

Summary of the Tourism Golden Annual Report 2024 FY

by Joanne Sweeting

2024 DMO PERFORMANCE - HIGHLIGHTS

SITUATIONAL ANALYSIS

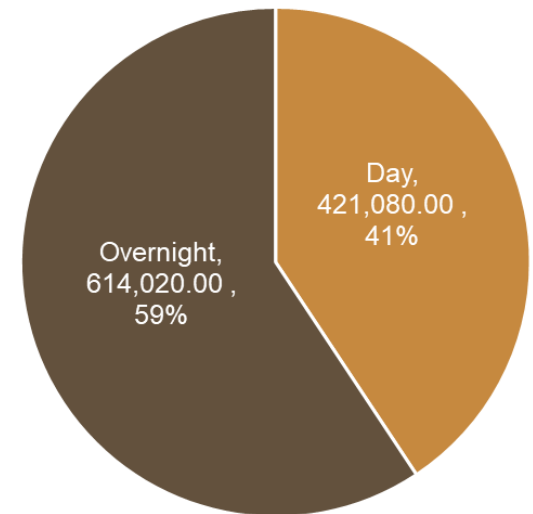
- ❑ **Inflation 2.4%**
- ❑ **Completion of KH Canyon phase IV in 2023**
- ❑ **Jasper evacuation**
- ❑ **Early season snow drought & extreme cold**
- ❑ **Dogtooth FSR fire**
- ❑ **Highway 95 bridge replacement project started**
- ❑ **Ongoing affordable housing shortages**
- ❑ **Labour shortages**

2024 DESTINATION PERFORMANCE

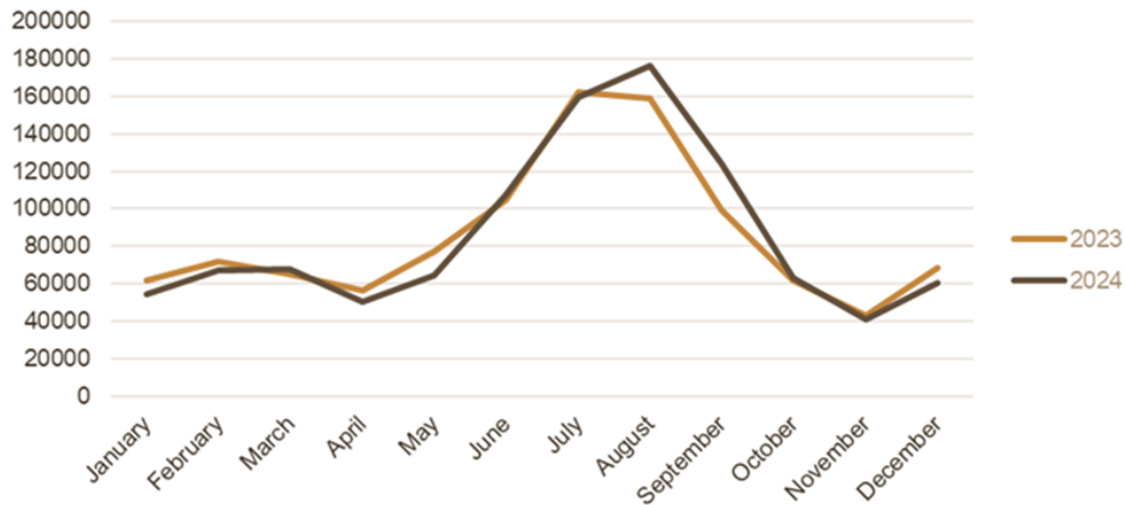
**1,035,280
visitors**

2.9 nights
Average stay
+21% against 2019

2024 Overnight and Day Visitors

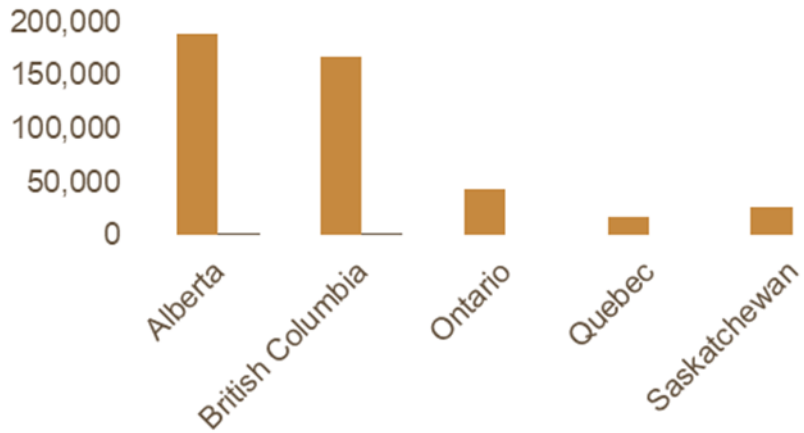


Visitation by month 2024 -v- 2023

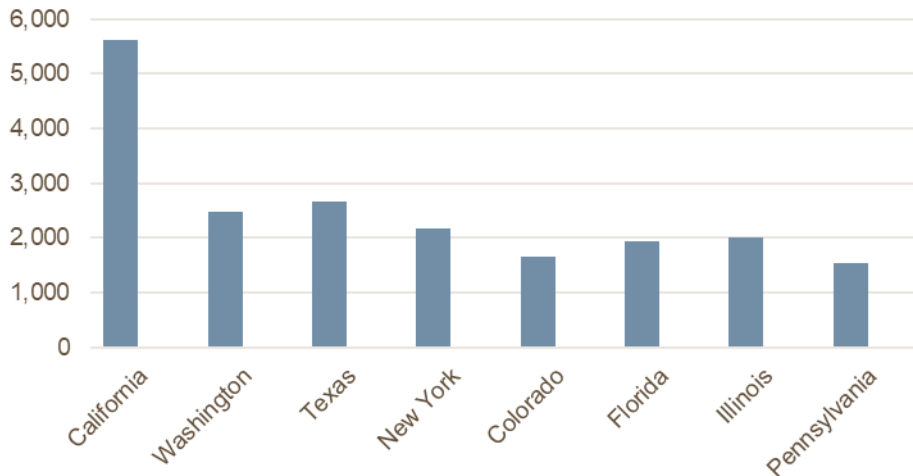


2024 DESTINATION PERFORMANCE

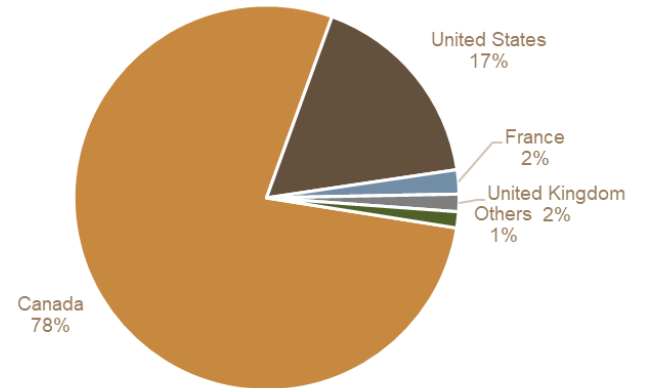
2024 Overnight Stays by Canadian Province



