

LONG TERM TOURISM VISION & STRATEGY FRAMEWORK – DRAFT

TOURISM OVERVIEW

- Primary industry in Whistler
 - Economic Impact
- Inventory of product offerings
 - Natural environment
 - Mountains, forests, lakes, rivers
 - Built environment
 - Village
 - Valley trail system
 - Accommodations
 - Retail/ restaurants
 - Experience environment
 - Activities
 - Winter
 - Ski/snowboard
 - X-country ski, snowshoe
 - Snowmobile, dog sledding
 - Zipline
 - Bobsleigh, skeleton, luge
 - Summer
 - Sightseeing/ Hiking/ P2P
 - Biking
 - Golf
 - Zipline
 - ATV
 - Attractions
 - Audain
 - SLCC

TOURISM SITUATION

- Growth/ Declines
 - Over Three decades (1990-2020)
 - Room nights, occupancy, rate
- Resort Influences
- Product
 - Infrastructure
 - Pricing
 - Service
- Environmental
 - Climate change
- Social
 - Housing
 - Labor
- Economic
 - Global economies
 - Exchange rates
 - Employment
 - Consumer confidence
 - Competition
- Political
 - Municipal, provincial, federal
 - Support for tourism
 - Policies
 - Funding

LONG-TERM VISION FOR TOURISM (ELEMENTS TO BE INCORPORATED)

- Whistler has a vibrant, prosperous, year-round tourism economy
- A comfortable carrying capacity is achieved – levelling peaks, boosting valleys to create more balance visitation
- Like-minded passionate locals and visitors engage in Whistler’s outdoor experiences; and respect and protect our natural environment
- Employee housing is plentiful and affordable; transportation is convenient and accessible; tourism jobs are motivating and rewarding
- There is strong comradery between locals, businesses and visitors
 - Locals appreciate and support the importance of Whistler’s tourism economy

- Businesses respect and support balanced visitation levels
- Visitors respect and support the Resort Community

LONG-TERM TOURISM TARGETS

- Scenarios to be discussed for setting a target cap for visitor volumes
 - 70% year-round occupancy
 - 75% year-round occupancy
 - 80% year-round occupancy

STRATEGIES FOR TOURISM SUCCESS

- **Housing (RMOW/ Private Developers)**
- **Labor (Chamber of Commerce/ Businesses/ TW)**
 - Attraction
 - Recruitment
 - Training
- **Transportation (RMOW, Province, Businesses)**
- **Development/ Redevelopment (RMOW, WB, TW, Businesses)**
 - Infrastructure
 - Upgrading existing infrastructure
 - Village (RMOW/ surrounding strata hotels)
 - Hotel upgrades (Hotels)
 - Conference Centre upgrade (TW/ RMOW)
 - On mountain/ base redevelopment (WB/ Vail)
 - Investing in new infrastructure
 - TBD – (Businesses)
- **Growth Management (Businesses/ RMOW/ TW)**

Overview on moving visitation out of peak months and peak weekends, to off-peak months and midweek days

- Levers to Influence
 - Pricing (Businesses)
 - Holiday
 - Peak
 - Off-Peak
 - Shoulder
 - Place Branding
 - Preserve the integrity of Whistler's character

- Provide a filter for policies, programming, marketing
 - Programming (*RMOW/ TW*)
 - Animation during peak
 - Events during midweek and shoulder
 - New Experiences during shoulder
 - Wine Walks in October (Arts tours)
 - Frights & Delights in November
 - Lights Festival in December
 - New Cornucopia in May (Culinary event)
 - Health & Wellness in June
 - Olympic tours year round
 - Etc.
 - Resort Dispersion to support Comfortable Carrying Capacity (*RMOW*)
 - Upper Village, Creekside
 - New parks
 - Marketing Programs to support Comfortable Carrying Capacity (*TW*)
 - Sustaining high seasons
 - Growing low seasons
 - Data driven to target best guests at right times
- **Tourism Stewardship (*RMOW, TW*)**
 - Improving sustainable practices of tourism businesses
 - Policies
 - Competitive Benchmarking
 - Report cards
 - Accreditation programs
- **Responsible Behaviors (*RMOW, AWARE, TW*)**
 - Education and Messaging
 - Whistler Pledge to Respect Mountain Environment
 - Adventure Smart
 - Dress code
 - Safety
 - Trail usage
 - Respecting vegetation/ wildlife
 - Pack in/ pack out

- Bear Smart
- Fire Smart
- Littering/ Recycling
- Tap water vs. bottled water
- Transportation Alternatives
 - bussing, carpooling, biking, walking
- **Partnerships (*Whistler.Inc*)**
 - Support for tourism
 - Aligned priorities
 - Coordinated efforts
 - Clear roles and responsibilities
 - Clear actions