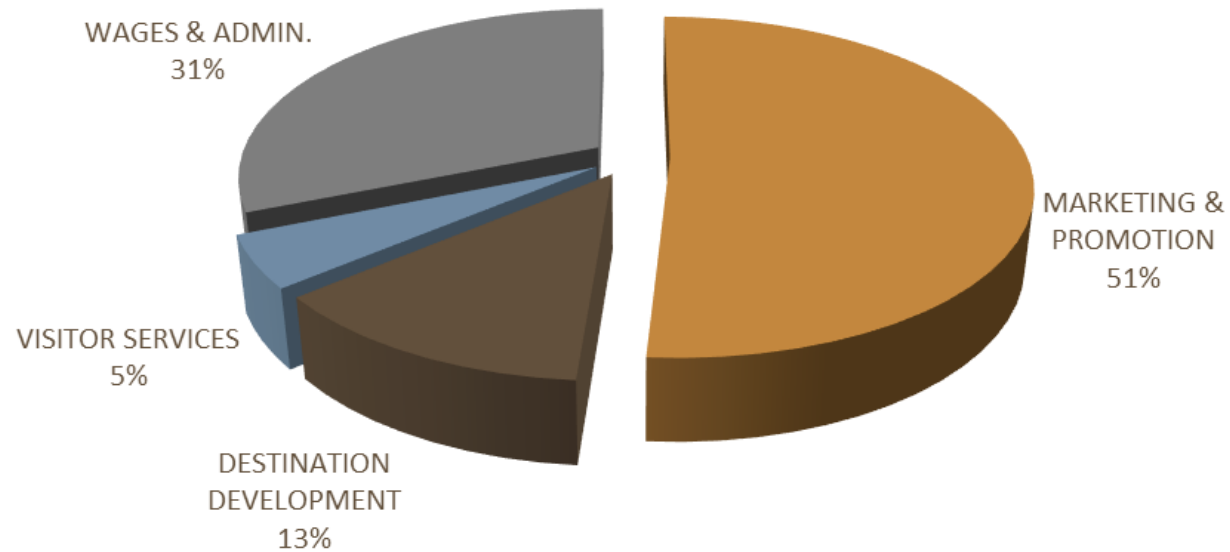
# FINANCIAL

## 2023 REVENUE



# FINANCIAL

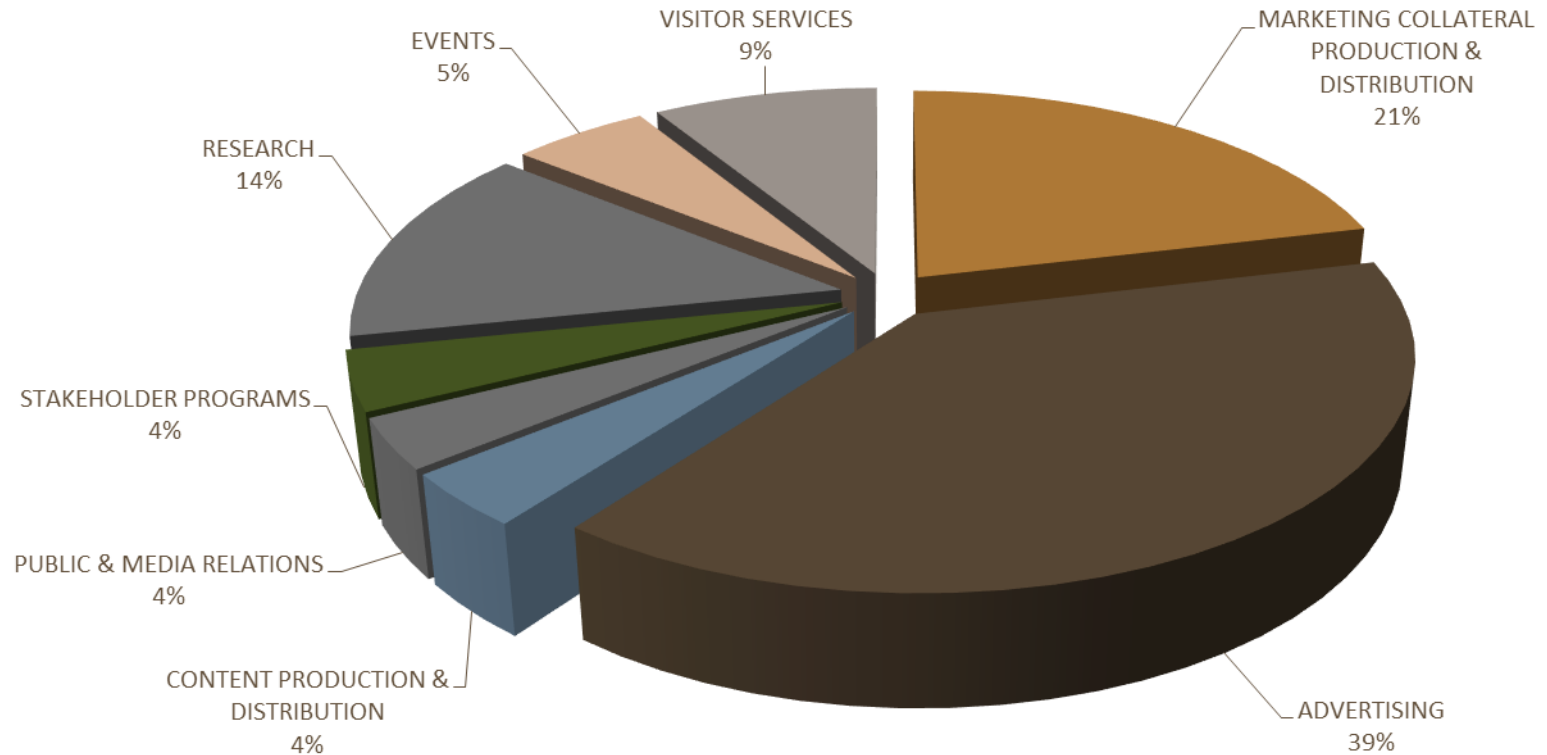
## 2023 FY ORGANISATIONAL EXPENSES





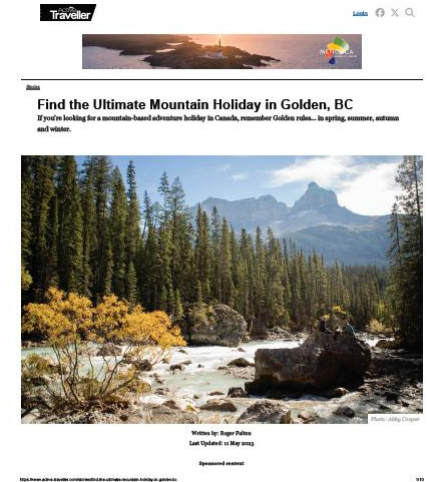
# FINANCIAL

## 2023 FY MARKETING SPEND BY STRATEGY



# 2023 DMO PERFORMANCE - ADVERTISING

- ✓ 38 print advertisements:
  - ✓ Canada
  - ✓ Pacific NW US
  - ✓ UK
  - ✓ Australia
- ✓ Elevator video campaigns VAN & TOR
- ✓ 2 regional TV campaigns
- ✓ Spring & Fall



spotlight on  
GOLDEN





# 2023 DMO PERFORMANCE - ADVERTISING

## ADVERTISEMENT FEATURE

# THE GOLDEN TOUCH

At the heart of the Canadian Rockies sits Golden, a town surrounded by a vast and varied landscape and a prime destination for those with a passion for wildlife

**G**olden in British Columbia, Canada, is a town that has been blessed with a diverse landscape and easy access to an extraordinary wealth of wildlife. Nestled between six national parks – and at the confluence of two historical rivers – this authentic mountain town is surrounded by diverse geography that ranges from one of the largest intact wetlands in North America to expansive forests and high-mountain terrain. It's of little surprise to discover, then, that this is also a leading destination for wildlife lovers looking for unusual encounters.

**Unique wetlands**  
The Columbia Wetlands is one of the world's greatest natural treasures. The area was designated a wetland of international importance on World Environment Day



In 2005 and is widely recognised for its biodiversity with hundreds of species of birds, mammals and fish calling it home. Eagles, ospreys and others are commonly sighted, while lucky visitors may catch a glimpse of rare or endangered species, such as the great blue heron or the barn swallow. The Columbia Wetlands Outpost is an ideal base to experience this beautiful wonder. Whether you're journeying independently, or as part of a guided tour, options include birdwatching, canoeing, paddleboarding, kayaking and

peaceful dock walks. Each offers a different way to enjoy this unique floodplain, flanked by the Rocky Mountains to the east and the Purcell Mountains to the west.

