

Tourism Golden 16th ANNUAL GENERAL MEETING



May 11th , 2022

Welcome by Toby Barrett
President of the Board

Introductions



Agenda

Formal Proceedings:

1. Approval of the Agenda
2. Approval of the minutes from 2021 AGM
3. Presentation of the 2021 Financial Statements
4. Approval of the financial statements
5. Highlights of 2021 Annual Report
6. Voting on the proposed Special Resolution
7. Election of Directors & Announcements
8. Motion to Adjourn

Informal Proceedings & lunch

MOTIONS

1. To approve the Agenda
2. To approve the minutes of 2021 AGM

Presentation of
Financial Statements:
2021 FY Tourism Golden Marketing
2021 FY Visitor Services

By Kevin Cox CPA, Cox & Company



TOURISM GOLDEN ASSOCIATION
Statement of Revenues and Expenditures
Year Ended December 31, 2021

	2021	2020
REVENUES		
Cooperative marketing	\$ 12,340	\$ 11,911
Website memberships	11,832	13,976
Partner funding	59,566	30,524
MRDT revenues (Note 6)	639,172	466,778
Travel planner	33,810	-
Grants	136,138	152,567
Event Grants & Sponsorship	-	500
	<u>892,858</u>	<u>676,256</u>
EXPENSES		
Marketing and promotion (Note 13)	576,551	402,621
Amortization	716	1,435
Business taxes, licenses and memberships	7,975	7,376
Employee Salaries	192,616	178,169
Insurance	3,038	2,168
Interest and bank charges	157	386
MRDT Administration fees	14,740	11,300
Office	5,754	995
Education & training	1,866	-
Board and governance	17,840	130
WCB Expense	582	435
Professional fees	1,976	2,291
Rental	5,100	3,128
Seasonal wages	7,465	-
Telephone	2,807	2,479
Travel	327	2,717
Utilities	2,164	2,286
	<u>841,674</u>	<u>617,916</u>
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS	<u>51,184</u>	<u>58,340</u>
OTHER INCOME		
Interest income	455	502
Wage subsidy & CEBA Funding	18,343	82,692
	<u>18,798</u>	<u>83,194</u>
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 69,982</u>	<u>\$ 141,534</u>

TOURISM GOLDEN ASSOCIATION**Statement of Cash Flows****Year Ended December 31, 2021**

	2021	2020
OPERATING ACTIVITIES		
Excess of revenues over expenses	\$ 69,982	\$ 141,534
Item not affecting cash:		
Amortization of capital assets	716	1,435
	<u>70,698</u>	<u>142,969</u>
Changes in non-cash working capital:		
Accounts receivable	(26,459)	41,875
Accounts receivable from a director	(4,000)	-
Accounts payable	20,458	670
Prepaid expenses	(116)	3,051
Goods and services tax payable	(10,315)	6,971
Deposits received	6,259	1,438
	<u>(14,173)</u>	<u>54,005</u>
Cash flow from operating activities	<u>56,525</u>	<u>196,974</u>
INVESTING ACTIVITY		
Purchase of capital assets	-	(1,928)
FINANCING ACTIVITIES		
Proceeds from long term financing	-	30,000
Repayment of long term debt	(30,000)	-
Cash flow from (used by) financing activities	<u>(30,000)</u>	<u>30,000</u>
INCREASE IN CASH FLOW	26,525	225,046
Cash - beginning of year	<u>418,927</u>	<u>193,881</u>
CASH - END OF YEAR	\$ 445,452	\$ 418,927

TOURISM GOLDEN ASSOCIATION
Statement of Financial Position
December 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash and deposits	\$ 445,452	\$ 418,927
Accounts receivable (Note 6)	112,408	85,949
Accounts receivable from a director (Note 7)	4,000	-
Goods and services tax recoverable	25,049	14,734
Prepaid expenses	1,482	1,366
	588,391	520,976
CAPITAL ASSETS (Note 9)	1,593	2,308
	\$ 589,984	\$ 523,284
 LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 36,490	\$ 16,031
Deposits received	13,955	7,696
	50,445	23,727
LONG TERM DEBT (Note 12)	-	30,000
	50,445	53,727
 NET ASSETS		
Operating fund	537,946	467,248
Capital asset fund	1,593	2,309
	539,539	469,557
	\$ 589,984	\$ 523,284

TOURISM GOLDEN - VISITOR SERVICES
Statement of Revenues and Expenditures
Year Ended December 31, 2021

	2021	2020
REVENUES		
Advertising revenue	\$ 4,312	\$ 1,000
Partner funding	50,000	50,000
Grants	2,364	4,397
Other revenue	2,144	1,477
Retail	24,035	21,463
	<u>82,855</u>	<u>78,337</u>
EXPENSES		
Marketing and promotion	22,880	23,961
Amortization	2,410	3,231
Employee Salaries	40,100	33,285
Insurance	1,169	1,060
Interest and bank charges	1,062	835
Office	16	779
Education & training	-	25
Cost of Park Passes sold	20,717	18,696
Cost of Retail sales	602	1,022
Sani Dump Operations	2,413	2,611
Cost of KHMR Passes sold	-	(8)
Professional fees	1,037	1,354
Operational Maintenance & Supplies	8,360	6,269
Staff Supplies & development	955	-
Telephone	1,356	1,498
Travel	243	348
Uniforms	396	-
Utilities	5,752	158
	<u>109,468</u>	<u>95,124</u>
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	(26,613)	(16,787)
Government Grants	-	2,643
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (26,613)	\$ (14,144)

TOURISM GOLDEN - VISITOR SERVICES
Statement of Cash Flows
Year Ended December 31, 2021

	2021	2020
OPERATING ACTIVITIES		
Deficiency of revenues over expenses	\$ (26,613)	\$ (14,144)
Item not affecting cash:		
Amortization of capital assets	2,410	3,231
	<u>(24,203)</u>	<u>(10,913)</u>
Changes in non-cash working capital:		
Accounts payable	231	-
Prepaid expenses	(63)	(38)
Goods and services tax payable	106	139
	<u>274</u>	<u>101</u>
DECREASE IN CASH FLOW	(23,929)	(10,812)
Cash - beginning of year	<u>192,168</u>	<u>202,979</u>
CASH - END OF YEAR	\$ 168,239	\$ 192,167

TOURISM GOLDEN - VISITOR SERVICES
Statement of Financial Position
December 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash	\$ 168,239	\$ 192,168
Goods and services tax recoverable	1,604	1,710
Prepaid expenses	579	516
	170,422	194,394
CAPITAL ASSETS <i>(Note 7)</i>	7,296	9,706
	\$ 177,718	\$ 204,100
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 231	\$ -
NET ASSETS		
Operating fund	170,191	194,394
Capital asset fund	7,296	9,706
	177,487	204,100
	\$ 177,718	\$ 204,100

Motion to approve the
Financial Statements as presented

Summary of the Tourism Golden Annual Report 2021 FY

by Joanne Sweeting



TOURISM GOLDEN STRATEGIC PLAN 2017 - 2021
BUILD | CREATE | COMMUNICATE | COLLABORATE

Submitted by Joanne Sweeting, Executive Director

August 2016

TOURISM
Golden
GOLDEN RULES



MARKETING PLAN 2021

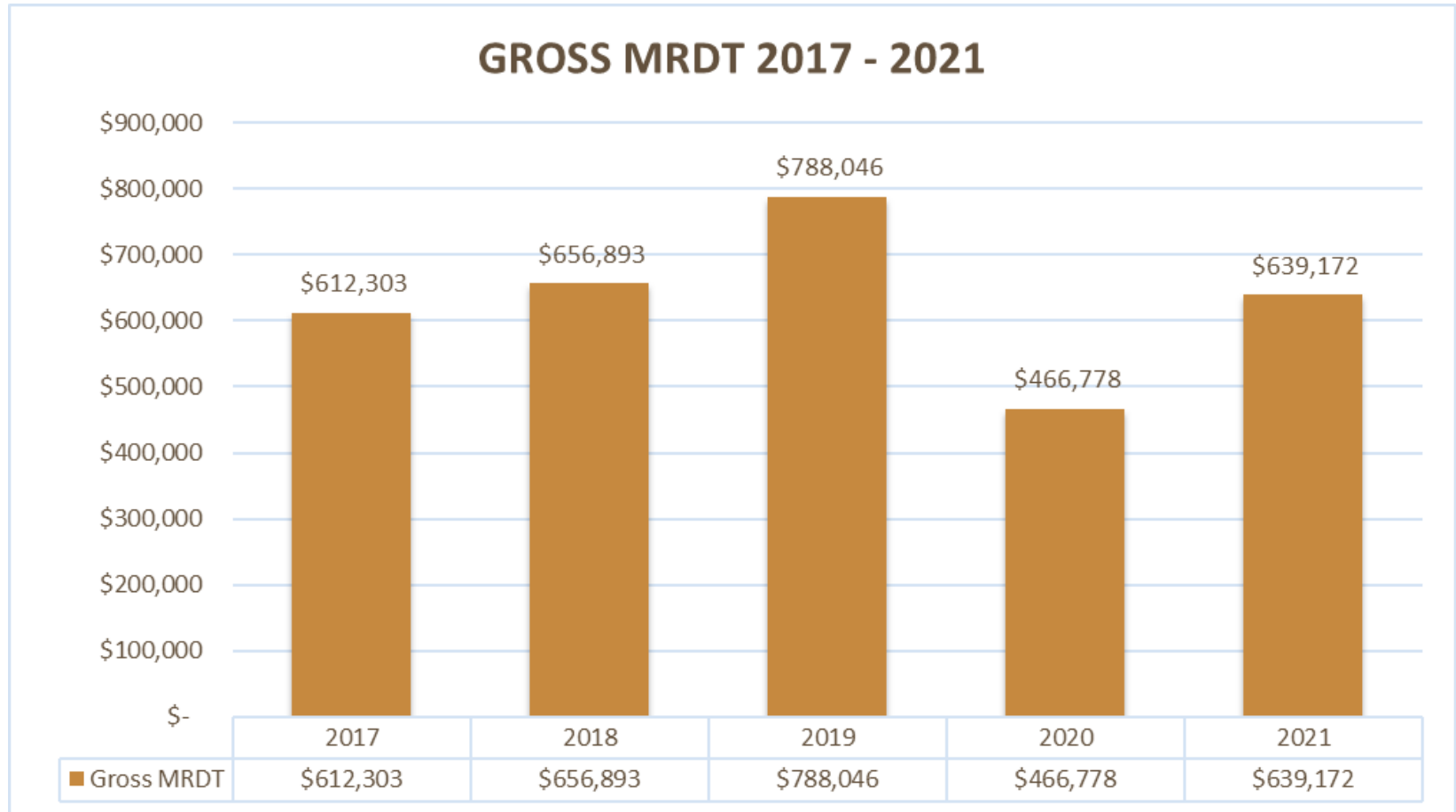
Submitted by: Joanne Sweeting, Executive Director

