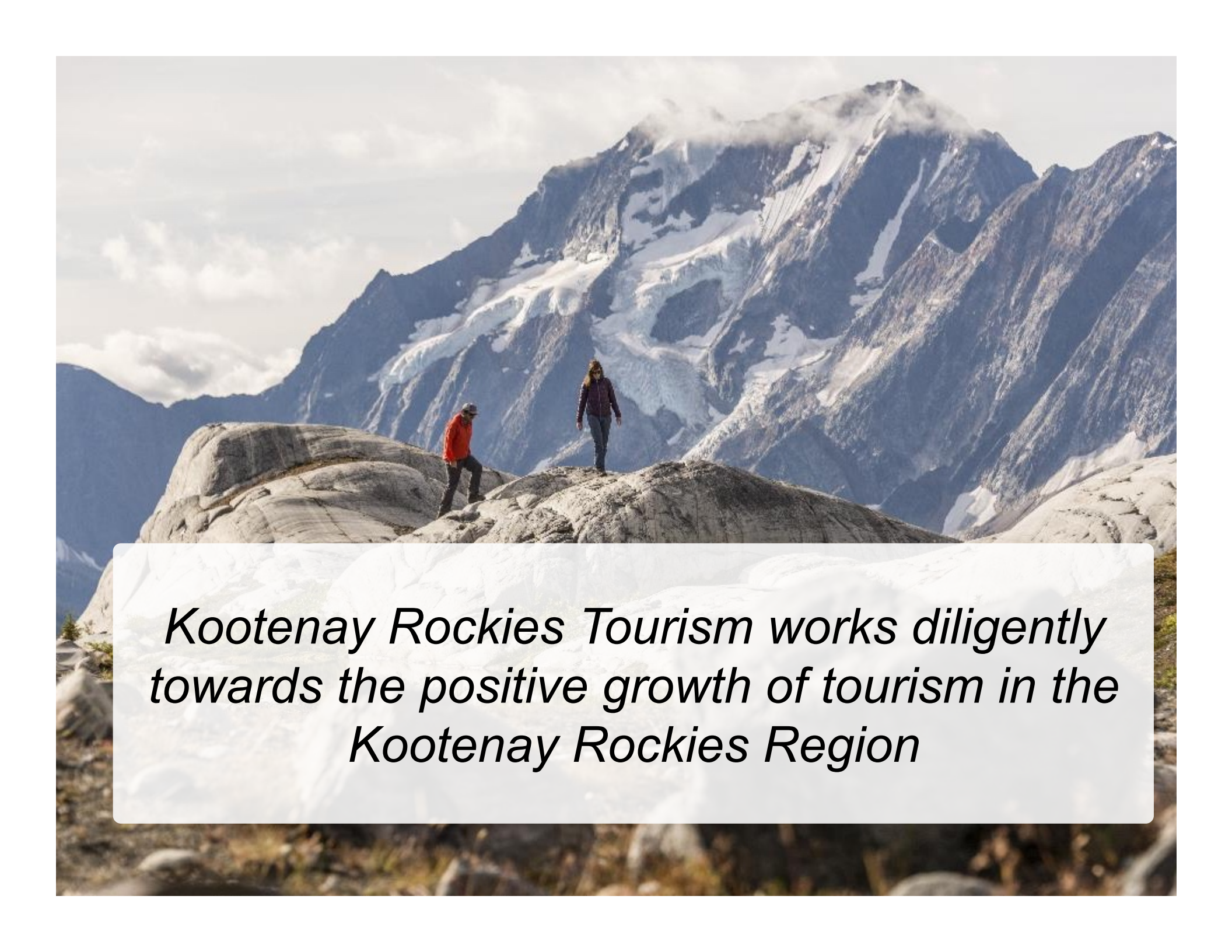




DESTINATION
BRITISH COLUMBIA™

Kootenay Rockies Destination Development AKBLG Convention April 26th, 2019

A photograph of two hikers standing on a large, light-colored rock formation in a mountainous region. The hiker on the left is wearing a bright orange jacket and dark pants, while the hiker on the right is wearing a dark jacket and pants. In the background, a large, rugged mountain peak is partially covered in snow and patches of ice, with a cloudy sky above. The overall scene is a high-altitude mountain landscape.

