

2022-2023

TOURISM ROSSLAND ANNUAL REPORT

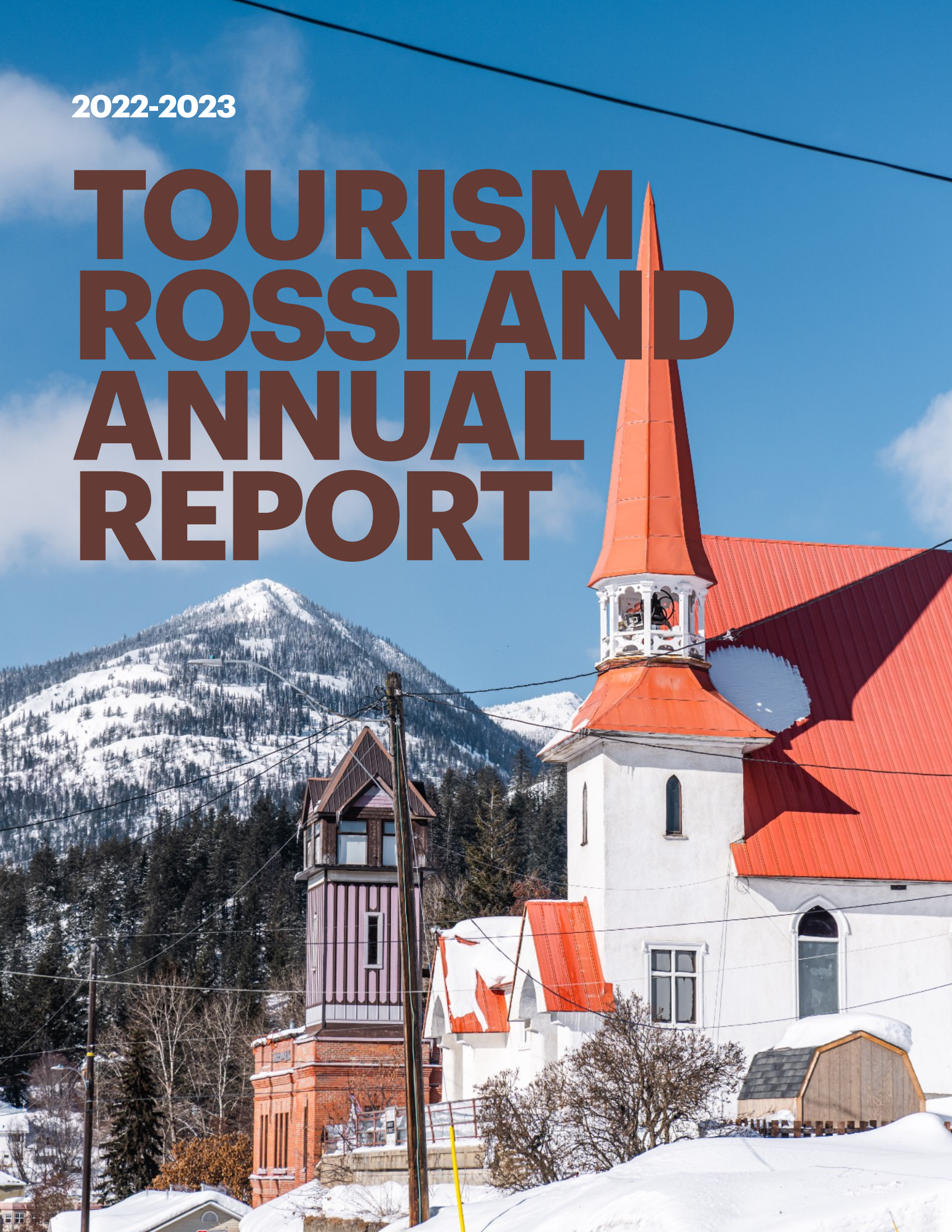


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STRATEGIC HIGHLIGHTS

During the 2023/2024 fiscal year, we effectively managed our financial resources, maintaining a strong marketing budget to support both the local and regional tourism economy while providing valuable services to our visitors. Our organization remained steadfast in its commitment to collaboration, working closely with stakeholders to successfully implement the strategic plan outlined in 2020, achieving key objectives and fostering sustainable growth.

Key highlights from this year include:

- Celebrating the 17th anniversary of Tourism Rossland while maintaining a robust financial position.
- Cultivating and strengthening relationships with local, regional, and provincial stakeholders, fostering a cohesive tourism ecosystem.
- Generating an estimated \$31 million in overall economic output for Rossland's tourism industry.
- Achieving \$10.2 million in accommodation revenue, maintaining performance on par with the previous record-breaking fiscal year.
- Seeing a notable 21% increase in non-peak accommodation revenue (April to November), which reached \$6.3 million.
- Allocating \$357,000 toward marketing initiatives to drive visitation and brand visibility.
- Collaborating closely with local and regional partners, leveraging over \$50,000 through co-op marketing programs to maximize promotional impact.
- Continuing our successful media relations partnership with Tartanbond to enhance PR efforts, attracting both Canadian and international travellers seeking year-round outdoor experiences in Rossland.
- Actively participating in the South Kootenay marketing project, and partnering with Destination Castlegar, Nelson Kootenay Lake Tourism, and Arrow Slokan Tourism on the WestKoot Route initiative, promoting the region as a premier travel destination.

- Maximizing our extensive photo and video assets on social media, with an increased focus on digital marketing, resulting in significant growth in our digital reach and website traffic.
- Completely overhauling our transportation portfolio to better serve visitors and improve accessibility to the destination.
- Maintaining a strong partnership with the City of Rossland.