2024 Overnight US Visitors



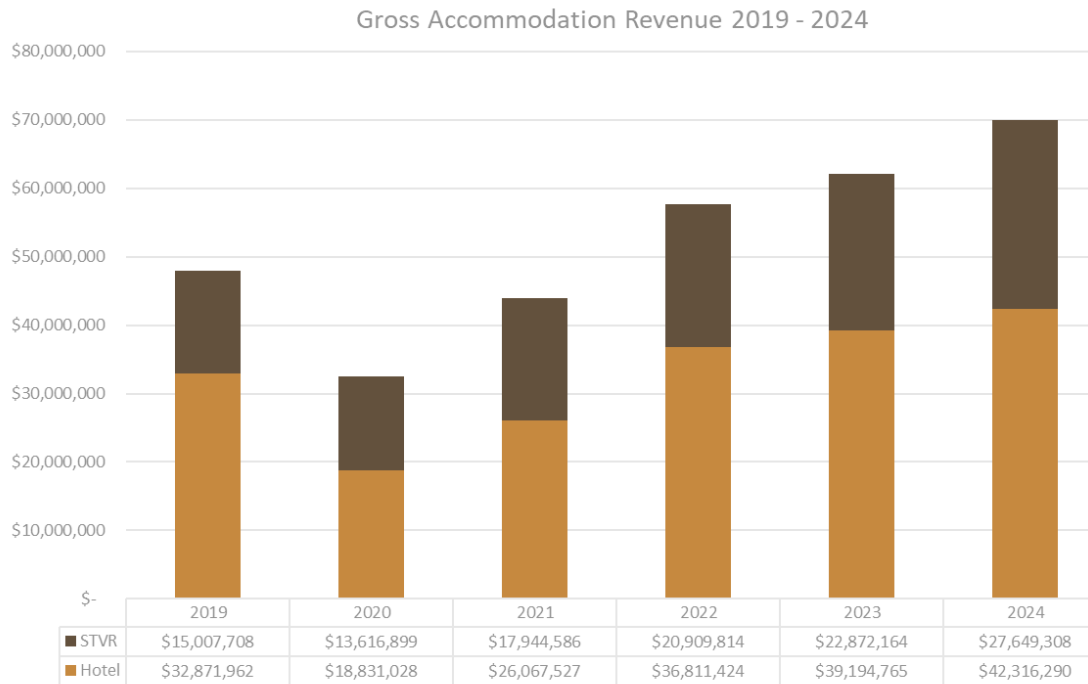
2024 Top 5 Country of Origin for Overnight Visitors