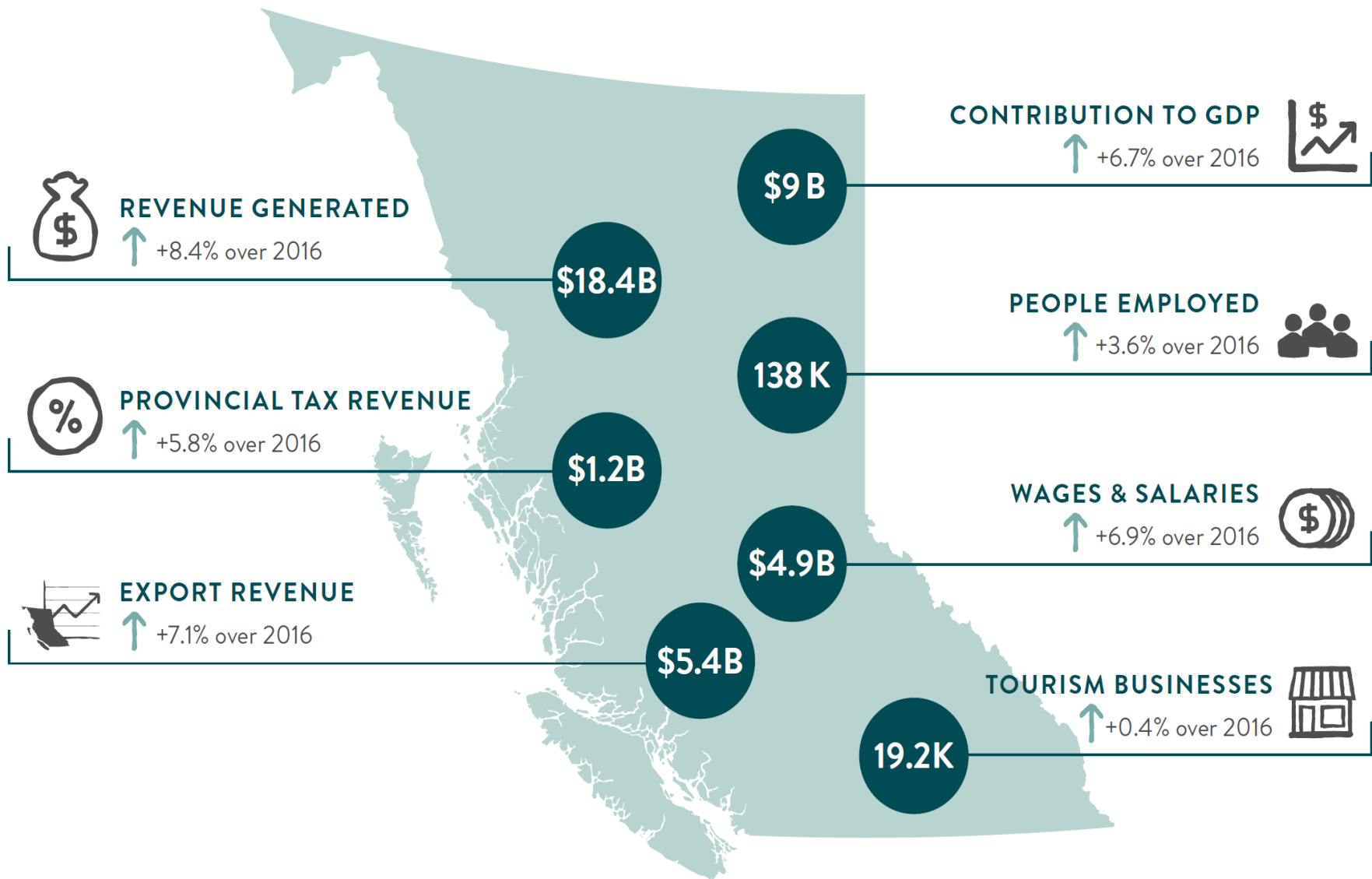
Kootenay Rockies Tourism works diligently towards the positive growth of tourism in the Kootenay Rockies Region



