



DESTINATION
BRITISH COLUMBIA™

Kootenay Rockies Regional Destination Development Strategy

October 16, 2018 – Strategy Workshop

Welcome and Introductions

Introductions

Jody Young

Senior Project Advisor, Destination Development
Destination BC

Emilie Cayer-Huard

Industry & Destination Development Specialist
Kootenay Rockies Tourism

Suzanne Denbak

Facilitator - Destination BC

Agenda: 8:30 – 10:00 a.m.

- Review of Destination BC Destination Development Program
- Highlights from Four Planning Areas
- Regional Strengths/Differentiators and Challenges
- Regional Destination Development – Goals/Objectives
- Regional Vision/Guiding Principles
- Priority Strategy Areas and Catalyst Projects
- Closing Remarks/Next Steps

Purpose of the Workshop

- Review objectives of destination development planning and understand where the regional destination development strategy 'fits' relative to planning area initiatives and the Provincial destination development strategy
- Confirm regional strengths/differentiators and challenges to be addressed through destination development
- Receive input to the goals and objectives for regional destination development
- Receive input into key elements of a regional vision for the destination in 10 years time

Purpose of the Workshop

- Share the recommended guiding principles for regional destination development
- Receive input on the proposed destination development themes/strategy areas that have regional significance including possible catalyst projects
- Understand next steps in the process



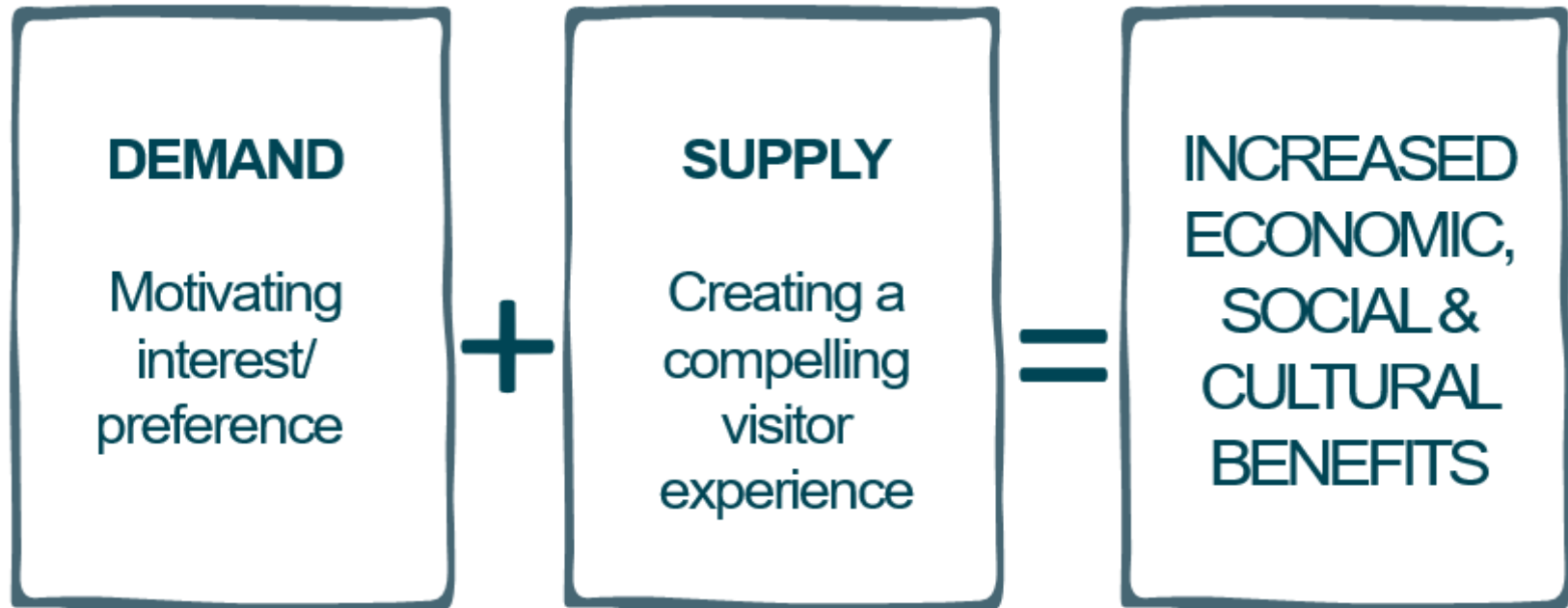
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DESTINATION DEVELOPMENT PROGRAM & APPROACH

Jody Young

Why Destination Development?

