

ACTIVATE LIFE



TOURISM
vernon

Vernon Economic Development and Tourism Update

January 17, 2019

Tourism Vernon Overview

Background

Who are we?

- City of Vernon
 - Community Infrastructure and Development Division
 - Building & Licensing
 - Current Planning
 - Development Services
 - **Economic Development and Tourism Department**
 - Infrastructure Management
 - Long Range Planning & Sustainability
 - Transportation

City of Vernon – Tourism Commission

- Claus Larsen – Predator Ridge Resort
- Jacqueline Birk – Sparkling Hill Resort
- David Gibbs – Prestige Vernon Lodge
- Cecilia Guerrero – PHI Group
- Gale Woodhouse – Vernon Arts Centre
- Christine Kashuba – Mackie Lake House
- Kevin O’Brien – Kalavida/Rail Trail Café
- Matt Ball – North Okanagan Cycling Society
- Myles Johnson – Spallumcheen Golf
- Troy Hudson – Sovereign Lake Nordic Centre
- Mary Jo O’Keefe – Okanagan Wine Tours
- Ricardo Smith – Sun Country Cycle
- Dione Chambers – Greater Vernon Chamber of Commerce
- Susan Lehman – Downtown Vernon Association
- Jenelle Brewer – Okanagan Indian Band
- Councillor Dalvir Nahal – City of Vernon
- Mayor Victor Cumming – City of Vernon (Alternate)

Administration

- Kevin Poole – Manager, Economic Development and Tourism
- Angeline Chew – Manager, Tourism
- Torrie Silverthorn – Tourism Coordinator
- Karen Savill – Administrative Assistant

Visitor Services

- Durning Directions (Contractor)

Tourism Vernon - Funding Sources

- Municipal Regional District Tax (Hotel Tax)
- City of Vernon – cash and in-kind contribution
- Destination BC – cash contribution (Visitor Information Centre)
- Partner programs

2019 Budget – \$1.6 million

Strategic Plan 2018-2022

Vision:

The aspirational vision for Vernon as a destination: *Vernon is the destination of choice on our target market's list of places to visit in the Thompson Okanagan.*

The vision for Tourism Vernon is to: *Be the most innovative and effective Destination Marketing Organization in the Thompson Okanagan in inspiring our target markets to experience our destination.*

Strategic Plan 2018-2022

Inspire Visitation through Focused Marketing

Inspire increased visitation to Vernon through targeted marketing efforts.

Activate Strategic Marketing Partnerships

Leverage strategic tourism partners to extend marketing reach and effectiveness.

Enhance Destination Appeal

Create greater destination experience and product appeal to better compete with other Thompson Okanagan and BC destinations.

Provide Visionary Leadership

Provide innovative and inspiring leadership through effective destination management and organizational structures.

Inspire Visitation through Focused Marketing

1. Build the Vernon destination brand.
2. Evolve and enhance leisure marketing efforts to complement the current focus on generating awareness and interest with a stronger focus on referral to tourism partners for conversion for booking a trip to Vernon.
3. Increase role in travel trade sales efforts, working in collaboration with tourism businesses.
4. Increase efforts in the sports tourism market.

Activate Strategic Marketing Partnerships

1. Leverage existing and new strategic marketing partnerships and programs with local Vernon stakeholders.
2. Work collaboratively with destinations along the primary travel corridors in the Thompson Okanagan.
3. Leverage relevant sector marketing partnerships and programs for tourism growth.
4. Increase engagement of Thompson Okanagan Tourism Association (TOTA), Destination BC and Destination Canada to improve marketing efforts for Vernon.

Enhance the Destination Appeal

1. Encourage and enable industry to develop new remarkable products and experiences that support the Vernon brand, demand generators and target markets.
2. Increase focus on supporting new and enhanced festivals and events.
3. Facilitate collaboration to ensure Vernon is leveraging its unique potential as a gateway and hub for the North Okanagan Rail Trail.
4. Provide more compelling and enticing packaged travel experiences within the destination and between destinations.
5. Ensure a positive community experience.
6. Continue to evolve the visitor services model.
7. Support the focus on understanding and protecting natural assets of the region.