Global Tourism Growth



PROVINCIAL VALUE OF TOURISM



BC's GDP

\$1.5B



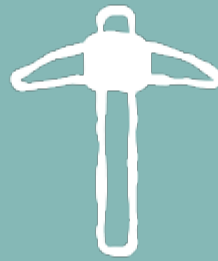
Agriculture
& Fish

\$2B



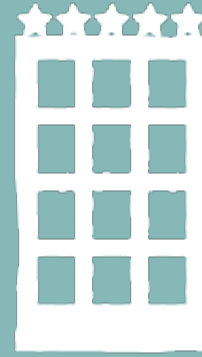
Forestry
& Logging

\$4.1B



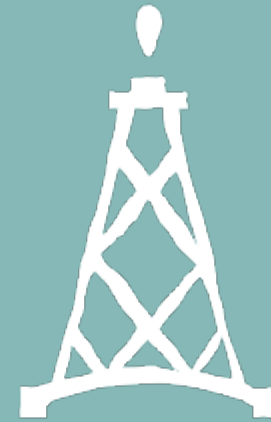
Mining

\$7.9B



Tourism

\$8.2B



Oil & Gas



DESTINATION
BRITISH COLUMBIA™



VALUE OF TOURISM

Improves the quality of life of all British Columbians

 PARKS  TRADE & INVESTMENTS

WINE SECTOR DEVELOPMENT  IMMIGRATION  AIRLINE ROUTES

SPORTS EVENTS **JOBS**  INTERNATIONAL EDUCATION **HIGHWAYS**

 COASTAL TRANSPORTATION  SKI RESORTS

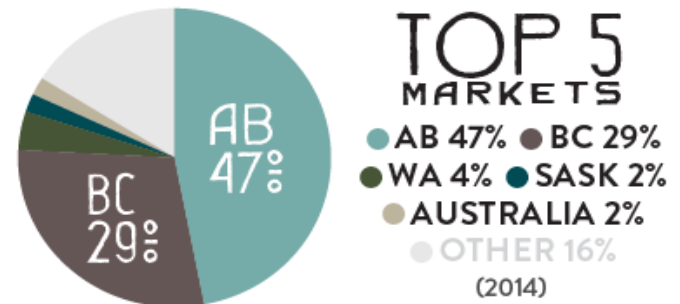
MUSEUMS  TRANSIT

ACCOMMODATIONS **CULINARY**  FACILITIES

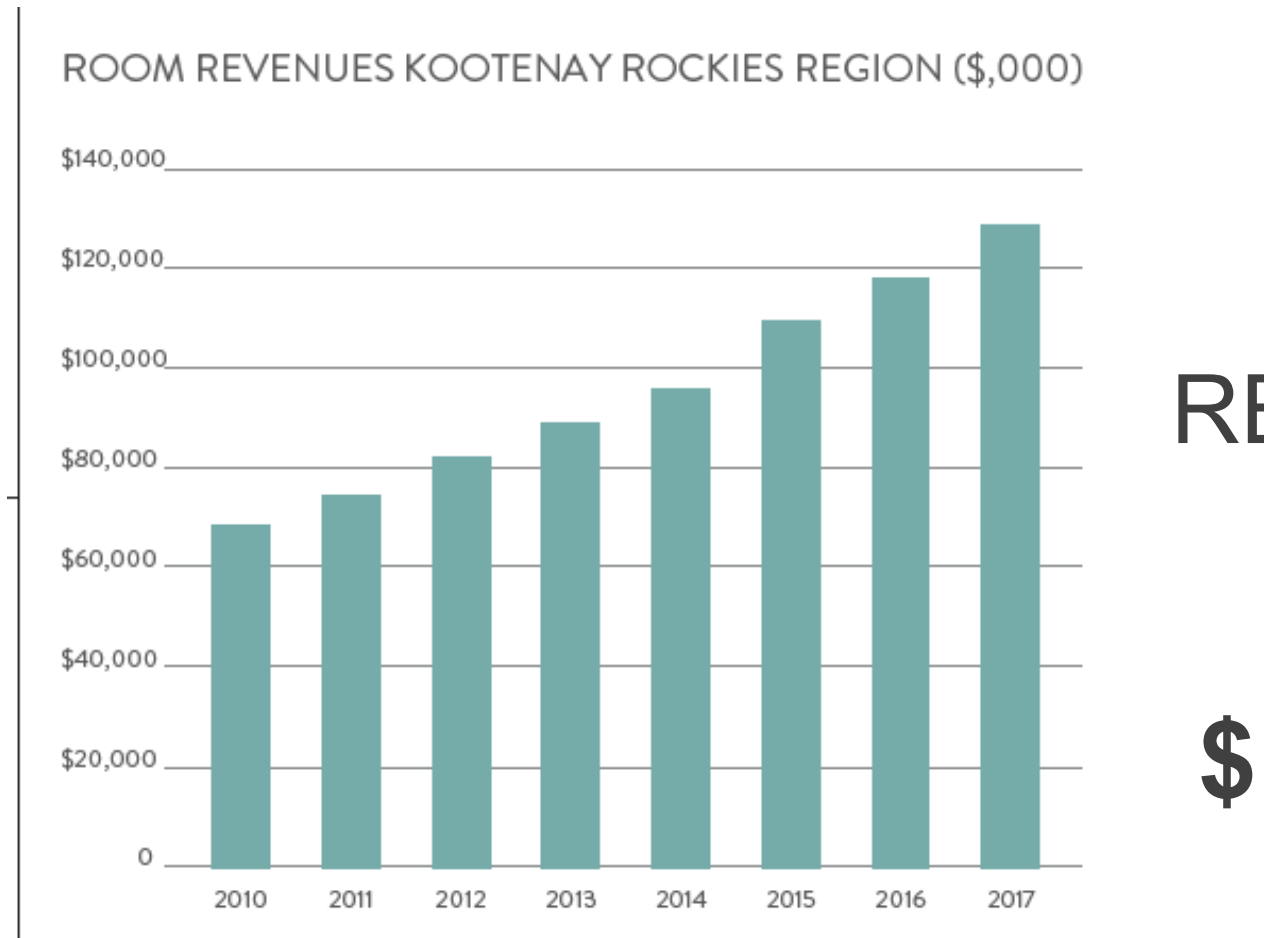
VALUE OF TOURISM IN THE KOOTENAY ROCKIES