Tourism Revenue Drivers



Supporting the Visitor Experience



SUPPLY

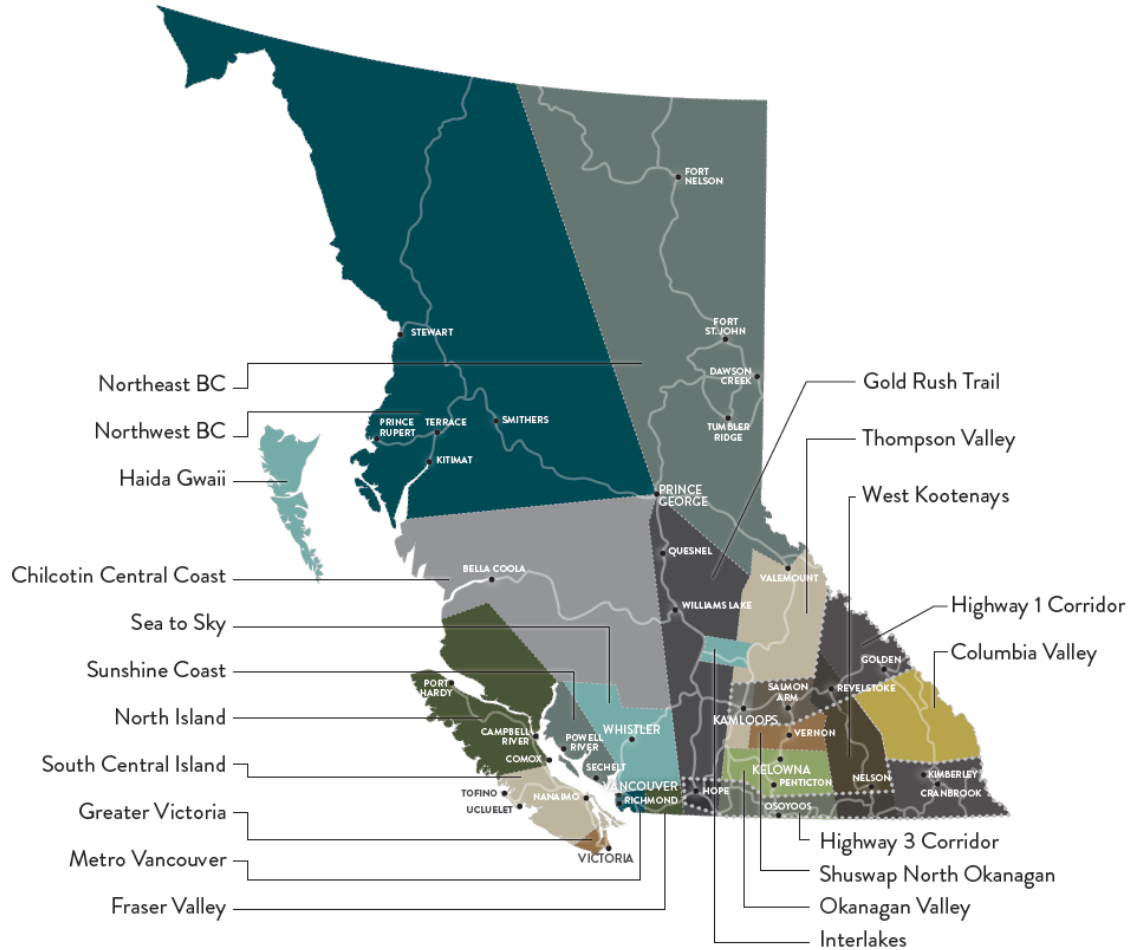
INFRASTRUCTURE,
TRANSPORTATION & ACCESS

POLICY & REGULATORY
CONTEXT

EXPERIENCE & PRODUCT
DEVELOPMENT

VISITOR SERVICING

CAPABILITIES, SKILLS & TRAINING



1

PROVINCIAL
DESTINATION
DEVELOPMENT
STRATEGY

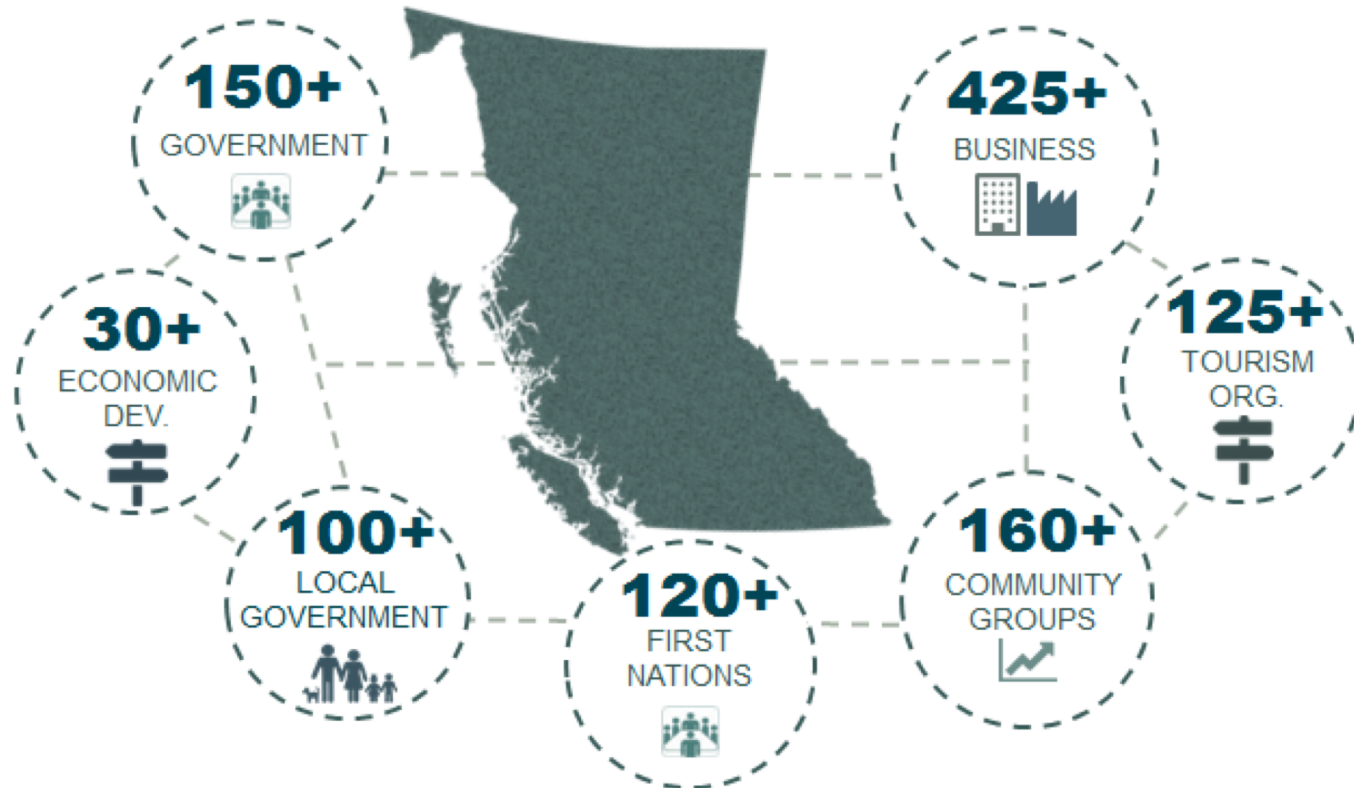
REGIONAL
STRATEGIES

6

20

PLANNING
AREA
STRATEGIES

1,200+ Partners Engaged



REGIONAL DESTINATION DEVELOPMENT

Emilie Cayer-Huard

Program Status Updates

- 4 planning areas in the Kootenay Rockies tourism region
 - West Kootenay/Revelstoke
 - Implementation stage
 - Highway 3 Corridor
 - Implementation stage
 - Columbia Valley
 - Final review stage
 - Highway 1 Corridor
 - Final review stage

Regional planning framework

Situation Analysis & Planning Area strategy roll-up

Discussion Paper & identification of key regional
development themes and priorities

Destination Management Committee

Sep 2018

Additional engagement / further validation

KR Tourism Industry Conference, ...

