

TOURISM CANMORE KANANASKIS 2020 AGM



EXPLORECANMORE.CA



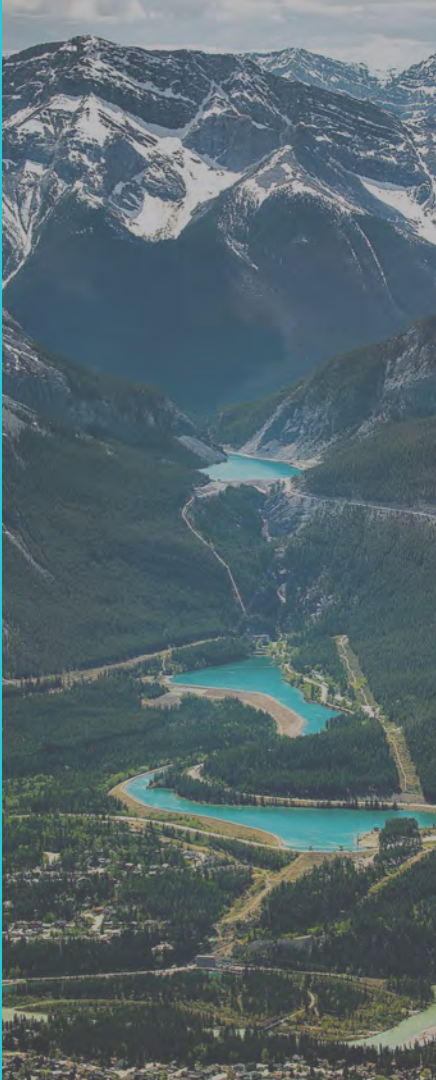
CALL TO ORDER

Andrew Shepherd, Board Chair

AGENDA

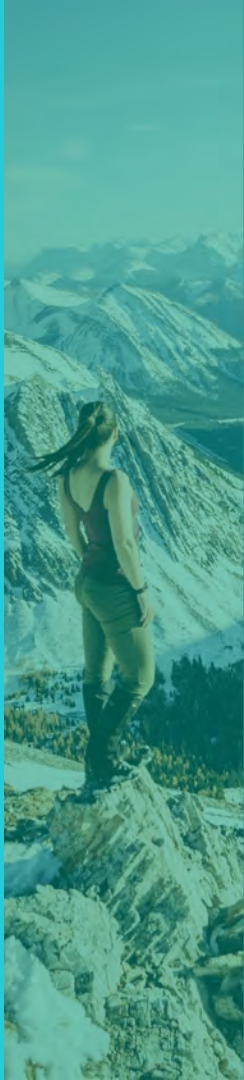


3:00	Call to Order	Andrew Shepherd
3:05	Approve Agenda – Oct. 15, 2020	Andrew Shepherd
3:10	Approve Minutes – Oct. 17, 2019	Andrew Shepherd
3:15	Audit Report	Joel Irwin & Richard Zhao, KPMG
3:25	Audited Financial Statements	Andrew Shepherd
3:35	Board Elections	Andrew Shephard
3:50	2020 Review & 2021 Outlook	Rachel Ludwig
4:10	Announcement of new Board Members	Andrew Shepherd
4:20	Board Question & Answers and other Business	Andrew Shepherd
4:30	Adjournment	Andrew Shepherd