2024 DESTINATION PERFORMANCE

Estimated Direct Accommodation Revenues

\$69,965,598



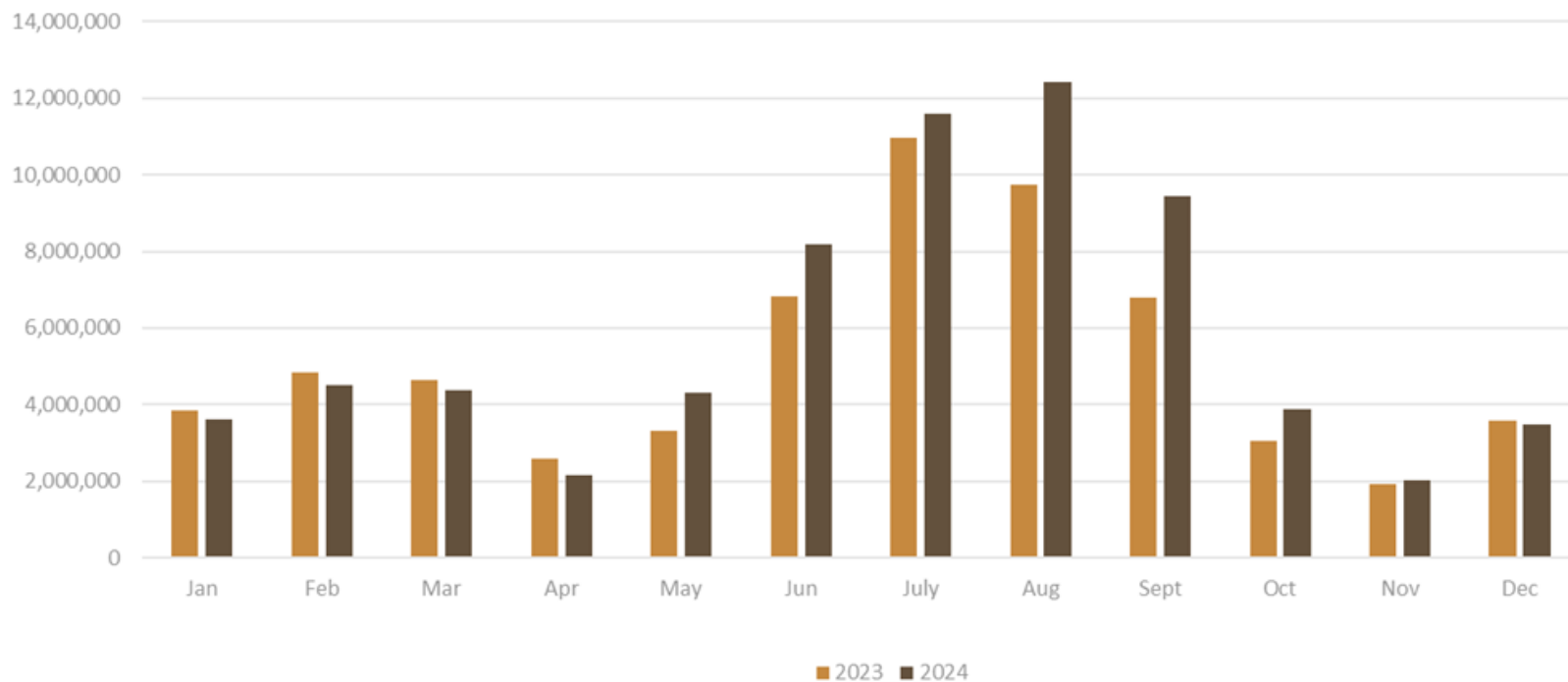
+13%

Sources: CoStar STR Destination Report, AirDNA

Source: STR & AirDNA Destination Reports

2024 DESTINATION PERFORMANCE

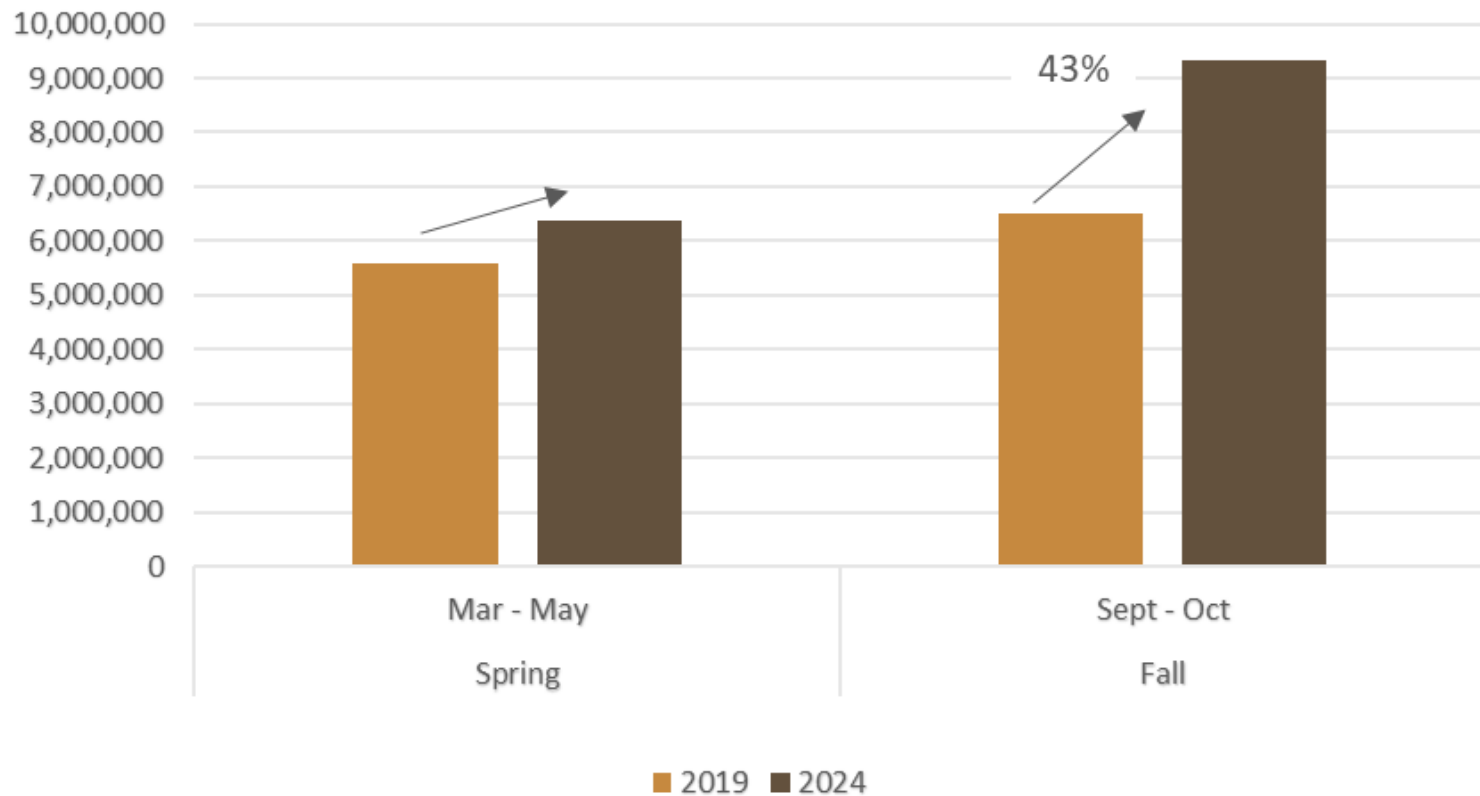
Total Accommodation Revenues by Month 2023 - 2024



Sources: CoStar STR Destination Report and AirDNA

2024 DESTINATION PERFORMANCE

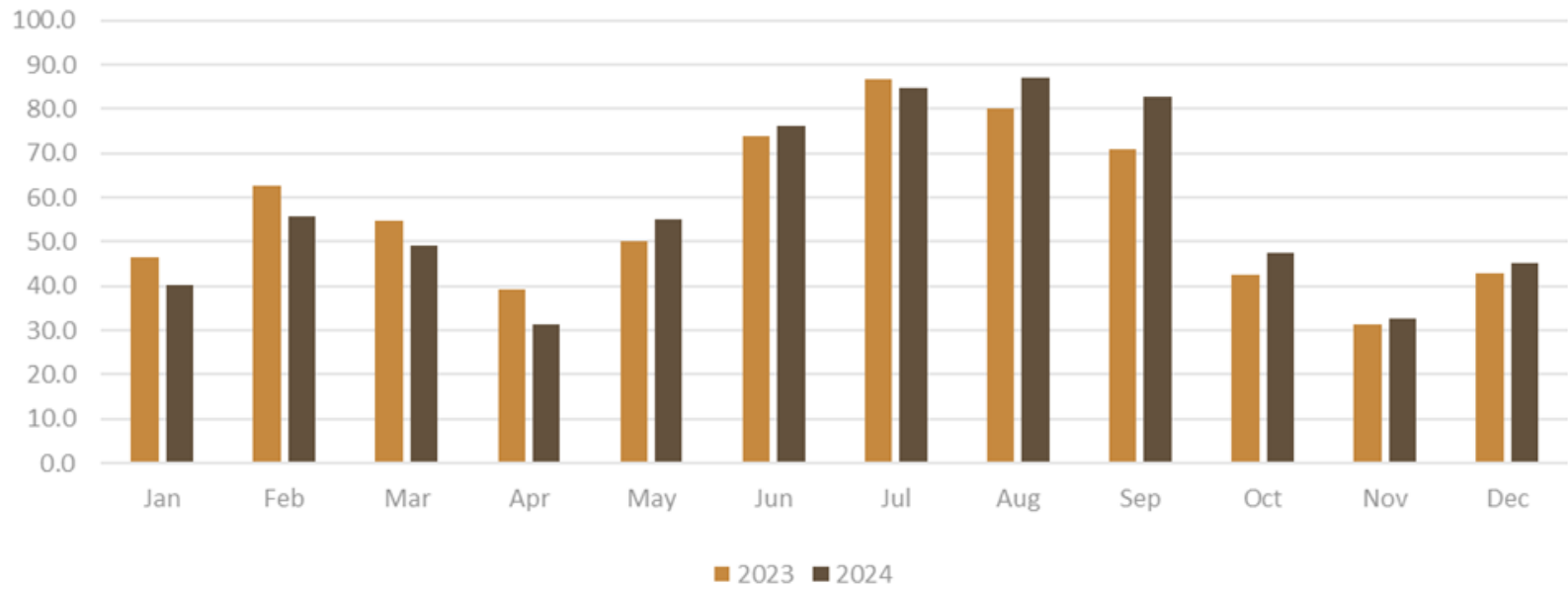
Seasonal Hotel/Motel Gross Revenue Growth 2019 -v- 2024