Provide Visionary Leadership

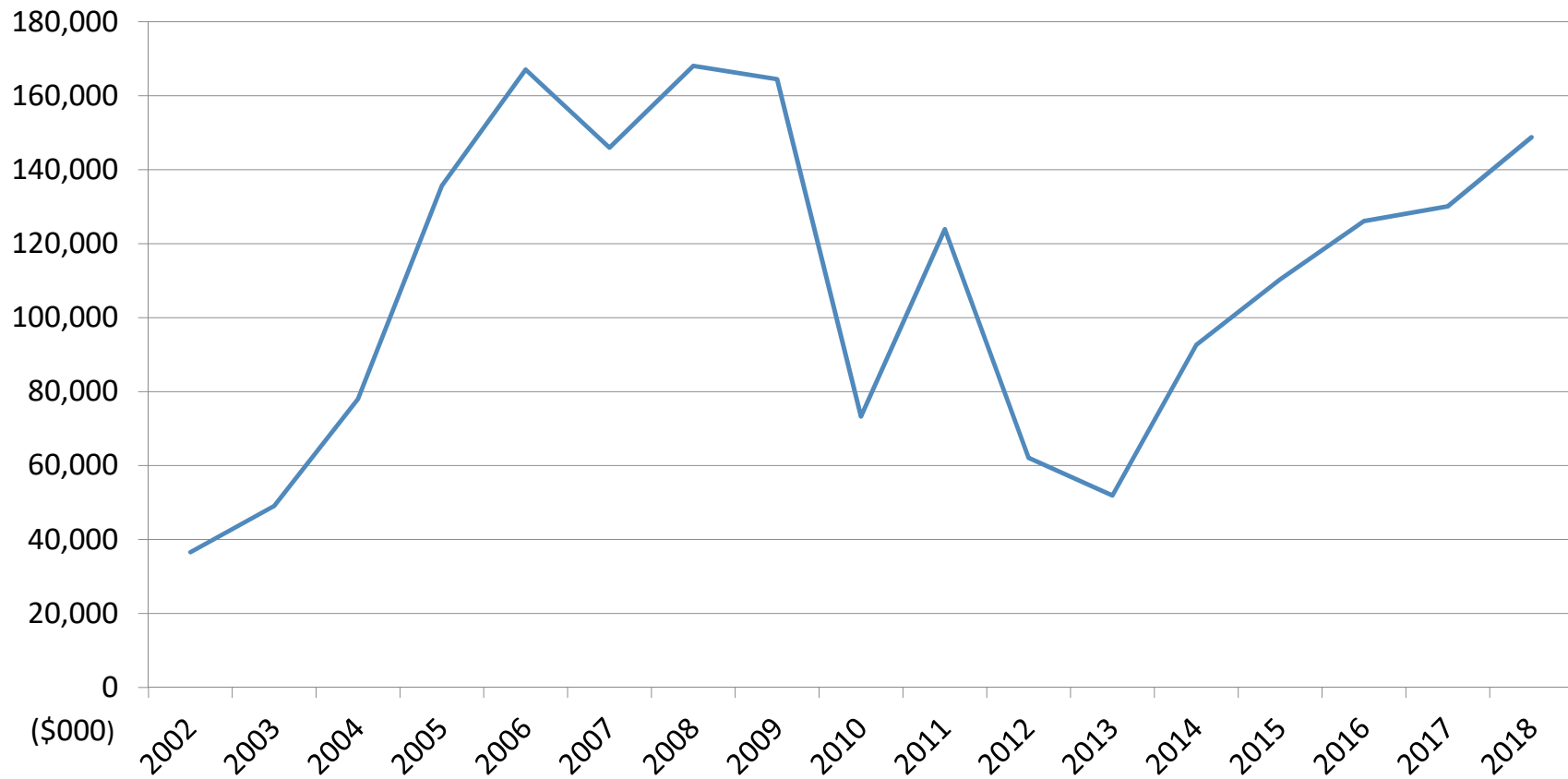
1. Evolve to a Commission-managed organizational structure over time to enable Tourism Vernon to be more effective.
2. Advocate for the tourism industry within the municipality, region, and province.
3. Continue to ensure the tourism industry is inclusive of the Vernon area.
4. Continue to engage stakeholders and residents through communications and community relations activities to contribute to an enhanced tourism development climate.
5. Facilitate and encourage industry training and development.
6. Lead the ongoing collection, analysis and sharing of performance metrics, research and intelligence.
7. Secure additional funding to resource Tourism Vernon appropriately.
8. Ensure ongoing tourism planning.