Approved: December 2020

TOURISM
Golden
GOLDEN RULES
BRITISH COLUMBIA

- Build on a strong brand
- Identify & own unique selling propositions
- Create, curate and communicate
- Educate & collaborate
- Inform & evaluate

Results: Strategic Plan 2017 - 2021



SITUATIONAL ANALYSIS

*Pandemic non-essential travel advisories & PHO
guidelines/mandates*

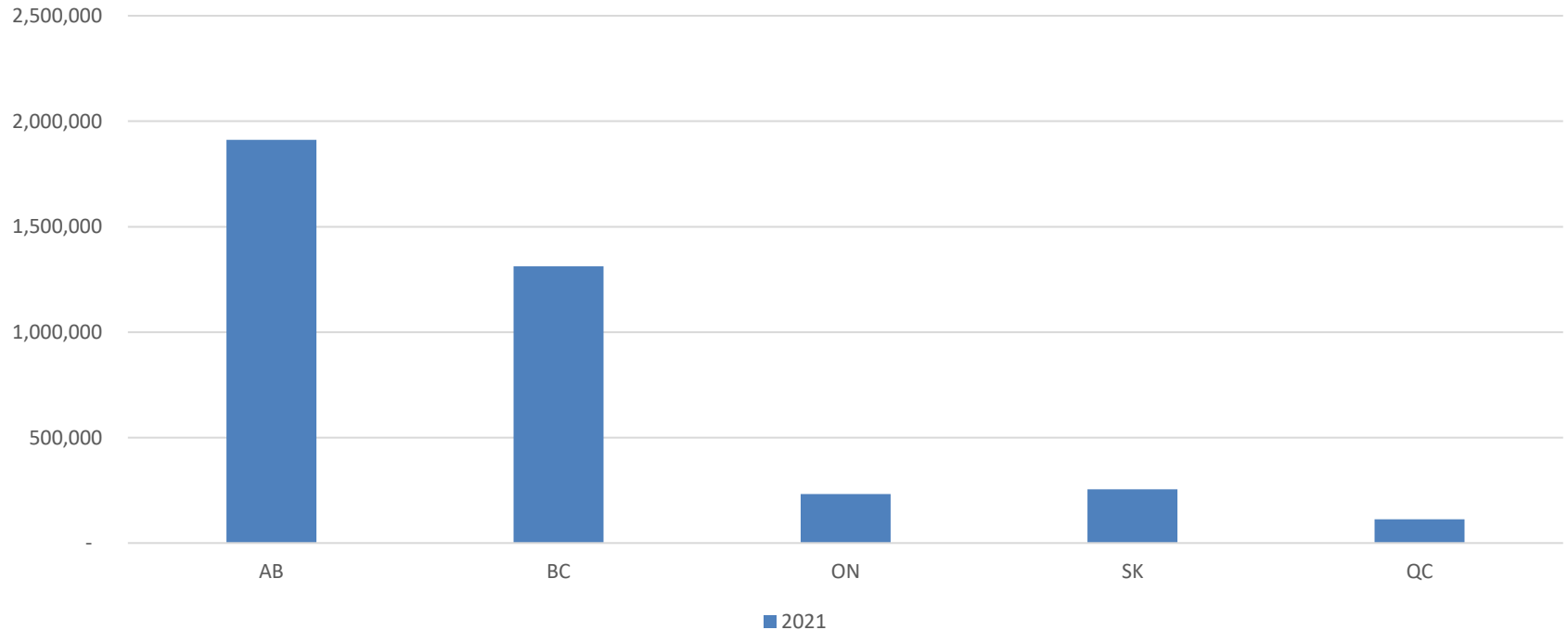
*International border closures Sept (USA) &
November (ROW)*