### Mountain high

The six national parks surrounding Golden – Yoho, Glacier, Banff, Jasper, Kootenay and Mount Revelstoke – provide unique experiences and thousands of kilometres of protected landscape to explore. Nearby Yoho National Park is home to one of Canada's tallest and most magnificent waterfalls, Takakkaw Falls, and powdered rock from Yoho's glaciers creates the deep turquoise colour of Emerald Lake and



The Northern Lights Wolf Centre is dedicated to wolf conservation



TOURISM  
**Golden**  
GOLDEN RULES  
BRITISH COLUMBIA

Visit [tourismgolden.com/wildlife](https://tourismgolden.com/wildlife) for more

to wolf conservation with nine resident wolves.

### Destination wildlife

Golden offers an unrivalled experience throughout all four seasons with plenty of winter activities on offer. Summer is also a popular time to visit, however, for wildlife seekers, the prime time for viewing is spring and autumn. These are the seasons when wildlife is most active, recovering from or preparing for winter. It's also the time when animals are looking for food or indulging in mating opportunities at lower elevations.

It may be a surprise to learn that this rich wilderness sits just three hours from Calgary International Airport. Accommodation options are varied, ranging from luxury mountain homes, charming rustic cabins to full-service hotels, so you can return to comfort after a day exploring the Canadian Rockies.



Explore the Columbia Wetlands in a canoe

Lake O'Hara. Or head to Glacier National Park to explore its dense forests, home to a wide range of wildlife. Black and grizzly bears roam throughout the park, deer and elk forage in the woodlands, and eagles patrol the skies.

Bears play a vital role in the ecosystem of British Columbia and there are strict rules regarding responsible behaviour near these majestic mammals. The Grizzly Bear Refuge at Kicking Horse Mountain resort has the largest enclosed and protected grizzly bear habitat in the world. For visitors also keen to learn about another familiar Golden resident, the wolf, the Northern Lights Wolf Centre is dedicated

**"A leading destination for wildlife lovers looking for unusual encounters"**

## ADVERTISEMENT FEATURE

**In the Canadian Rockies**

Discover the world's most spectacular scenery in the heart of the Canadian Rockies. From the majestic peaks of the Rockies to the stunning views of the Canadian Rockies, there's something for everyone.

**Best feeders for garden birds**

Finches, Pigeons, Chipping Sparrows

# 2023 DMO PERFORMANCE - ADVERTISING

ADVERTORIAL

TOURISM  
**Golden**  
GOLDEN RULES  
BRITISH COLUMBIA

## WINTER KICKS IN GOLDEN!

A world-class winter destination with a wealth of inspiring terrain, plus a down-to-earth mountain vibe – that's the dream team of Golden, BC and the legendary Kicking Horse Mountain Resort.

©Dawn Best



The champagne powder capital of British Columbia, Golden and its famous Kicking Horse Mountain Resort is a paradise for skiers and snowboarders alike.

### WORLD CLASS SKI HUB

Just 14km from Golden, Kicking Horse Mountain Resort is an exceptional ski resort, and the only North American stop on the famous Freewide World Tour.

The rugged mountain scenery, draped in always-fresh powder, is home to vast and varied terrain, huge bowls and spectacular glaciers with pristine snow. You'll find long downhill runs and the fourth-highest vertical drop in North America, of 1315m.

Hire a ski instructor for the day or a mountain guide to help you make the most of the huge 3,486 acres of skiable terrain, including more than 120 runs, 85+ chutes and four bowls.

### ENDLESS WINTER ADVENTURE

Plus, if you're into heli or cat-skiing you've come to the right place! Golden is the spiritual home of heli-skiing: it was born in the town's backyard in the Bugaboo range of the Purcells. For a fully guided backcountry adventure, Golden offers brilliant ski touring options in the Selkirk Mountains, home to the legendary Roger's Pass, one of the ski touring capitals in the world.

