



TOURISM WHISTLER

COLORADO ASSOCIATION OF SKI TOWNS

WHISTLER.COM | 1.800.WHISTLER

Wednesday, January 20th , 2016



HISTORY

- Whistler Resort Association/
dba Tourism Whistler
- Not-for-profit, member-based
association
- Formed in 1979
- 8,000 members: commercial
and residential on resort land
- Guaranteed funding for
marketing and selling the
resort
- Mandatory fees – commercial/
common

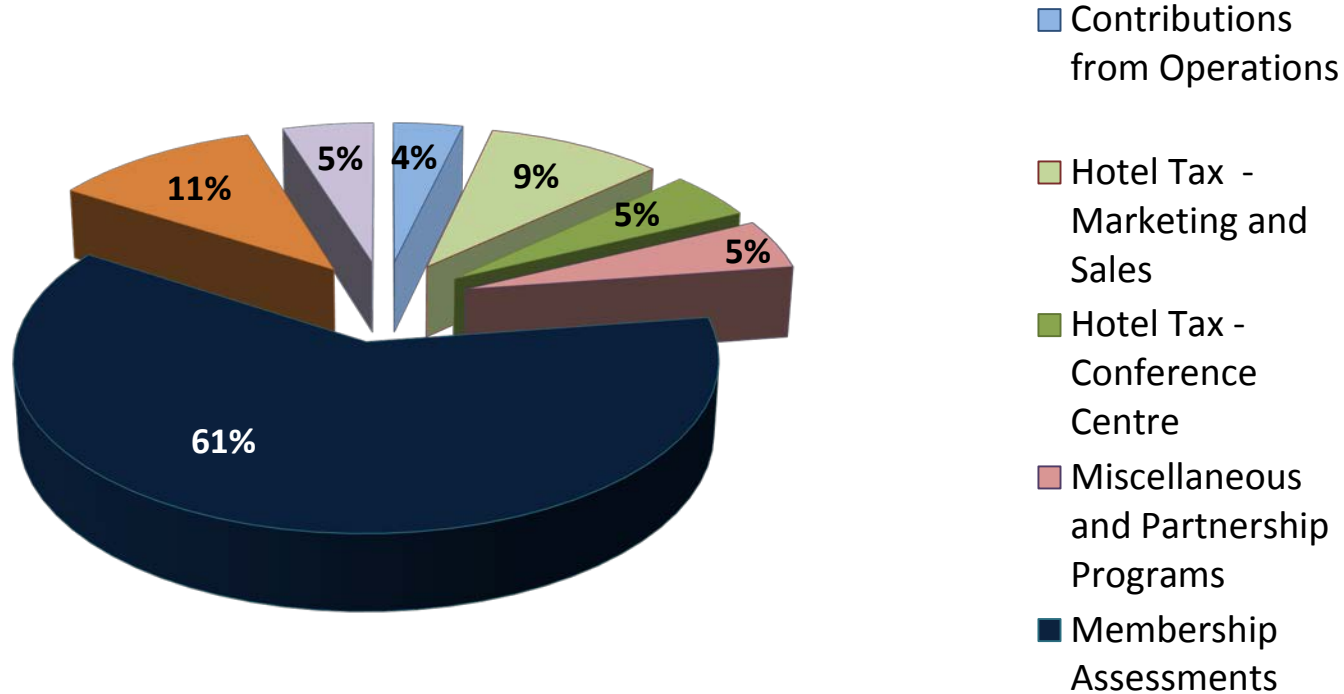


MEMBER BUSINESSES

- Whistler Blackcomb Mountains
- 140+ hotels/condos/chalet/B&B's
 - 8,000+ rooms
- 170 Restaurants/Lounges/Bars
- 210 Retail Shops



SOURCES OF FUNDS



BOARD OF DIRECTORS – 12 MEMBERS

ELECTED

- Accommodation – 5
- Commercial (Retail/ Restaurant/ Activities) – 1
- At Large – 1

APPOINTED

- Resort Municipality of Whistler – 2
- Whistler Blackcomb Mountains – 2
- President & CEO, Tourism Whistler – 1



PURPOSE & MISSION

TOURISM WHISTLER'S PURPOSE

"To connect the world to Whistler, and promote it as the year-round mountain resort of choice."

TOURISM WHISTLER'S MISSION

"To inspire the world to experience Whistler time after time."

