

# CANADIAN DESTINATION MARKETING ORGANIZATIONS – FOCUS, GOVERNANCE, ACTIVITIES AND FUNDING

DMO ORGANIZATION	FOCUS	GOVERNANCE	STAFFING/ACTIVITY SCOPE	FUNDING SOURCES	ANNUAL BUDGET
<b>TOURISM VANCOUVER</b>	<p>Focus is for Vancouver to be known as the most exciting, attractive and welcoming city destination in North America, and a must-visit year-round destination.</p> <p>Goals are to attract visitors to the region, encourage them to stay longer and ensure they return. This is done through the coordinated group action of members and staff working together.</p>	15-member Board of Directors representing all major aspects of Greater Vancouver's tourism industry.	<p>Tourism Vancouver's team includes approximately 60 full-time, 20 part-time, seasonal and contract positions and 200+ volunteers.</p> <p>Tourism Vancouver is a destination marketing organization and business association representing over 1,000 members in tourism and related industries/activities.</p> <p>Tourism Vancouver activity includes visitor services, destination marketing, destination development, meetings &amp; conventions, leisure travel and corporate services.</p>	Primarily the 3% MRDT generates approximately \$16 million annually used to promote Greater Vancouver's \$6.1 billion annual tourism industry.	Not available
<b>TOURISM PRINCE GEORGE</b>	Primarily Prince George with some coverage for tourism services and information in immediate regional area.	11-member Board of Directors – five appointed by the City of PG and six appointed by the PG Accommodation Association for 2-year terms	<p>Core staff of seven – plus varying numbers of front line tourism counselors in the Visitors' Centre.</p> <p>Activity includes visitor centre &amp; visitor services, leisure tourism, sports tourism, meetings &amp; conventions and marketing &amp; communications.</p>	<p>MRDT – \$1,100,000 (at 3%)</p> <p>City of PG – \$327,000</p> <p>Destination BC – \$23,000</p> <p>Advert Commis sions – \$55,000</p> <p>Gift Shop Profit – \$20,000</p>	\$1,525,000
<b>TOURISM CALGARY</b>	<p>Tourism Calgary is committed to growing Calgary tourism gross revenue to \$2.3 billion by 2020.</p> <p>TC plans have shifted the emphasis from pure economic goals to meeting and exceeding visitor expectations and experiences. Further energizing the Calgary brand is a priority.</p>	<p>11-member Board of Directors of Tourism Calgary</p> <p>11-member Board of the Calgary Sport Tourism Association</p> <p>Separate Calgary Hotel Association Board</p>	<p>Seven-person TC Executive leadership team.</p> <p>Measureable goals and key performance indicators are set out in all categories of activity in</p> <p>Tourism Calgary's 2016-18 Strategic Plan is available online</p>	<p>Calgary's situation is complex and there are two major players in the promotion of tourism in Calgary. One is "Tourism Calgary" and the other is the Calgary "Destination Marketing Fund" of the Calgary Hotel Association. The hotels raise approx \$8 million per year by collecting a DMF but only give \$5 million to Tourism Calgary. The balance is kept by the association and used for their own Calgary hotel marketing campaign.</p>	<p>Tourism Calgary – Approx \$10 million.</p> <p>Combined budgets of all organizations promotion funds are approximately \$15.0 million</p>
<b>TOURISM GRANDE PRAIRIE</b>	Grande Prairie and area	The member-based Grande Prairie Tourism Association provides leadership.	Operates visitor centre in the same building as the Grande Prairie Museum	Partnership fees, Travel Alberta, advertising commissions, City of Grande Prairie.	Not Available
<b>CHOOSE LETHBRIDGE</b>	Currently "Choose Lethbridge" coordinates activities of four separate organizations that "look after tourism."	On Feb 22, 2017 city of LA approved a strategic plan to create a stand-alone tourism development entity. The City will now develop a funding model and implementation plan.	<p>Current players:</p> <ul style="list-style-type: none"> <li>• Leisure Tourism ( LA and Region)</li> <li>• Meetings &amp; Conventions</li> <li>• Sports Council</li> <li>• Lodging Association</li> </ul> <p>All working towards a 2018 integrated DM Plan.</p>	<p>Current Funding:</p> <p>City of LA</p> <p>Lethbridge Lodging Association</p> <p>Economic Dev. Lethbridge</p> <p>Lethbridge Sports Council</p> <p>Chinook County Tourism</p> <p>Province of Alberta.</p>	Not Availabile