Kicking Horse Canyon Project extended closures

2021 DESTINATION PERFORMANCE

3.9 million overnight Canadian visitors

Overnight Stays by Province 2021



Source: Telus Insights Dec 2021- Golden-Columbia

2021 DESTINATION PERFORMANCE

GOLDEN, BRITISH COLUMBIA
**TOURISM
SENTIMENT SCORE®**

31



JAN 01 - DEC 31, 2020
SCORE

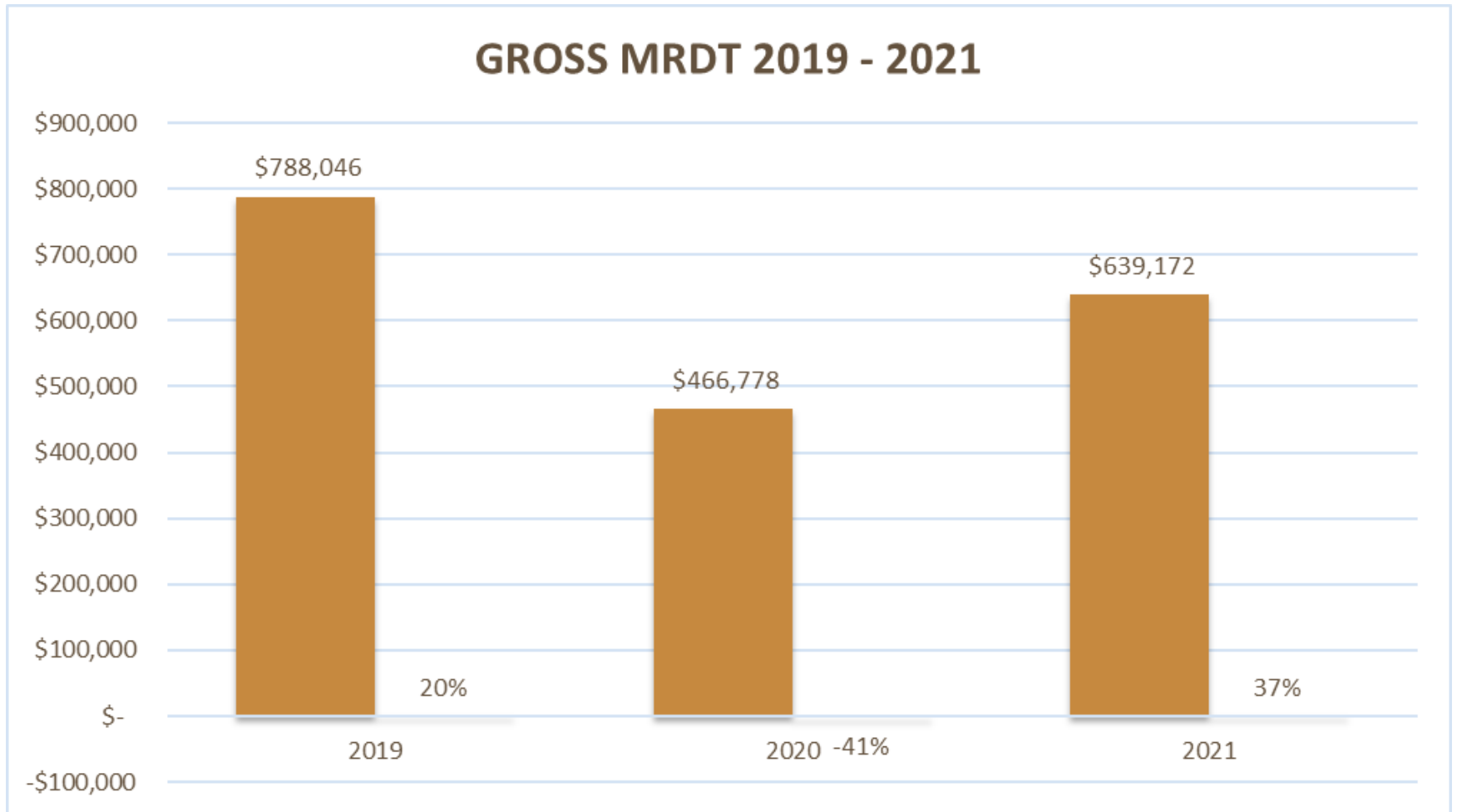
18

JAN 01 - DEC 31, 2021

+13 points

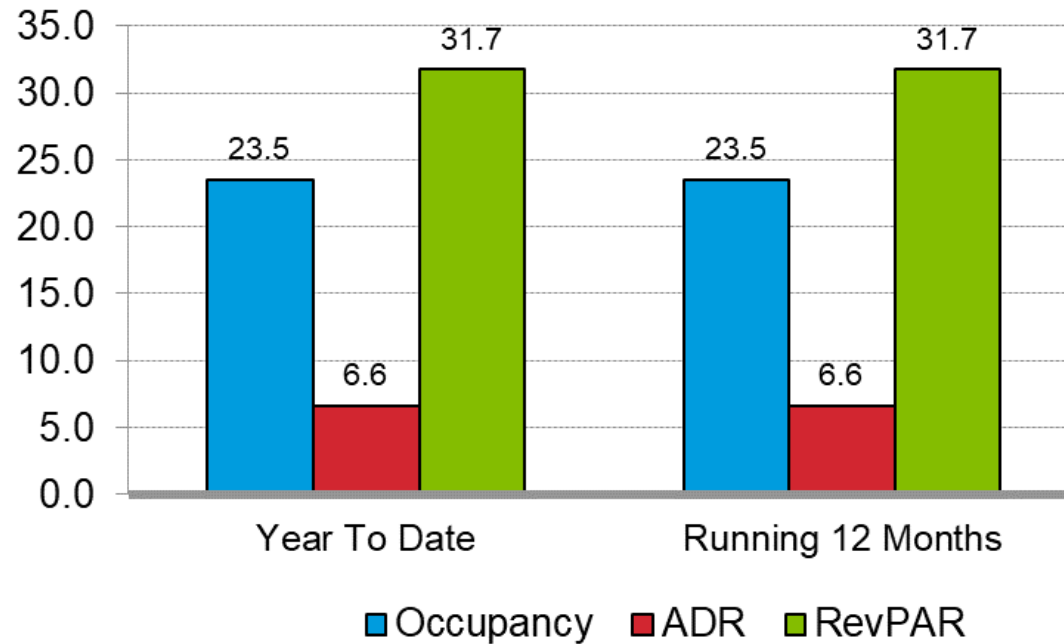
OVER
JAN 01 - DEC 31, 2020

2021 DESTINATION PERFORMANCE



2021 DESTINATION PERFORMANCE

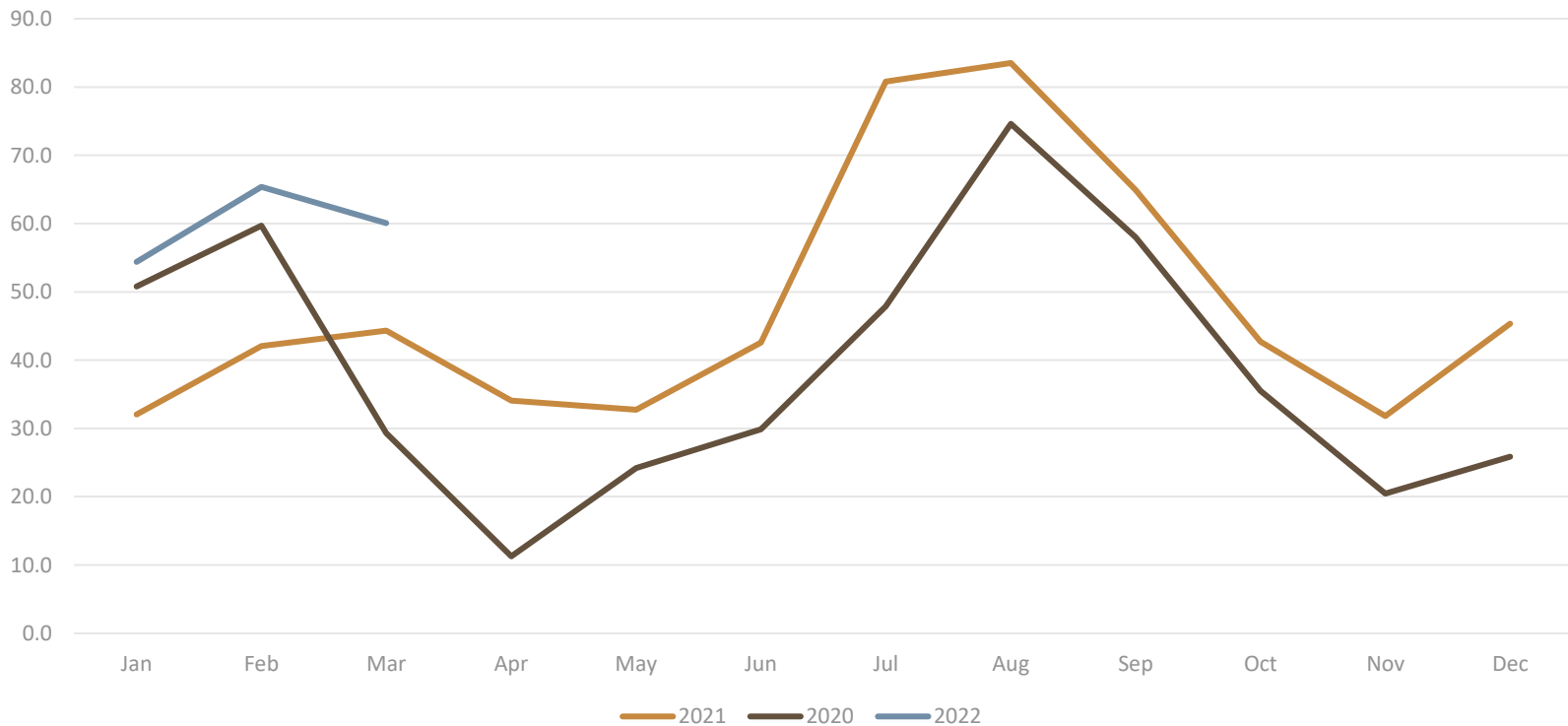
Overall Percent Change 2021



Source: STR Destination Report - Golden

2021 DESTINATION PERFORMANCE

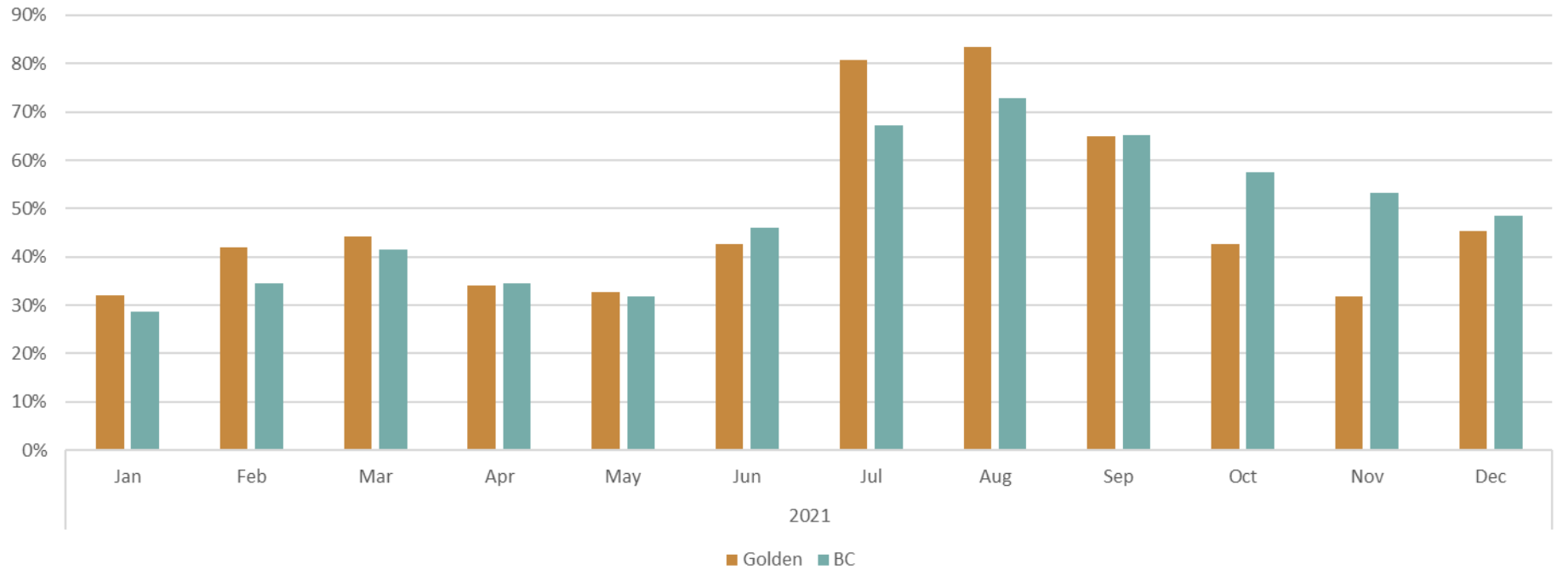