Oct-Nov 2018

Review draft strategy

Destination Management Committee

Dec 2018

Discuss strategy activation

Destination Management Committee

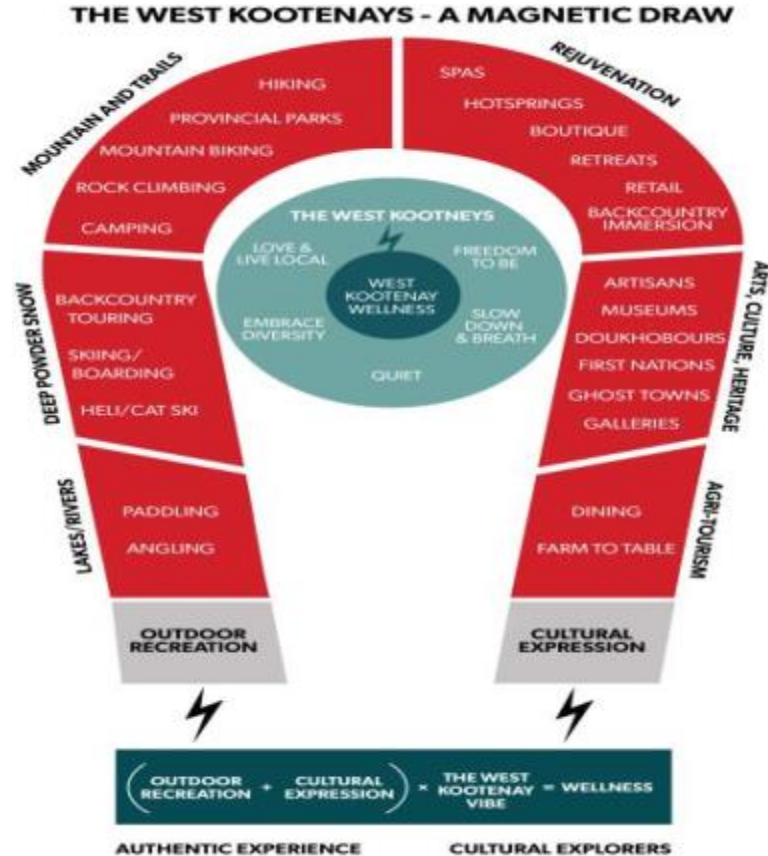
Jan 2019

**KOOTENAY ROCKIES
DESTINATION DEVELOPMENT STRATEGY**

HIGHLIGHTS FROM THE PLANNING AREAS

Suzanne Denbak

West Kootenay/Revelstoke