2024 DESTINATION PERFORMANCE

57%
Average
Occupancy

Average Total Accommodation Occupancy by Month 2023 - 2024



Sources: CoStar STR Destination Report, AirDNA

2024 DMO PERFORMANCE - HIGHLIGHTS

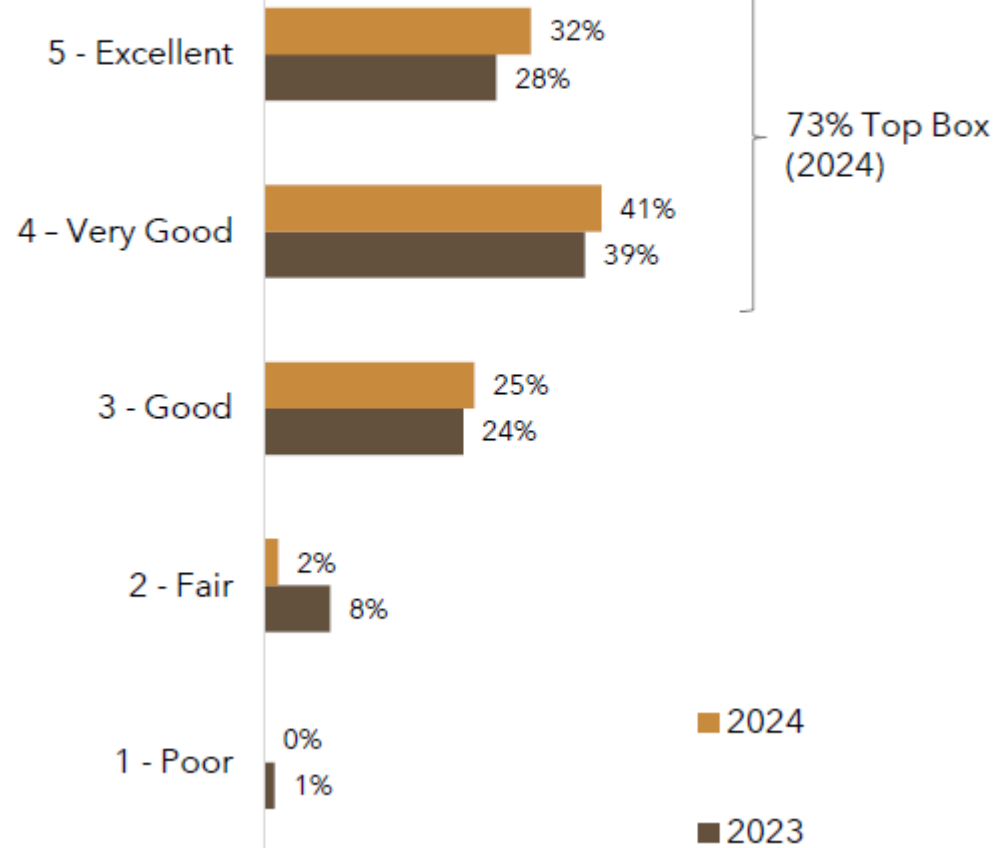
- ✓ Dogtooth fire stakeholder & consumer communication
 - ✓ 16,000 emergency webpage views
 - ✓ 600 app downloads
 - ✓ Consistent updates to stakeholders & consumers
 - ✓ Communication templates & support

- ✓ Succession planning continues:
 - ✓ Certified Destination Management Executive (CDME) Credential with Destinations International
 - ✓ Strategic Issues in Destination Management
 - ✓ Destination Economic Development
 - ✓ Destination Advocacy & Community Relations

2024 DMO PERFORMANCE

Tourism Golden Overall Performance

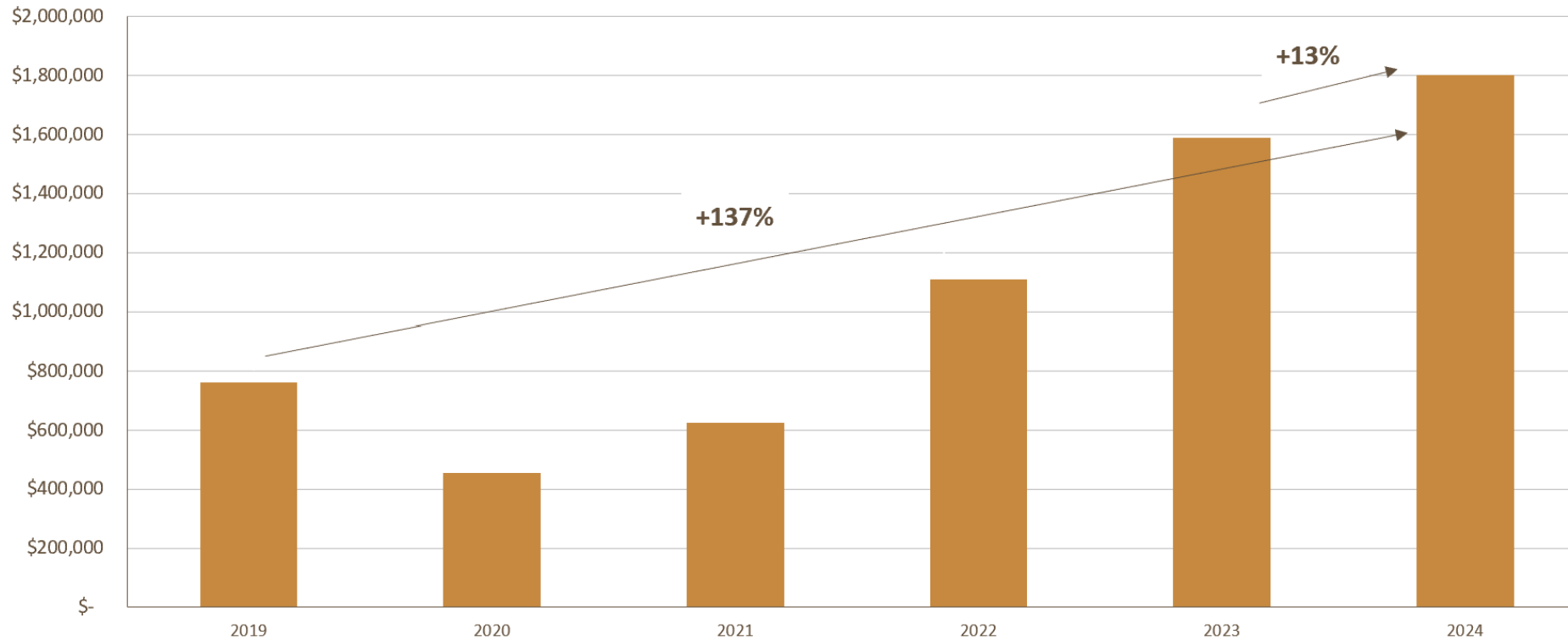
(% of Stakeholders)