Occupancy by month 2021 -v- 2020



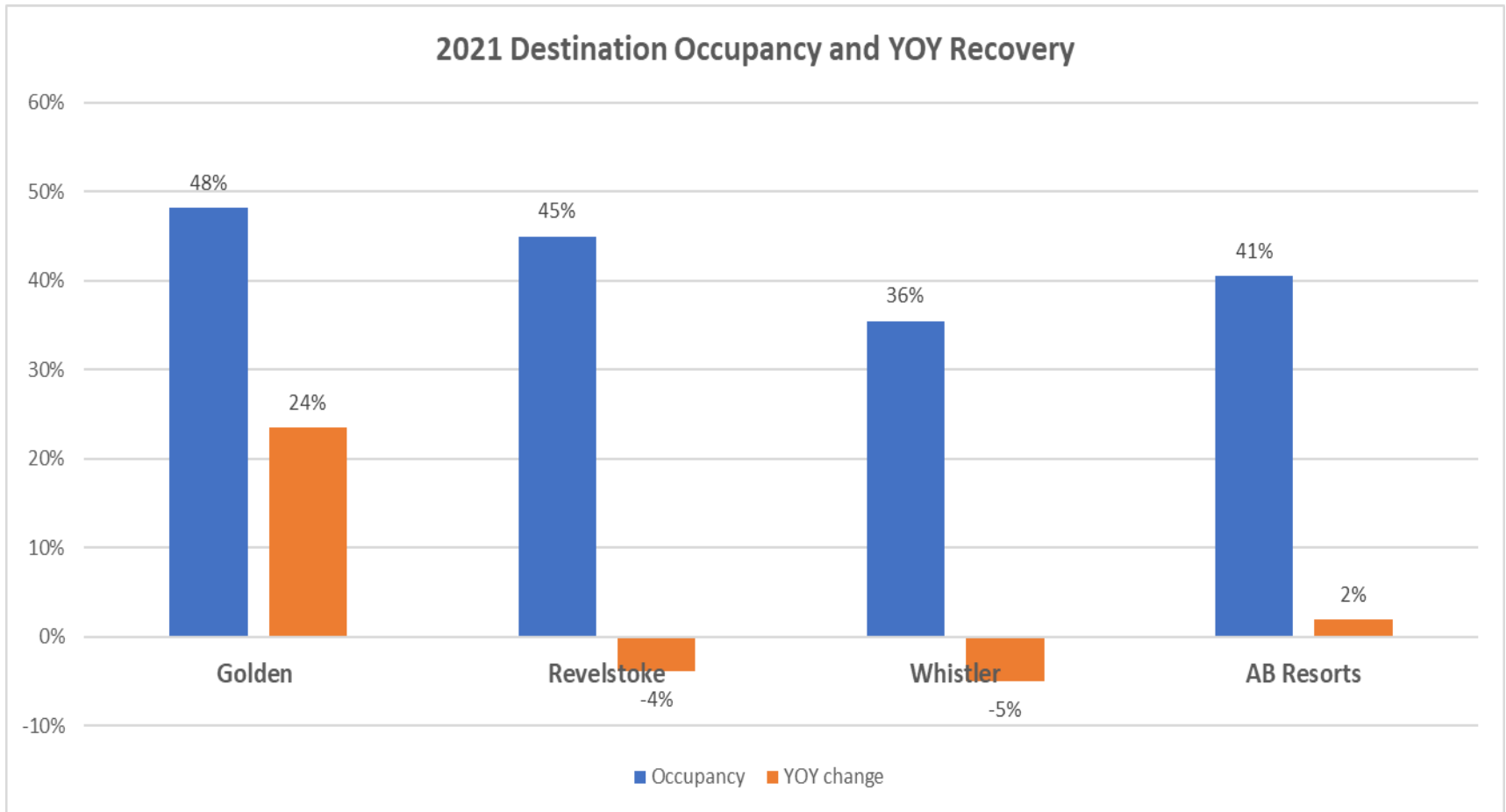
Source: STR Destination Report - Golden

2021 DESTINATION PERFORMANCE

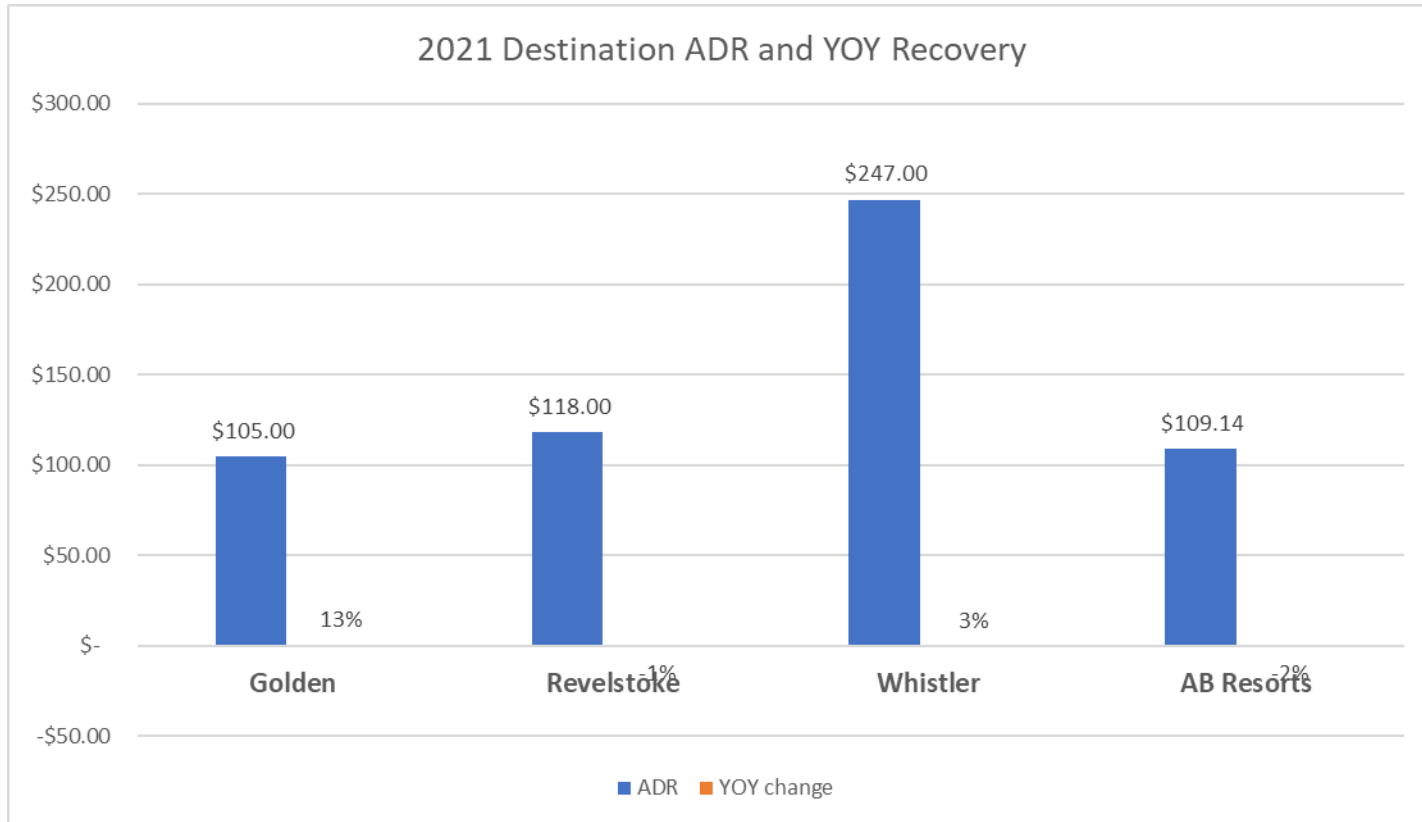
2021 Monthly Occupancy
Golden -v- Provincial average



2021 DESTINATION PERFORMANCE



2021 DESTINATION PERFORMANCE



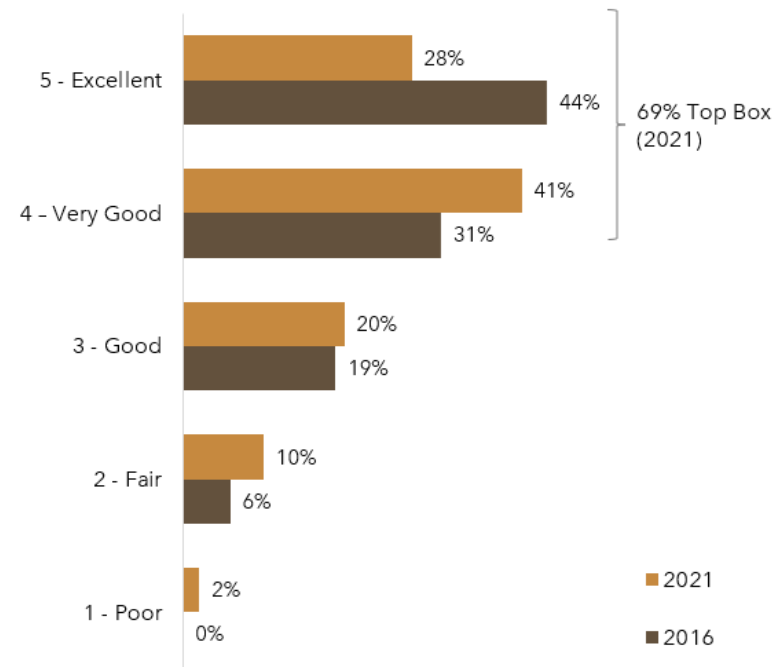
DMO PERFORMANCE

Tourism Golden Overall Business Performance

Stakeholders were asked to rate the overall performance of TG.

- In 2021, 69% of stakeholders rated TG's overall performance as very good or excellent. This is down 6% from 2016 (75%).
- The decline in performance is most likely related due to impacts of the COVID-19 pandemic. See the below quote from a stakeholder.