7 OF 14 RESORT
MUNICIPALITIES
ACCESSED **\$12.7M** IN PROVINCIAL
SUPPORT TO TOURISM INFRASTRUCTURE
FROM 2012 TO 2018



VALUE OF TOURISM IN THE KOOTENAY ROCKIES



TOTAL
ROOM
REVENUES
2017

\$ 129.2 M

WELCOMING VISITORS – BENEFITING LOCALS – WORKING TOGETHER

A STRATEGIC FRAMEWORK FOR TOURISM IN BRITISH COLUMBIA

2019 – 2021



VISION:

Our vision is to build a strong, sustainable tourism sector that benefits all British Columbians.

Our new strategic framework is built on a foundation of sustainability which calls for consideration of the benefits of the sector along with its economic, sociocultural and environmental impact.

SUPPORTING PEOPLE & COMMUNITIES



Supporting people and communities to improve the quality of life and increase support and celebration of Indigenous cultures through tourism.

SUSTAINABLY GROWING THE VISITOR ECONOMY



Sustainably growing the visitor economy through innovative marketing and destination, and community development.

RESPECTING NATURE & THE ENVIRONMENT



Respecting nature and the environment by strategically guiding and managing tourism growth while preserving B.C.'s natural spaces.



**WHY DESTINATION
DEVELOPMENT
PLANNING?**



TOURISM REVENUE DRIVERS

DEMAND

+

SUPPLY


=

**SOCIAL,
CULTURAL,
ECONOMIC
BENEFITS**

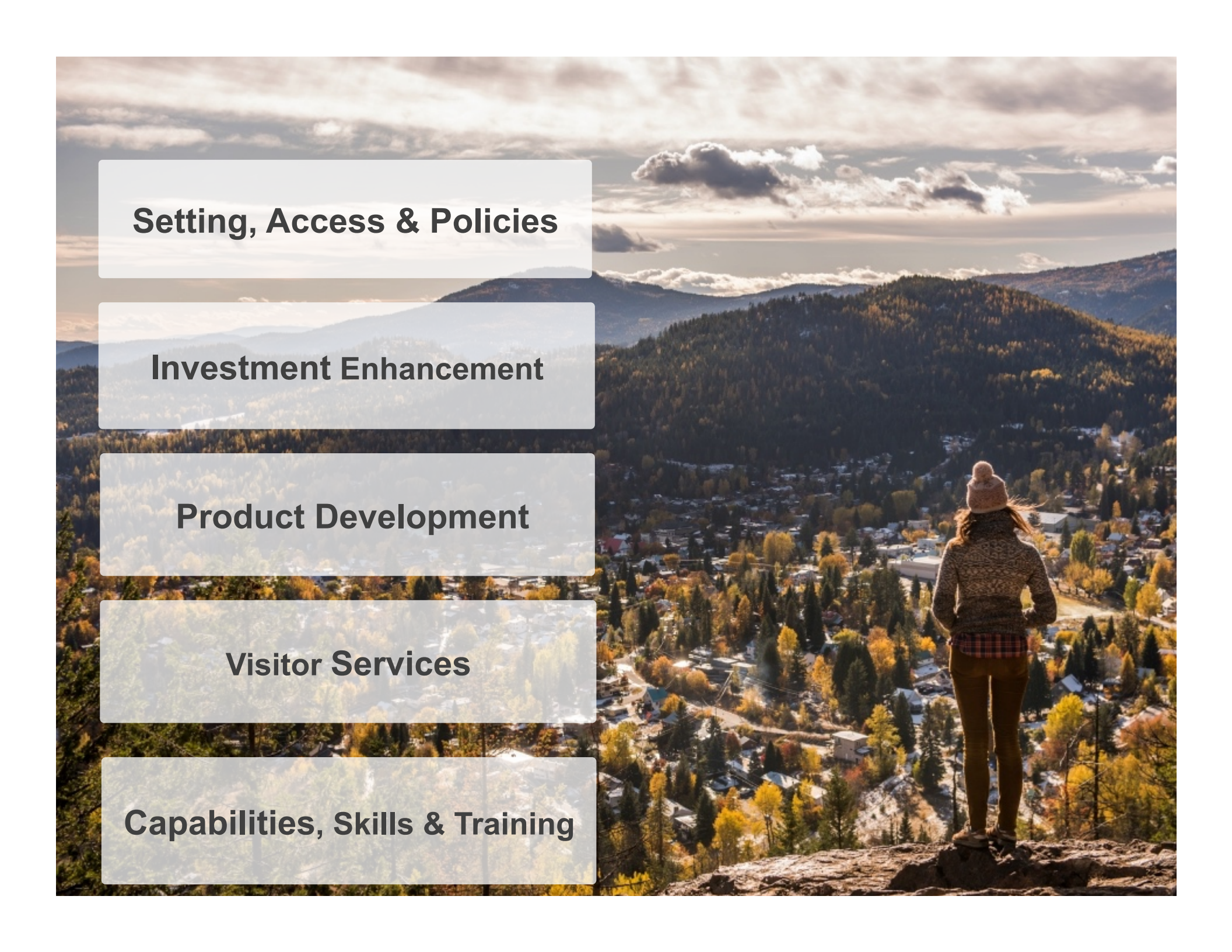




**DESTINATION
DEVELOPMENT
GOAL**



*Increase the long-term
competitiveness of BC's
destinations & tourism
businesses*

A person wearing a knit hat and a patterned sweater stands on a rocky outcrop, looking out over a town and forested mountains. The sky is filled with dramatic, cloudy light. The scene is captured from a high vantage point, looking down at the town and across the mountains.