Source: Tourism Golden Stakeholder Survey 2023

2024 DMO PERFORMANCE

Nett MRDT Revenues 2019 - 2024



STAKEHOLDER SUPPORT PROGRAMS

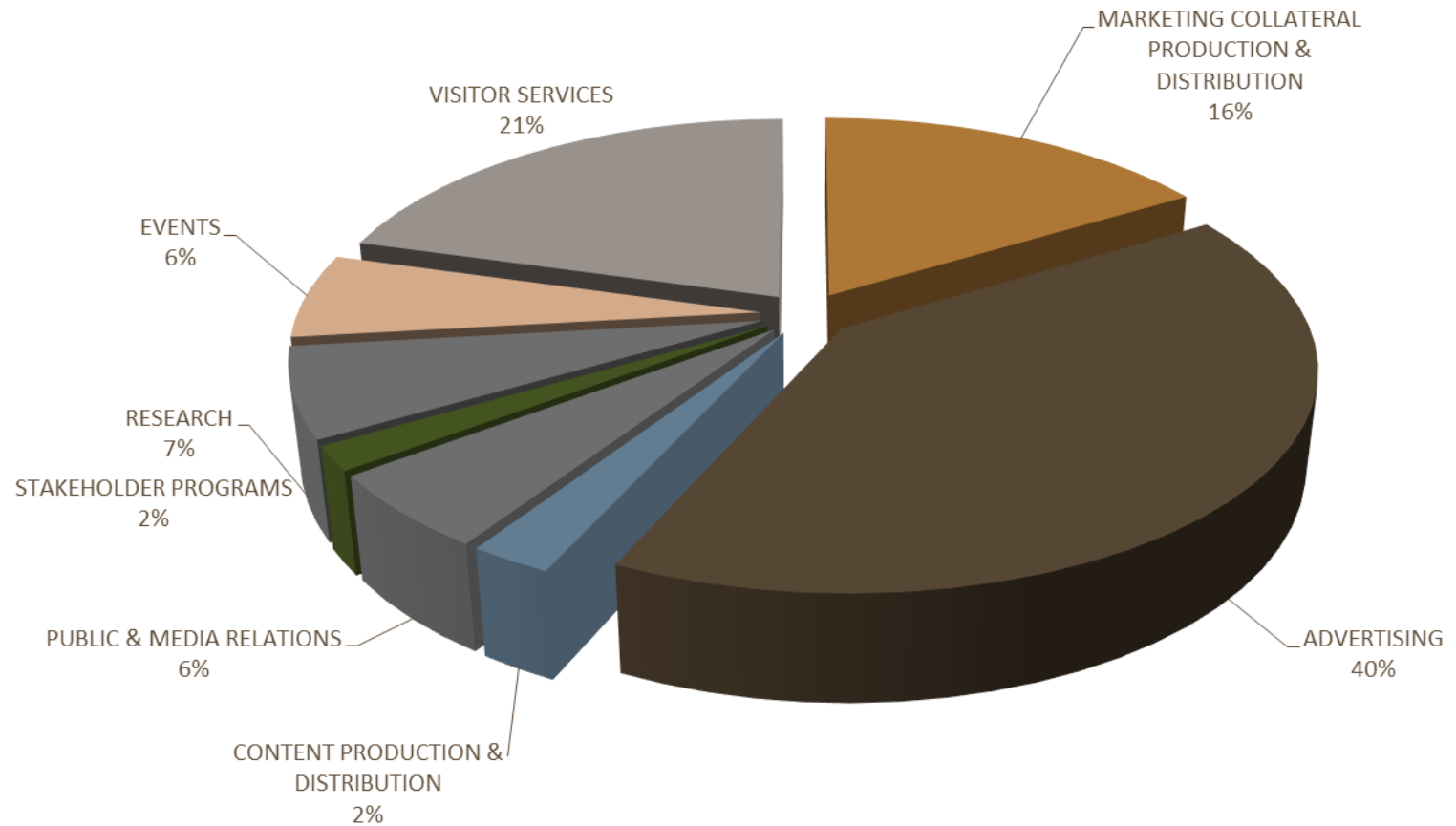
Check In Canada booking referral value increased 35%

SUMMARY

Total Visitors	85,240
Total Search	20,557
Total Impression	665,431
Total Referral	12,489
Total Referral Amount	\$4,370,119