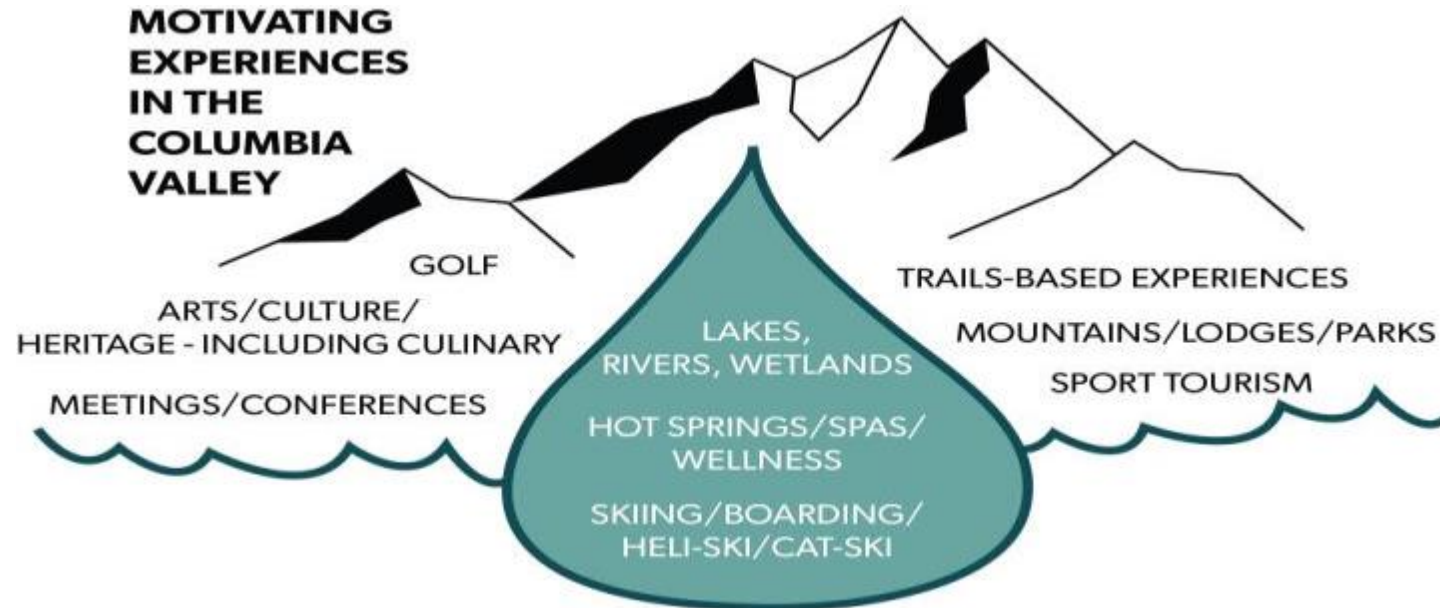
Highway 3 Corridor

Motivating Experiences:



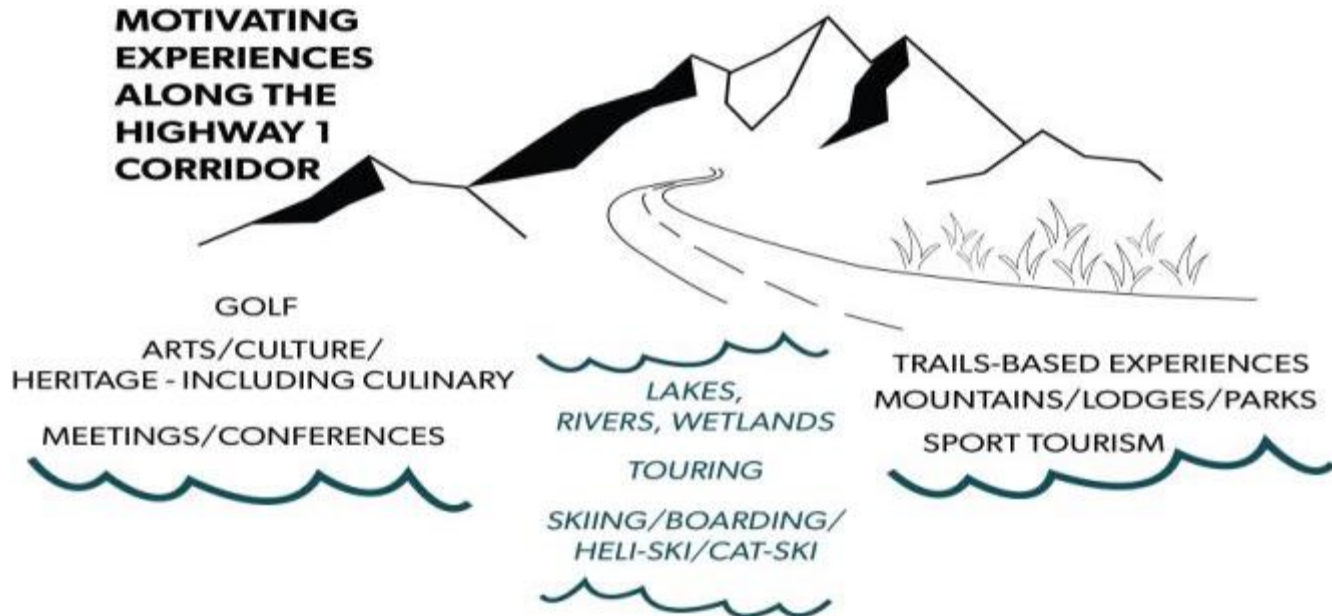
Columbia Valley

Motivating Experiences:



Highway 1 Corridor

Motivating Experiences:



Regional Destination Development

“Begin at the beginning,” the King said, very gravely, “and go on till you come to the end: then stop.”

