

MRDT Renewal & Five-Year Tourism Strategy (2027–2032)

Did you know? Tourism Valemount is funded by the MRDT.

What is MRDT?

The Municipal and Regional District Tax (MRDT) is a 2% or 3% fee that visitors pay on overnight accommodation in British Columbia. These funds support destination marketing/management organizations across the province that work with local tourism businesses to promote their communities and attract overnight visitors.

Currently, the MRDT is collected in over 70 areas across British Columbia¹, generating over \$125 million in annual revenue. Approximately 70% of the participating areas collect the 3% MRDT rate, while the remaining 30% collect the 2% rate. Tourism Valemount is seeking to increase its MRDT from 2% to 3% to fully implement the priorities identified in the new Five-Year Tourism Strategy.

Valemount is one of only 14 communities in BC that receives the *Resort Municipality Initiative* (RMI) funding that supports tourism infrastructure initiatives that enhance both the resident and visitor experience. Communities must collect the MRDT to receive the RMI funding. This critical funding has helped with mountain bike and snowmobile trail enhancements, downtown beautification, and event support – all important parts of the visitor experience.

Tourism Valemount and the Village of Valemount have worked closely together on these two funding sources and are now ready to support the next 5-year plan with Tourism Valemount taking the lead on MRDT and the Village overseeing the RMI. The additional funding from the increase from 2% to 3% MRDT will enable Tourism Valemount to deliver on the strategy goals and help grow the visitor economy in our community for the benefit of residents and local business owners alike.

MRDT Renewal: What's Next?

Communities that collect MRDT must renew every five years. Our current five-year MRDT term runs through July 2027.

<u>The renewal process focuses on three key areas:</u> 1. Updating the Five-Year Tourism Strategy. Tourism Valemount has developed a new Five-Year Tourism Strategy for 2027–2032 that reflects the current tourism landscape, establishes clear priorities, and outlines actions to grow overnight visitation and support the local economy. 2. Seeking input from tourism industry partners. A key part of this process is sharing our draft strategy with our tourism partners. 3. Collecting signatures of support. The MRDT renewal requires signed support from our accommodation providers in Valemount, that offer four or more rooms.	Renewal Timeline: Spring 2026: Draft Five-Year Tourism Strategy — Develop and review the new Five-Year Tourism Strategy based on partner input and current tourism priorities. Summer/Fall 2026: Partner Engagement— Share accomplishments and invite input from tourism partners and accommodation providers on the draft Five-Year Tourism Strategy and collect signatures of support from eligible accommodation providers. October 2026: MRDT Renewal Submission — Submit the complete renewal application package, including the Five-Year Tourism Strategy, to Destination BC ahead of the November 1, 2026, deadline (9 months prior to MRDT repeal date of August 1, 2027)
--	--

Tourism Valemount is submitting a renewal application to Destination BC by October 31, 2026.

¹ municipal-regional-district-tax-map.apps.gov.bc.ca/

Tourism Valemount values the support of its tourism partners throughout this process. If you have questions, please contact marketing@visitvalemount.ca

Tourism Valemount

With the help of Municipal and Regional District Tax (MRDT) funding, commonly known as “hotel tax”, Tourism Valemount has been working hard on behalf of Valemount’s tourism industry to attract visitors, support local businesses, and grow overnight stays. Our organization supports over 200 local businesses through marketing exposure, collateral distribution, and event support. Here are just a few of the ways Tourism Valemount is helping to grow tourism in Valemount:

Welcoming Visitors

- Tourism Valemount assumed management of the Valemount Visitor Centre in 2025 and welcomed **16,818 visitors**, a **70% increase** over 2024.
- Successfully secures grant funding to support Visitor Centre operations and seasonal staffing.

Digital Marketing & Advertising

- Promotes Valemount through VisitValemount.ca, attracting over **48,000** website visitors in 2025.
- Executes targeted Instagram and Facebook advertising campaigns, reaching hundreds of thousands of potential visitors in key short-haul markets.
- Publishes a monthly consumer e-newsletter to over **725** subscribers, showcasing Valemount's events, experiences, accommodations, and local businesses.