TOURISM INDICATORS

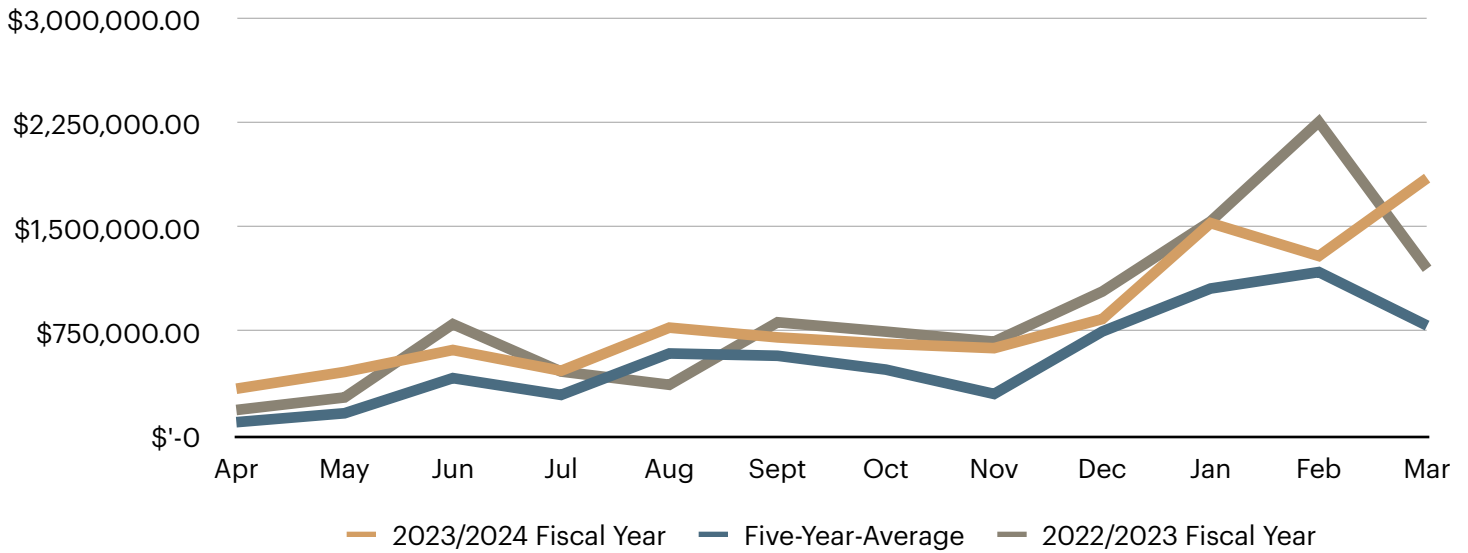
The overall economic output of Rossland’s tourism industry was estimated at \$31 million during the 2023/2024 fiscal year. Remarkably, 62% of this revenue was generated during the non-winter months of April to November. This is highly encouraging as our destination continues its efforts to become a sustainable, four-season destination.

Rossland's accommodation revenue accounted for \$10.2 million of this total, almost identical to the previous, record-breaking fiscal year. Revenue generated through Online Accommodation Platforms (OAP) represented approximately 24% of the total, amounting to \$2.5 million, a 15% increase. This growth is not unexpected, as many of our traditional accommodation providers have adopted OAP platforms to enhance guest trip planning.

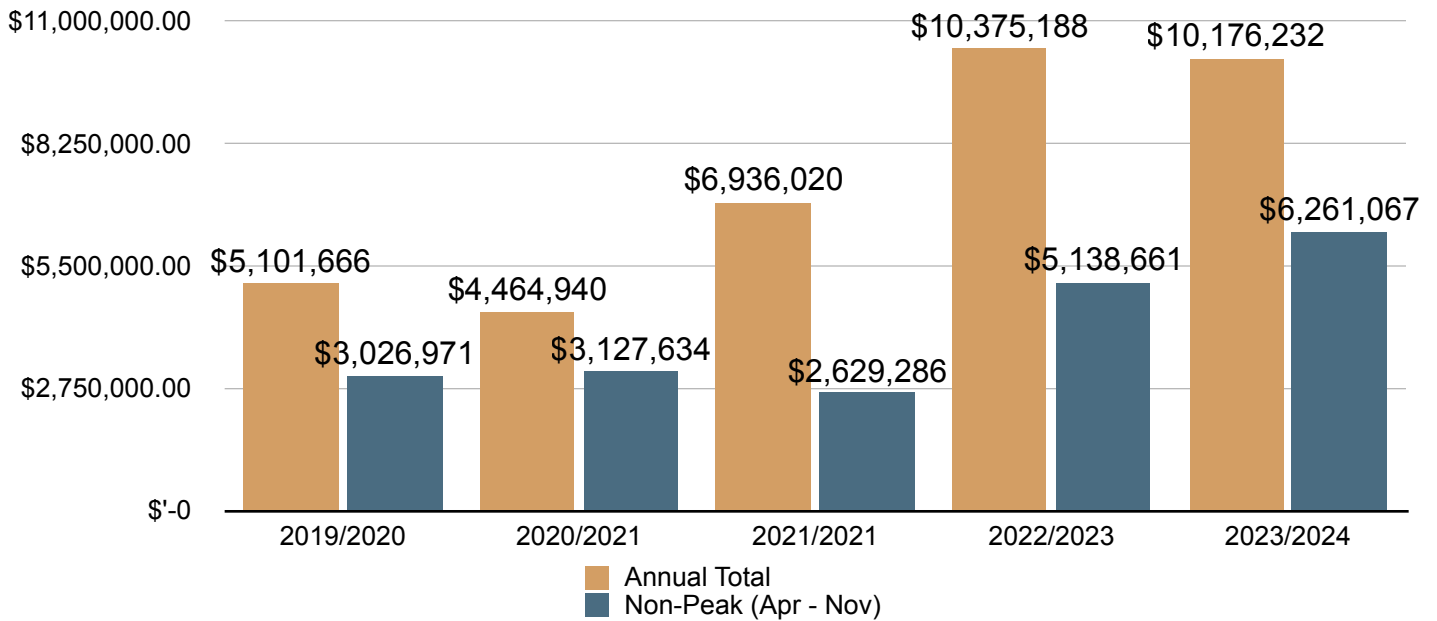
Reported non-peak accommodation revenue, spanning from April to November, amounted to \$6.3 million, a 21% increase compared to the previous fiscal year. Of this, approximately \$1.6 million is attributed to OAP platforms.