<sup>1</sup>Greater Toronto Hotel Association Destination Marketing Fee collected by hotels and remitted to Tourism Toronto

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<b>TOURISM SWIFT CURRENT</b>	A community DMO operating through Tourism Swift Current Inc. – a registered not-for-profit	9-member Board of Directors appointed by the City of Swift Current and the Tourism Swift Current membership.	Provides support for all events that attract visitors to Swift Current. Operates Visitor Centre. Supports organizers of local events that bring in visitors (with small donations).	Membership sales, City of Swift Current grant and other unspecified sources.	Not Available
<b>TORONTO TOURISM</b>  (aka Toronto Convention & Visitors Association)	Operating as a “not-for-profit” agency TT has over 1,100 members and public and private sector partnerships.	17-Member Board of Directors representing accommodations, sports venues and organizations, tourism venues and attractions – elected by membership.	Four major divisions – Member Care, International & Leisure Trade, Business Events and Marketing & Communications. Offices in Toronto, Mississauga and Ottawa. Scope includes Toronto, Mississauga and Brampton.	2015 Tourism Toronto revenues GTHA <sup>1</sup> – 41% (Approx \$20 million raised by a 3 % DMF) Province of Ontario –Approx 44% Co-op Ad By-Ins – 6.6% Ontario CDF – 5.1% Membership Fees – 2.7% Other – 0.5%	Allocated to : MCIT Sales – 42.3% Marketing – 30.4% Finance & Admin – 9.1% Intern’l Leisure Trade 8.7% Communications – 7.2% Member Care – 2.3%
<b>PETERBOROUGH &amp; KAWARTHAS TOURISM</b>	This DMO operates as a division of the Peterborough Economic Development Corporation.  Promoting the destination, increasing visitation and economic impact for the industry, our partners and our community.	Not-for-profit membership-based organization (more than 400 “partners”)	Represents tourism related businesses in the City and County of Peterborough. Operates a year-round visitor centre. Also responsible for other key tourism sectors such as Meetings, Conferences, Incentive Travel, Group Travel and Travel Trade.	City of Peterborough Province of Ontario Partner Fees	Not Available
<b>DESTINATION HALIFAX</b>	Destination Halifax is the dedicated tourism marketing organization of the Greater Halifax Region. It was created in April 2002 by a merger of the Greater Halifax Conventions & Meetings Bureau and the tourism marketing arm of the Halifax Regional Municipality and the provincial Tourism, Culture & Heritage Department.	Governed by a 15-member Board of Directors (that includes the CEO of Tourism Nova Scotia, a City of Halifax councilor and a senior City administrative officer)	Destination Halifax has a separate staff responsible for visitor services, the visitor centre, Halifax destination marketing, meetings and conventions is a partnership of the Hotel Association of Nova Scotia, the Halifax Region and the Provincial Department of Tourism.	Funded by its core partners, the tourism industry at large and a hotel marketing levy of 2% collected by the City of Halifax	Not Available
<b>DESTINATION ST. JOHN’S</b>	It is first and foremost a sales organization, selling tourism partners’ products, services and experiences.	Destination St. John’s (DSJ) is a private non-profit corporation operating under the direction of a Board of Directors elected by its members.	It currently targets major meetings, conventions and incentive travel (MC&IT); sport and cultural events, leisure travel and group tours. It also operates the St. John’s Visitor Centre.	Funded by its core partners and a hotel marketing levy of 4% collected by the City of St. John’s.	Not Available