

REVELVY.

TOURISM TALKS

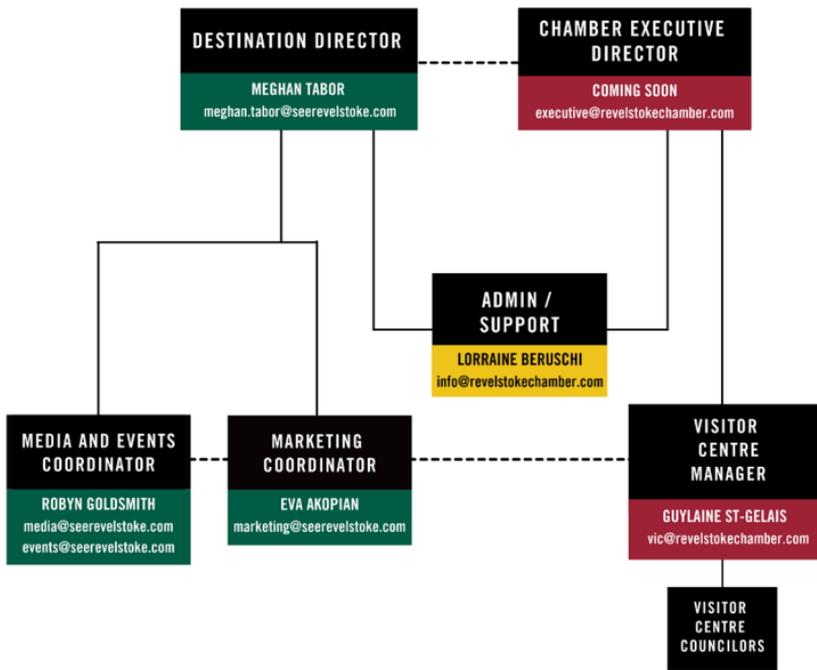
Hi! We're Tourism Revelstoke. Maybe you follow us on Instagram (@seerevelstoke, #therealstoke) or you've seen some of our work.

We are a Destination Marketing Organization (DMO), which is exactly what it sounds like: we promote Revelstoke as a year-round destination of choice and inspire travellers to experience our mountain community. It's our job to generate buzz about Revelstoke by building a recognizable brand, marketing Revelstoke, recruiting media to Revelstoke, and supporting events that attract people to Revelstoke. Tourism Revelstoke's job is to serve as the leader to deliver on an established tourism vision in order to develop a unified destination experience. We all live and breathe Revelstoke and are committed to our community. We recognize residents as the heart of our tourism strategy, and are excited to have locals engage with us and our vision.

Tourism Revelstoke is a non-profit DMO driven by the Revelstoke Accommodation Association (RAA) and the Revelstoke Chamber of Commerce (RCOC); our relationship is admittedly a bit confusing. RCOC delivers valuable services, business advocacy and events to their membership and community at large. RAA is a group of 20+ local accommodators, and works with other local stakeholders on tourism marketing initiatives. RAA and RCOC work together to help local businesses thrive and share in the economic benefits of tourism.

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Our organizational structure might help you understand our make up a bit better.

The economic impact of increased tourism flows through Revelstoke and benefits our community as a whole. Tourism is capable of achieving steady health and growth while making significant contributions to Revelstoke on a long-term basis. Last year tourism generated \$770,000 through the MRDT (we'll get into the MRDT in a later column). Of that funding, \$193,000 went into visitor servicing, community groups, and local event funding. \$310,00 went to marketing initiatives for Revelstoke, and \$132,000 went to improving city access and transportation within town.

Look for our column each month in the Mountaineer. We'll be filling you in on important tourism related topics and helping you understand a little more about where tourism dollars come from and where they go.

WANT FREE SWAG? BRING THIS ARTICLE TO THE VISITOR INFORMATION CENTRE AND WE'LL HOOK YOU UP!