Winter accommodation revenues were lower than projected due to challenging snow conditions and a slow start to the season. However, the March ski races hosted by Red Mountain Racers generated significant revenue, making it the best March and the second-best month overall in the history of our community for accommodation revenues (\$1.9 million).

Monthly Rossland Accomodation Revenue



Accomodation Revenue



FINANCIAL HIGHLIGHTS

Our destination significantly increased non-winter visitation. Although snow conditions made our winter more challenging than forecasted, the industry experienced a successful year, directly correlating to our organization's income. The annual MRDT revenue for Tourism Rossland was \$273,000, almost identical to the previous fiscal year.

We successfully secured two Destination British Columbia (DBC) co-op grants to continue marketing our destination and region. However, our reported grants income decreased significantly due to two key factors. First, our DBC grants were not accrued in 2022/2023, yet part of that funding was designated for the 2023/2024 fiscal year. Second, we signed a new agreement with the City of Rossland to co-manage the Resort Municipality Initiative (RMI) grant. This means that less of that grant money flowed through our organization, although we continue to execute the RMI programs.

Our organization's financial stability was greatly enhanced by the continued support of the Red Resort Association, which provided approximately \$47,000 in income. This stable and predictable funding is crucial for Tourism Rossland, enabling us to plan marketing campaigns and continue providing essential services while also leveraging other grants and stakeholder resources.

Our cooperative marketing programs (pay-to-play) increased to \$50,000, a significant rise despite not printing a Rossland Escape Guide during the fiscal year. The Escape Guide has historically represented approximately 50% of our co-op income.

Thanks to our organization's strong financial position, we were able to maintain marketing spending at the same level as the previous fiscal year. Our total marketing spend was \$357,000, consistent with the prior year. This investment was essential to growing non-winter visitation and supporting event development, both critical elements of our strategic plan and destination sustainability.

We operated at a deficit for two consecutive years to accelerate industry recovery following the pandemic. Moving forward, we will need to adopt a more fiscally cautious approach and balance our budget while optimizing the return on our marketing investments.

Our human resources/payroll expenses increased slightly as we extended the contracts of our Executive Director and Marketing Manager. Retaining a strong team was a strategic priority for our Board of Directors, as the staff’s expertise and capacity allow us to complete tasks in-house, reducing reliance on external contractors and increasing financial efficiency. Payroll accounted for 28% of our total expenses, a 2% increase from the previous year.

We continued developing and executing the Resort Municipality Initiative (RMI) program in cooperation with the City of Rossland. As mentioned earlier, some RMI funding is directly managed by the City, while other program funds are managed by Tourism Rossland. We used RMI funding to support transportation programs, though additional funding sources were required to adequately address transportation challenges at our destination. The transportation line item in our report reflects the RMI contribution of \$20,000 and the use of \$31,600 from unrestricted organizational assets, representing our investment in various transportation projects, including the Rossland Ski Shuttle, Spokane Airport Shuttle, and Kelowna Airport Shuttle.

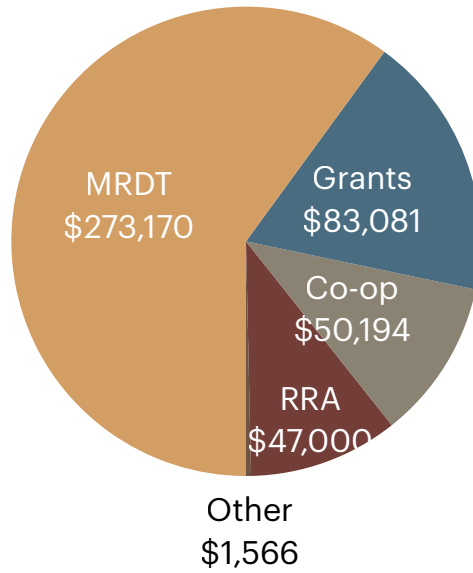
Lastly, our core operational and general administrative costs decreased by 16%, primarily due to moving to a smaller office space and adopting a hybrid office/work-from-home system. Despite rising business and administrative costs during the last fiscal year, reducing our overhead allowed us to maintain higher marketing budgets.

Income Breakdown Comparison: 2023/2023 - 2023/2024

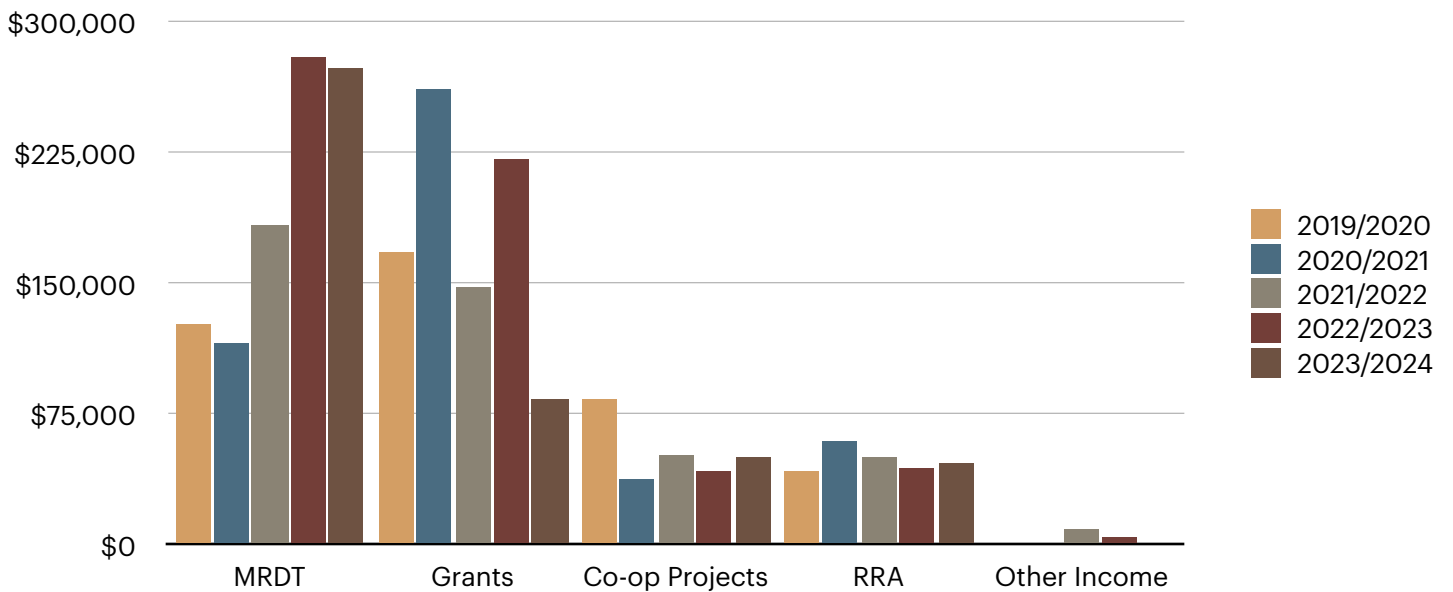
	2022/2023	2023/2024	% Change
MRDT	\$279,335	\$273,170	-2%
Grants	\$221,921	\$83,081	-63%
Co-op	\$42,070	\$50,194	19%
RRA	\$43,230	\$47,000	9%
Other	\$4,421	\$1,566	-65%
Total	\$590,976	\$455,011	-23%