Economic Update

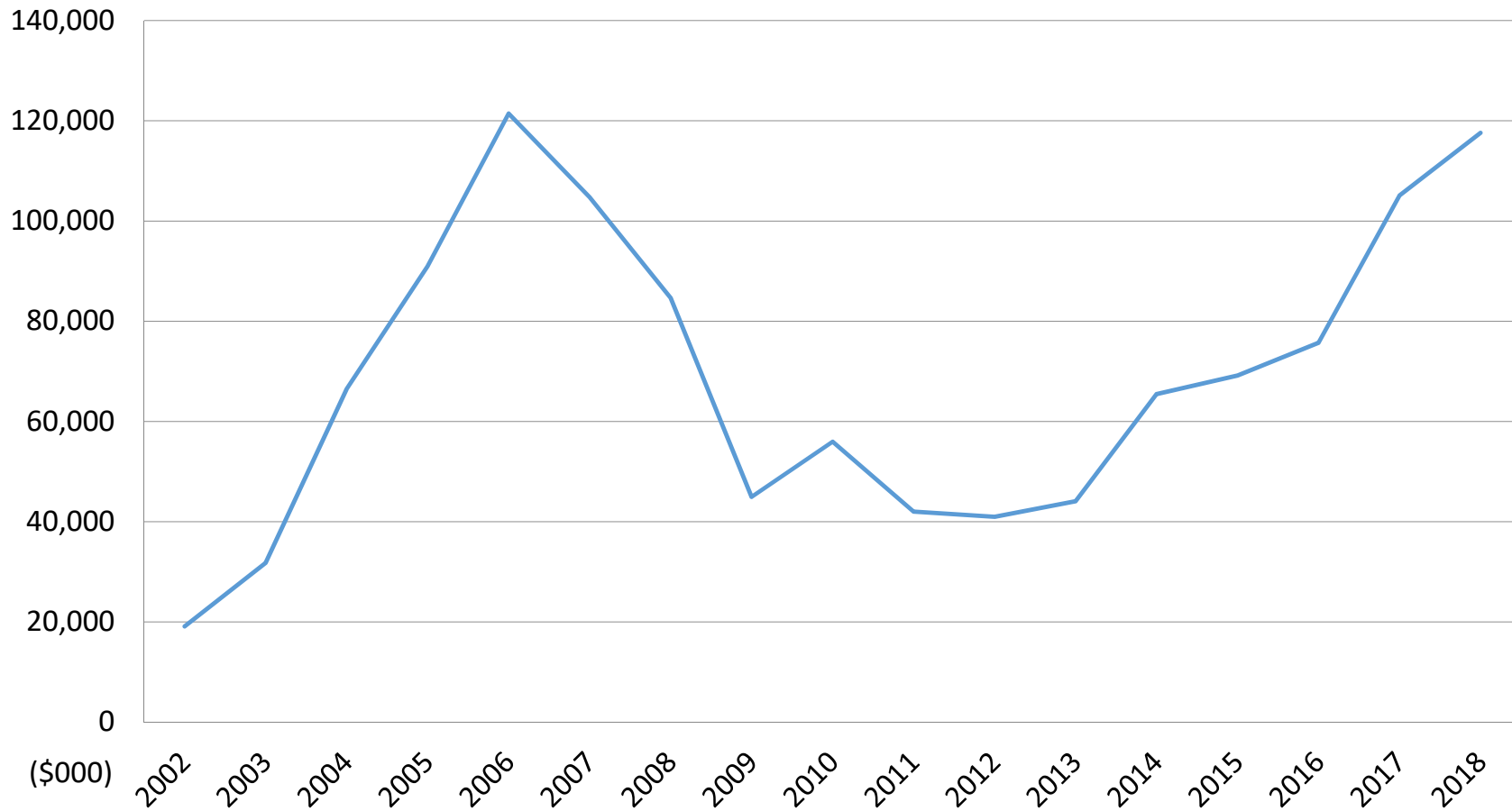
Population Estimates

British Columbia Regional District and Municipal Population Estimates					
Name	2015	2016	2017	2018	2017-18 Changes
North Okanagan	86,376	87,572	88,706	89,738	1.2%
Armstrong	5,287	5,341	5,404	5,447	0.8%
Coldstream	11,014	11,122	11,266	11,395	1.1%
Enderby	3,072	3,096	3,102	3,122	0.6%
Lumby	1,930	1,915	1,927	1,929	0.1%
Spallumcheen	5,317	5,333	5,394	5,422	0.5%
Vernon	40,801	41,462	42,060	42,574	1.2%
Unincorporated Areas	18,955	19,303	19,553	19,849	1.5%
Central Okanagan	197,751	201,423	204,855	208,852	2%
Kelowna	128,769	131,654	133,644	136,233	1.9%
Lake Country	13,330	13,356	13,666	14,027	2.6%
West Kelowna	33,694	33,751	34,407	34,883	1.4%
Okanagan-Similkameen	85,367	86,261	87,628	88,545	1.0%
Osoyoos	5,046	5,050	5,083	5,073	-0.2%
Penticton	34,683	35,261	36,118	36,647	1.5%
Summerland	11,864	12,005	12,135	12,213	0.6%
Thompson-Nicola	136,448	138,532	140,118	142,299	1.6%
Kamloops	92,737	94,291	95,593	97,177	1.7%
British Columbia	4,776,388	4,859,250	4,922,152	4,991,687	1.4%

