



**BC IDEAS
EXCHANGE**



BUSINESS AND VISITOR INFORMATION CENTRE

City of Revelstoke

FACTS



Category: Tourism
Population: 7,139 (2011 Census)
Location: Kootenay B.C.

SYNOPSIS

Tourist Attraction

The strong growth of tourism in Revelstoke in recent years prompted the community to build a new, permanent Tourism and Business Information Centre. The Centre is designed to provide enhanced services to tourists and investors to meet short and long term goals.



THE SOLUTION

The value of partnership

The three agencies involved in delivering tourism and business services in the community, the Community Economic Development Department for the Revelstoke area, Community Futures Revelstoke and the Revelstoke Chamber of Commerce, partnered with a local development company, the Revelstoke Land and Development Company, to build a new building to house the Revelstoke Tourism and Business Information Centre.



THE CHALLENGE

Build it and they will come....

To attract visitors and investors, the community needed a highly visible destination that would allow them to provide specialized services to stimulate the local economy.



For more information: gov.bc.ca/economicdevelopment

BENEFITS

First Impressions Count

- The new building presents a very attractive first point of entry to the community and demonstrates that the community values tourism and is committed to providing a high level of service to visitors.
- Visitors have received information about attractions and accommodations in the Revelstoke area, encouraging them to extend their stay in the community.
- The increased traffic has benefited local hotels and other businesses in Revelstoke.
- It is anticipated that a percentage of these visitors will indicate interest in moving to Revelstoke, resulting in increased investment in the community.



OUTCOMES

A Myriad of Visitors

- An increase of over 300% in terms of visitors to the Centre in February 2014 over the previous February
- An increase of 319% in March 2014 over the previous March

LESSONS LEARNED

Ripple Effects



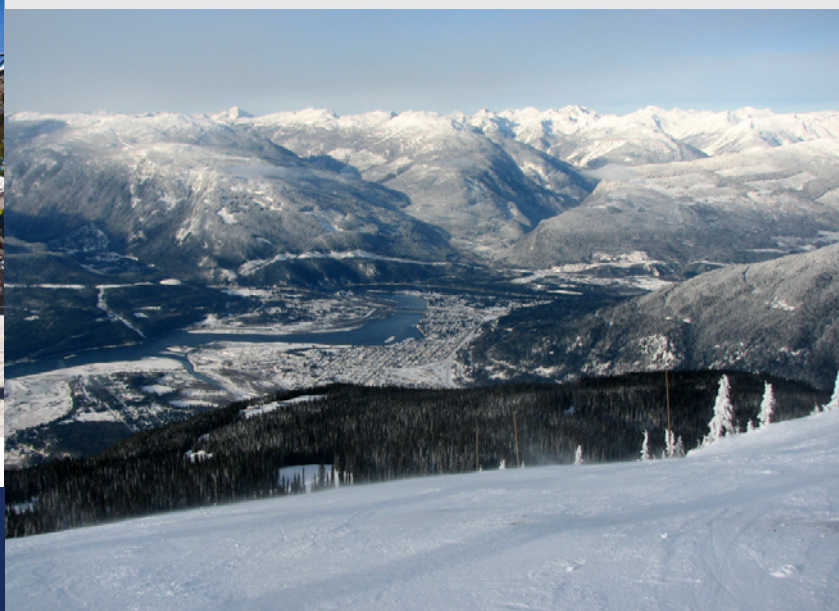
Cross sector partnerships can produce innovative and unique results tailor-made to meet community needs.



Visitors and investors are attracted by innovation and design.



Increased visitor traffic can have ripple effects, in the short term, benefiting local hospitality and retail trades, and in the long term, attracting investment and new residents.



CONTACT INFORMATION

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