Setting, Access & Policies

Investment Enhancement

Product Development

Visitor Services

Capabilities, Skills & Training

POWERFUL DEVELOPMENT NETWORK

1450 + Partners Engaged

FIRST NATIONS

PROVINCIAL
GOVERNMENT

TOURISM
BUSINESSES

TOURISM
ORGANIZATIONS

LOCAL
GOVERNMENT

COMMUNITY
GROUPS

ECONOMIC
DEVELOPMENT



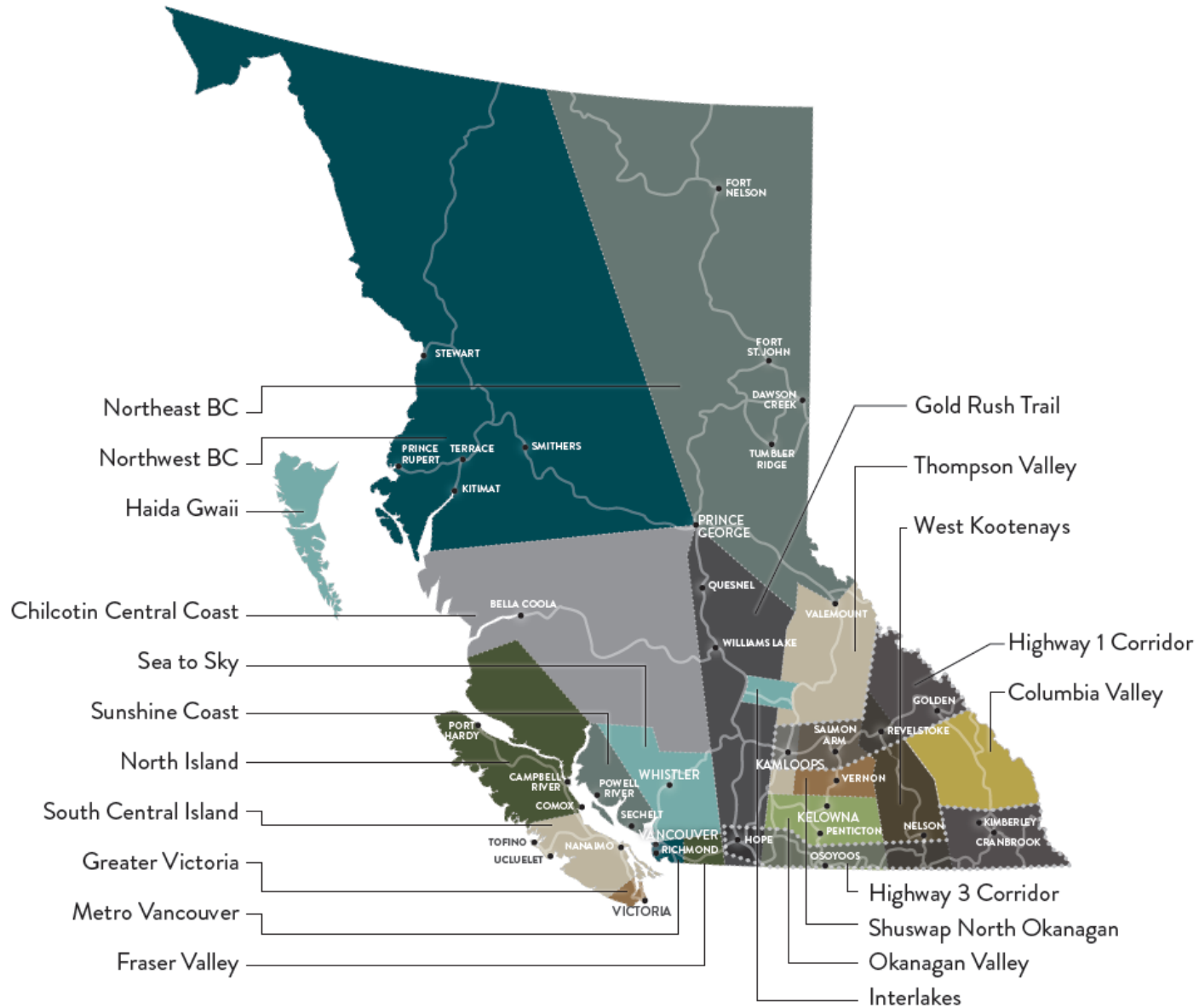
**1 PROVINCIAL DESTINATION
DEVELOPMENT STRATEGY**