Tourism Golden Overall Performance
(% of Stakeholders)

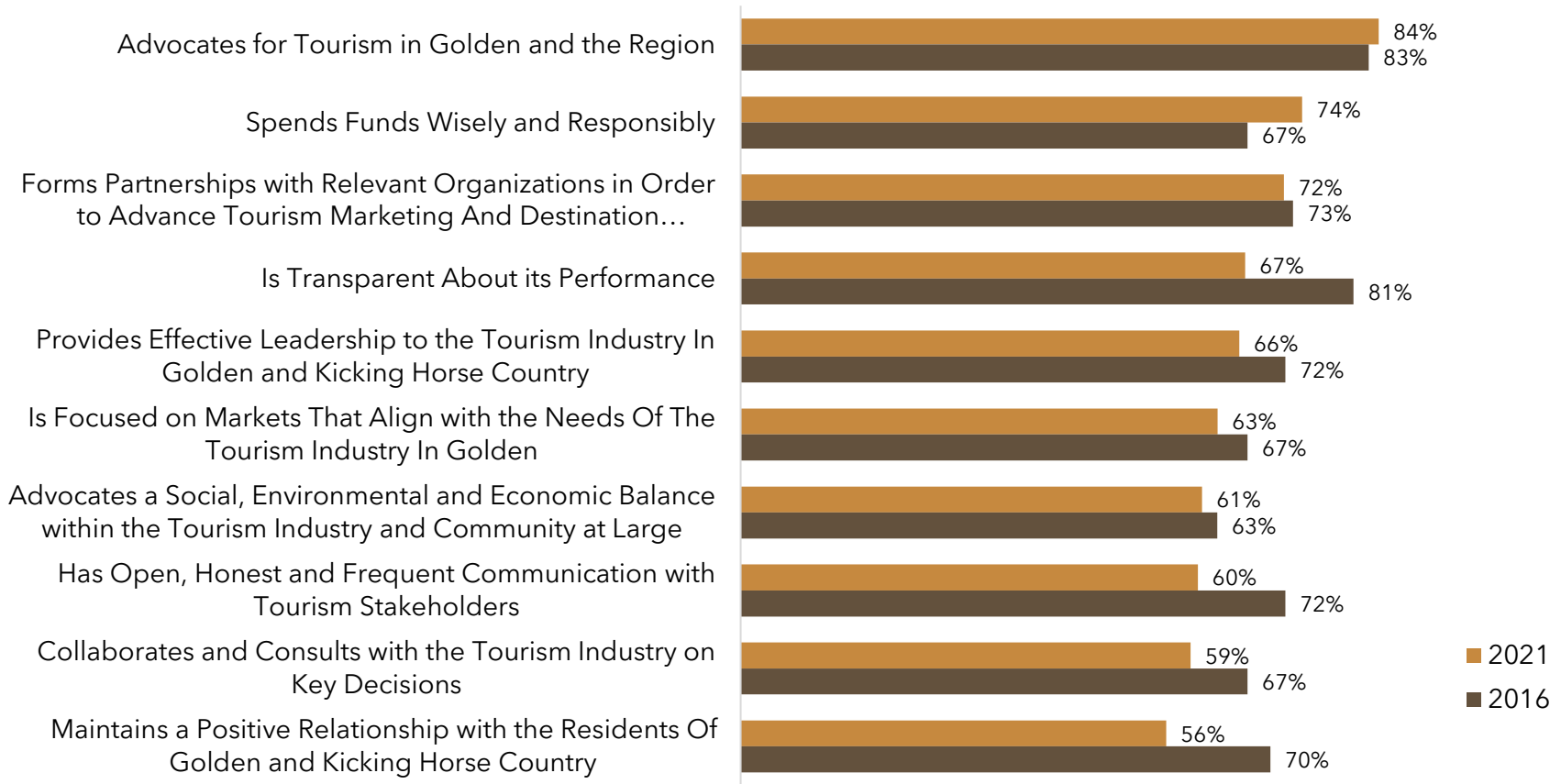


'This is probably not the best time to do this survey as tourism is not happening right now and may not be back to where it was a couple years ago, for some time. I don't think any answers will really reflect on the job Tourism Golden is trying to do right now. Sorry. Bad timing.'

DMO PERFORMANCE

Tourism Golden Business Performance

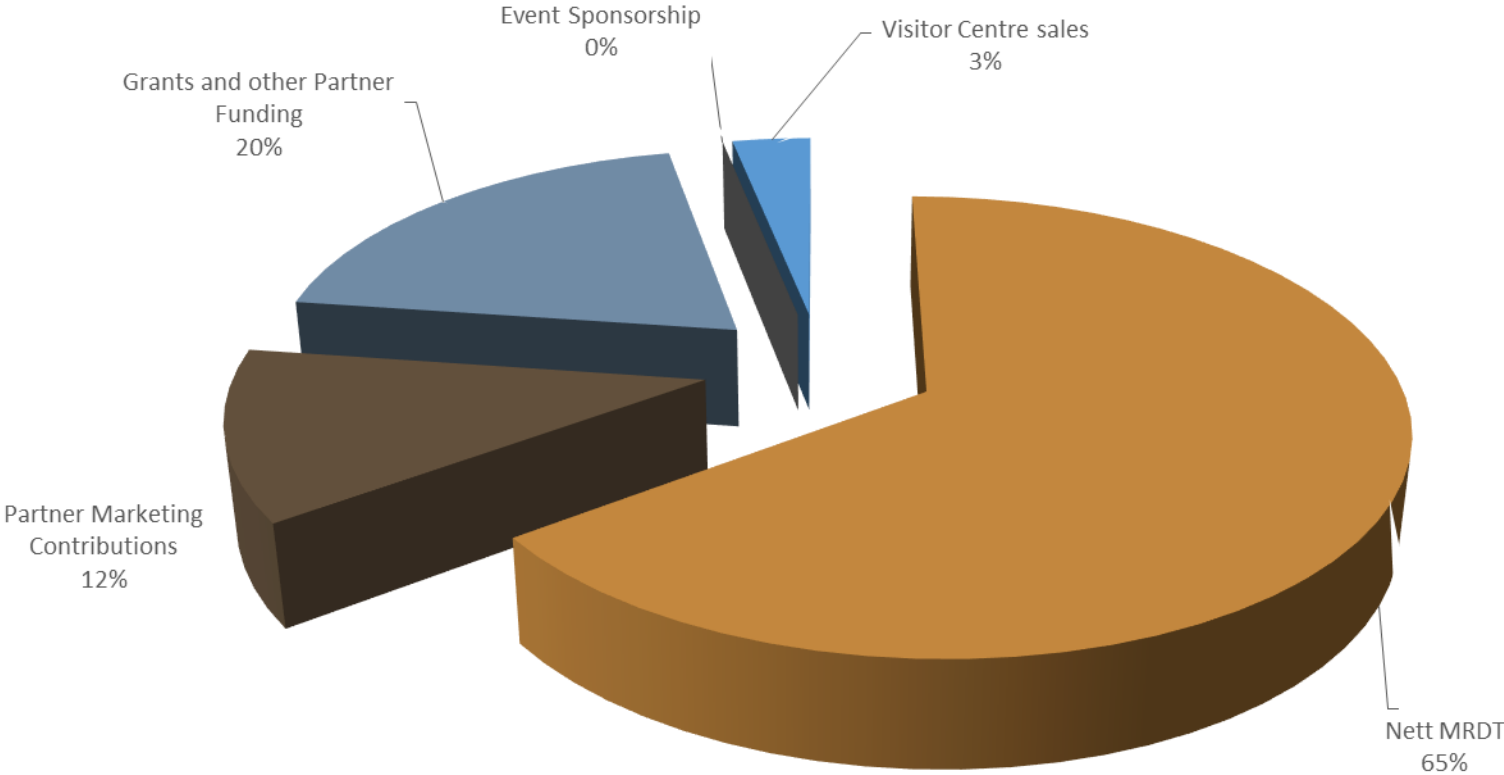
Tourism Golden Business Performance (% of Stakeholders)



Tourism Golden strives to collaborate and be an inclusive, industry-driven organization. How do you rate Tourism Golden's performance on the following ways of conducting business. n=39-51.