Add in world class Nordic skiing at Dawn Mountain, snowshoe trails, fat-biking, ice



©Dawn Best

skating, and tubing, not to mention guided snowmobile tours, and you'll soon discover why Golden offers so much. Golden is also within a two hour drive of four other world-class ski resorts, making it the perfect destination for an extended ski holiday.

### MOUNTAIN TOWN VIBE

Away from the slopes, Golden has a hard-to-beat authentic atmosphere. There's a wide range of accommodation, from motels and hostels to lodges and mountain cabins. A huge variety of restaurants & locally-owned cafes serve up varied cuisine, including Japanese, Mexican and Indian. And for that special treat there's Canada's highest dining experience at the Eagle's Eye Restaurant.

Golden is buzzing, too. Many of the pubs and bars in Golden serve food daylong and often have live entertainment in the evening such as karaoke, local bands and televised hockey games and sports on big screens. Add in regular Live Kicks free concerts and other local events with a solid community emphasis, such as the Snow King Parade.

### APPETITE WHETTED?

Fortunately, getting here is easy. Golden is just 3 hours' drive from Calgary International Airport, and the Golden Shuttle – a daily winter bus service – takes you from Calgary to Golden and Kicking Horse Mountain Resort ([goldenshuttle.ca](http://goldenshuttle.ca)). To learn more, visit [tourismgolden.com/snow](http://tourismgolden.com/snow).

©Dawn Best



©Dawn Best



### DON'T MISS:

December 2023  
New Year's Eve  
Celebrations, night  
torch parade, rail jam,  
fire show and fireworks.  
14-20 February 2024  
The return of the  
Freemede World Tour

### KICKING HORSE IN NUMBERS

1,315m vertical drop  
2,605m top elevation  
3,486 acres of  
skiable terrain  
120+ runs  
20% beginner  
20% intermediate  
45% advanced  
15% expert  
85+ chutes  
4 bowls

[tourismgolden.com](http://tourismgolden.com)  
[@tourismgolden](https://www.instagram.com/tourismgolden)

©Alby Cooper



# 2023 DMO PERFORMANCE - ADVERTISING

## Summary

This campaign shows great engagement with 327,743 impressions and a click through rate of 0.27% which is over 5x higher than the industry average of 0.05%



Mobile Banner: 320x50



Interstitial 320x480



Big Box 300x250



**Bell**Media

Delivered Impressions  
**327,743**

Clicks  
**873**

% Delivered Impressions  
**101%**  
Delivered in Full

CTR%  
**0.27%**  
0

**Bell**Media

## Summary

This campaign shows great engagement with 327,743 impressions and a click through rate of 0.27% which is over 5x higher than the industry average of 0.05%

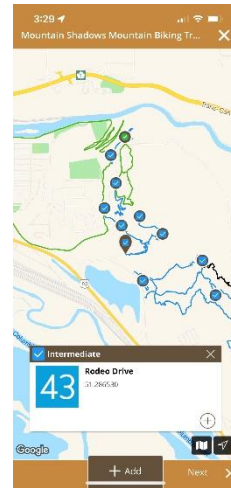


**Bell**Media

# 2023 DMO PERFORMANCE - HIGHLIGHTS

## Destination App

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



# DMO PERFORMANCE – MEDIA RELATIONS

- ✓ 37 hosted media trips
- ✓ 3 press trips.
- ✓ 21 traditional media
- ✓ 16 content creators or influencers





# DMO PERFORMANCE – MEDIA RELATIONS

- ✓ 110 total features & mentions.
- ✓ 52 features directly resulting from TG activity.



## S2-E3: ASCEND: All That Glitters is Golden

Golden, BC is a thrill-seekers paradise. From adrenaline pumping mountain biking to peaceful hikes with stunning views, there's something for everyone

Ascend Television is available in over 50 countries and more than 400 million homes.