6 REGIONAL STRATEGIES

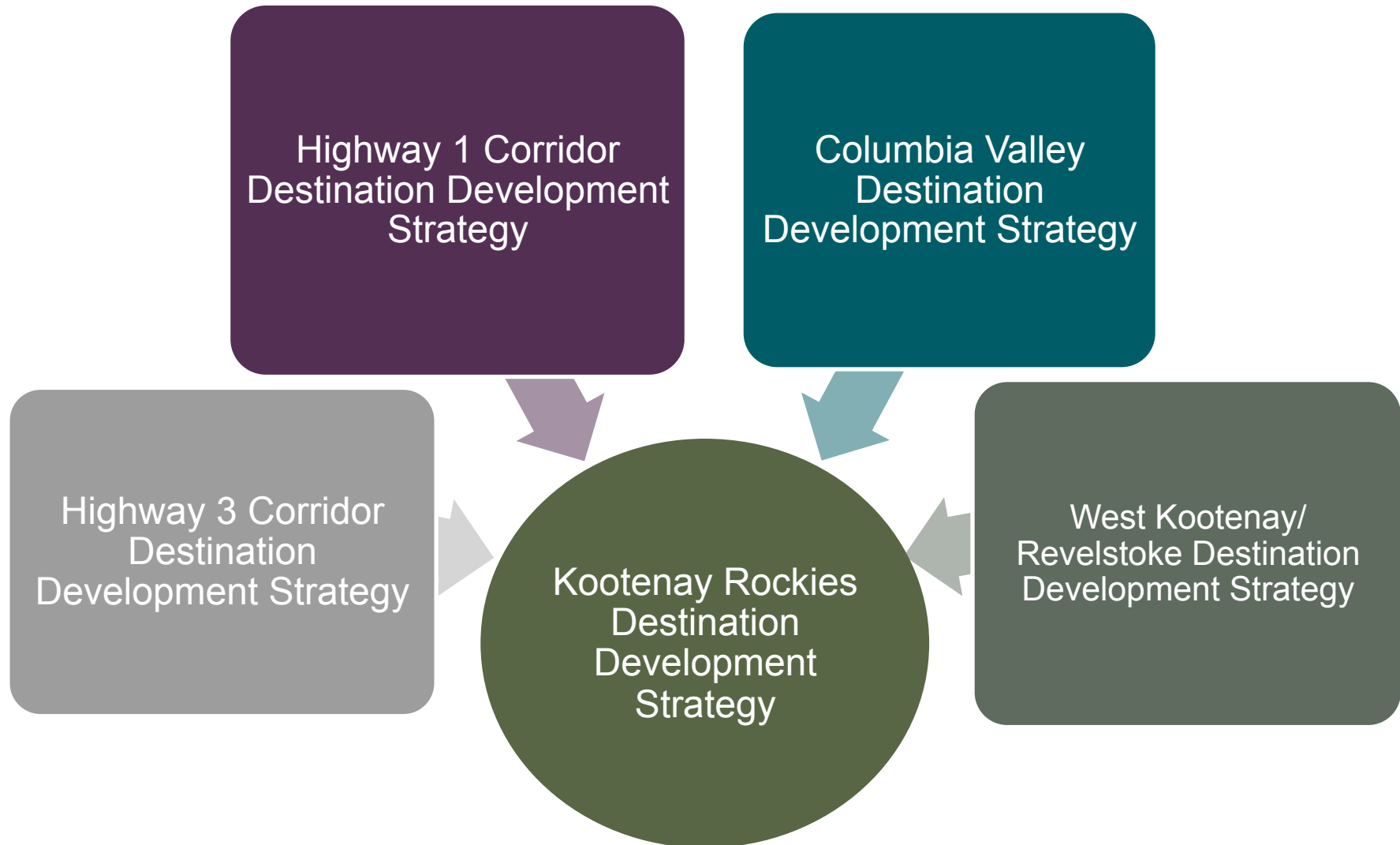
**20 PLANNING AREA
STRATEGIES**



PLANNING AREAS IN BC



DESTINATION DEVELOPMENT PLANNING IN THE KOOTENAY ROCKIES



DESTINATION DEVELOPMENT PLANNING IN THE KOOTENAY ROCKIES



- 15 In-person planning sessions & webinars
- 9 Online surveys
- 40 Phone interviews
- 10 Working committee meetings
- 3 Strategy presentation events
- 2 Actions plans underway

350 + Stakeholders engaged

HIGHWAY 3 CORRIDOR VISION

Travelers with a sense of adventure are attracted to the Highway 3 corridor's abundance of parks, remarkable outdoor recreation and the welcoming eccentricity of the many small communities, each offering their own interesting landscapes, story to tell and histories to share.

Highway 3 is BC's best known and best loved west-east driving corridor, providing a safe, scenic route that travelers can explore at their own pace.



KOOTENAY ROCKIES DESTINATION DEVELOPMENT VISION

*The Kootenay Rockies region is a preferred **four-season destination** for passionate travellers of **all ages and abilities** with a sense of adventure and a desire to discover unparalleled, **accessible outdoor recreation and the authentic mountain culture** unique to the Kootenay's small towns.*

*The Kootenay Rockies region offers travellers from near and far opportunity to **connect both to the nature** that defines and sustains this place and to **the people that differentiate** it with their **outstanding service** and warm welcome to visitors as 'temporary locals'.*

*The tourism industry in the Kootenay Rockies **embraces collaboration, leads the world in sustainable tourism** and constantly builds and **nurtures relationships** that accelerate the region's success as a travel destination.*