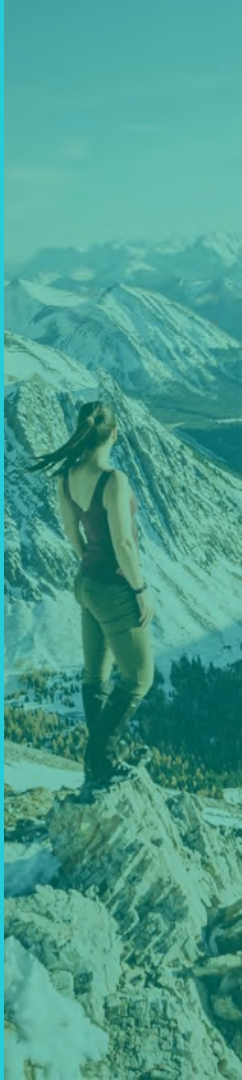
APPROVE MINUTES OCTOBER 17, 2019

Andrew Shepherd, Board Chair



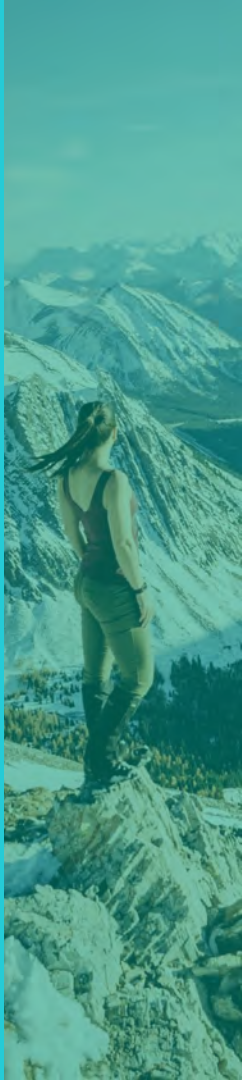
AUDIT REPORT

Joel Irwin & Richard Zhao, KPMG



AUDIT QUESTIONS & ANSWERS

Joel Irwin & Richard Zhao, KPMG



AUDITED FINANCIAL STATEMENTS

Andrew Shepherd, Board Chair

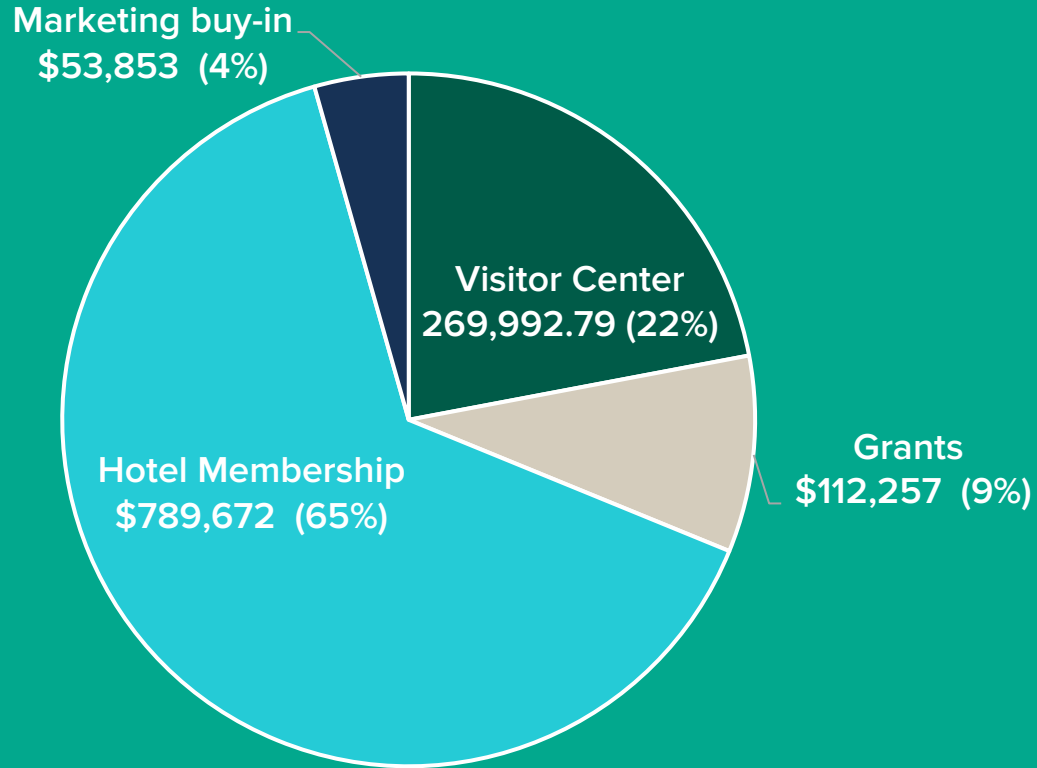
CANMORE BUSINESS AND TOURISM ASSOCIATION

Statement of Cash Flows

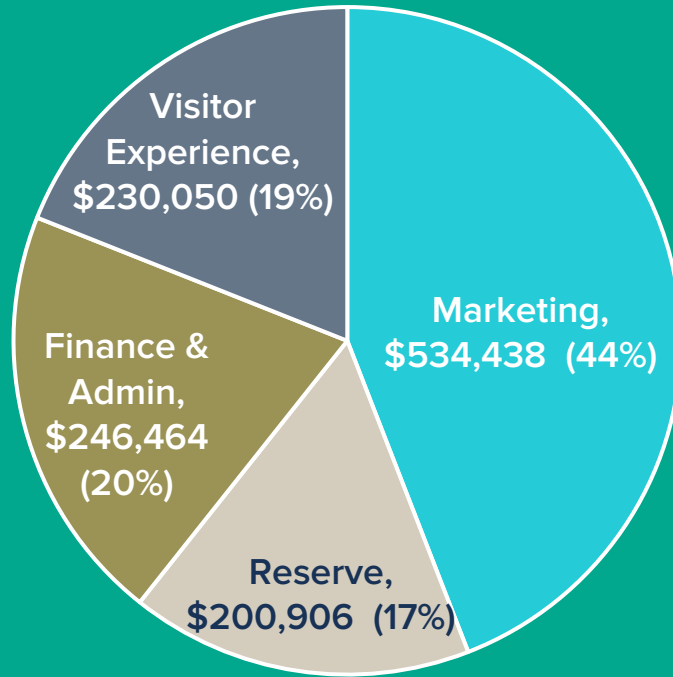
Year ended December 31, 2019, with comparative information for 2018

	2019	2018
Cash provided by (used in):		
Operating activities:		
Excess of revenue over expenses	\$ 254,820	\$ 109,420
Items not affecting cash:		
Depreciation	4,045	1,128
	258,865	110,548
Changes in non-cash working capital:		
Accounts receivable	(66,632)	(24,872)
Prepaid expenses and deposits	(6,850)	750
Accounts payable and accrued liabilities	58,979	4,037
Deferred revenue	(35,994)	35,994
	208,368	126,457
Investing activities:		
Purchase of tangible capital assets	(7,462)	(7,310)
Increase in cash	200,906	119,147
Cash, beginning of year	218,424	99,277
Cash, end of year	\$ 419,330	\$ 218,424

2019 REVENUES



2019 EXPENSES





BOARD ELECTIONS

Andrew Shepherd, Board Chair

THANK YOU TO THE CURRENT BOARD

Andrew Shepherd, Board Chair

Gair Fryers

Chris Kern, Past Chair

Dave Jones

Don Blackett, Legal Advisor

Jim Muir

Vijay Domingo, Financial Advisor

Donna Trautman

David Atkinson, Treasurer

Bridget Ryan, Retail

Rob Seeley, Council Rep

Chris McKenna, Activity Provider

John Borrowman, Council Rep

Mike Hay, Food & Beverage

SLATE OF NOMINEES

1. **David Atkinson, The Drake**
2. **Simon Harvey, Mount Engadine Lodge**
3. **Dave Jones, Basecamp Properties**
4. **Edward Keenan, Clique Hotels**
5. **Edward Marran, Spring Creek Vacations**
6. **Chris McKenna, Canmore Raft Tours**
7. **Andrew Shepherd, The Malcolm Hotel**
8. **Donna Trautman, Quality Resort Canmore**

The background of the entire slide is a scenic photograph of a mountain valley. In the foreground, a river flows over a rocky bed, with several elk wading through the water. The middle ground is filled with dense evergreen forests, and the background features towering, rugged mountains under a bright sky. On the left side of the image, there is a large teal-colored graphic element consisting of two overlapping triangles.