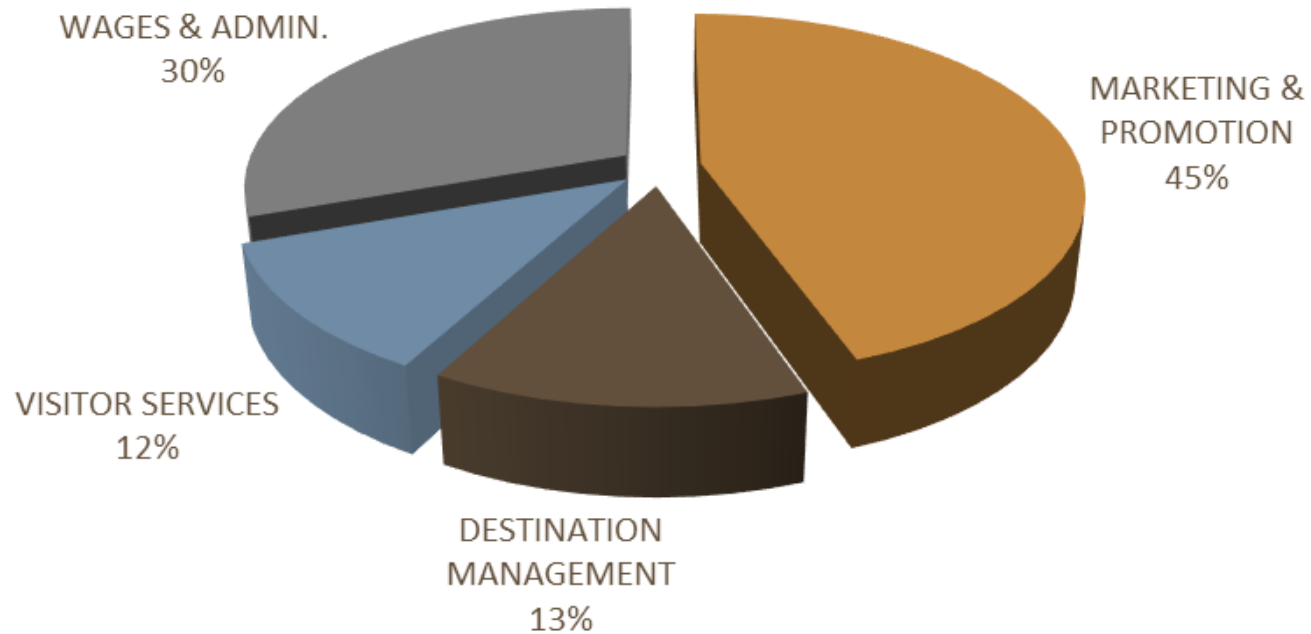
FINANCIAL

2024 FY MARKETING SPEND BY STRATEGY



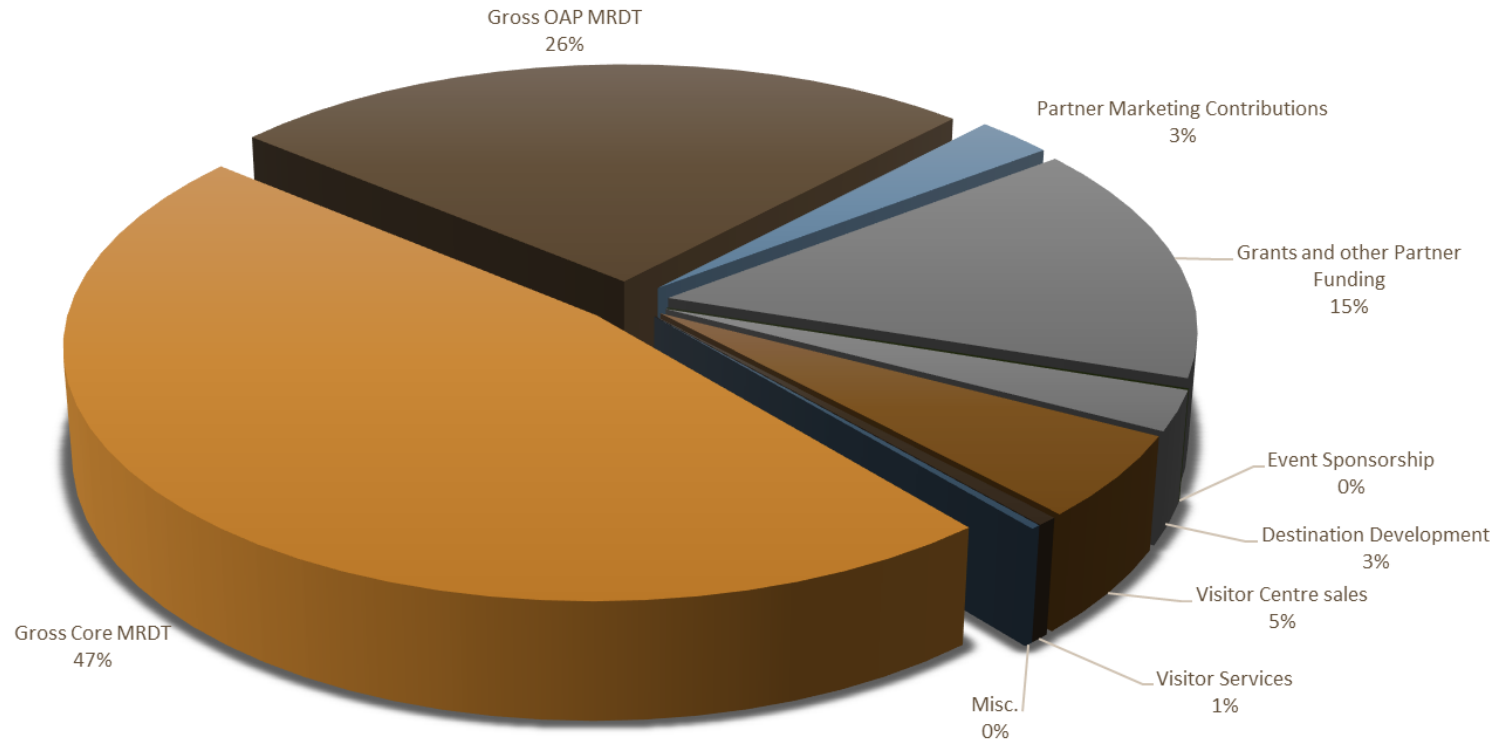
FINANCIAL

2024 FY ORGANISATIONAL EXPENSES



FINANCIAL

2024 REVENUE



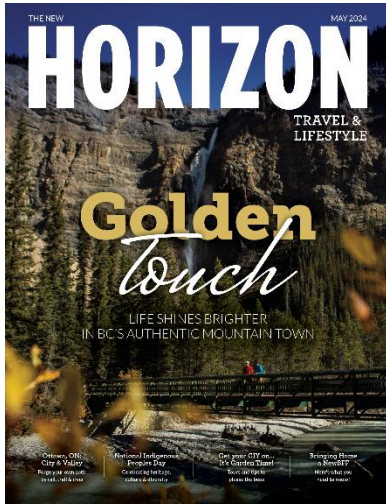
2024 DMO PERFORMANCE - ADVERTISING

- ✓ 40 million digital ad impressions
- ✓ 38 print advertisements:
 - ✓ Canada
 - ✓ US Pacific NW US
 - ✓ UK
 - ✓ Australia
- ✓ 2 regional TV campaigns Spring & Fall



spotLight ON
GOLDEN

2024 DMO PERFORMANCE - ADVERTISING



341% ROI

Front Cover

Dundas video screen

Toronto ski show



2024 DMO PERFORMANCE - ADVERTISING

[illegible]

Sustainable Travel advertorial in Toronto Star

2024 DMO PERFORMANCE - ADVERTISING

Vrbo Get the app Canada Trip Boards List your property Help My trips Sign in

Where to? Alta Ski Area, Sandy, Utah, United States of A... Dates Jan 19 - Jan 25 Travellers 2 travellers

Filters Popular Price Rooms & spaces Sort by recommended Compare properties

Premier Host **Exceptional** 57 reviews CA \$1,351 total includes taxes & fees

2000 sq foot exec apt./private vacation/quiet neighborhood close to ski resorts
Sleeps 2 - 1 bedroom - 1 bathroom
Free cancellation until 20 Dec
CA \$128
CA \$1320 total includes taxes & fees

Golden **Exceptional** 42 reviews

The ultimate ski vacation in Golden BC
Surrounded by 5 world-class ski resorts lies an authentic, Canadian Rockies mountain town.

Aparthotel 12.64 km from Alta Ski Area
Treasure Mountain Inn
Sleeps up to 6
Multiple units
CA \$1,175
CA \$8,631 total includes taxes & fees
Very good 919 reviews

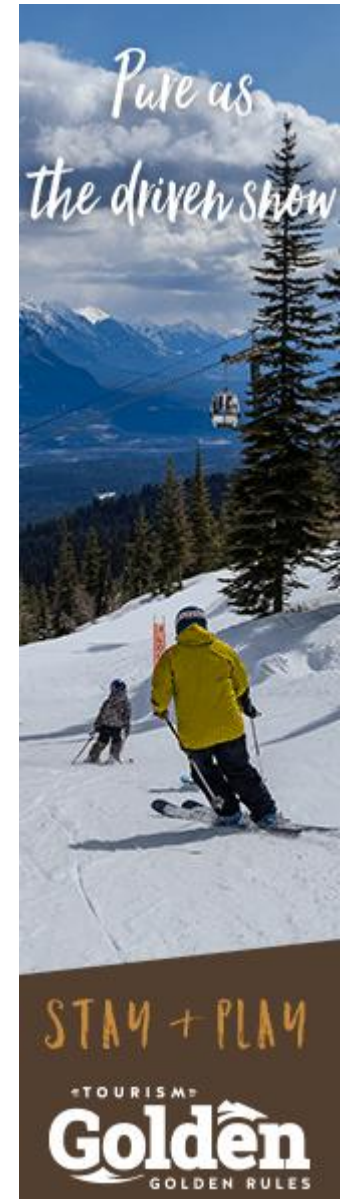
Map showing property locations with price tags: CA \$540, CA \$539, CA \$790, CA \$1,079, CA \$394, CA \$716, CA \$401, CA \$384, CA \$338, CA \$1,161, CA \$171, CA \$162, CA \$270, CA \$176, CA \$228, CA \$178, CA \$19, CA \$128.

The Media Trust Company (www.themediatrusted.com) - 03-Oct-2024 06:09 PM EDT

Expedia winter campaign:
854 roomnights booked
1,500 travellers
\$422,000 value
16x ROAS

Golden
GOLDEN RULES
GOLDEN RULES

Golden BC, pure as the driven snow
Head for adventure at 4 world-class ski resorts, stay at cozy lodges, go heli-skiing and more.



OVERVIEW

[Download As PDF](#)

Campaign ▾

Location ▾

Jan 1, 2024 - Dec 31, 20 ▾

Impressions

310,729

↓ -38.7% YoY



Ad Clicks

38,085

↓ -17.3% YoY



Conversions

11,715

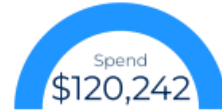
↑ 369.4% YoY



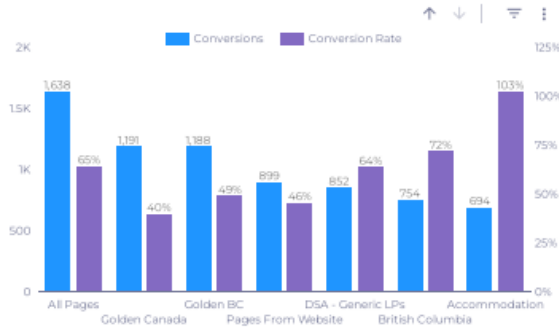
Conversion Rate

30.76%

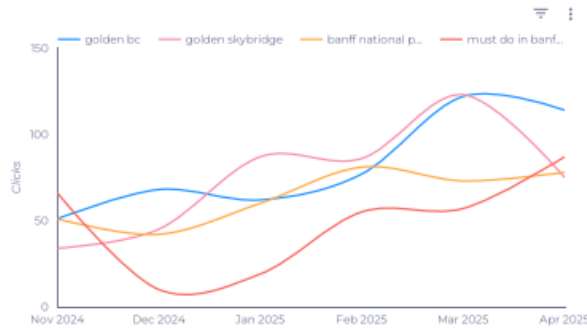
↑ 467.5% YoY



Top Campaigns & Ad Groups



Keywords over Time



Google Search

OVERVIEW

[Download As PDF](#)

