

YOUR MEMBER FEES AT WORK

P: Destination BC/Blake Jorgenson

Member assessment fees fund approximately 48% of Tourism Whistler's annual budget.

The information contained on this sheet aims to help you understand how your member assessment fees are used and how Tourism Whistler is committed to supporting our community and its visitor-based tourism economy.



WHAT IS TOURISM WHISTLER'S ROLE?

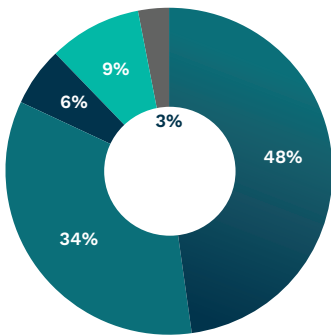
As the official destination marketing and management organization (DMMO) representing the resort of Whistler, Tourism Whistler is responsible for supporting Whistler's visitor-based tourism economy by promoting the resort as an international, four-season destination with the goal of attracting **overnight visitation**, noting that an overnight visitor also participates in resort activities, dines in Whistler restaurants, and shops in local retail stores.

Purpose: To honour, protect and celebrate Whistler's unique mountain culture and environment.

Vision: To be the most valued, respected and regenerative mountain resort-community.

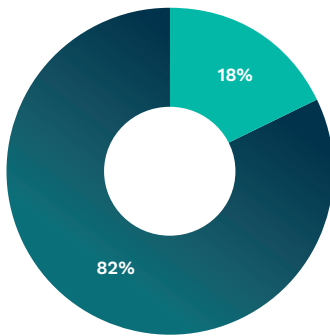
Mission: To inspire mountain enthusiasts and adventure seekers to thoughtfully experience and share Whistler again and again.

HOW IS TOURISM WHISTLER FUNDED?



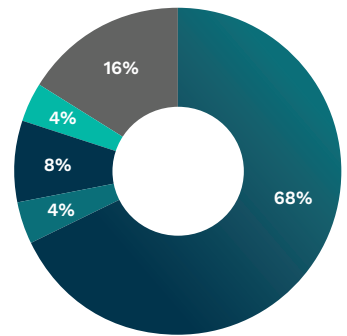
- Member Assessments **48%**
- MRDT **34%**
- Miscellaneous **6%**
- Operation Centres **9%**
- Capital Contribution **3%**

HOW ARE MEMBER ASSESSMENTS USED?



- Marketing & Sales **82%**
- Administration of the Organization **18%**

HOW ARE MARKETING AND SALES FUNDS ALLOCATED?



- Advertising, Collateral, Promotions **68%**
- Conference Sales **16%**
- Travel Trade **8%**
- Research **4%**
- Travel Media **4%**

TOURISM MATTERS

Whistler is a purpose-built resort community whose primary industry is tourism. As the foundation of our economy, tourism makes life as we know it in Whistler possible. Most residents and business owners in Whistler rely on tourism to sustain their livelihoods and many of Whistler's amenities, which both residents and visitors enjoy, exist as a result of buoyant visitor demand.

Whistler is a key driver of tourism's economic impact in the province of British Columbia. According to 2019 data, Whistler accounts for:

10%

OF ALL BC VISITOR SPENDING

\$2.1 BN

IN BC VISITOR SPENDING

12%


OF TOTAL BC ACCOMMODATION ROOM REVENUE

15,050

PEOPLE EMPLOYED IN TOURISM



KEY AREAS OF FOCUS


Optimize the Visitor Experience


Advance Responsible, Sustainable, Regenerative Tourism


Grow Year-Round Viability

Tourism Whistler believes that in order to be successful, Whistler must balance a vibrant, prosperous destination with a desirable, livable community.

UNIQUE VISITORS BY SEASON

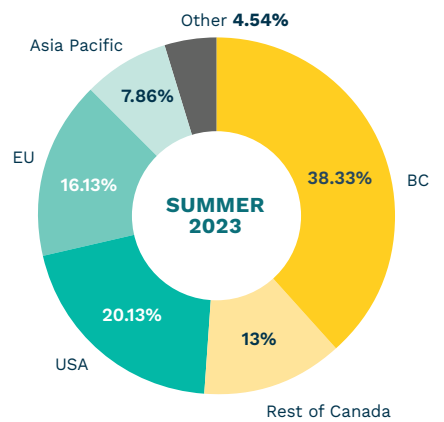
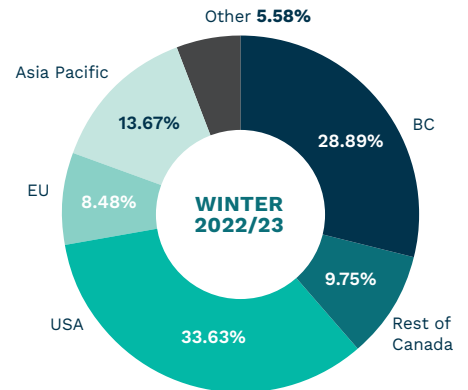
32.35% WINTER 2022/23 (Dec-Mar)

15.84% SPRING 2023 (April-May)

39.78% SUMMER 2023 (Jun-Sept)

12.02% FALL 2023 (Oct-Nov)

UNIQUE VISITORS BY MARKET



2024 STRATEGIC PRIORITIES

01

Target High-Values Long-Stay Destination Markets

02

Increase Investment in High-Yield Spring/Fall Conferences

03

Solicit New Events in Need Periods

04

Attract Regional Visitors in Midweek & Shoulder Season Months

05

Work With Local Businesses to Improve & Promote Sustainable Tourism Practices

06

Increase Communication of Resort Climate Goals & Progress

07

Continue to Communicate Values-Based Storytelling, Elevating Socio-Cultural Diversity and Environmental Stewardship

08

Work With Resort Partners on Smart Tourism Solutions

09

Increase Communications That Encourage Visitor Dispersion

10

Investigate AI Solutions to Improve Trip Planning & In-Resort Experience

11

Facilitate Weather-Independent Activities

2023 PROJECT HIGHLIGHTS



Whistler Changemakers
Sustainability Video Series



Don't Love It To Death
Visitor and Resident Educational Campaign



Nourish Spring Series
by Cornucopia Wellness Festival



Light Up The Village
Expansion of Pre-Festive Season Initiative



Provincial Business Events and Conferences
Recovery Program (BECRF)



Destination Canada Co-op Program
to Restimulate US Market