Income Breakdown by Category 2023/2024

Income Breakdown 2023/2024



Income Breakdown by Category 2019/2020 - 2023/2024



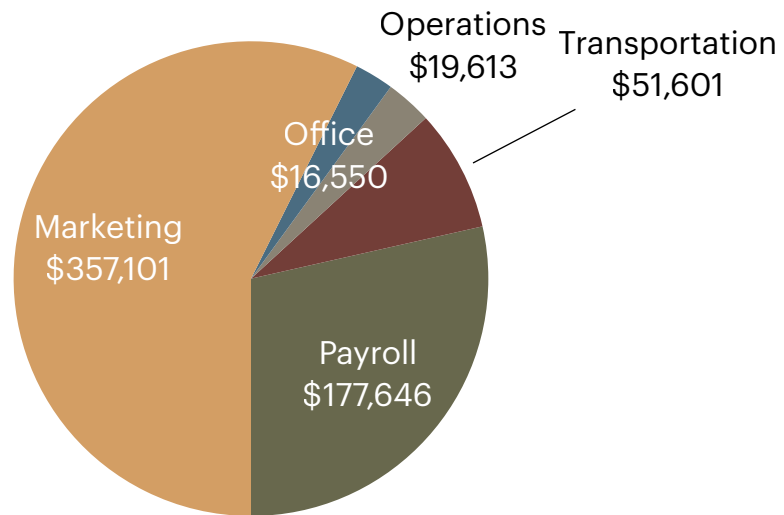
Expense Breakdown by Comparison 2022/2023 and 2023/2024

	2022/2023	2023/2024
Marketing	\$364,880 59%	\$357,101 57%
Office	\$15,445 2%	\$16,550 3%
Operations	\$28,628 5%	\$19,613 3%
Transportation	\$43,030 7%	\$51,601 8%
Other RMI	\$0 0%	\$0 0%
Payroll	\$162,444 26%	\$177,646 29%
Total	\$615,090	\$622,611

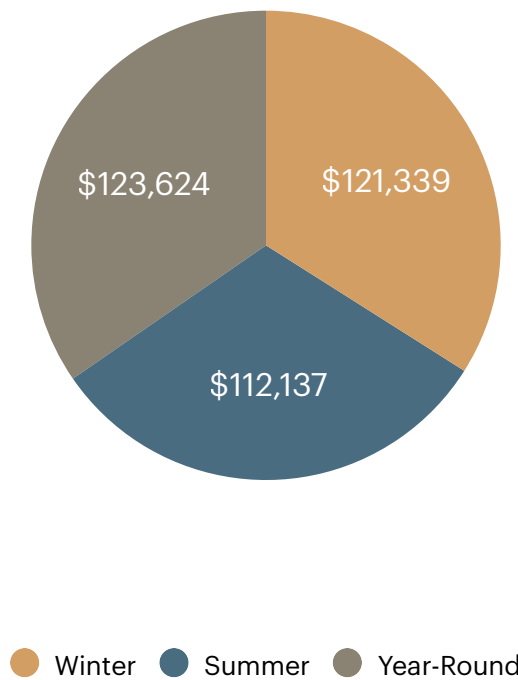
*amortization expenses not included



Expense Breakdown by Category 2022/2023



Marketing Spending by Season - 2022/2023





MARKETING HIGHLIGHTS

Our organization was able to maintain its significant marketing spending during the 2023/2024 fiscal year, although this required us to operate at a deficit. Guided by our Strategic Plan, we balanced spending between summer and winter marketing while supporting shoulder season visitation as much as possible. We invested \$112,000, or 31% of our marketing budget, into summer and shoulder-season product marketing. Winter marketing accounted for 34% of our total marketing budget (\$121,000), while 35% was allocated to year-round activities and general destination awareness.