Lewis Carroll

Alice in Wonderland

- What are our strengths and differentiators to be leveraged in regional destination development?

Regional Strengths/Differentiators

1. Winter snow-based experiences – quality and density is unparalleled on a global stage
2. Accessible mountain experiences – camping, hiking trails, backcountry lodges, Provincial and National Parks
3. Natural and developed hot springs experiences
4. Exceptional touring road-trip opportunities
5. Outdoor recreation experiences for all ages and abilities including growing commitment to accessibility
6. Outdoor experiences are differentiated by the locals – many real, authentic small communities each with their own personality and vibe (authentic + eccentric = Kootenay local)

Mentimeter – Time to Weigh In

- Choose your top 3 strengths/differentiators for the Kootenay Rockies region as a visitor destination
- On your smart device – please go to www.menti.com and enter code: 18 39 12

Strengths/Differentiators – Open Discussion

- Other thoughts/ideas for strengths and differentiators to be leveraged in regional destination development?

Weaknesses/Challenges

“Because your weakness is something you do, then it’s something you can do something about.”

Marcus Buckingham

Regional Weaknesses/Challenges

1. Land use planning and management uncertainties and conflicts
2. Environmental carrying capacity - measurement and mitigation
3. Experiential carrying capacity – potential for over-tourism in certain areas
4. Access – to and within the region by air, by road – perception and reality of safe and enjoyable travel
5. Business operating conditions – housing, staffing, supportive communities (value of tourism)
6. Fragmentation (although collaboration is improving)

Mentimeter – Time to Weigh In

- Choose your top 3 weaknesses/challenges for the Kootenay Rockies region as a visitor destination

Weaknesses/ Challenges – Open Discussion

- Other thoughts/ideas for weaknesses/ challenges to be addressed in regional destination development?

Regional Destination Development Goals

“My dear, here we must run as fast as we can, just to stay in place. And if you wish to go anywhere you must run twice as fast as that.”

*Lewis Carroll
Alice in Wonderland*

Regional Destination Development Goals

1. Increase the economic value of tourism
2. Increase overnight stays in the shoulder seasons
3. Increase average length of stay in the region at all times of year
4. Increase proportion of long-haul, fly-in travellers
5. Increase the number of year round tourism job opportunities
6. Increase awareness of the Kootenay Rockies region as a preferred travel destination
7. Achieve top Net Promoter Score of all regions in British Columbia
8. Enhance the climate for tourism business success
9. Safeguard the sustainability of the natural environment
10. Contribute to community resiliency/resident quality of life and to resident/investor attraction strategies
11. Become a leader in inter-modal transportation and rural connectivity

Mentimeter – Time to Weigh In

- For each proposed goal, choose on a scale of 1-5 whether you:
 - 1 = strongly disagree
 - 2 = disagree
 - 3 = indifferent
 - 4 = agree
 - 5 = strongly agree

Goals – Open Discussion

- Other goals to be considered in regional destination development?

Regional Destination Vision

“Would you tell me please, which way I ought to go from here?”

“That depends a good deal on where you want to get to”

Lewis Carroll

Alice in Wonderland

Traveller Vision Elements

1. A place of awe-inspiring natural beauty known for world-leading outdoor recreation that can be accessed by all ages and abilities
2. A place that welcomes visitors as 'temporary locals' and is remembered for the authenticity of its communities and the unique 'vibe' of the people who live here
3. A place offering scenic and safe routes to destinations, connected communities and countless intriguing road trips
4. A place known for its sustainable practices and respect for the environment
5. A place for passionate travellers with a sense of adventure and a desire to discover
6. A place to embrace a slower pace, to be nurtured; that nurtures and rejuvenates in return
7. A place that offers a tapestry of unfolding stories of the land and people, past and present and through this storytelling builds lasting connections