# DMO PERFORMANCE – MEDIA RELATIONS

- ✓ Over 5.5 million accounts reached through social media collaborations not including Instagram stories
- ✓ TG Facebook had a reach of 2.5 million including ads
- ✓ TG Instagram account had a reach of 740K

## Reach

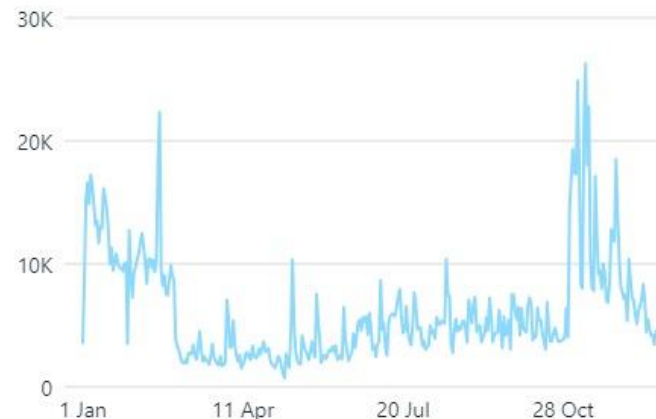
### Facebook reach ⓘ

2.5M ↑ 34.9%



### Instagram reach ⓘ

740.3K ↑ 223.1%



# DMO PERFORMANCE – ASSET DEVELOPMENT

- ✓ 33 Asset Development projects
- ✓ 14 Photography and Videography Projects
- ✓ 19 Stakeholder Coop photo and video Projects



Photo by Jeff Bartlett in Yoho National Park



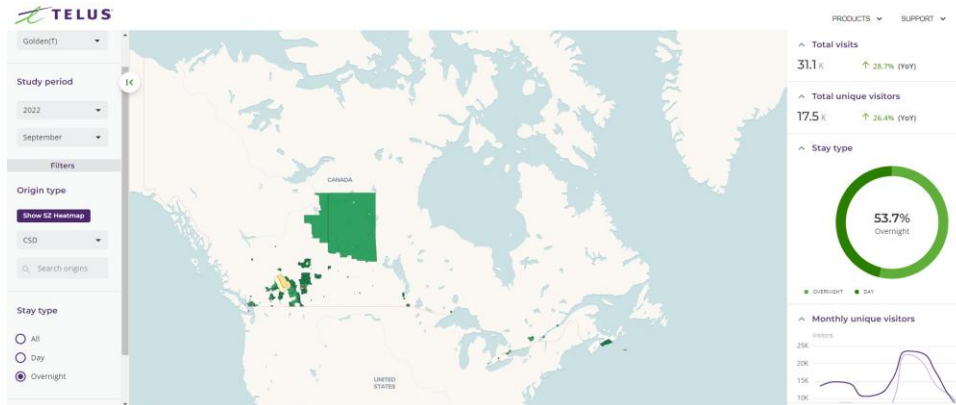
# DMO PERFORMANCE – HIGHLIGHTS

With support from RMI:



# RESEARCH

- ❑ Telus Insights visitor volume & demographics
- ❑ AirDNA STR destination data
- ❑ STR hotel/motel destination data
- ❑ Resident Survey
- ❑ Stakeholder Survey
- ❑ Online Visitor Study pilot





# STAKEHOLDER SUPPORT PROGRAMS

## ☐ **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

## ☐ **Events Hosting Co-op Program**

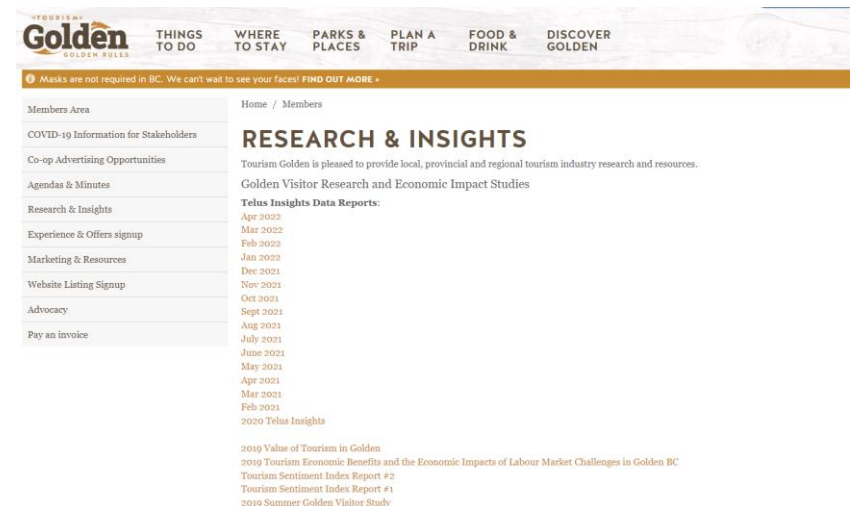
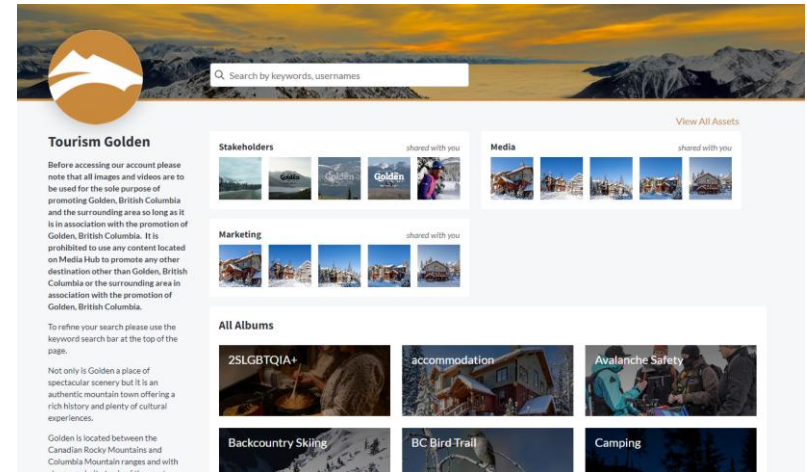
- ☐ 50% matching funding for eligible local hosting expenses
- ☐ 3 Events