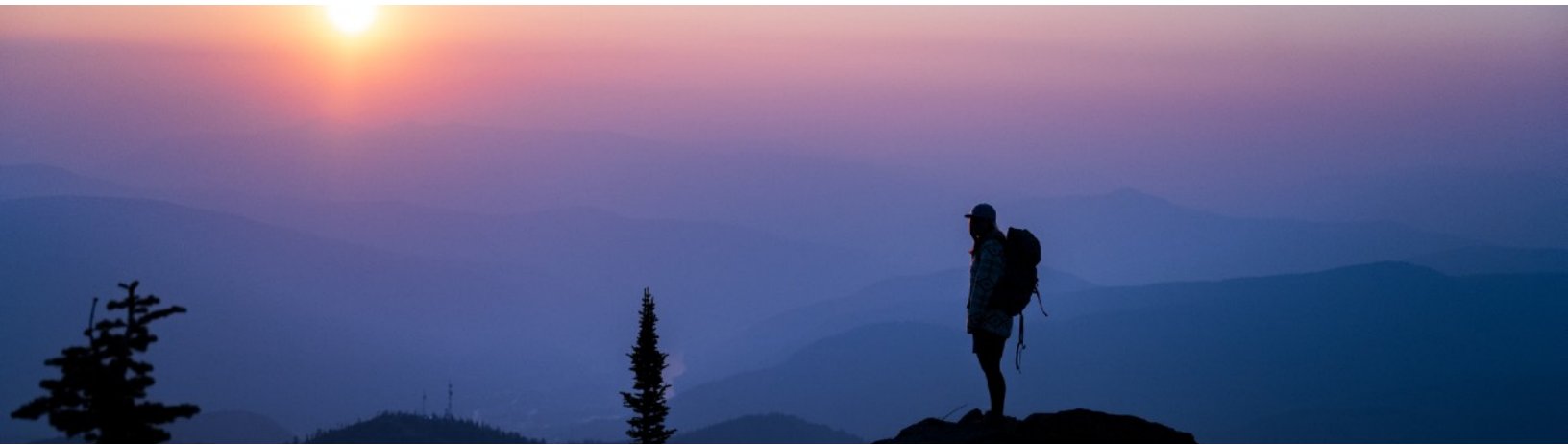
Digital marketing through Google became a larger part of our strategy and resulted in significantly increased visitation to our portfolio of websites, most notably to www.tourismrossland.com. Although Google phased out Universal Analytics, and we



lacked data from April 1st to July 15th, the remaining 8.5 months showed a doubling of page views (200,000), and unique users were 3.5 times higher than the previous year (150,000). Traffic from the U.S. made up 20% of total website visits, while Canadian users represented 75%. After serving us well for several years, our website will undergo a redesign and refresh in the 2024/2025 fiscal year to better meet the needs of our visitors and tourism businesses.

Our Instagram and Facebook channels remain among the most important consumer-facing social marketing platforms we use. During the fiscal year, we focused on growing our Instagram presence, increasing our audience by nearly 30%. Facebook grew by 9%. We aimed to deliver a mix of inspirational and informative content while leveraging our continually expanding collection of photo and video assets.





Instagram Statistics

Total Followers	14,047 (+29.5%)
Reach	64,338
Total Post Likes	2,027
Total Post Comments	725
Instagram Reel Plays	531,322

Facebook Statistics

Facebook Followers	15,712 (+8.5%)
Total Post Reach	560,556
Total Engagements	483,250
Impressions	1,458,856
Video Plays	456,011
Link Clicks	39,962

Marketing Expense Breakdown

Brochure Distribution	\$9,116
Co-op programs	\$67,135
Digital Marketing	\$38,820
Events	\$30,622
Hospitality	\$30,655
Photo Development	\$5,423
Print Advertising	\$14,186
Public Relations	\$67,017
Research	\$657
Sculpture program	\$2,654
Social Media	\$45,050
Trade Show	\$12,743
Video Asset Development	\$28,077
Website	\$4,945
Total	\$357,101

Brochure Program (\$9,116): We decided to transition our Escape Guide to a bi-annual product and continued distributing the previous brochure during the 2023/2024 ski season. This led to a significant reduction in our brochure program. The *Trails of the Rossland Range* remains one of the most popular guides for in-market guests, and we committed to an annual review and reprint to ensure the most up-to-date information is available. We also supported the development and production of the *Rossland Winter Trail Map*. Our print materials were distributed locally, across visitor centers in British Columbia, and made available digitally for broader access.

Co-op programs (\$67,135): This program area includes all of our cooperative marketing program buy-ins: Canada West Ski Areas Association Nordic Program (including Kootenay XC), Mountain Biking BC Program (including Kootenay Dirt), BC Ale Trail, Highway 3 and our regional project (Kootenay Roadtrip/WestKoot Route). Additionally, our ongoing regional marketing partnership with the Trail and District Arts Council under the South Kootenay brand is part of this category.

Digital Marketing (\$38,820): We focused on targeted Google Ads and Bell Media campaigns to drive traffic to our various marketing websites, and the increase in website visits directly correlates with this investment. By leveraging the ability to target based on geography, psychographics, and custom audience building, we have been able to create more personalized and effective campaigns. As a result, we will continue shifting resources towards digital advertising to maximize our return on investment (ROI). This strategic focus allows us to reach the right audience more efficiently and with greater precision, ultimately improving both engagement and overall performance.

Events (\$30,622): We continued to invest in supporting events and funded the following events: Rossland Bikepacking Summit, Natural Selection, Huck 'en Berries, Between the Peaks, Rossland Museum Arts and Culture Festival, Rekindle, RattleCat, Rossland Winter Carnival, Canadian National Alpine Championship.

Hospitality (\$30,655): As we continued to focus on earned media through our public relations partner, Tartanbond. During the fiscal year, we hosted 11 media trips. Our hospitality program is a collaborative effort involving local stakeholders, including attractions, accommodation providers, and the food and beverage sector, as well as regional and provincial partners such as Kootenay Rockies Tourism and Destination BC. A significant portion of this spending is directed towards local accommodators and restaurants, ensuring that the money stays within the community and further stimulates the local economy.

Photo Development (\$5,423): Our investment in photo development has continued to decrease, as we believe we now have an extensive and high-quality asset library. With this in mind, we focused solely on updating outdated assets and purchasing only essential new images. Our photo collection serves as the foundation for our social media, digital, and print marketing efforts, and is also available for our stakeholders to use for their own marketing purposes.

Print Advertising (\$14,186): We are now highly selective with our print advertising efforts. This program covers the design and advertising costs associated with our placements in *Kootenay Mountain Culture* and *Out There Monthly* magazines, both of which are crucial for reaching key BC drive markets and the Spokane market.