THE TCK TEAM

RACHEL LUDWIG

Interim CEO

Rachel@Explorecanmore.ca

KAREN FENNELL

Marketing Manager

Karen@Explorecanmore.ca

LINDA KOWALSKI

Visitor Center Supervisor

Linda@Explorecanmore.ca



TOURISM CANMORE KANANASKIS

YEAR IN REVIEW

Rachel Ludwig, Interim CEO

MEMBERS

HOTEL & ACTIVITY MEMBERS

- 
1. A Bear & Bison Country Inn
 2. Active by Nature
 3. Basecamp Lodge
 4. Basecamp Resorts
 5. Blackstone Mountain Lodge
 6. Canadian Rockies Experience
 7. Canmore Creek House
 8. Canmore Downtown Hostel
 9. Canmore Raft Tours
 10. Creekside Villa
 11. Falcon Crest Lodge
 12. Holiday Inn
 13. Lamphouse Hotel
 14. Mount Engadine Lodge
 15. Mystery Town Tours
 16. Paintbox Lodge
 17. Quality Resort Chateau Canmore
 18. Spring Creek Vacations
 19. Stoneridge Mountain Resort
 20. The Drake Inn
 21. The Lodges at Canmore
 22. The Malcolm Hotel
 23. Tripvia
 24. Windtower Lodges & Suites



01 STRATEGIC PLAN

02 MARKETING

03 LOOKING AHEAD

**YEAR IN
REVIEW**

10-YEAR VISION

WE WILL BE SEEN AS A LEADER IN SUSTAINABLE TOURISM DEVELOPMENT

By 2029, Canmore and Kananaskis will be seen as a leader in sustainable tourism development and visitors will be fully engaged in the brand.

All stakeholders will be working as one cohesive unit and enjoying the rewards of a destination that has truly embraced a triple bottom line approach including high quality of life for residents, strong income for businesses and a commitment to environmental sustainability.

01

Acknowledge the importance of Tourism

02

Build community-wide trust, collaboration, engagement and accountability

03

Create a sustainable framework for tourism development

04

Develop and promote outstanding visitor experiences

05

Improve the physical infrastructure of Canmore and Kananaskis

STRATEGIC GOALS

MARKETING

YEAR IN REVIEW

**CROWDRIFT & NEW
MEDIA LIBRARY**

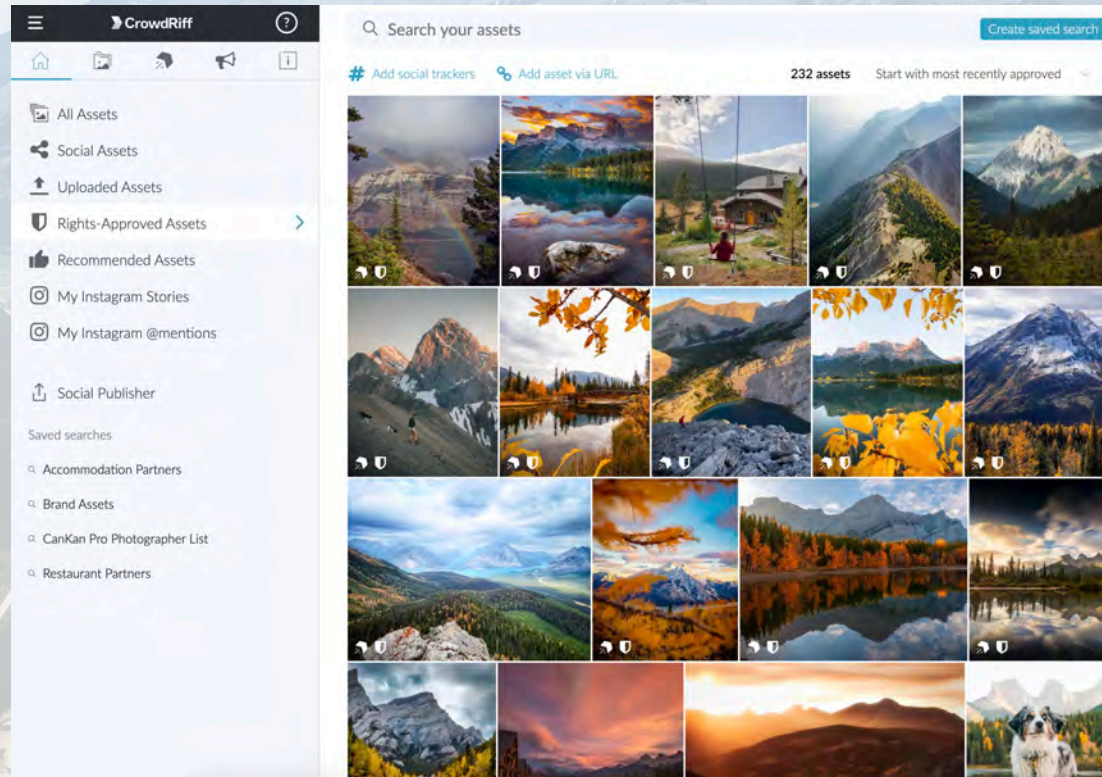
**NEW VISUAL ASSET CREATION:
DRONE FOOTAGE**

**GOOGLE DMO PARTNERSHIP:
MY BUSINESS PROVIDER &
RECOVERY SIGNALS DASHBOARD**

**'WORTH THE WAIT'
MARKETING CAMPAIGN**


MARKETING

CROWDRIFF



MARKETING

NEW MEDIA HUB



**Tourism Canmore
Kananaskis Media
Library**

Welcome to the Tourism Canmore Kananaskis Digital Media Library!

If you are looking for marketing assets to help promote and bring visitors into our incredible area, we've got you covered.

You don't need a profile to browse images, but you do need to be a partner of Tourism Canmore Kananaskis to download or save images and video.

Utilize our search to look for specific images and video. You can also browse through our various albums to find exactly what you're looking for.

Photography and Video Credit:

Images and videos must be credited to the applicable photographer. Photographer or videographer information can be found in the filename, IPTC data, keywords and photo restriction information. If no photographer provided, credit Tourism Canmore Kananaskis.

Keep checking back, as we continue to add assets.

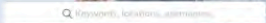
Have questions, or looking for something more specific? Please get in touch!