Industry Vision Elements

1. A place that offers visitors outstanding service and remarkable experiences
2. A place that is recognized and has high awareness levels in target markets
3. A place with a steady flow of year-round visitation
4. A place that offers consistent and reliable value
5. A place where the value of tourism is understood by residents, by governments and by other industries
6. A place that offers skilled tourism workers affordable housing and year round employment
7. A place that is viewed as a preferred destination to explore, launch or grow a career in tourism
8. A place that works collaboratively and builds relationships that are strong and respectful

Mentimeter – Time to Weigh In

- Choose your top 3 travellers vision elements for the Kootenay Rockies region as a visitor destination
- Choose your top 3 industry vision elements for the Kootenay Rockies region

Vision Elements – Open Discussion

- Other vision elements to be considered in regional destination development?

Guiding Principles for Regional Destination Development

“I don’t think...” then you shouldn’t talk said the Hatter”

Lewis Carroll

Alice in Wonderland

How we do things is as important as what we do.....

Guiding Principles for Regional Destination Development

1. Demonstrates respect for all living things, Indigenous rights and titles, community values and the sense of place found in each community
2. Contributes to environmental sustainability and promotes stewardship by visitors (temporary locals) and residents alike
3. Supports an emotional connection by visitors to 'place'
4. Keeps people at the forefront - contributes to resident quality of life and overall community resiliency – an industry made strong by and for its people
5. Retains authenticity and celebrates that which is local
6. Supports safe and reliable travel
7. Seeks to collaborate, innovate and employ best practices

Mentimeter – Time to Weigh In

- Choose on a scale of 1-5 whether you:
 - 1 = strong disagree
 - 2 = disagree
 - 3 = indifferent
 - 4 = agree
 - 5 = strongly agree

Guiding Principles – Open Discussion

- Other guiding principles to be considered in regional destination development?

Destination Development Strategy Areas

“Alice: How long is forever? White Rabbit: Sometimes, just one second.”

*Lewis Carroll
Alice in Wonderland*

Time passes....our competition invests...we need to be focused and organized for success....

Our Nature Defines Us



- Monitor and Respect Environmental Carrying Capacity
- Monitor and Manage Experiential Carrying Capacity
- Become a Global Leader in Accessible Outdoor Recreation
- Snow-based Experiences
- Trail-based Experiences
- Mountains/Parks/Lodges
- Rivers/Lakes/Wetlands

Our People Differentiate Us



- Celebrate Arts/ Culture/ Heritage
- Build Community Support for Tourism
- Attract Skilled and Sufficient Workforce
- Secure Affordable Housing
- Be a Preferred Tourism Education/Career Path Destination
- Welcome Visitors as 'Temporary Locals'
- Stay Authentic and Real

Our Collaboration Accelerates Us



- Build strong relationships with Indigenous Communities
- Be active ambassadors for each other within the tourism industry
- Be recognized as a valued industry
- Create effective intermodal transportation networks
- Deliver safe, reliable access by land and air

Regional Catalyst Projects – For Discussion

Some possible catalyst project *categories*:

- Collaboration and relationship building
- Land/resource planning and management
- Access to and within the region
- Conditions for tourism business success
- Build on the region's differentiating experiential strengths

Catalyst Project Ideas

- Become each others' ambassadors
- Explore the sharing economy for intra-regional transportation
- Advocate for improved rural transportation networks
- Create a multi-industry regional transportation task force
- Advocate for land use planning and management
- Review resource road openings/maintenance
- Secure sustainable funding for trail development and maintenance
- Launch resident awareness campaigns – value of tourism
- Conduct cultural awareness training together with indigenous communities

Catalyst Project Ideas

- Open discussion – other ideas for projects that would accelerate progress towards the regional vision?

Further Ideas/Input?

- Feel free to write down additional thoughts and ideas on the handouts provided
- Emilie will collect them at the end of the session

Next Steps

- Review and launch survey tools for broader regional input
- Draft Regional Destination Development Strategy
- Review by Destination Development Committee
- Implementation Planning



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