KOOTENAY ROCKIES DESTINATION DEVELOPMENT GOALS

Year-round Tourism
Economy &
Strong Shoulder
Seasons

Environmental
Sustainability –
Climate Change
Adaptation

Longer Stays &
Increased Yield

Community
Resiliency & Quality
of Life

High Visitor
Satisfaction

Diversify Target
Market – Increased
focus on Long-haul

Leader in Rural Multi-
modal Transportation

Tourism Business Climate
& Workforce Attraction,
Retention & Housing

KOOTENAY ROCKIES DESTINATION DEVELOPMENT STRATEGY AREAS

OUR NATURE
DEFINES US

OUR PEOPLE
DIFFERENTIATE US

OUR
COLLABORATION
ACCELERATES US



OUR NATURE DEFINES US

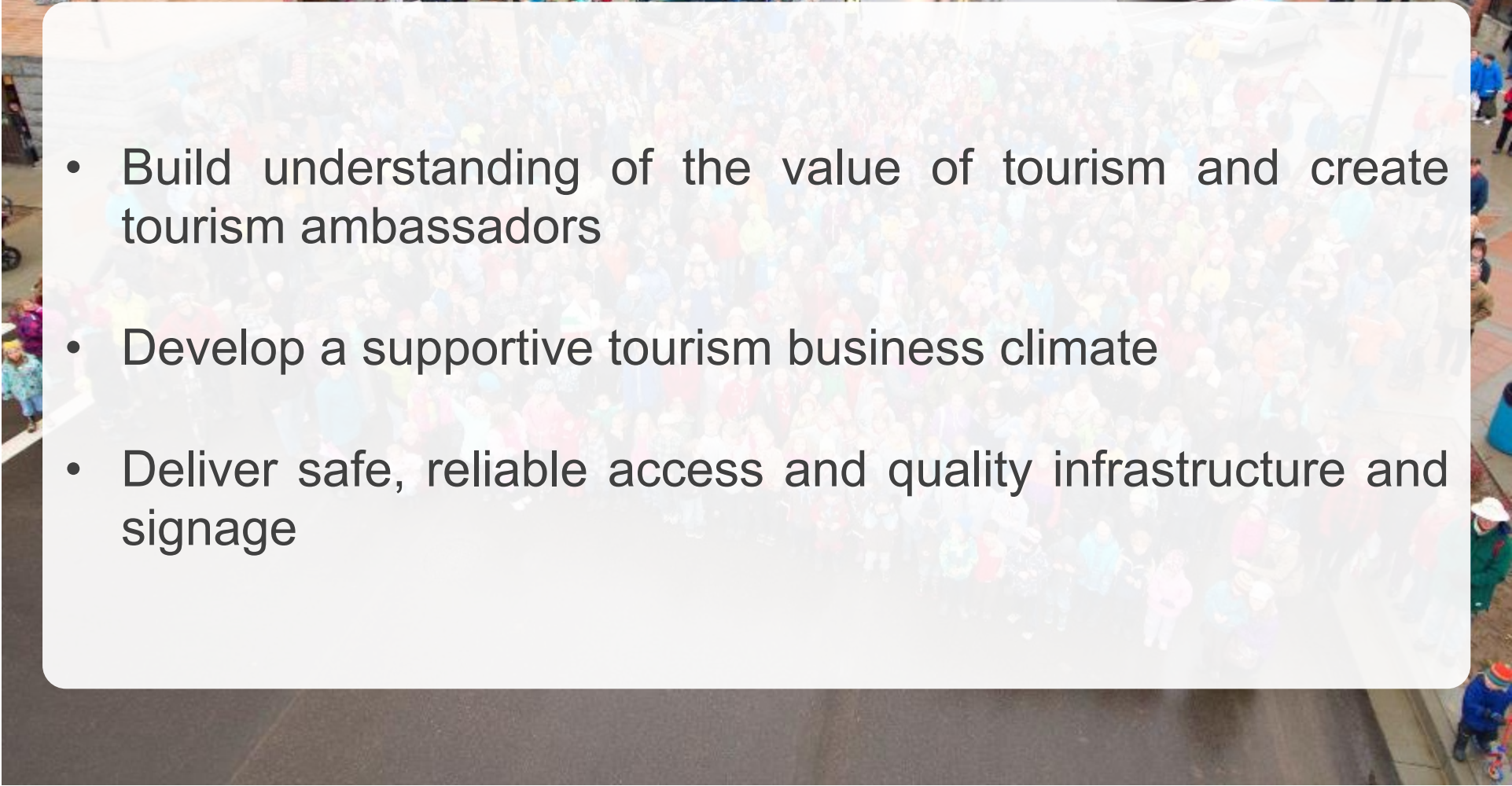
- Monitor and Respect Environmental Carrying Capacity,
- Monitor and Manage Experiential Carrying Capacity,
- Continue to Offer Remarkable Outdoor Recreation Experiences

OUR PEOPLE DIFFERENTIATE US

- Build strong relationships with Indigenous Communities
- Celebrate Community Authenticity and Respect Local Values
- Contribute to Community Sustainability and Resiliency
- Address Tourism Labour Shortages and Housing and Invest in Training and Service
- Support local Arts, Culture, Heritage
- Support better accessibility to experiences and amenities for people of all ages and abilities



OUR COLLABORATION ACCELERATES US

- Build understanding of the value of tourism and create tourism ambassadors
 - Develop a supportive tourism business climate
 - Deliver safe, reliable access and quality infrastructure and signage
- 



FROM VISION TO REALITY...



WE ALL HAVE A ROLE TO PLAY...

THANK YOU

Kathy Cooper

CEO

Kootenay Rockies Tourism

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Industry & Destination

Development Specialist

Kootenay Rockies Tourism

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**For more information and to download the
Strategy documents visit:**

www.krtourism.ca/tourismdev/