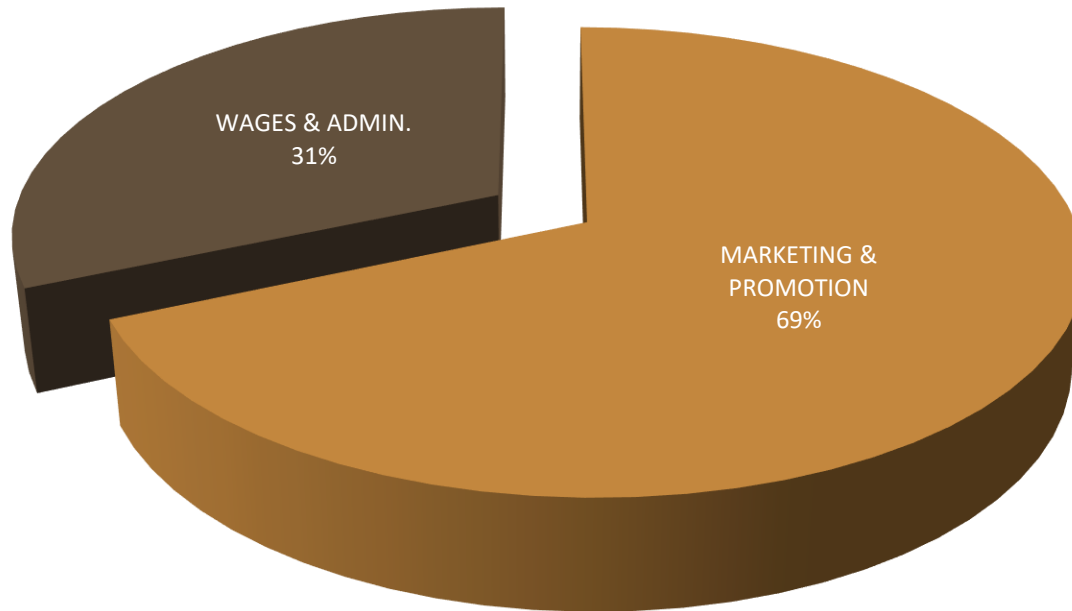
FINANCIAL

2021 FY Revenue Sources



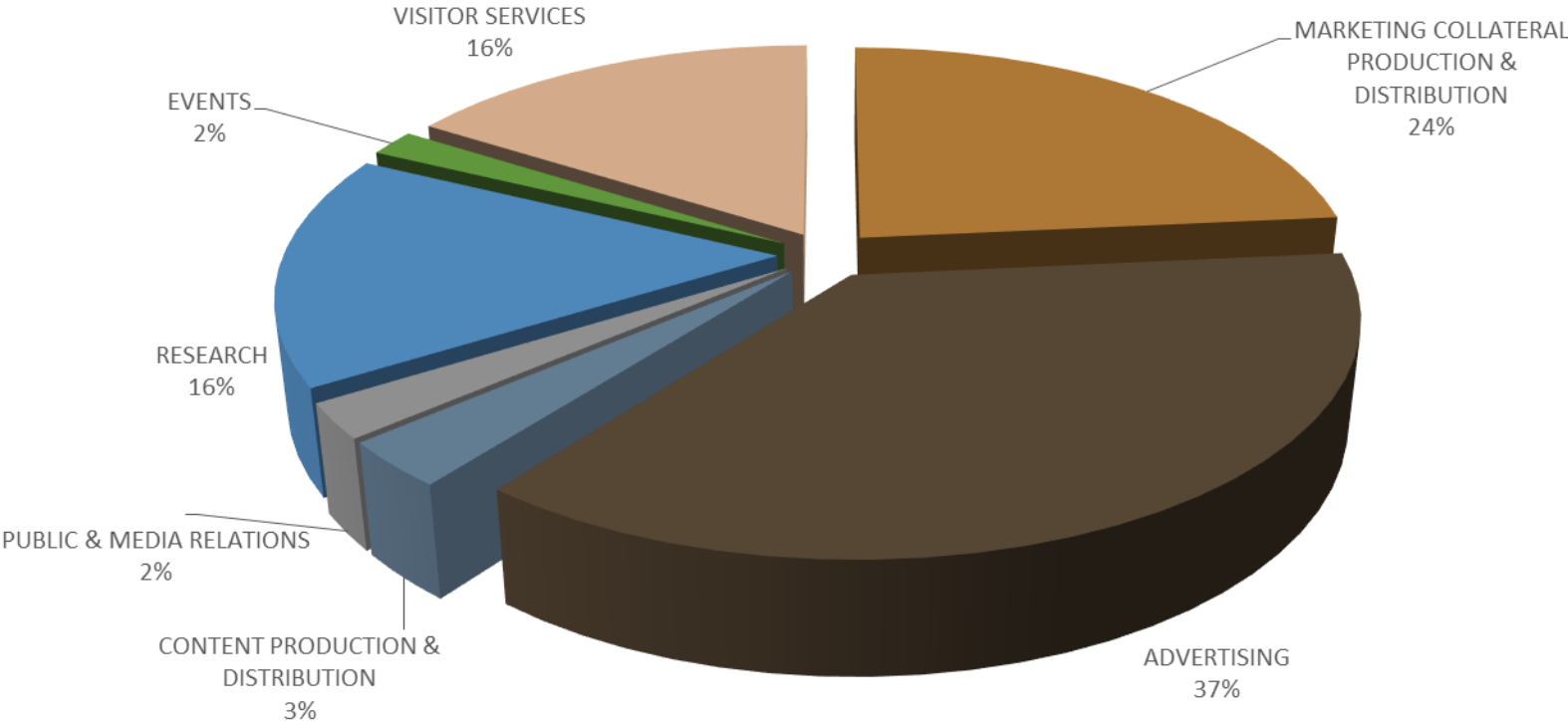
FINANCIAL

2021 FY ORGANISATIONAL EXPENSES



FINANCIAL

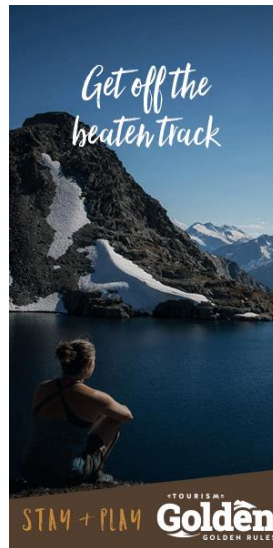
2021 FY MARKETING SPEND BY STRATEGY



TACTICAL MARKETING

- ❑ Target audiences focussed only on AB, BC, ON & QC
- ❑ Launched US in Aug 2021 ahead of Sept border opening

Channel	Audience/Campaign
Display	Bike
Display	Hike and Outdoor
Display	Ski and Snowboard
Display	Sled
Display	Destination
Facebook Audience	Bike
Facebook Audience	Hike and Outdoor
Facebook Audience	Ski and Snowboard
Facebook Audience	Sled
Facebook Audience	Destination
Facebook Lead	Weddings
Getting To Golden	
Facebook Audience	Getting to Golden
Facebook Retargeting	Getting to Golden
Instagram Audience	Getting to Golden
Instagram Retargeting	Getting to Golden
Accommodation	
Facebook Audience	Accommodation



45 million digital impressions

DMO PERFORMANCE

20 Print advertisements 2 Calgary TV campaigns



Pure as the driven snow.

≡ GOLDEN RULES ≡

Head to Golden, B.C. for the ultimate winter adventure.

Located in the Canadian Rockies, with vast expanses of the snow and towering views of the forest and more beautiful changes to provide in Canada. Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Stuffed Bunny www.stuffedbunny.com

Holiday Inn Express Golden
Golden's newest hotel offers more than 100 rooms, free hot breakfast, complimentary shuttle service to ski lift, indoor pool, hot tub, business center, meeting room.

Missina Lodge
Experience your winter vacation in the heart of the Canadian Rockies. Come enjoy the views and the snow. Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Missina Lodge and Chalet
Experience your winter vacation in the heart of the Canadian Rockies. Come enjoy the views and the snow. Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Golden touringgolden.com

What goes up, must come down.

≡ GOLDEN RULES ≡

For epic sledding head to Golden, B.C.

Golden is your destination for big mountain snowboarding. There are slopes for all skill levels and equipment. Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Golden touringgolden.com

Seek and you will find.

≡ GOLDEN RULES ≡

Discover Golden, in beautiful British Columbia.

Surrounded by six of Canada's most amazing national parks and sitting at the confluence of two historic rivers, Golden is rich in heritage and awash with spectacular mountain scenery. Golden has activities for everyone, whether you're into hiking, golfing, fishing, suspension bridges, tubing, climbing or just simply enjoy our amazing views, mountain views and wildlife.

Golden Golf Club
Experience your winter vacation in the heart of the Canadian Rockies. Come enjoy the views and the snow. Golden B.C. offers the services that everything from snow skiing to hot and cold tubing.

Golden touringgolden.com

Not all those who wander are lost.

≡ GOLDEN RULES ≡

Golden, B.C. is the ultimate fall destination.

In the heart of the Canadian Rocky Mountains, surrounded by six of Canada's most amazing national parks, you will find the authentic mountain town of Golden.

Golden touringgolden.com

Get off the beaten track.

≡ GOLDEN RULES ≡

Golden B.C.'s Uncommon Riding Legacy.

It's impossible to talk mountain biking in Golden BC without mentioning Mount 7, a landmark mountain overlooking the town and world class paragliding launch site. In the late '80s and early '90s, mountain bikers discovered this road-accessed launch 4,000 feet above the town also dubbed as a perfect place to start riding steep and treacherous trails into the mountain.

By 1996, one of them, now dubbed by locals as the "race trail" began hosting what would become renowned as the most renowned race series in Canada, including the Trans BC Enduro and the Canadian Enduro Series.

Back on the other side of the valley, as downhill began to experience an enduro-inspired resurgence in 2017, the Schaefer trail was built. It now climbs gently over the course of 9.5 miles, beginning in the Mountain Shadows network past classic trails like St. Rita and B12 to eventually access the paragliding launch and start of the Psychosis course—all by pedal power.

Then, in 2020, with five trail networks and three entrance climb trails according to descents unlike any others in B.C., Golden welcomed the biggest name in the riding world when Crankworx came to KHMFR and Mount 7, where it revived the Psychosis race that started it all.

In the late 2000s, a single-track climb trail called CBT rose from Golden to connect the Moonrakers to the town, so that driving was no longer necessary. From this, a new network of trails emerged, more modern, flowy and jumpy, including lines like Gold Rush, Mighty Quinn and Okanasa. All of it under the shadow of Kicking Horse Mountain Resort (KHMFR).

Golden touringgolden.com

Golden B.C. is the ultimate fall destination.

Golden touringgolden.com

DMO PERFORMANCE



WEBSITE ANALYTICS

Jan 1, 2021 - Dec 31, 2021

Unique Users
338,910
↑ 5.6%

Organic Searches
135,629
↑ 16.2%

Digital Campaigns
114,365
↑ 6.6%

Web Visits:
338,910
↑ 5.6%

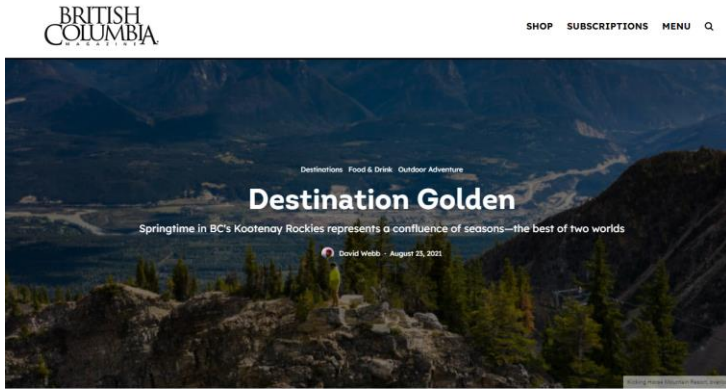


Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	260,537	13.0% ↑
United States	34,846	-46.4% ↓
United Kingdom	6,064	-5.9% ↓
Germany	2,211	4.2% ↑
Australia	1,121	-53.1% ↓

MEDIA RELATIONS

36 features directly resulting from TG activity



It's March, and there aren't many signs of spring in Golden, British Columbia. An unseasonable deep-freeze has wafted through the Columbia Valley—where this 3,700-person town is located—and dumped fresh snow on both the Rocky Mountains to the east and the Purcell Mountains to the west of the meandering Columbia River.



