



Tourism Whistler / Mike Grant

What is MRDT?

The Municipal and Regional District Tax – also known as MRDT Hotel Tax – is a **three per cent tax** charged to short-term tourist accommodations like hotels.

The Province of British Columbia charges the tax, then distributes it to Whistler to allocate.

Licensed accommodation providers from online platforms like AirBnB are also now required to collect and remit the tax.

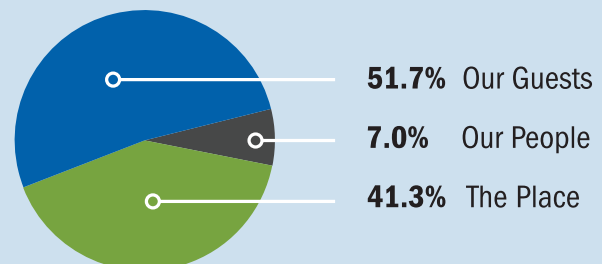
Shared 50 per cent between the Resort Municipality of Whistler and Tourism Whistler, the MRDT revenues are thoughtfully invested to enhance the visitor experience into three broad categories: **Our Guests**, **Our People** and **The Place**.



How much goes where?

Most of the collected MRDT Hotel Tax goes to marketing and promotional strategies for the resort (**Our Guests**).

The remaining goes to improving guest service (**Our People**) and developing/supporting the destination itself (**The Place**).



Our Guests:

Investment in marketing and promotional strategies

Sales and marketing target core and emerging markets to grow awareness of Whistler as a year-round mountain resort destination.

Investments include:

- Tourism Network Partnership with Destination BC, Tourism Vancouver, Tourism Victoria and Tourism Whistler.
- Summer 2019 Brand Marketing Campaign, Tactical Marketing Campaign, Golf Marketing Campaign and Mountain Biking Marketing Campaign
- Winter 2019/20 Brand Marketing Campaign and Tactical Marketing Campaign
- Spring 2019 Marketing Campaign
- Trip Advisor Sponsorship
- Festivals, Events and Animation Marketing
- Partnership with UK and Australia Tour Operators
- Growing Luxury Segment
- Conference and Group Business Support



MRDT investments help ensure Whistler's success.

The amount of MRDT Whistler receives changes every year based on visitation. Investments are reviewed annually and aligned with program criteria to evaluate outcomes and guide decision-making.

Recent growth in visits for both the summer and winter seasons has shaped the MRDT investments. It has reaffirmed investments in areas that deliver measurable impacts and shifted investment away from areas that better qualify for other sources of funding.

Whistler is one of 63 communities that receive MRDT Hotel Tax, and this incremental funding helps ensure these activities are funded from sources beyond solely property taxes.

What's More

Funds from licensed online accommodation providers through services like AirBnB can be spent to support affordable housing projects. In 2019, one hundred per cent of all MRDT revenues from online providers were allocated to support a new resident-restricted housing development in Cheakamus Crossing.

Want to learn more?

Visit whistler.ca/MRDT

Our People:

Investment in workforce who deliver the visitor experience

Investing in customer service training and recruiting motivated, engaging staff ensures high resort knowledge and service levels.

Investments include

- Village Host Program
- Whistler Experience Guest Service Training
- Visitor Information Centre Support
- Park and Trail Ambassador Program

The Place:

Investment and development of the destination

Reinvesting and developing Whistler's resort product ensures a positive visitor experience.

Investments include:

- Park and trail amenity enhancements
- Cultural tourism – learning and education development
- Festivals, Events and Animation Program