Event Support

- Leads the successful late-summer vALEfest, craft beer and music festival as well as the annual Winterfest in downtown Valemount, and supports the annual Valemountain Days event.
- Supports multi-day events that bring visitors to Valemount and encourage overnight stays, such as the Spring and Fall Bike Fests, Mount Robson Marathon and the Alpenglow 100 Ultramarathon.
- Supports the annual Salmon release event in partnership with the Spruce City Wildlife Association alongside the Simpcw First Nation.
- Supports the development of new events, including the proposed Uplift Valemount Mural Festival.

Growing the Destination

- Refreshing the Valemount tourism brand and increasing the experiences showcased on our website to provide potential visitors with a wider array of reasons to visit.
- Strengthening engagement with provincial marketing efforts by leveraging Valemount's location on the [*Rainforest to Rockies*](#) iconic route and within [*The Great Wilderness*](#) iconic area, reaching broader domestic and international audiences and being part of a large, well-funded provincial marketing initiative.
- Developing a new 2027–2032 Five-Year Tourism Strategy to guide tourism growth, strengthen partnerships, and support the long-term sustainability of Valemount's visitor economy.

Board and Staff

- Tourism Valemount is governed by a dedicated volunteer Board of Directors and led by an Executive Director responsible for implementing the organization's strategic priorities.
- The Visitor Centre is staffed by one full-time employee and seasonal staff supported through federal grant funding.
- The proposed increase to a 3% MRDT will enable Tourism Valemount to hire an additional team member to fully implement the 2027–2032 Five-Year Tourism Strategy and provide greater support to local tourism businesses and events.



Five-Year Tourism Strategy 2027-2032

GOALS:

- Increase visitation to Valemount
- Improve shoulder season travel
- Develop and enhance visitor experiences
- Build strong industry engagement and community support for tourism



WHAT WE'LL FOCUS ON

Destination Marketing <i>Sharing the Valemount Story</i>	Visitor Services <i>Welcoming the World</i>	Meetings, Events, and Sport <i>Hosting our Guests</i>	Destination Development and Industry Engagement <i>Growing a Strong Visitor Economy</i>	Organizational Excellence <i>Building a Stronger Foundation</i>
● Refresh the Valemount brand ● Maintain a strong website and app, optimized for trip planning and AI search. ● Deliver targeted marketing campaigns ● Create compelling destination content ● Maintain an active social media presence ● Leverage co-operative marketing partnerships such as Ride North and North Thompson Valley ● Support Valemount's presence at key consumer shows and media opportunities to promote the destination.	● Manage the Valemount visitor centre ● Produce and distribute key collateral such as the visitor guide and map ● Develop a retail plan for the Visitor Centre gift shop to showcase local products and increase inventory options ● Apply annually for Visitor Centre grants, including summer student funding through the Canada Summer Jobs program to employ local staff ● Explore satellite location and/or mobile visitor servicing options	● Lead the delivery of key events such as vALEfest ● Support events such as the Alpenglow 100 and Mount Terry Fox Trek that attract overnight visitors ● With increased marketing budget, promote Valemount as both a meeting and wedding destination ● Encourage volunteerism in Valemount to ensure event viability	● Collaborate with First Nations ● Develop a partner membership model ● Share industry resources and provide training opportunities to support local businesses ● Conduct tourism research and share data ● Support Valemount's Resort Development Strategy ● Encourage wayfinding and interpretive signage ● Support arts and culture initiatives ● Promote sustainable and accessible tourism	● Publish industry newsletter ● Conduct annual stakeholder survey ● Hire additional staff member to support strategy implementation ● Provide strong board governance ● Meet annual MRDT reporting and planning requirements ● Seek grant funding to support strategy initiatives

Vision:

A thriving mountain community where tourism inspires connection, stewardship, and shared prosperity.

We envision a Valemount where residents, businesses, and visitors contribute to a strong, sustainable tourism economy. Built through collaboration and respect for the land, our future supports responsible growth at the pace that the community amenities can support. The tourism economy strengthens cultural connections and creates lasting opportunities and experiences for both Valemount visitors and residents.

Mission:

Tourism Valemount's mandate is to inspire visitation, support local businesses, and advance sustainable tourism that benefits Valemount and its communities while respecting our heritage and roots.

Tourism Valemount leads destination marketing, visitor engagement, and community collaboration to elevate Valemount as a four-season destination. We work closely with local, regional, provincial, and national partners to deliver tourism that honours the land, amplifies local voices, and brings long- term benefits to the region.

To read the full Five-Year Tourism Strategy, contact marketing@visitvalemount.ca