Midas touch

If you like your snow holiday with a side of autism and brain, Canada's Kicking Horse Mountain Resort is for you, writes [Lorenza](#)

BY DAVID WEBB

What if you could have a snow holiday with a side of autism and brain? Canada's Kicking Horse Mountain Resort is for you, writes Lorenza.

A Golden experience

Golden, British Columbia, is a town of about 3,700 people, nestled in a valley between the Rocky Mountains to the east and the Purcell Mountains to the west. It's a beautiful town, with a mix of old and new buildings, and a vibrant community. The town is surrounded by mountains, and the view is spectacular. The town is a great place to visit, and it's a great place to live. The town is a great place to visit, and it's a great place to live.

With a touch

The town is a great place to visit, and it's a great place to live. The town is a great place to visit, and it's a great place to live.

Kicking Horse Report Card

explore

Articles Podcast Gear Box Ma



Adventure is for Everyone in Golden, BC: Plan Ahead for Sustainable, Responsible Travel

by Alison Karlene Hodgins / May 19, 2021

THE LOW DOWN

GO HERE

GOLDEN, BC

Prison wildfires, border problems and its recent earthquake—BC's best winter playground is getting back to business

BY DAVID WEBB

The town of Golden, British Columbia, is a town of about 3,700 people, nestled in a valley between the Rocky Mountains to the east and the Purcell Mountains to the west. It's a beautiful town, with a mix of old and new buildings, and a vibrant community. The town is surrounded by mountains, and the view is spectacular. The town is a great place to visit, and it's a great place to live.

WATSON FALLS

Watson Falls is a beautiful waterfall located in the town of Golden, British Columbia. It's a great place to visit, and it's a great place to live.

IN A FEW MONTHS

In a few months, the snow will melt, and the mountains will be green. It's a beautiful time to visit, and it's a great time to live.

THIS YEAR IS

This year is a great year to visit Golden, BC. The town is a great place to visit, and it's a great place to live.

IF YOU GO

If you go to Golden, BC, you'll find a great town with a mix of old and new buildings, and a vibrant community. The town is surrounded by mountains, and the view is spectacular.

GET THERE

Golden is an eight-hour drive from Vancouver, BC, and a two-hour drive from Calgary, Alberta. It's a beautiful town, and it's a great place to visit.

EVENTS

6

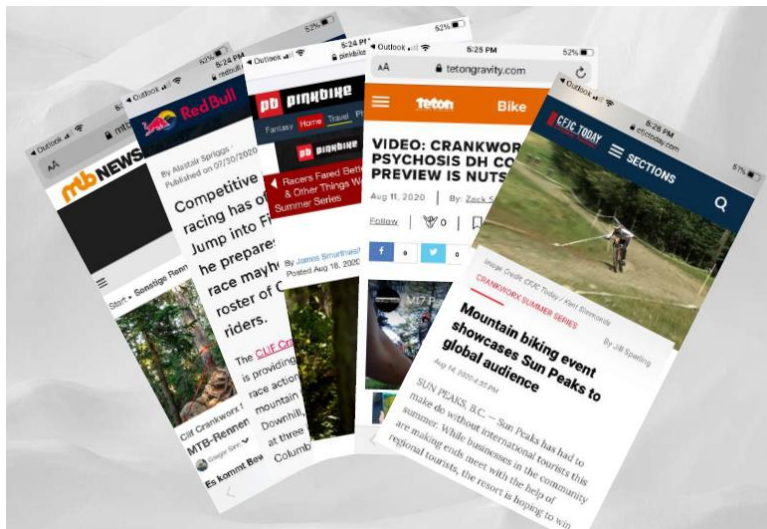
full-length broadcast shows distributed through EDGEsport and webcast on YouTube, Facebook, and Vimeo

313,593

Total broadcast and webcast views



United States	35.3%
Canada	21.1%
United Kingdom	8.7%
Germany	4.5%
Australia	3.6%
Brazil	3.4%
India	3.1%
France	2.0%
Mexico	1.6%
Spain	1.6%
New Zealand	1.4%



LEAD ORGANISATION FOR TOURISM

- ❑ Representing tourism in Golden
 - ❑ KHCP4 Community Liaison Committee
- ❑ Advocacy
 - ❑ Labour shortages
 - ❑ Supported industry bodies in lobbying gvt for industry support

RESEARCH

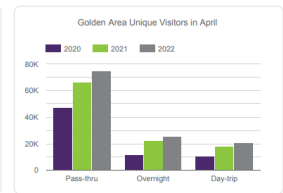
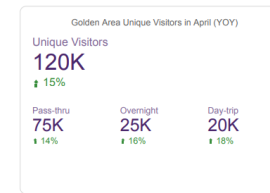
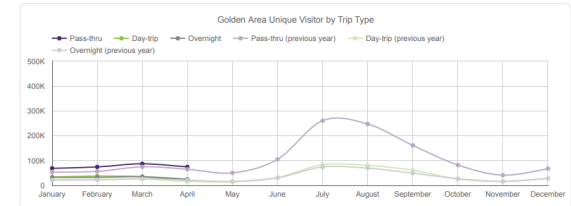
- ❑ Telus Insights 2-year project 2021
- ❑ Stakeholder survey
- ❑ AirDNA
- ❑ STR Destination
- ❑ PRIZM Market segmentation

Monthly Unique Count

Canadian Visitors
Broken down by trip-type

April 2022

The line chart on this page shows the counts of all Monthly Unique Visitors broken down by trip-type.



TELUS Insights

Tourism Golden: April 2022

Proprietary

9

Golden Visitor Segmentation Study PRIZM Analysis

Tourism Golden

DETAILED SEGMENT SUMMARY



Tourism Golden

2021 Stakeholder Survey Final Report
May 2021



INDUSTRY SUPPORT

- Regular COVID-19 special stakeholder e-blasts
- Stakeholder messaging toolkit. 'Travelling to Golden during COVID'
- Initiated quarterly online stakeholder gatherings
- Subsidised co-op marketing & asset creation opportunities
- Stakeholder engagement
 - Survey
 - 1-2-1 calls
 - Online sessions

Looking Forward: Responsible Recovery & Destination Stewardship



2022 – 2027 STRATEGIC PRIORITIES

Economic Contribution

- Increase overall value of the tourism economy
- Increase average length of visitor stay at all times of year
- Increase shoulder season occupancy levels and rate

Visitor Experience

- Connect more visitors to remarkable experiences via multiple channels
- Educate visitors to experience a safe and responsible vacation

Stakeholder Experience

- Deliver enhanced stakeholder programs and support

Resident/Community Experience

- Increase resident understanding of the value of the local tourism industry and support for the tourism industry
- Balance resident values with visitor demand and business needs

Tourism Golden Business Performance

Suggestions for better communication were asked of stakeholders who rated communication as poor or fair are shown below (6 stakeholders, 17%). Please note that Tourism Golden already distributes a monthly stakeholder newsletter.

'Sending out monthly newsletters to all those accommodators who collect your 2% tax'

'Nothing that would help my business'

'More advertising'

'I want to hear from my sector Board representatives'

'Have small group or individual meetings to discuss ideas, questions and concerns from stakeholders'

'Consult with environmental groups to alter offerings to protect the environment'

Marketing Priorities

Digital Marketing Priorities	2021 Top Box	2016 Top Box
Tourism Golden Website	81%	80%
Social Media and Blog	80%	86%
Digital Advertising	80%	76%
Digital Mapping and Map Development	65%	68%
Online Booking Engine	50%	NA
Self Guided Touring App	45%	NA
Destination Digital Kiosks	36%	39%

Print Marketing Priorities	2021 Top Box	2016 Top Box
Printed Maps (e.g., outdoor discovery, hiking, biking)	66%	62%
Tourism Golden Travel Planner	53%	59%
Print Advertising	35%	30%

Other Marketing Priorities	2021 Top Box	2016 Top Box
Image and Asset Development	80%	86%
Travel Media Relations	70%	73%
Marketing and Other Research	65%	NA
Consumer Relations (e.g., monthly consumer news via email, social engagement)	60%	NA
Travel Trade	48%	58%
Highway Billboards	38%	32%
Consumer Shows	35%	49%

NA = Not applicable, not asked in 2021.

The primary mandate of Tourism Golden is to market and promote Golden and CSRD Area A to visitors. To do so, Tourism Golden considers a wide range of tactical marketing and promotional activities. In your opinion, in the future, how much of a priority should Tourism Golden place on each of the following digital, print or other marketing activities? Please rate each of the following marketing and promotion activities on a 1-5 scale, where 1 = Not a Priority and 5 = Essential. n = 42 - 47.

Tourism Products and Experiences Potential

Strong Potential To Grow (Top 11)	Stakeholder Rating	Lower Potential To Grow (Bottom 11)	Stakeholder Rating
1. Backcountry Skiing	93%	12. Fishing	77%
2. Outdoor Adventure Sporting Events in Golden (e.g., events that involve mtn. biking, road biking, trail running)	91%	13. Whitewater Rafting	76%
3. Visiting National and Provincial Parks	91%	14. Music and Mountain/Community Festivals (e.g., Mountain Festival)	76%
4. Hiking	90%	15. Snowmobiling	73%
5. Mountain Biking	89%	16. Tour Groups/Travel Trade	67%
6. Camping	87%	17. Golf	66%
7. Nordic Skiing	84%	18. Guided Tours	63%
8. Downhill Skiing/Snowboarding	80%	19. Sports Tourism (e.g., tournaments, sports team travel)	58%
9. River/Water Experiences other than Whitewater Rafting	79%	20. Culinary Tourism (e.g., local restaurants, food and beverages)	52%
10. Soft Adventure Products (e.g., zip lining)	79%	21. Downtown Golden Experiences	47%
11. Wildlife Viewing and Bird Watching	78%	22. Arts, Culture and Heritage Tourism	40%

How much potential to grow do you think each of the following tourism products and/or experiences have in Golden? Please rate each of the follow program areas on a 1 -5 scale, where 1 = Low Potential and 5 = Strong Growth Potential. n = 44 -47.