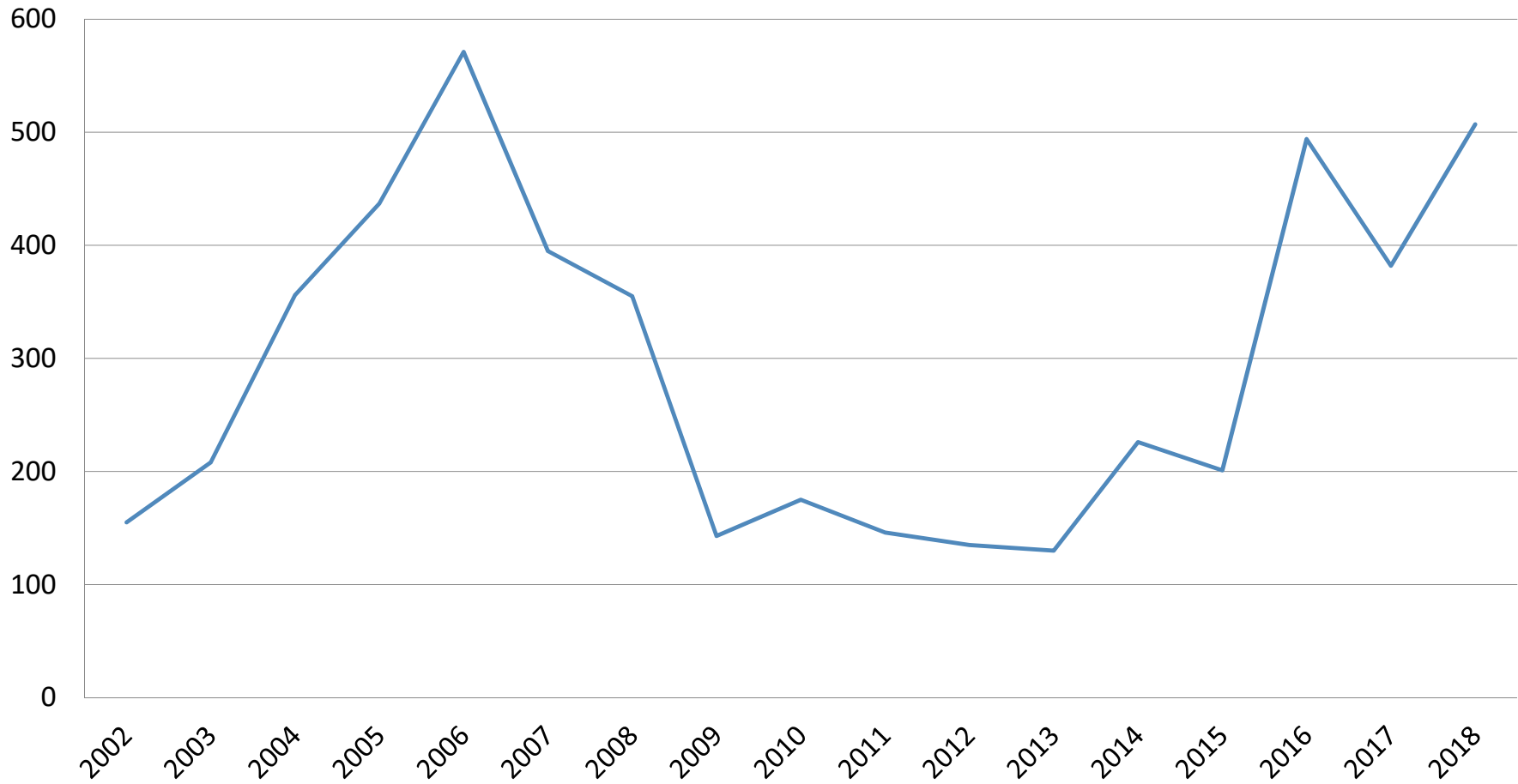
Total Building Permits



Residential Building Permits



Total Residential Units



Residential Under Construction



Rockwood Landing 60 units
\$9.7M BP (Jan 2018)



Parkwood Retirement 150 units
\$18M BP (Apr 2016)