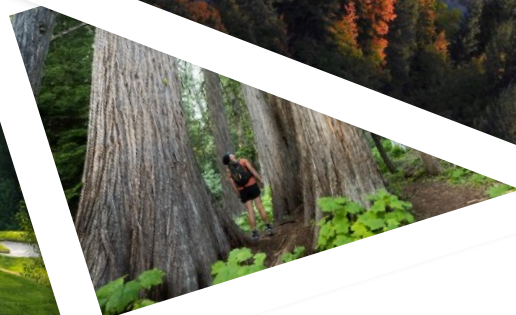
Public Relations (\$67,017). We continued our partnership with Tartanbond for PR support, aiming to attract both Canadian and international travellers to our community for an exceptional outdoor experience in all seasons. This collaboration has already resulted in media coverage in Forbes, Freeskier Magazine, Gear Junkie, Ski Journal and

other outlets. We anticipate that this investment will lead to additional media coverage in the future.

Social Media (\$45,050): Our paid social media costs cover all advertising and promotions on our main consumer-facing channels, including Facebook, Instagram, and our CrowdRiff subscription for visual content marketing. These platforms enable us to reach, engage, and inspire targeted markets to choose Rossland as a travel destination. We invested significant resources in reel and social media story creation.

Trade Show (\$12,743): In line with the mandate of our Strategic Plan, we continued to invest in trade shows as a key marketing initiative. We actively participate in trade shows to promote Rossland, while also supporting our stakeholders in doing the same. Over the past year, we showcased Rossland at several major events, including Rendez-vous Canada, Spokatopia, The Wedding Fair, the Spokane Golf Show, and the Calgary Golf Show. These events provided valuable opportunities to connect with target markets, build relationships within the industry, and highlight Rossland as a premier destination for a variety of experiences, from outdoor adventure to weddings and golf tourism.

Video Asset Development (\$28,077): Video development remained a key element of our marketing strategy. We collaborated with Juicy Studios and Dane Tudor to produce engaging videos and b-roll footage that effectively promote both summer and winter visitation to our destination. These high-quality visuals are essential for showcasing the unique experiences Rossland offers year-round.



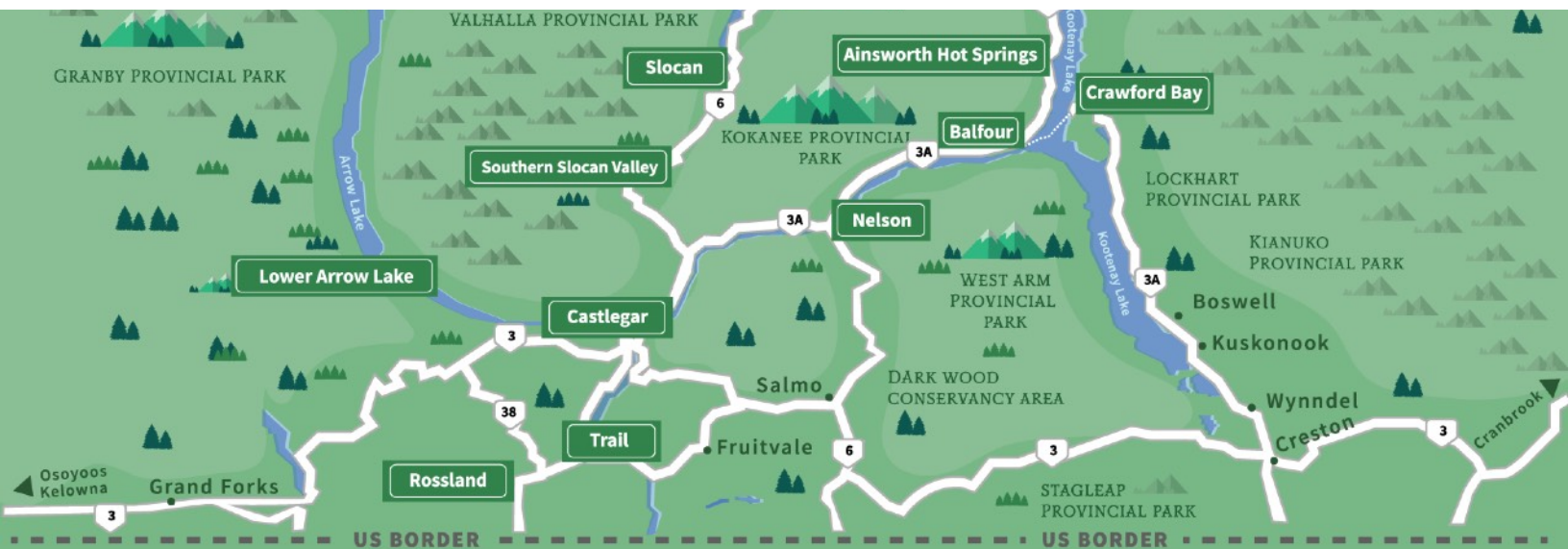
Website (\$13,294): We consistently upgraded and maintained our main website along with our other microsites, including www.kootenayroadtrip.com, www.southkootenay.com, and www.southkootenayevents.com. These updates ensure that our digital platforms remain user-friendly and effective for visitors. Additionally, we continued to enhance the integrated accommodation search and booking referral engine on our main website, aiming to improve usability and provide a seamless experience for users planning their stay. By making it easier for visitors to find and book accommodations, we are not only improving convenience but also driving higher conversion rates for local businesses.

REGIONAL PROGRAMS



We continued to partner with regional organizations and businesses that align with our organization's vision, working collaboratively to promote our region as a unified destination. These partnerships have been invaluable in amplifying our collective marketing efforts and expanding our reach to broader audiences.

One of the key initiatives we supported was the *Kootenay Roadtrip*, a collaborative project with Destination Castlegar, Nelson Kootenay Lake Tourism, and Arrow Slokan Tourism. This initiative was rebranded as the *West Koot Route* (westkootroute.com) to further unify the region's identity and create stronger appeal for visitors exploring the area. The rebranding helped strengthen the overall regional identity, positioning it as an



attractive destination for a variety of travelers. By enhancing the brand's web presence and leveraging its existing Facebook and Instagram channels, we successfully extended our reach and engaged a wider audience, encouraging more visitors to explore the unique offerings of the region.