Priorities for Activities Outside of Marketing

Priorities Outside of Marketing	2021 Top Box	2016 Top Box
Destination development to support sustainable and responsible growth of tourism	84%	NA
Community tourism master planning (i.e., Ensuring golden plans for tourism in it's community development initiatives)	84%	83%
Destination management (e.g., Managing the MRDT, working with provincial, regional and community organizations to advance tourism)	82%	83%
Visitor services while in destination (i.e., Ensuring visitors have the information they need while in golden)	80%	NA
Community relations (i.e., Working with the community in golden on behalf of the tourism industry)	78%	72%
Industry development (i.e., Working with industry to develop skills and capacity that ensure outstanding tourism experiences)	73%	73%
Supporting tourism product development (i.e., Providing research, tourism insights and/or by identifying opportunities)	73%	66%
Pre-trip planning (i.e., Ensuring visitors have the information they need while planning their trip to golden)	71%	NA
Communication about the value of the tourism industry to the broader golden community	71%	58%
Supporting community organizations on labour shortages and affordable housing issues	69%	NA
Marketing research and industry performance tracking (i.e., Accurately measuring industry and tourism golden performance)	62%	76%
Obtaining funding for and development of tourism focused transportation (i.e., Seasonal, geared to visitor or tourism businesses staff locations and scheduling, and could also include airport as well as in-destination services)	61%	75%

As described earlier, this survey will be used to assist in Tourism Golden's strategic planning. In your opinion, how much of a priority should Tourism Golden place on each of the following program areas? n=44. ⁴⁷

DESTINATION MARKETING & RECOVERY

- Website upgrade including:
 - Improved UX
 - Employer portal for employer managed published job listings
- Integrated interactive itinerary planning app – launch Aug 2022
 - Recommended & custom itineraries with multi-media content
 - Contests to drive traffic to sponsor businesses
 - Push notifications to promote events & offers
- Hired social media & asset coordinator
- Check In Canada launched Dec 2021 - options to:
 - Add activities
 - Move from referral to transactional booking engine
- Continue RMI-supported event hosting program
- Marketing Consortium ‘Backcountry Touring BC’ launching 2022
- Consumer monthly news will become more customized

Sustainability Initiatives

Top Rated Sustainability Initiatives (Top 8)	Stakeholder Rating	Lower Rated Sustainability Initiatives (Bottom 7)	Stakeholder Rating
1. Increasing Shoulder Season Visitation	54%	9. Increasing Visitor Yield (i.e. expenditures per visitor)	26%
2. Enhancing Visitor Information about Responsible Behaviour (e.g., responsible behaviour when visiting local parks, trails, campgrounds, and other outdoor recreation spaces)	54%	10. Affordable Housing Initiatives	26%
3. Understanding, Tracking and Managing Visitor Volume	41%	11. Encouraging Inclusive Tourism Experiences (i.e. everyone can participate in tourism experiences, including and especially those in vulnerable groups)	22%
4. Attracting and Retaining Tourism Labour	33%	12. Enhancing Visitor Information about Backcountry Safety	22%
5. Targeting 'Responsible Tourists' in Marketing Initiatives	33%	13. Working with Golden Tourism Businesses to Reduce Waste and Carbon Emissions	20%
6. Understanding and Tracking Golden Resident Sentiment Towards Tourism	33%	14. Developing and Sharing a Responsible Travel - Visitor Code Of Conduct	20%
7. Encouraging Local Tourism Businesses to Purchase Local Goods, Services and Agriculture Products	28%	15. Enhancing Accessible Tourism Experiences (i.e. people of all abilities have the opportunity to fully participate in tourism experiences)	13%
8. Encouraging New Tourism Product Development is Environmentally Sustainable	28%		

Please check up to five of the following sustainability initiatives that you think are priorities in the foreseeable future? n=46. 46 stakeholders provided 208 responses. The percent totals more than 100% because stakeholders rated up to five sustainability initiatives.

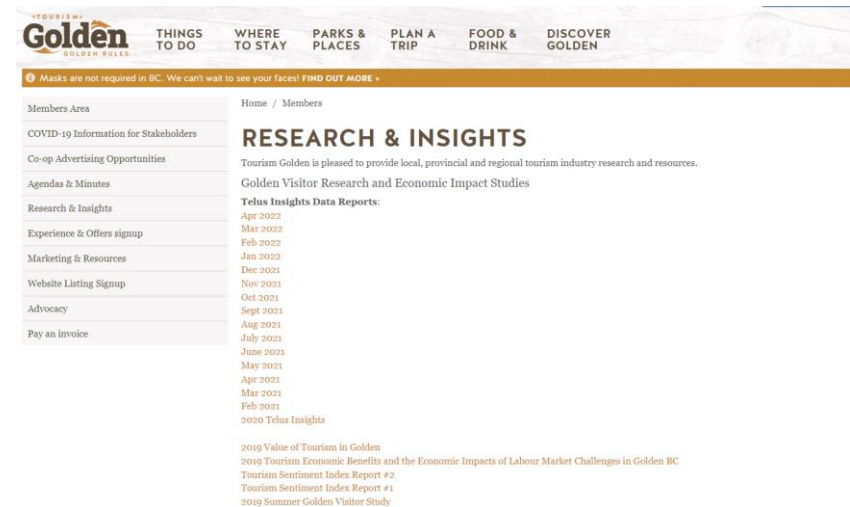
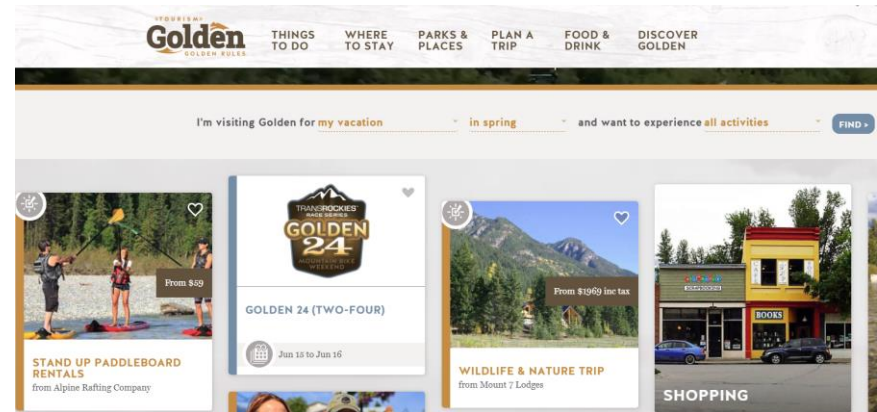
DESTINATION MANAGEMENT

- ❑ Responsible Travel info asset development, webpage & promotion
- ❑ Jobs portal and paid work-travel social campaigns
- ❑ Transportation study & strategy development



STAKEHOLDER SUPPORT PROGRAMS

- ❑ Travel Planner & maps
- ❑ Website listings
- ❑ Check In Canada booking referral engine
- ❑ 3rd party print advertising
- ❑ Shared industry research



STAKEHOLDER SUPPORT PROGRAMS

Member-led Co-op Marketing Program

- 50% matching funding for eligible expenses.
- Up to \$1,000 per sole applicant.
- Up to \$1,500 with two or more partners

Co-op Photo & Video Shoots Winter & Summer

- 50% co-op support for professional seasonal photo & video shoots
- Details to be announced November 2021

Events Hosting Co-op Program

- RMI funding
- 50% matching funding for eligible local hosting expenses.

STAKEHOLDER SUPPORT PROGRAMS

MRDT Member Support Program

- Free TG website listing
- Free Golden Travel Planner listing
- Free Check In Canada listing

CONNECT GOLDEN

A free event aimed at connecting employees, businesses and residents with the tourism industry as well as local businesses and community organisations. We want to raise awareness and ensure that everyone in our community is aware of the abundant activities, experiences and businesses in our mountain town to encourage the best outcome at every possible visitor touchpoint.

Date: June 1, 2022

Time: 12:00 pm to 6:00 pm

Location: Golden Civic Center



ELECTION OF DIRECTORS

Voting

Announcements

Nominees

For Seat Representing:	Member Organisation	Nominee
Area A Accommodators (1 seat)	Lush Mountain Accommodations	John Lush
Town Accommodators (2 seats)	Ponderosa Motor Inn	Atma Sandher
	Basecamp Lodge Golden	Jordan Egan
General Accommodator (in Town or Area A)	Bellstar Hotels & Resorts	Brandy Beliveau
Tourism Operators (re-electing 1 seat)	Golden Golf Club	Graeme Kreiner
Director (Accommodator or Tourism Operator)	Golden Skybridge	Tristan MacLaggan

Voting

- Counting of ballots
- Announcement

2022-2023 Board of Directors

Sector	Member Organisation	Representative
Town Accommodators	Basecamp Lodge	Jordan Egan
	Ponderosa Motor Inn	Atma Sandher
	Prestige Inn	Treena Coney
Area A Accommodators	Lush Mountain Accommodations	John Lush
	Moberly Mountain Lodge	Lucille Hayward
	Mount 7 Lodges	Jo Best
General Accommodator	Kicking Horse Lodging	Brandy Beliveau
Activity Operators	Golden Golf Club	Graeme Kreiner
	Kicking Horse Mountain Resort	Toby Barrett
	Glacier Raft Company	Ryan Johannesen
	Golden Skybridge	Tristan MacLaggan

Motion to adjourn



Thank You

TOURISM

Golden

GOLDEN RULES