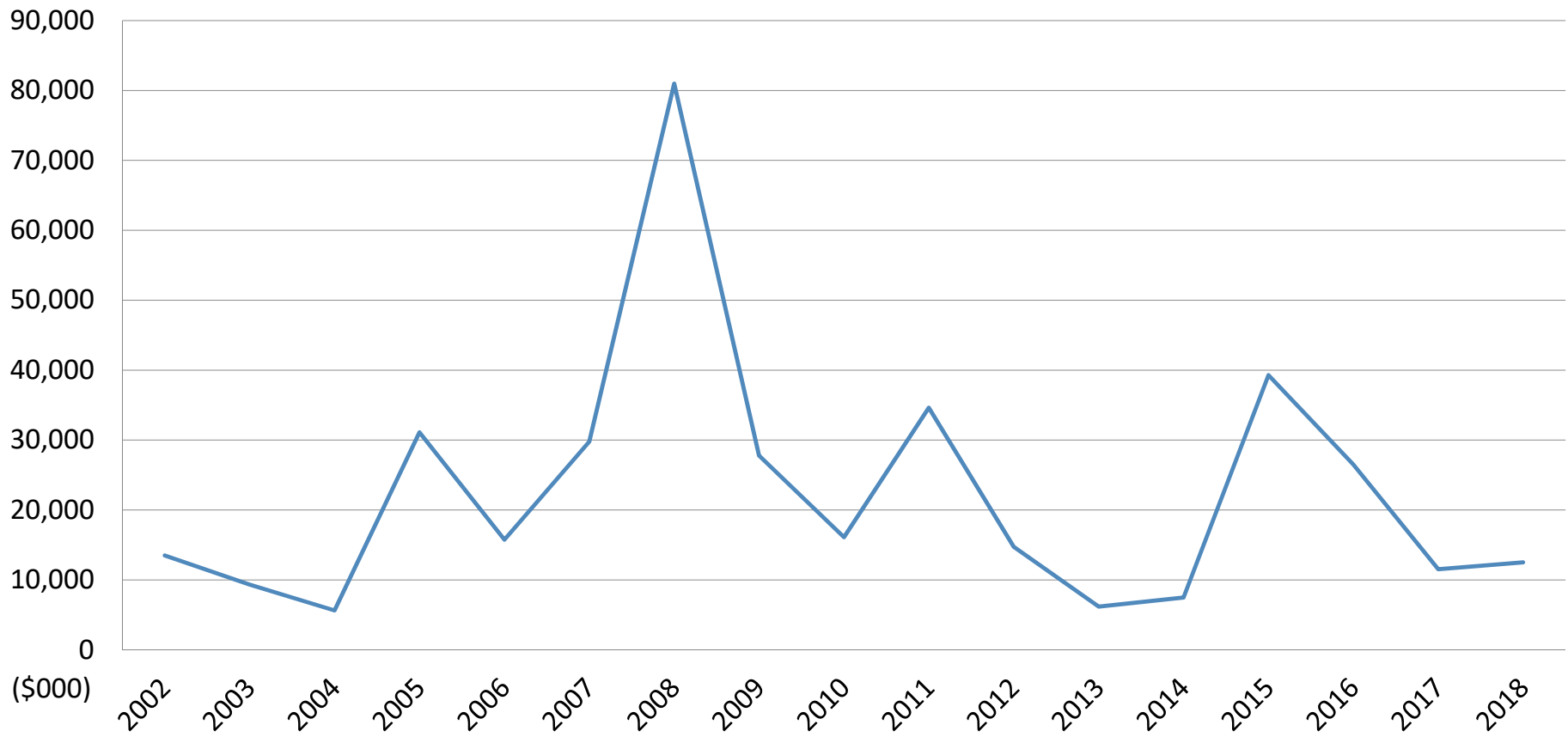


The Highlands 43 units
\$11.5M BP (May 2018)



The Hub 57 Units
\$8.5M BP (Oct 2017)

Commercial Building Permits



2018 Building Permit Activity

Total Building Permit Value:	\$148.8 Million
Single Family:	\$ 53.6 Million
Multi Family:	\$ 63.1 Million
Commercial:	\$ 12.5 Million
Institutional:	\$ 14.9 Million
Permits issued:	406
Units created:	507

New Hotel Development



- Best Western Premier
- 114 Rooms
- 6 storey
- 85 Seat Restaurant
- Development Variance Permit Approved: Jan 7 , 2019
- Estimated BP Value: \$15M



