

# REVELSTOKE. TOURISM TALKS

## The Value of Tourism in Revelstoke.

It's clear that tourism has a significant impact on Revelstoke's economy; however, gauging that impact Tourism Revelstoke and Destination BC, BC's provincial marketing organization, partnered to undertake a Value of Tourism Study for 2019. 2019 was a record setting year for tourism in Revelstoke. 2020 was on track to be similar, until the industry was disrupted by the pandemic. It should provide a good indicator of tourism's contributions to our economy into the future. For all of you data nerds, here are some of our stats:

### Tourism in REVELSTOKE (2019)

**2019** Accommodation Revenues **up 20%**

**+\$147 million**

in annual visitor spending in 2019

Average spend of **\$277** per overnight visitor to Revelstoke

**768,400**

Number of annual visitors in 2019

#### VISITOR BREAKDOWN (768,400)

Leisure Fixed Roof (Hotels, Motels, B&Bs, STRs) **386,800**

Business Fixed Roof (Hotels, Motels, B&Bs) **6,000**

RV & Campground **95,700**

Visiting Friends & Relatives **35,000**

Day Visitors\* **244,900**

*\*traveled more than 40 km with a travel intent (Stats Canada)*

Overnight visitors account for **68%** of overall visitation and **88%** of overall visitor spending

Average Daily Room Rate **\$158**

**244,900** same day travelers enter and leave Revelstoke within a 24 hour period and account for **12%** of Revelstoke's total visitor spending

Year-round accommodation occupancy is over **60%** with the slowest months being November, April, May & October

**1.9 nights** is the average length of stay for overnight leisure visitors

Revelstoke's **2% Hotel Tax & RMI Funding** has contributed **\$12 million** towards tourism marketing programs and infrastructure since 2008 (until 2019)

**+\$112,000** was generated for affordable housing in 2019 through the Online Accommodation Platform Hotel Tax

Tourism Revelstoke contributes **+\$150,000** annually to local events, clubs, and non-profits in our community

Snowmobile tourism in Revelstoke: Visiting snowmobilers in Revelstoke account for **\$12 million** in direct economic output and **\$30 million** in total economic output, as well as **135** full time jobs.

% of leisure visitors & spend at Revelstoke Mountain Resort

AB **15%** (13% spend) Overseas **6%** (21% spend)

BC **64%** (38% spend) USA **6%** (9% spend)

Other Canada **9%** (19% spend)

**+250** businesses in Revelstoke are directly or closely associated with the tourism industry, representing **33%** of the Revelstoke business ecosystem and **24%** of the Kootenay Rockies regions tourism businesses

Tourism generates many types of revenues for Revelstoke, including business income, wage earnings, share earnings, rates and taxes. Undesirable changes, such as cost of living and adverse impact on trails or other community resources, need solutions through collaboration and effective growth management. Revelstoke has begun a Destination Management Planning process to support the community's tourism vision and broader values for quality of life, destination stewardship, and economic prosperity.

To read previous Tourism Talks columns, check out [seerevelstoke.com/about-tourism-revelstoke/](http://seerevelstoke.com/about-tourism-revelstoke/)