Karen Finnell - Marketing Manager
karen@explorecanmore.ca

Terms & Conditions

Customize Media Hub

Your profile



View All Assets

Albums

Manage Media Hub Albums

Canmore Winter Carnival 2020

Photos - Fall

Photos - Culinary

Photos - Culinary

Photos - Landscapes

Photos - Wildlife

Video - Destination Videos

Video Footage - Culinary

Video Footage - Winter

Photos - Fall

Photos - Downtown Canmore

Photos - Meetings/Events

Photos - Winter

Video Footage - Activities

Video Footage - Fall

Photos - Activities

Photos - General Destination

Photos - Summer

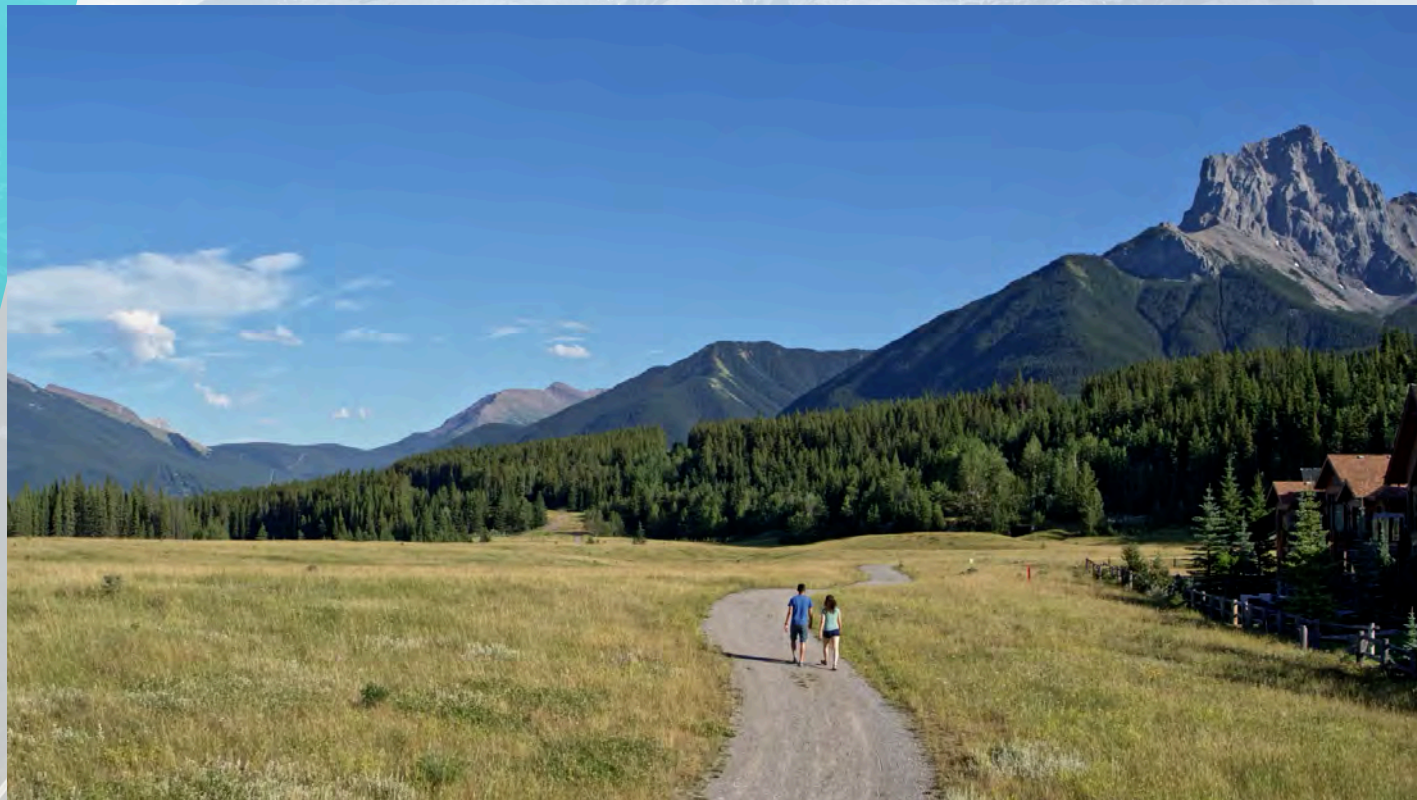
TCK Brand Assets

Video Footage - Aerial/Drone

Video Footage - General Destination

MARKETING

DRONE FOOTAGE



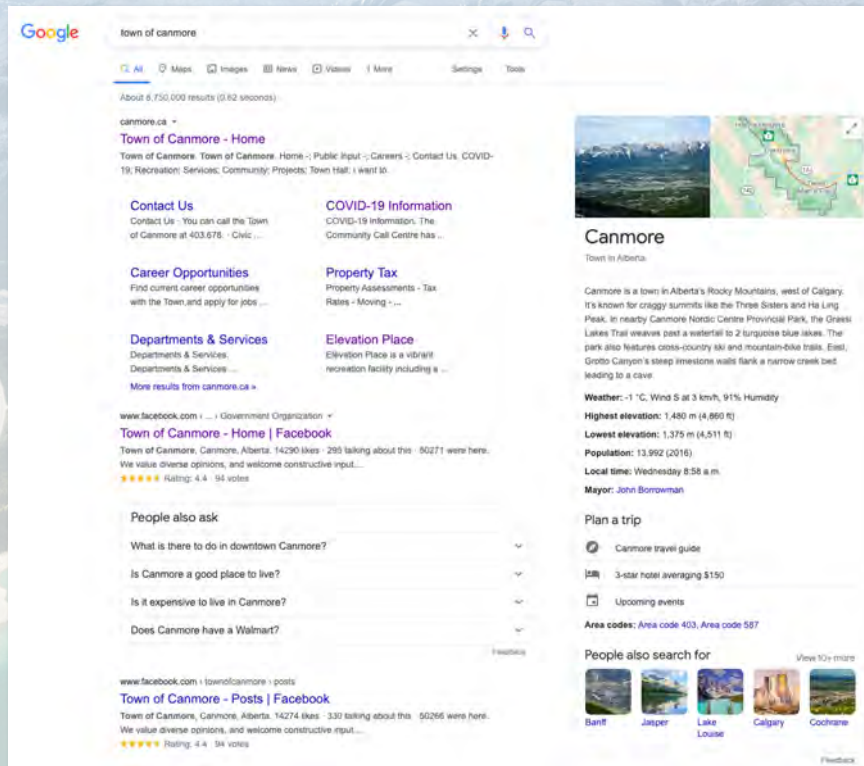
MARKETING

DRONE FOOTAGE



MARKETING

GOOGLE DMO PARTNERSHIP



Google town of canmore

About 6,750,000 results (0.82 seconds)