Residential Real Estate

2018 - North Okanagan

Sales volume down 7.2%

- 2018 \$974M - 2017 \$1B

Single Family volume down 18%

- 2018 \$472M - 2017 \$575M

Single Family prices continue to increase

- Average SFD \$506k (2018) \$471k (2017) Up 7.3%

- Median SFD \$465k (2018) \$433k (2017) Up 7.5%

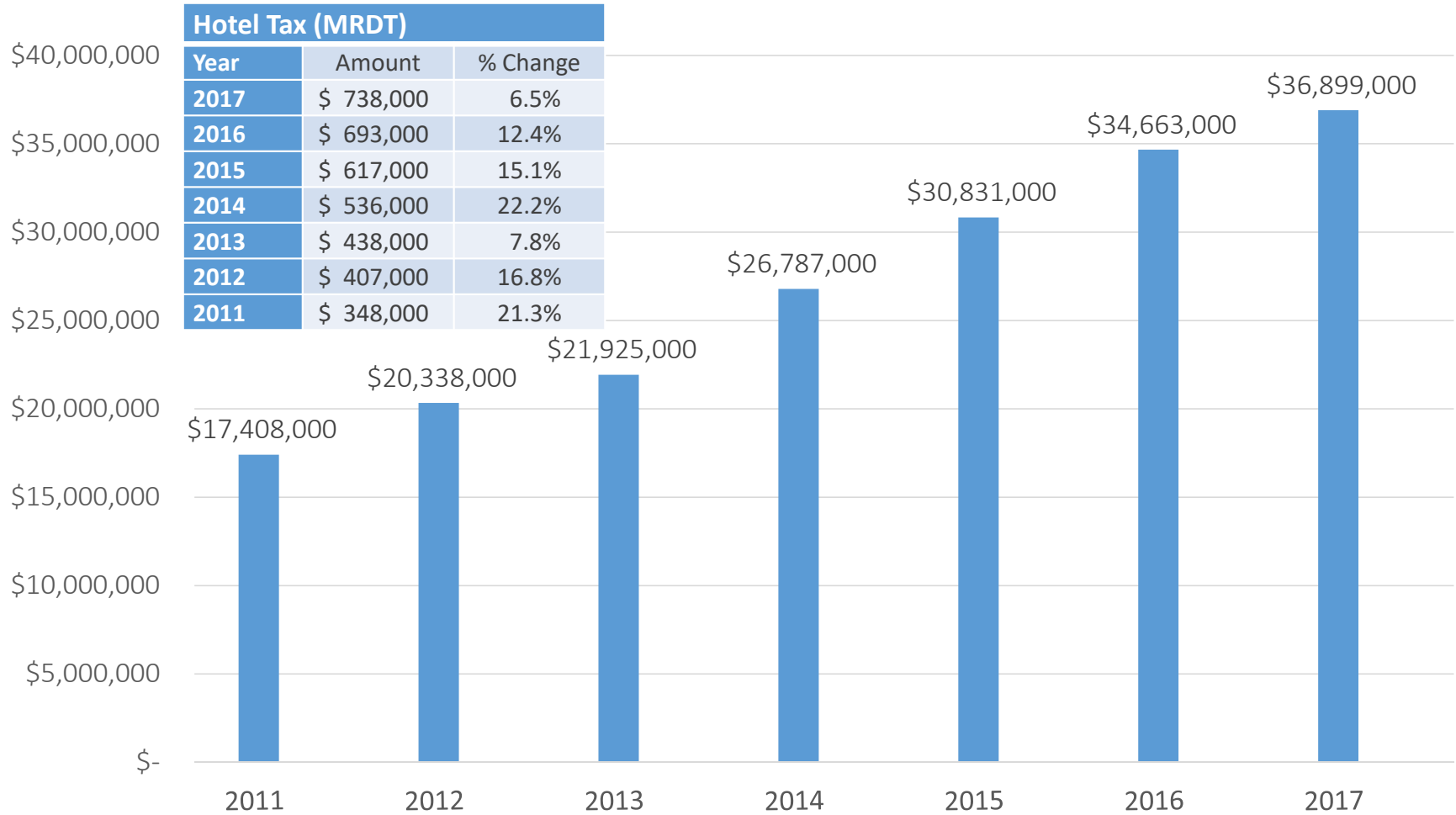
Source: Okanagan Mainline Real Estate Board

Vacancy 1.5% (CMHC - Oct 2018)

Tourism Vernon – Performance Measures

- **Municipal Regional District Tax (MRDT) performance**
 - Growth of shoulder and off seasons year over year
- **Creation of awareness through marketing campaigns and programs**
 - How many partners participated
- **Growth of tourism stakeholder engagements**
 - Workshops, meetings and outreach programs
- **Media hosting program**
 - How many stories and journalists hosted