Our collaboration with the Trail and District Arts Council continued to thrive, as we shared costs on several marketing and promotional initiatives to support their diverse arts programming. This partnership not only increased visibility for the Arts Council's events but also contributed to the cultural richness of the region, enhancing the overall visitor experience. By supporting arts and culture, we create more opportunities for tourists to engage with the local community, making their visit more memorable and impactful.

Throughout the year, we remained committed to building and strengthening collaborative relationships with regional tourism businesses, non-profits, and economic development organizations. These partnerships are essential for fostering sustainable growth, ensuring that our region continues to be seen as a top-tier destination for outdoor adventure, cultural experiences, and unique local offerings. By working together, we can offer a well-rounded mix of outdoor adventure, cultural experiences, and unique local offerings that elevate the South Kootenay brand and solidify its reputation as a premier travel destination.

TOURISM ROSSLAND STRATEGIC PLAN PROGRESS

Tourism Rossland adopted a new Strategic Plan 2020-2025 in September, 2020. The plan incorporates dialogue and input from industry partners, government agencies, local and regional organizations and individuals who are passionate about Rossland.

While the COVID-19 pandemic fundamentally changed the short-term plans of the organization, the three long-term strategic objectives remain unchanged:

- 1. Increase visitation and spending in need periods through effective investments in destination sales and marketing**
- 2. Continuously Improve Rossland's Visitor Servicing and Experiential Quality**
- 3. Build a Compelling and Authentic Destination**



In order to achieve these objectives, Tourism Rossland will focus on the key growth markets of ski/snowboard enthusiast and mountain bikers. Additionally, the organization will continue to invest in emerging markets with an emphasis on non-peak season visitation (April – November). Events will be of critical importance and we are dedicating resources to help the development of the wedding sector as well.

The Strategic Plan identified 18 strategies that will help our organization achieve these objectives:

1. Invest in primary market research to understand current and potential visitors to Rossland.

- Progress: continued progress
- We continued to leverage data from our tourism partners, including Kootenay Rockies Tourism, Destination British Columbia, and other sources, to maximize the ROI on our marketing investments. While we aspire to develop a more comprehensive data program and visitor satisfaction metrics, as a small destination, we currently lack the capacity to fully implement these plans.

2. Define and regularly monitor a consistent set of key performance indicators to gauge short and long-term progress towards destination and organization vision.

- Progress: significant progress
- We developed an in-house Rossland Tourism Economy model to calculate the total economic value generated by tourism. Additionally, we maintain and monitor a short-term rental business data set, and we invest in and maintain the Check-in Canada accommodation search feature on our website. This tool not only highlights availability but also tracks accommodation referrals and conversions.

3. Continue to invest in additional on-brand marketing assets/content (imagery, videography).

- Progress: significant progress
- We continued our strategic and focused investment in photo and video asset development (\$33,500 total investment, 9% of total marketing spend this fiscal year).

4. Review range of print collateral and create a branded and integrated family of print/downloadable collateral.

- Progress: significant progress
- We conducted a thorough review of our print collateral and decided to transition the *Rossland Escape Guide* to a bi-annual publication to improve efficiency, reduce our environmental impact, and increase return on investment for our partners. Additionally, we moved to an annual update of the *Trails of the Rossland Range* map to better serve our visitors.

5. Support existing and/or create new events in non-peak season that have the potential to grow to a scope/scale that warrants visitation and multi-night stays.

- Progress significant progress
- We significantly increased our events budget and supported a diverse portfolio of events, serving as the presenting sponsor for the new *Between the Peaks* music festival.

6. Continue to actively engage in social media channels.

- Progress: significant progress
- We maintained our focus on both paid and organic social media efforts to engage with our core audience and maximize the use of our assets. Detailed social media statistics are provided earlier in this report. Our social media spending totaled approximately \$45,000, representing 13% of our marketing budget.

7. Invest in select print and digital advertising.

- Progress: significant progress
- We identified key print and digital advertising channels and invested approximately \$53,000 during the fiscal year (14%).

8. Identify, target and host key influencers in various target markets and proactively secure media coverage.

- Progress: significant progress
- We continued to work with tartanbond to help our organization achieve this goal and increased our media hosting budget. Total investment: \$31,000 (9%).

9. Invest in direct sales to proactively target and secure additional sport hosting opportunities and maximize associated length of stay/spending/repeat visitation.

- Progress: significant progress
- We showcased Rossland at several major events, including Rendez-vous Canada, Spokatopia, The Wedding Fair, the Spokane Golf Show, and the Calgary Golf Show. Additionally, we supported Red Mountain Racers in hosting the 2024 Canadian Alpine National Championship in March. As a result of this investment, industry performance in March was the second-best month on record and the highest-performing March to date.

10. Review transportation experience through the lens of the visitor and advocate for/invest in improvements.

- Progress: significant progress
- We completely overhauled Rossland's transportation portfolio with our partners, greatly improving service for both in-market guests and residents

with the introduction of the free Rossland Ski Bus. Our airport shuttles to Spokane and Kelowna also continued to evolve, enhancing convenience for visitors.

11. Create 'one-stop' for easily accessed, easily consumed Rossland visitor information that showcases various possible itineraries.

- Progress: some progress
- We continued to feature inspirational custom itineraries on our social media channels and blog, and explored custom itinerary builder tools for our website. However, we have not yet found a technological solution that meets our needs.

12. Manage destination content on key sites such as Trip Advisor/Expedia/ Google/ Facebook.

- Progress: some progress
- We continued to monitor destination content on social media channels through Crowdriff.

13. Assess experiential quality of businesses and act as a conduit for business service and training programs.

- Progress: no progress
- We provided ad-hoc advice to local businesses and organizations, but did not develop a formal program.

14. Create opportunities for local tourism businesses to collaborate and network and to improve industry and market knowledge.