canmore.ca

Town of Canmore - Home

Town of Canmore · Town of Canmore · Home · Public Input · Careers · Contact Us · COVID-19 · Recreation · Services · Community · Projects · Town Hall · I want to...

Contact Us
Contact Us - You can call the Town of Canmore at 403.676... Child...

COVID-19 Information
COVID-19 Information: The Community Call Centre has...

Career Opportunities
Find current career opportunities with the Town and apply for jobs...

Property Tax
Property Assessments - Tax Rates - Moving...

Departments & Services
Departments & Services: Departments & Services...

Elevation Place
Elevation Place is a vibrant recreation facility including a...

[More results from canmore.ca >](#)

www.facebook.com / Government Organization

Town of Canmore - Home | Facebook

Town of Canmore, Canmore, Alberta. 14290 likes · 299 talking about this · 50271 were here. We value diverse opinions, and welcome constructive input...

★★★★★ Rating: 4.4 · 34 votes

People also ask

What is there to do in downtown Canmore?

Is Canmore a good place to live?

Is it expensive to live in Canmore?

Does Canmore have a Walmart?

[Feedback](#)

www.facebook.com / townofcanmore · posts

Town of Canmore - Posts | Facebook

Town of Canmore, Canmore, Alberta. 14274 likes · 330 talking about this · 50266 were here. We value diverse opinions, and welcome constructive input...

★★★★★ Rating: 4.4 · 34 votes

Canmore
Town in Alberta

Canmore is a town in Alberta's Rocky Mountains, west of Calgary. It's known for craggy summits like the Three Sisters and Ha Ling Peak. In nearby Canmore Nordic Centre Provincial Park, the Grassi Lakes Trail weaves past a waterfall to 2 turquoise blue lakes. The park also features cross-country ski and mountain-bike trails. East, Grotto Canyon's steep limestone walls flank a narrow creek bed leading to a cave.

Weather: -1 °C, Wind S at 3 km/h, 91% Humidity

Highest elevation: 1,480 m (4,860 ft)

Lowest elevation: 1,375 m (4,511 ft)

Population: 13,992 (2016)

Local time: Wednesday 8:58 a.m.

Mayor: John Borrowman

Plan a trip

Canmore travel guide

3-star hotel averaging \$150

Upcoming events

Area codes: Area code 403, Area code 587

People also search for

Banff Jasper Lake Louise Calgary Cochrane

[View 10+ more](#)

[Feedback](#)

MARKETING

WORTH THE WAIT

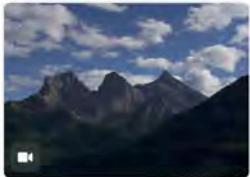


MARKETING

WORTH THE WAIT

TourismCanmore
Wed 7/8/2020 12:20 pm MDT


Canmore & Kananaskis is definitely Worth the Wait. Alberta, it's time to plan your summer adventures with us:



Impressions 284,004

TourismCanmore
Sat 7/11/2020 3:19 pm MDT

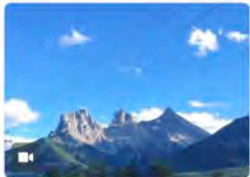
What is the first restaurant you're visiting in town after a long day on the trails? 🍷 IG: [petersalfner](#)



Impressions 253,320

TourismCanmore
Fri 7/31/2020 2:01 pm MDT


Shadows passing over the sisters—such a beautiful sight. 📸 IG: [@laawaa](#)



Impressions 252,229

Tourism Canmore Kananaskis
Sponsored

We've been waiting to welcome you back to Canmore Kananaskis. Start planning your next visit here this summer.

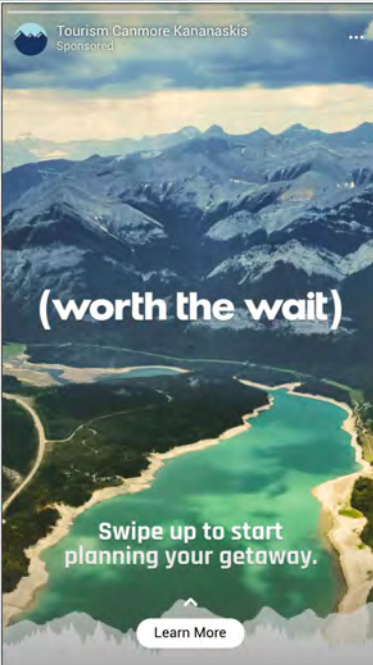


(worth the wait)

EXPLORECANMORE.CA
We Can't Wait To See You Again!

LEARN MORE

Tourism Canmore Kananaskis
Sponsored




(worth the wait)

Swipe up to start planning your getaway.