## ☐ **MRDT-collecting Member Support Program**

- ☐ Free Check in Canada Referral listing \$300 value
- ☐ Free Travel Planner 1/18<sup>th</sup> advert \$235 value
- ☐ Free tourismgolden.com website listing \$80 value

# STAKEHOLDER SUPPORT PROGRAMS

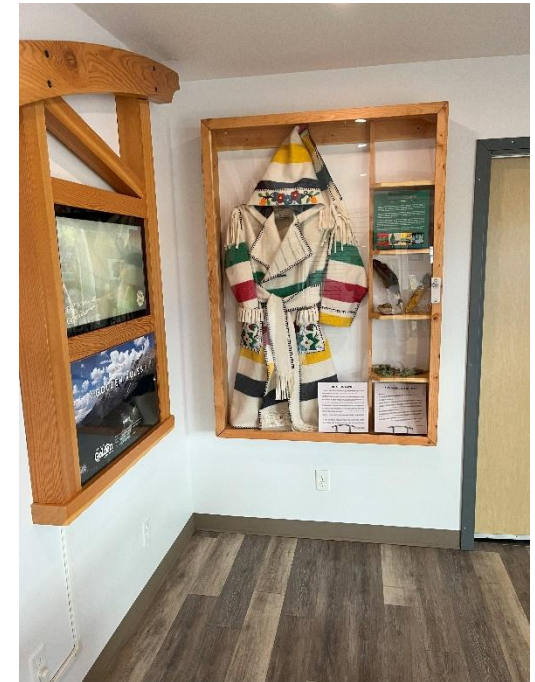
- ❑ Media Hub image & video
- ❑ Shared industry research
- ❑ Subsidised 3<sup>rd</sup> party advertising





# VISITOR SERVICES

- ✓ 10,582 Visitors served
- ✓ +21% more than 2022
- ✓ Completed Indigenous Learning Project Phase 1



# 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.*

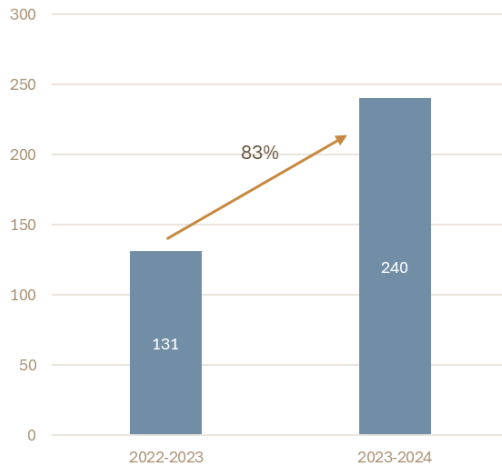
- ❑ Plan development began fall 2023
- ❑ Implementation begins in 2024