- Progress: significant progress
- We continued to hold regular meetings with accommodators and hosted our annual Jingle & Mingle winter gala. We worked diligently to fill the seats on the Tourism Rossland Board, ensuring the entire industry had the opportunity to participate in collaborative decision-making. Additionally, we fostered ongoing industry collaboration through regular Tourism Rossland Board meetings.

15. Create opportunities to educate and engage residents on visitor experiences, the needs of the visitors and the value of the tourism economy.

- Progress: some progress

- We continued to advocate on behalf of the tourism industry and educate residents through press releases, City of Rossland Council presentations and increased the visibility and recognition of the tourism industry

16. Advocate for amenity development- campground, RV sites/services, all season camping, conference facility.

- Progress: some progress
- Our organisation continued to advocate for amenity development within and outside the RMI framework.

17. Continue to successfully implement the Resort Development Strategy and invest RMI funds on behalf of the City of Rossland.

- Progress: significant progress
- We maintained our partnership with the City of Rossland, celebrated the opening of the new downtown washroom, and made significant improvements to our transportation program.

18. Participate in various tables and discussions related to municipal, regional, provincial infrastructure.

- Progress: significant process
- We continued to work with our regional partners (CDMOs, Kootenay Rockies, Destination BC and other economic development organizations to discuss infrastructure projects and development (Highway 3, product developments and other amenities).



LOOKING AHEAD

Tourism Rossland will continue to implement the strategies outlined in our strategic plan, with a strong focus on sustaining and growing the visitor economy year-round. We remain optimistic that our ongoing investments in non-winter visitation and events will drive long-term growth, stimulate further investments in product development, and enrich the overall visitor experience.

Given the current economic climate, we do not anticipate significant year-over-year visitation growth for the summer of 2024. However, with favourable snow conditions, the 2024/25 winter season has the potential to exceed previous performance. Our proximity to the U.S. border, as well as the metropolitan areas of Spokane and Seattle, presents some of the most promising growth opportunities. We will continue to allocate resources strategically and strengthen our relationships with key partners in these markets to capitalize on this potential.

At the same time, we will maintain and deepen our collaboration with regional partners who share our vision of the economic and social value that tourism brings. This includes sustaining our involvement in regional marketing initiatives, such as the *South Kootenay/WestKoot Route* programs, and fostering excellent working relationships with other Destination Marketing Organizations (DMOs) in the area. As we review our assets, we will work to better integrate our branding and create a more centralized and user-friendly information source for visitors.

Our primary focus moving forward will be on digital marketing, event support, and the development of our new website. These efforts are critical to ensuring that we continue to engage our target audiences effectively and provide up-to-date, easily accessible information for prospective visitors. Additionally, we will advocate for new infrastructure projects that enhance our experiential offerings and provide valuable amenities, further improving the visitor experience.

With a likely decrease in our marketing budget in the upcoming fiscal year, we will reassess our marketing expenditures and organizational processes to ensure we remain lean, focused, and responsive. Our goal is to operate as a highly collaborative, results-driven DMO that maximizes the impact of every investment and continues to contribute to the success and sustainability of our destination.



ABOUT US

Tourism Rossland is Rossland’s official Destination Marketing Organization (DMO) and operates in collaboration with input from all local tourism stakeholders. Established in 2007 as a registered non-profit society, the organization’s mission is to work collaboratively and leverage resources effectively to execute destination management, marketing, and sales strategies that responsibly grow Rossland’s year-round visitor economy, while aligning with community values.

Guided by the 2020-2025 Strategic Plan, Tourism Rossland leads and manages tourism development on behalf of the community. The organization builds on the strengths of local businesses and organizations, embraces inclusivity, and fosters strategic alliances to support sustainable growth.

Tourism Rossland also assists local businesses and industries in enhancing their products to meet evolving market demands. Through open, two-way communication, stakeholders are encouraged to provide input to ensure the achievement of shared goals and objectives.

**Directors of Tourism Rossland
As of September 1, 2024**

Name	Organization	Position	Email
Cary Fisher	Redstone Golf		cary@redstoneresort.com
Jane Paterson	MRDT Collectors		jane.paterson@redresort.com
Vacant	MRDT Collectors		
Jesse Steele	MRDT Collectors	Vice- President	jsteele@prestigehotels.ca
Erik Kerr	Red Mountain Resort		erik.kerr@redresort.com
Christine Andison	Red Resort Association	Treasurer	christine@redresort.com
Robert Murray	Red Resort Association		rmurray@thejosie.com
Brian Cornwall	Red Resort Association		brianjohncornwall@gmail.com
Daniel D'Amour	Restaurants/Cafe/Bars	President	manager@theflyingsteamshovel.com
Stephanie Robinson	Retail		theredpairshoestore@gmail.com
Fiona Lane	Rossland Museum		admin@rosslandmuseum.ca
Kate Garlinge	Rossland Arts Council		rosslandbikeretreat@gmail.com
Andrew Solod	Black Jack Ski Club		djn567@gmail.com
Dave Diplock	Kootenay Columbia Trails Society		davediplock@bearenviro.ca

OUR TEAM

ANDRAS LUKACS, Executive Director



Andras started working for Tourism Rossland in 2017. Previously, he lived in Yellowknife, NT, where he worked in tourism management and planning for the Government of Northwest Territories. He has an extensive background in tourism development, programming and market research. Andras earned a Ph. D. and MA. from Loyola University Chicago studying leisure networks and digital media and a BA. in communication from the University of Detroit Mercy. Originally from Hungary, Andras enjoys living an active outdoor lifestyle with his wife, two young sons and two dogs.

KYLIE LAKEVOLD Marketing Manager



In 2007, Kylie packed up her Kootenay family and moved to Calgary, AB in search of new adventures in the digital media world. During her time in Calgary, she worked as a brand manager for one of the top technology companies in Calgary, the chief marketing officer for a digital communications software company and eventually built her own successful marketing consultancy and several software startups. She prides herself on her ability to get people talking about any project she is working on and is excited to be able to bring these skills, back home, to Tourism Rossland.