Learn More

canmorekananaskis
Tue 9/8/2020 8:53 am MDT


Whether you're visiting from nearby or from across the country, we are stoked to share the magic of our town with you. Employe



Impressions 38,852

canmorekananaskis
Fri 7/3/2020 10:46 am MDT

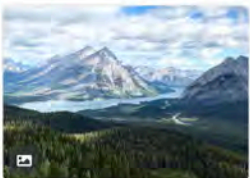
We ❤️ a summer day downtown. Where's the first place you'd wanna go? _____ #canmore



Impressions 37,675

canmorekananaskis
Sat 9/12/2020 3:06 pm MDT

How beautiful, how pristine, how absolutely PERFECT! 🍷 We really want to keep it that way—so when you're out on the trails



Impressions 37,562

MARKETING

WORTH THE WAIT



MARKETING

WORTH THE WAIT

SOCIAL MEDIA CAMPAIGN RESULTS

Total Impressions

10,671,524

Engagements

563,785

Link Clicks

76,621

Cost Per Click

\$0.21

GOOGLE AD CAMPAIGN RESULTS

Total Impressions

3,630,208

Clicks

30,778

Cost Per Click

\$1.45

MARKETING

ALEC BALDWIN LOVES US!



canmorekananaskis



alecbaldwininsta  This is my favorite place to visit. Alberta. Truly magical



1d 6 likes Reply

— View replies (3)



albertasownmarket The golden rule shines on every situation...



Liked by karenfennell.nfld and 3,652 others

1 DAY AGO

Add a comment...



2021 PLAN

LOOKING AHEAD

**FORECAST 2021 TO
2023**

**'WAKE UP TO WINTER'
CAMPAIGN**

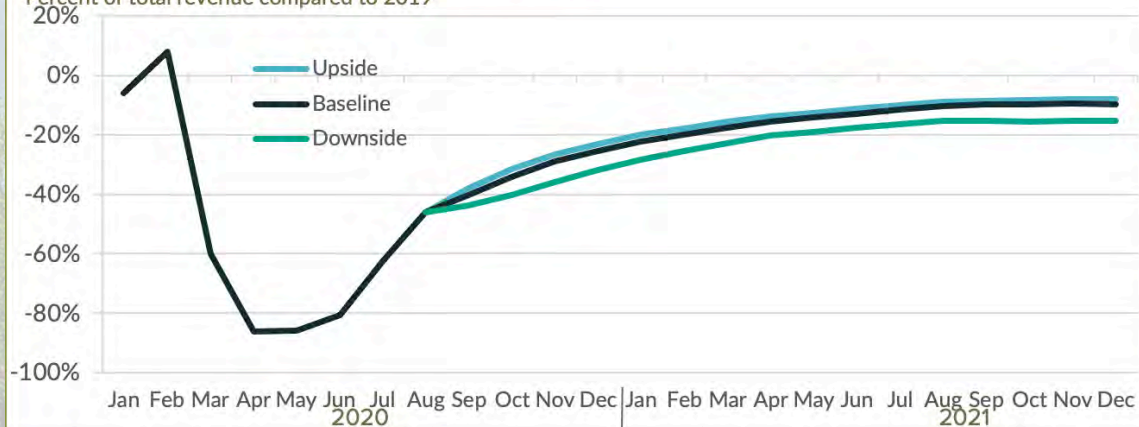
**EXPEDIA & DESTINATION
CANADA PARTNERSHIP**

BRAND COMPLETION

DATA

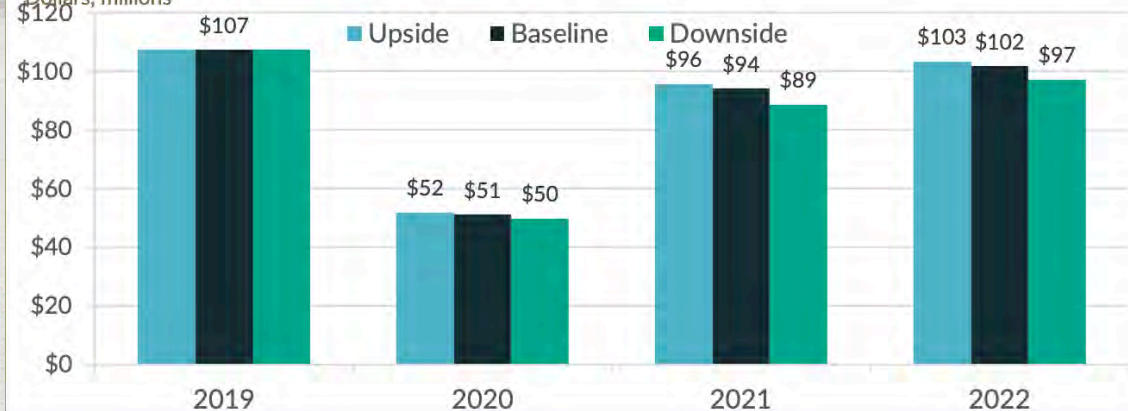
Lost hotel revenue in Canmore, three scenarios

Percent of total revenue compared to 2019



Hotel revenue in Canmore, three scenarios

Dollars, millions



When Interested in Travelling to Destinations

	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Total (n=9050)								
Nearby communities	16%	37%	12%	19%	27%	14%	17%	18%
Within own province	11%	31%	10%	18%	27%	13%	18%	19%
Other parts of Canada	3%	12%	7%	15%	25%	11%	28%	25%
The United States	1%	4%	3%	6%	8%	7%	59%	22%
Other countries (outside of the United States)	1%	4%	5%	6%	9%	7%	53%	25%
British Columbia (n=1500)								
Nearby communities	17%	40%	13%	23%	27%	16%	16%	18%
Within own province	10%	30%	10%	24%	27%	15%	19%	17%
Other parts of Canada	2%	11%	6%	15%	25%	11%	31%	24%
The United States	<1%	4%	3%	6%	7%	8%	62%	19%
Other countries (outside of the United States)	1%	4%	6%	8%	8%	9%	53%	24%
Alberta (n=1500)								
Nearby communities	19%	38%	14%	23%	28%	17%	14%	19%
Within own province	15%	36%	11%	21%	29%	14%	14%	20%
Other parts of Canada	5%	18%	8%	18%	28%	11%	22%	23%
The United States	1%	4%	5%	6%	9%	7%	54%	25%
Other countries (outside of the United States)	<1%	4%	5%	6%	9%	7%	50%	29%