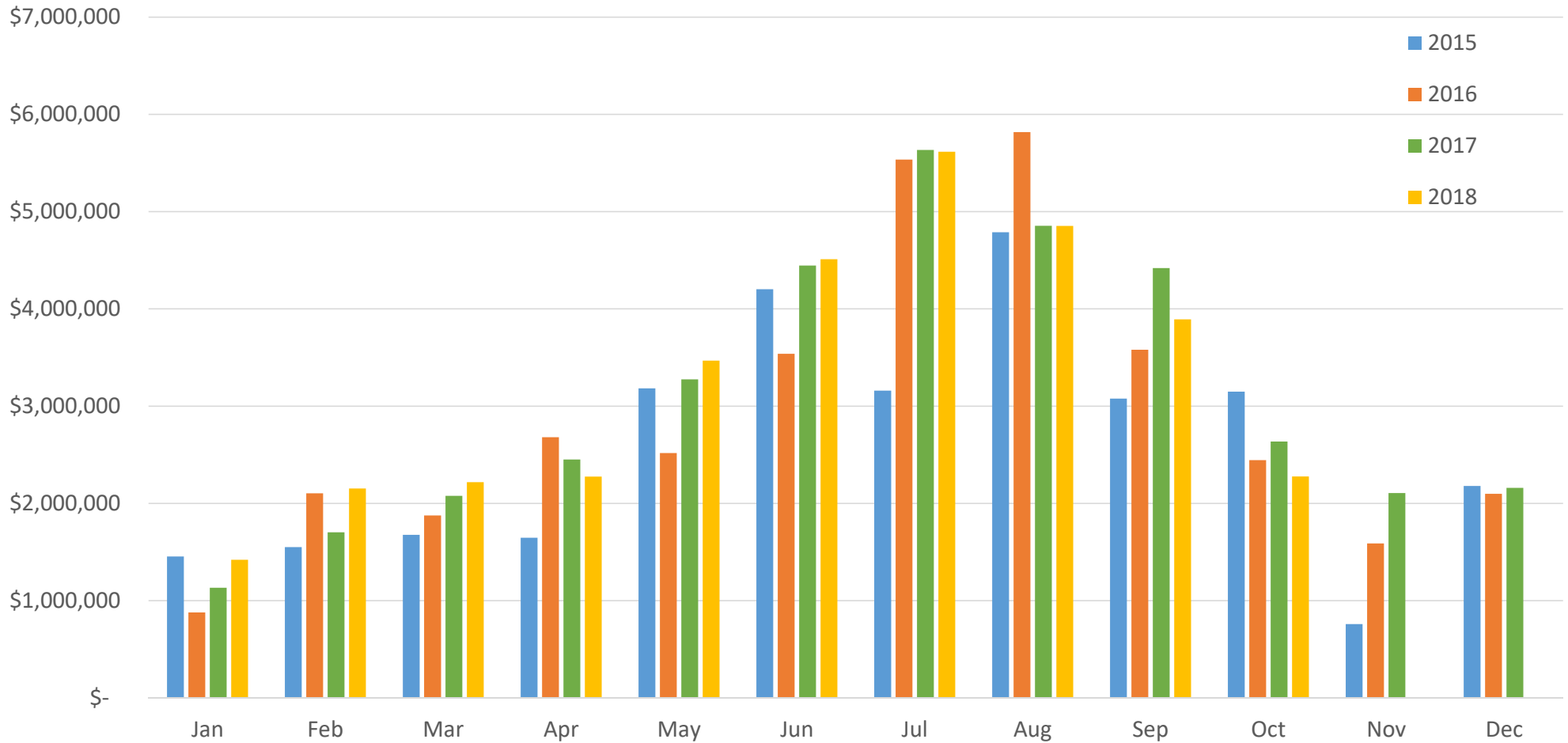
Hotel Room Revenue



Vernon MRDT Revenue

Year	MRDT	Total Room Revenue	% Change
2018 (Oct)	\$909,960.38*	\$32,687,232	0.2%
2017	\$737,973.77	\$36,898,688	6.5%
2016	\$693,255.73	\$34,662,787	12.4%
2015	\$616,621.27	\$30,831,063	15.1%
2014	\$535,756.89	\$26,787,344	22.2%
2013	\$438,495.00	\$21,924,750	7.8%
2012	\$406,768.75	\$20,338,437	16.8%
2011	\$348,157.38	\$17,407,869	21.3%
2010	\$286,994.22	\$14,349,711	

Monthly Room Revenue





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ACTIVATE YOUR QUESTIONS?