# 2023 DMO PERFORMANCE – DESTINATION MANAGEMENT

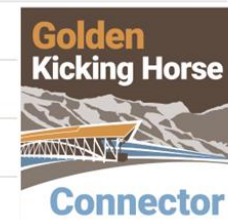
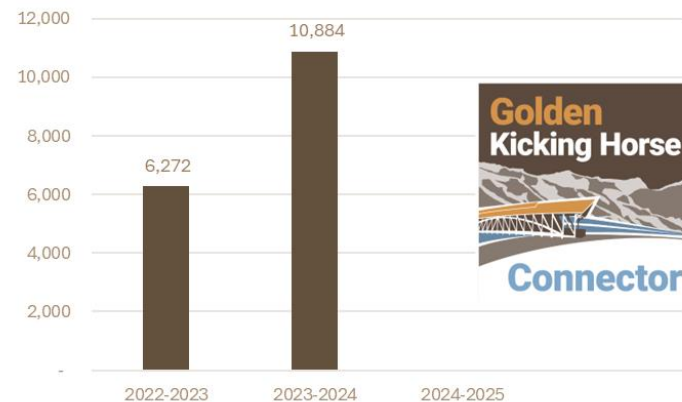
## Winter Shuttle Services Partnership



Champagne Powder Shuttle Ridership



Golden Kicking Horse Connector Ridership





# 2023 DMO PERFORMANCE – DESTINATION MANAGEMENT

- ✓ Custom Golden job board [workinGolden.ca](https://workinGolden.ca)
- ✓ Launched Feb 2023
- ✓ 15,000 users



[JOB SEARCH](#) [POST A JOB](#) [FAQS](#)

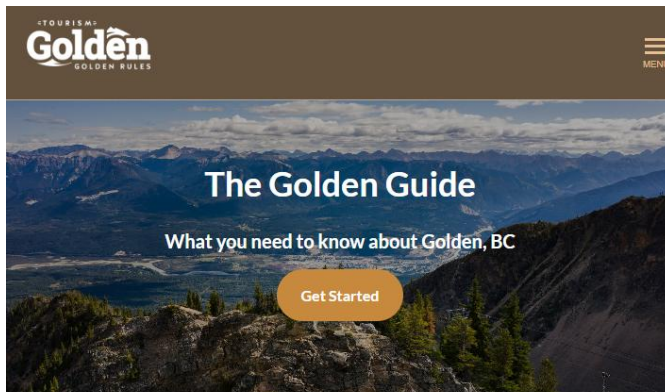
[GET JOB ALERTS](#)



BRITISH COLUMBIA | CANADA

# 2023 DMO PERFORMANCE – DESTINATION MANAGEMENT

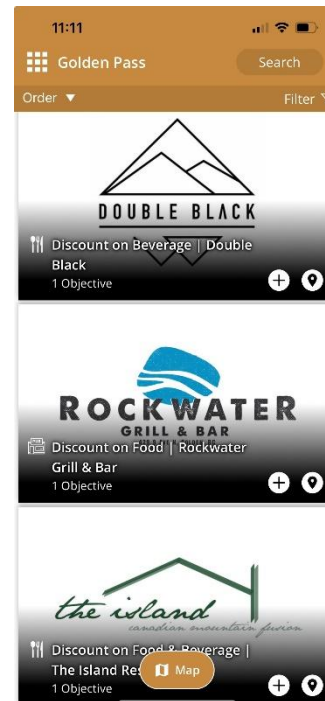
- ✓ The Golden Guide Online destination education for residents & front-line workers
- ✓ 283 graduates
- ✓ Golden Pass Rewards program



## Course Summary

Welcome to the Golden Guide, a 10-module course that looks at Golden as a destination and what it has to offer visitors during their stay. This program is for community champions, like yourself, who regularly interact with visitors. The intention is to provide you with information and resources that you need to help visitors have exceptional experiences.

Tourism is a big economic driver in Golden, and you're an important part of this whole process. You can help protect our community and environmental values while also encouraging a prosperous tourism industry.





## Tourism Golden Looking Forward:

- Destination Management tactical implementation launch
- Tourism business incubator feasibility study
- Value of Tourism study
- App development:
  - Location-based notifications
  - Parks hiking trails
- “Golden Stroll” interpretive Rotary Trail walking tour
- Indigenous Learning Phase II
- TG & VC Accessibility: Braille, ASL