	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Saskatchewan (n=500)								
Nearby communities	19%	34%	13%	19%	25%	14%	13%	21%
Within own province	14%	32%	10%	19%	23%	13%	12%	23%
Other parts of Canada	6%	17%	8%	18%	21%	11%	22%	24%
The United States	-	4%	5%	4%	6%	7%	58%	21%
Other countries (outside of the United States)	<1%	4%	7%	4%	4%	5%	52%	29%
Manitoba (n=500)								
Nearby communities	16%	31%	10%	15%	24%	11%	22%	16%
Within own province	13%	28%	7%	11%	21%	9%	27%	17%
Other parts of Canada	3%	13%	7%	10%	20%	9%	37%	18%
The United States	1%	4%	3%	5%	6%	7%	66%	15%
Other countries (outside of the United States)	1%	2%	3%	3%	6%	6%	65%	18%
Ontario (n=2100)								
Nearby communities	15%	38%	13%	20%	26%	15%	18%	16%
Within own province	8%	31%	11%	20%	25%	13%	19%	18%
Other parts of Canada	2%	13%	7%	18%	28%	13%	27%	22%
The United States	1%	5%	4%	7%	9%	8%	57%	21%
Other countries (outside of the United States)	1%	5%	5%	6%	10%	8%	50%	25%

DATA

Travelling Outside of Province before December 2020 (cont.)

	TOTAL			QC			NB			NS			PE			NL		
	W1 (n=0)	W2 (n=0)	W3 (n=1503)	W1 (n=0)	W2 (n=0)	W3 (n=219)	W1 (n=0)	W2 (n=0)	W3 (n=82)*	W1 (n=0)	W2 (n=0)	W3 (n=71)*	W1 (n=0)	W2 (n=0)	W3 (n=59)*	W1 (n=0)	W2 (n=0)	W3 (n=77)*
British Columbia	-	-	42%	-	-	34%	-	-	6%	-	-	8%	-	-	9%	-	-	27%
Alberta	-	-	29%	-	-	19%	-	-	12%	-	-	19%	-	-	8%	-	-	26%
Saskatchewan	-	-	12%	-	-	7%	-	-	4%	-	-	2%	-	-	4%	-	-	6%
Manitoba	-	-	11%	-	-	3%	-	-	3%	-	-	4%	-	-	3%	-	-	5%
Ontario	-	-	27%	-	-	55%	-	-	29%	-	-	37%	-	-	36%	-	-	49%
Quebec	-	-	22%	-	-	-	-	-	22%	-	-	11%	-	-	10%	-	-	9%
Nova Scotia	-	-	24%	-	-	16%	-	-	74%	-	-	-	-	-	88%	-	-	52%
New Brunswick	-	-	18%	-	-	18%	-	-	-	-	-	39%	-	-	75%	-	-	21%
Prince Edward Island	-	-	17%	-	-	13%	-	-	55%	-	-	43%	-	-	-	-	-	26%
Newfoundland & Labrador	-	-	12%	-	-	5%	-	-	10%	-	-	21%	-	-	18%	-	-	-
Yukon	-	-	7%	-	-	3%	-	-	3%	-	-	1%	-	-	4%	-	-	3%
Northwest Territories	-	-	6%	-	-	3%	-	-	4%	-	-	2%	-	-	4%	-	-	7%
Nunavut	-	-	5%	-	-	4%	-	-	1%	-	-	1%	-	-	4%	-	-	8%
Don't know	-	-	5%	-	-	12%	-	-	2%	-	-	6%	-	-	2%	-	-	-

Alberta

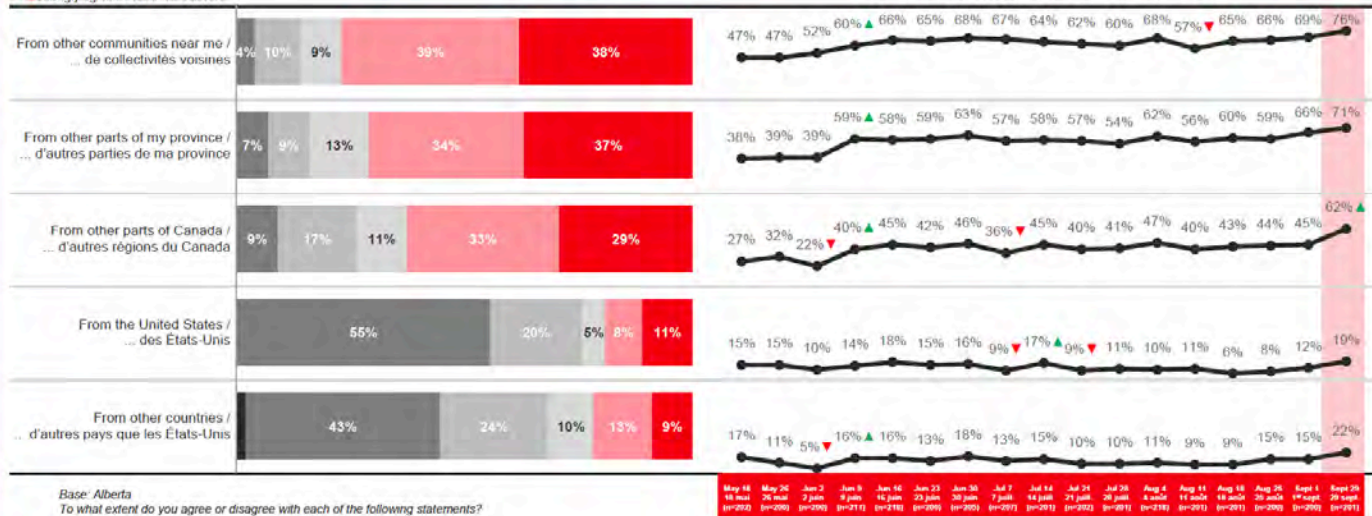
Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

- Don't know / Je ne sais pas
- Strongly disagree / Pas du tout d'accord
- Somewhat disagree / Plutôt en désaccord
- Neither agree nor disagree / Ni d'accord ni en désaccord
- Somewhat agree / Plutôt d'accord
- Strongly agree / Tout à fait d'accord

Sept 29 / 29 sept.

