

REVELSTOKE. TOURISM TALKS

Thanksgiving Back Campaign.

Tourism Revelstoke's Thanksgiving Back Campaign wrapped up on the first weekend in October. This regenerative tourism campaign was the first of its kind in Revelstoke, bringing volunteers from other communities to participate in various projects for local nonprofits.

The campaign in numbers:

- 38 volunteers came from out of town.
- Volunteers participated in 5 different projects over 2 weekends.
- \$3000 was given directly to local nonprofits for project management.
- Approximately \$10,000 went to local accommodators.
- Volunteers stayed a minimum of 2 nights in Revelstoke.

This campaign is part of Tourism Revelstoke's goal to foster regenerative tourism. We'd like to develop campaigns that both support our visitor economy and benefit our local community. This campaign falls on the heels of recent initiatives like our Ten for the Trails campaign, in which we donated directly to the Revelstoke Cycling Association.

The volunteer projects included:

- The reorganization and transportation of archival materials for the Revelstoke Railway Museum.
- A planting and restoration project at Blanket Creek for the Columbia Shuswap Invasive Species Society.
- A trail maintenance day for the Revelstoke Cycling Association.
- Helping with LUNA for Arts Revelstoke.
- Supporting Wildsight's Kokanee Fish Festival.



Volunteers at the Revelstoke Cycling Association's Trail Day. Photo: Chris Istance

The campaign's aims were to foster a connection between visitors and our community, to support our local non-profits, to drive visitation in the shoulder season, and to educate visitors about the efforts that go into projects like these.

Feedback from participants was overwhelmingly positive. Some of the feedback received included:

"I had a great time, learned some new skills, and met some fabulous people."
- RCA Volunteer

"So impressed with the support for arts and culture in Revelstoke." - LUNA Volunteer

"Thanksgiving Back has given us one of our most memorable and special weekends ever." - Railway Museum Volunteer

We look forward to running this campaign next year, as well as undertaking more initiatives that see our MRDT funding going towards regenerative tourism and back into the community.

To read previous Tourism Talks columns, check out
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