Channel ▾

Location ▾

Audience ▾

Format ▾

Jan 1, 2024 - Dec 31, 20 ▾

Impressions

37,106,109

↓ -69.3% from previous year



Ad Clicks

383,683

↑ 63.6% from previous year



Conversions

14,777

↑ 82.7% from previous year



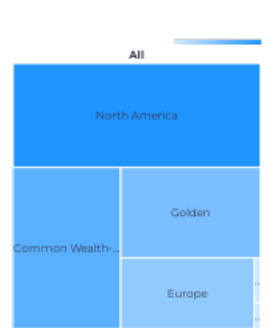
Conversion Rate

3.85%

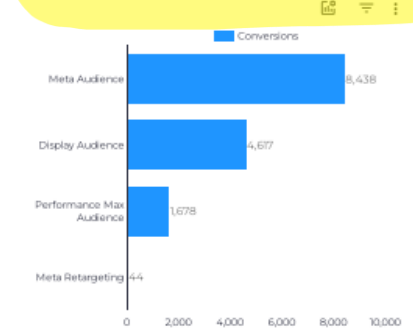
↑ 11.7% from previous year



Market Breakdown



Channel Breakdown



Audience Breakdown

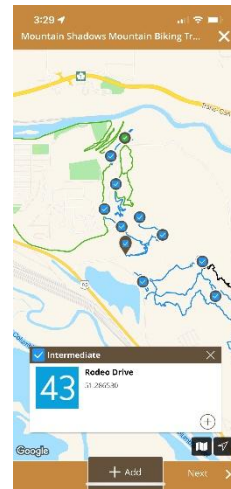


Display

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 – PR & MEDIA RELATIONS

- ✓ 29 hosted media trips
 - ✓ 40 media
 - ✓ 13 content creators or influencers
- => 45 features directly resulting from TG activity.

SPRING

3 Epic Whitewater Rafting Trips

What's the highlight of this several-hour, 8-mile journey down the river? Just soaking up the beautiful scenery of the Gallatin River Valley. One of the Class 3 rapids called "Beers from Heaven Rapids," was great fun, although no beer was involved. This name is from a traffic accident that happened 20 years ago. A tractor-trailer truck lost its load and dumped many cans and bottles of beer into the river. Rumor has it that for a while, all the rafting trips took an extended break here.

One of the most popular Class 3 rapids is called "Screaming Left Rapid." Everyone screams as the big waves seem to totally engulf the raft. No one needed to ask how this rapid got its name. The range of these Class 2 and 3 Rapids is greatly dependent on river flows. Normally, the rapids are more extreme in May and June and tamer in summer.

Post-float Eats: There is no shortage of places to enjoy food and beverages in Big Sky Town Center. Restaurant options include the Block 3 Kitchen & Bar, which specializes in steaks. Burgers and beverages can be found across the street at Tips Up paired with fun activities like line dancing every Tuesday. Pizza by the slice can be found at Pinky G's Pizzeria. Tres Toros Tacos and Tequila serves great traditional and innovative Mexican food—and, of course, great margaritas.

Trip Planning: Go to visitbigsky.com to find lodging and plan your trip. A convenient hotel in the heart of Town Center is Residence Inn Big Sky/The Wilson Hotel.



Kicking Horse River, British Columbia

Golden, B.C., is a picturesque town perched in the Canadian Rockies in Southeast British Columbia. Lots of outdoor fun can be found with six national parks close by. Golden is part of the Powder Highway, which is a skiers' paradise in the winter. However, come spring and early summer, the abundant sun melts all that snow and feeds the Kicking Horse River. The river is well-named—it definitely has a kick, along with lots of Class 4 rapids. The Glacier Rafting Company team is exceptional for guiding both experienced and inexperienced

adventurers through the wild rapids. Gliding through the steep rock canyons of the Canadian Rockies is breathtaking, and periodically getting splashed by 38-degree water is also breathtaking! However, with the warm gear provided and the warm sun, the chill usually wears off quickly.

The Man Eater and Roller Coaster rapids are fun sections, but everyone is stoked to do the Portage Shotgun. This is a Class 4 rapid that is just over a half-mile long. This section will not disappoint anyone looking for a wild ride. There are sections of the Kicking Horse that are Class 5 and 6. This Class 4 section and 7.5 miles of cruising down the river are just right.

DMO PERFORMANCE – MEDIA EVENTS

- ✓ **Adventure Travel Trade Association – spring 2024**
 - ✓ 20 meetings
 - ✓ 3 hosted visits in 2024
- ✓ **Northwest Travel & Words - 24 meetings**
 - ✓ 2 hosted visits in 2024

DMO PERFORMANCE – ASSET DEVELOPMENT

- ✓ **Video projects:**
 - ✓ **3 Golden Guide modules**
 - ✓ **Value of Tourism**
 - ✓ **Value of DMO**
 - ✓ **Destination snow**
 - ✓ **Destination non-snow**

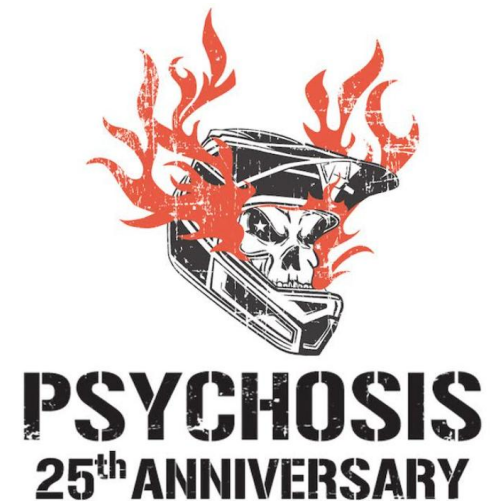
- ✓ **Photography projects:**
 - ✓ **Ski**

- ✓ **15 Stakeholder Coop photo and video Projects**



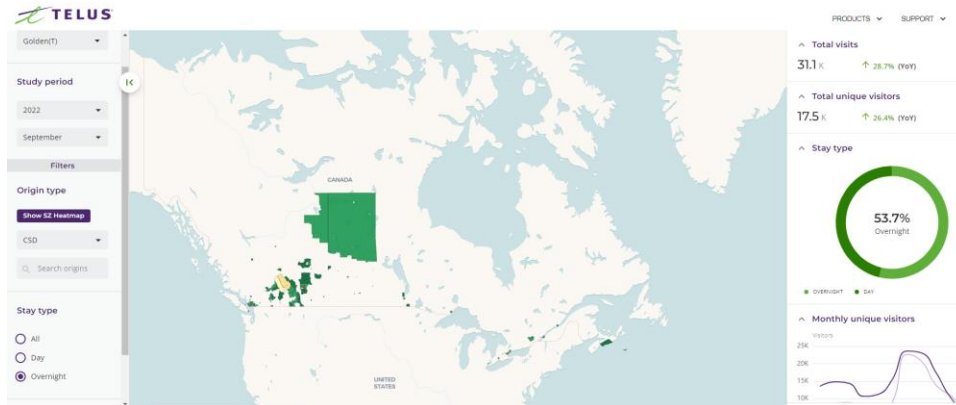
DMO PERFORMANCE – HIGHLIGHTS

With support from RMI:



RESEARCH

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



STAKEHOLDER SUPPORT PROGRAMS

☐ Co-op Photo & Video Shoots Winter & Summer

- ☐ 50% co-op support for professional seasonal photo & video shoots

☐ Events Hosting Co-op Program

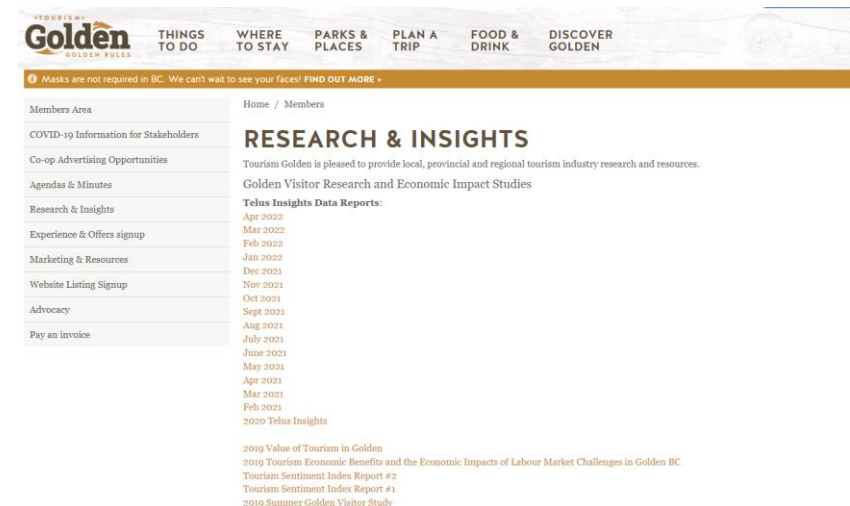
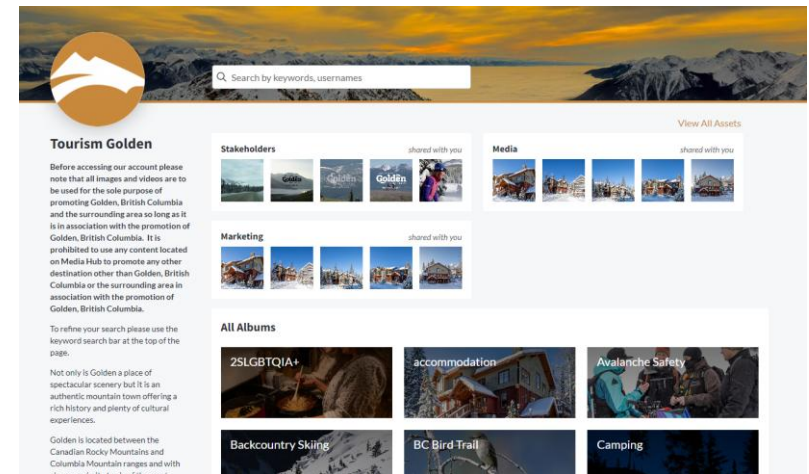
- ☐ 50% matching funding for eligible local hosting expenses

☐ MRDT-collecting Member Support Program

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

STAKEHOLDER SUPPORT PROGRAMS

- ❑ Media Hub image & video
- ❑ Shared industry research
- ❑ Subsidised 3rd party advertising
- ❑ Pro-D: Experience Development



VISITOR SERVICES

- ✓ **14,472 Visitors served**
- ✓ **+35% more than 2023**
- ✓ **Washroom block expansion & main building upgrades**
- ✓ **Completed Indigenous Learning interactive exhibits**



DESTINATION MANAGEMENT

Destination Management Plan Development

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.

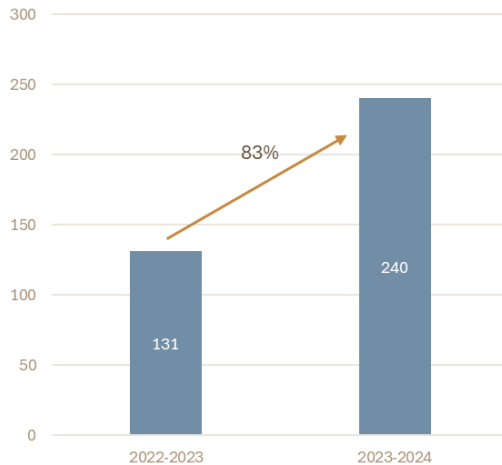
- **Support development of tourism businesses & experiences.**
- **Housing the tourism workforce.**
- **Cultivating visitors who care.**
- **Rec Site protection & Enhancement.**
- **Social and community impact of tourism**

2023 DMO PERFORMANCE – DESTINATION MANAGEMENT

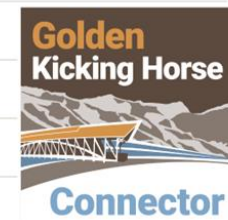
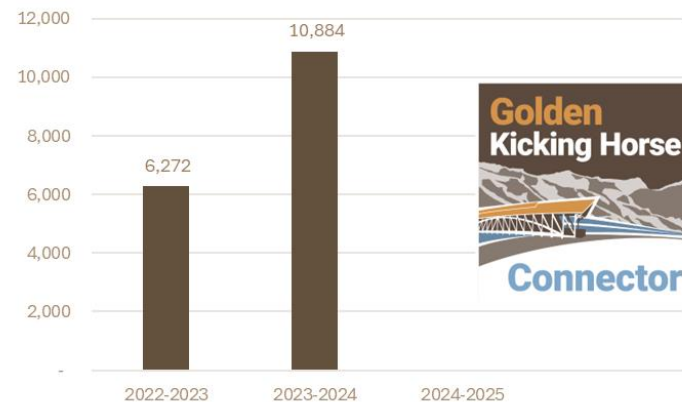
Winter Shuttle Services Partnership



Champagne Powder Shuttle Ridership



Golden Kicking Horse Connector Ridership



2023 DMO PERFORMANCE – DESTINATION MANAGEMENT

- ✓ Custom Golden job board workinGolden.ca
- ✓ Launched Feb 2023
- ✓ 15,000 users



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

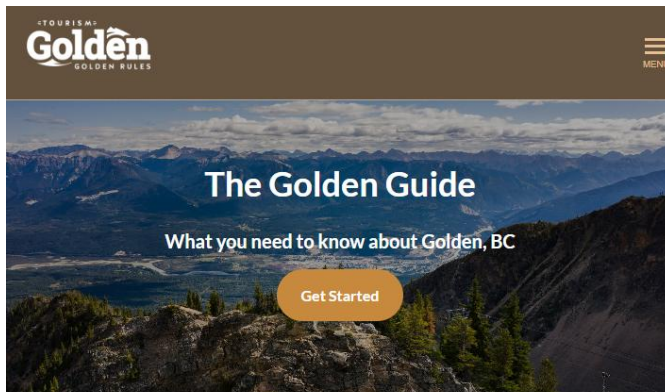
[GET JOB ALERTS](#)



BRITISH COLUMBIA | CANADA

2024 DMO PERFORMANCE – DESTINATION MANAGEMENT

- ✓ The Golden Guide Online destination education for residents & front-line workers
- ✓ 538 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.