Trending / Tendance

% Somewhat / Strongly Agree / % Tout à fait d'accord / Plutôt d'accord



A person wearing a grey knit hat with a pom-pom and dark winter clothing is sitting on a rocky mountain peak. They are looking out over a vast, snowy mountain landscape. In the distance, a turquoise lake is nestled in a valley, surrounded by snow-covered mountains and evergreen forests. The sky is a clear, pale blue.

MARKETING

WAKE UP TO WINTER

In Canmore and Kananaskis, we believe in waking up each day with wide-eyed wonder. We make the most out of our winter days with mornings summiting mountains and days spent snowboarding through fresh powder. We also relish in our downtime, cozying up indoors and enjoying the little things.

Wake Up To Winter in Canmore—a place with endless possibilities and winter experiences at your fingertips.

WAKE UP TO... AUTHENTIC EXPERIENCES

This group most closely aligns with our **Curious Adventurer** persona. They're a little bit active, always up to try something new, and look forward to connecting with a destination in a profound way.

They're looking for local favourites, activities and accommodations that are outside the box, and ways to connect culturally with the place they visit.

A person wearing a black jacket, red backpack, and dark pants is climbing a steep, snowy mountain trail. They are using a trekking pole for stability. The trail is narrow and runs alongside a large, light-colored rock face. The snow is deep and appears to be in a shaded area, with some sunlight hitting the rock face.

MARKETING

A person wearing a bright green and blue winter jacket, black pants, and a black helmet is riding a fat bike through a snowy forest. The rider is positioned in the center-left of the frame, moving towards the right. The forest is filled with snow-covered evergreen trees, and the ground is a mix of snow and patches of brown grass. The lighting is bright, suggesting a sunny day.

MARKETING

WAKE UP TO... EXTRAORDINARY ADVENTURES

Our group of ultimate adventurers most closely align with the **Hotspot Hunters** persona. They're seeking one-of-a-kind experiences that are extraordinary and authentic. They're looking for a jam-packed winter getaway with outdoor activities that will get their adrenaline pumping and liven up their social feeds.

WAKE UP TO... WARM ESCAPES

This winter will look particularly different for a specific group of Canadians: the Snowbirds. With limited travel options for staying down south in the winter months, this sun-loving group of vacationers will be looking for new ways to liven up the winter months. They're looking for rest and relaxation, dining, and affordable long-term getaways.

MARKETING





MARKETING

WAKE UP TO... NEW TRADITIONS

One of the core groups we'll create content for are Canadian families. This audience is looking for opportunities to connect, create positive memories, and enjoy the outdoors together. They'll be looking for a vacation or getaway that can come together easily, proof that their family will be healthy and safe throughout their stay, and chances to celebrate the holidays together.

MARKETING

EXECUTION

WEBSITE

- Creation of a central landing page
- We will feature unique value points and itineraries for each persona
- We will have personalized Partner links, blog articles, accommodation options, inspirational Crowdriff galleries

SOCIAL MEDIA

- Creation of interactive social content:
- Instagram Stories: winter activity bingo, This or That morning edition, polls and question Stickers
- Fill in the blank Graphics on Facebook to prompt engagement: My favourite winter activity is _____
- What's your winter type traveler quiz, etc.

2021 PLAN

LOOKING AHEAD

**FORECAST 2021
2023**

**'WAKE UP TO WINTER'
CAMPAIGN**

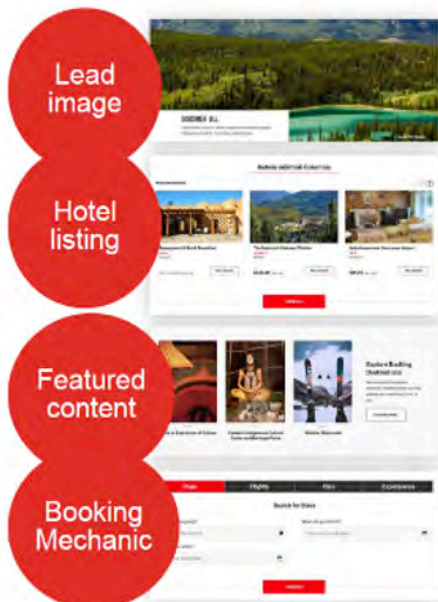
**EXPEDIA & DESTINATION
CANADA PARTNERSHIP**

BRAND COMPLETION

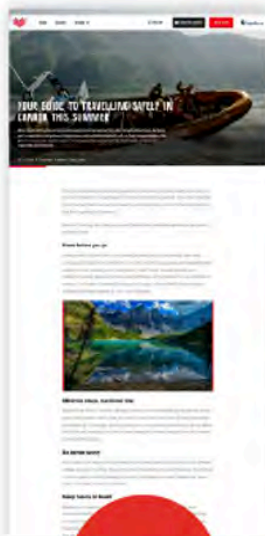
MARKETING

DESTINATION CANADA & EXPEDIA PARTNERSHIP

Home page (basic)



Three content pages



Article



Itinerary



Gallery

www.Canada.Expedia.ca

2021 PLAN

LOOKING AHEAD

**FORECAST 2021
2023**

**'WAKE UP TO WINTER'
CAMPAIGN**

**EXPEDIA & DESTINATION
CANADA PARTNERSHIP**

BRAND COMPLETION



MARKETING

BRAND COMPLETION

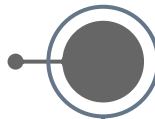
“A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures”.

Michael Eisner, ex-CEO of Disney

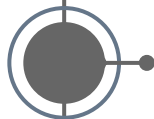
2021 PLAN

LOOKING AHEAD

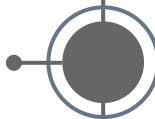
**FORECAST 2021
2023**



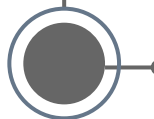
**'WAKE UP TO WINTER'
CAMPAIGN**



**EXPEDIA & DESTINATION
CANADA PARTNERSHIP**



BRAND COMPLETION





ANNOUNCEMENT OF NEW BOARD MEMBERS

Andrew Shepherd, Board Chair



QUESTION & ANSWERS

Andrew Shepherd, Board Chair



THANK YOU

Andrew Shepherd, Board Chair