TOURISM WHISTLER'S ROLE

TOURISM MARKETING & SALES ORGANIZATION

- Research
- Marketing Services
- Communications
- Partnerships & Events
- Market Development
 - Travel Media
 - Travel Trade
- Conference Sales
- Administration



TOURISM WHISTLER'S ROLE

TOURISM OPERATORS

- Whistler Conference Centre
- Whistler Golf Club
- Whistler Central Reservations
- Whistler Visitor Centre



WINTER (Nov – April)

- Downhill skiing & Snowboarding
- Cross-country Skiing
- Snowmobiling
- Snowshoeing
- Ziplining
- Outdoor Skating
- Family Fun Nights
- Events
 - Cornucopia Food & Wine Festival
 - Whistler Film Festival
 - WinterPride
 - World Ski & Snowboard Festival

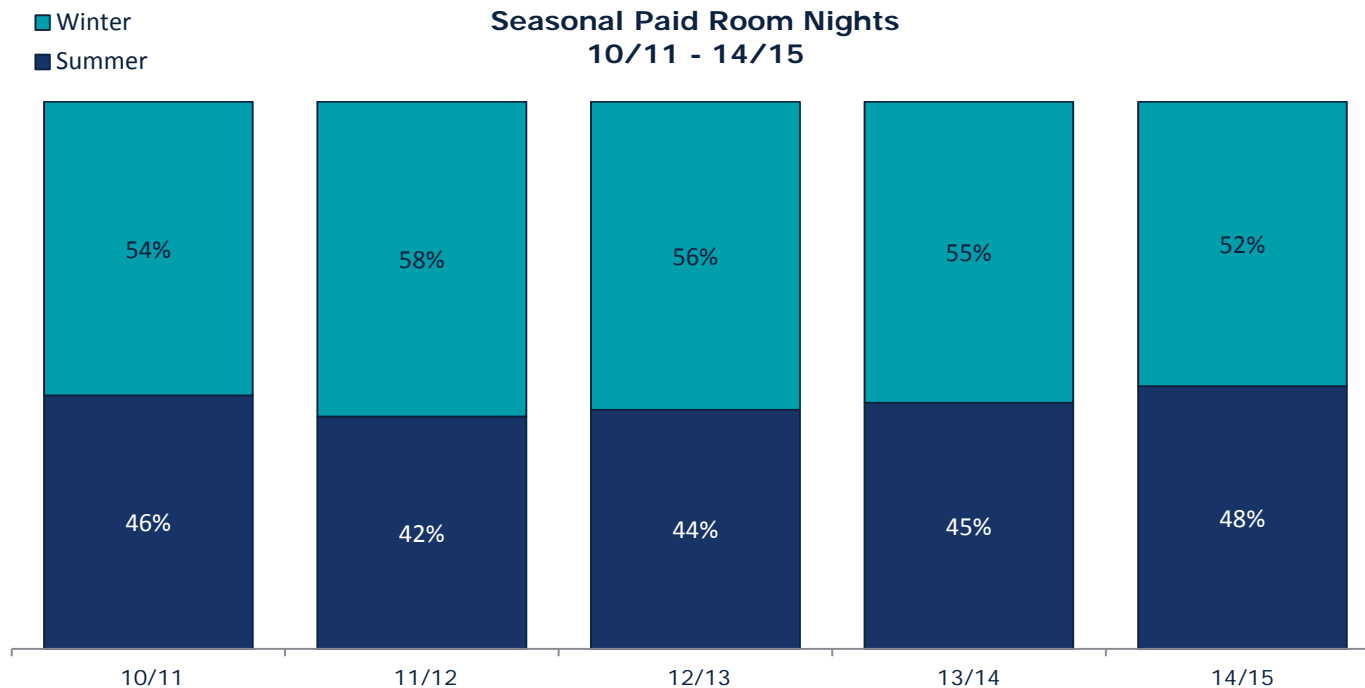


SUMMER (MAY – OCT)

- Peak to Peak Gondola/ Sightseeing/ Hiking
- Mountain Biking
- Road Cycling
- Golf
- Ziplining
- Canoeing/ Kayaking/ Rafting
- Lake Swimming
- Horseback Riding
- Events
 - Ironman
 - Tough Mudder
 - Crankworx
 - Gran Fondo
 - Wanderlust
 - Beer Festival

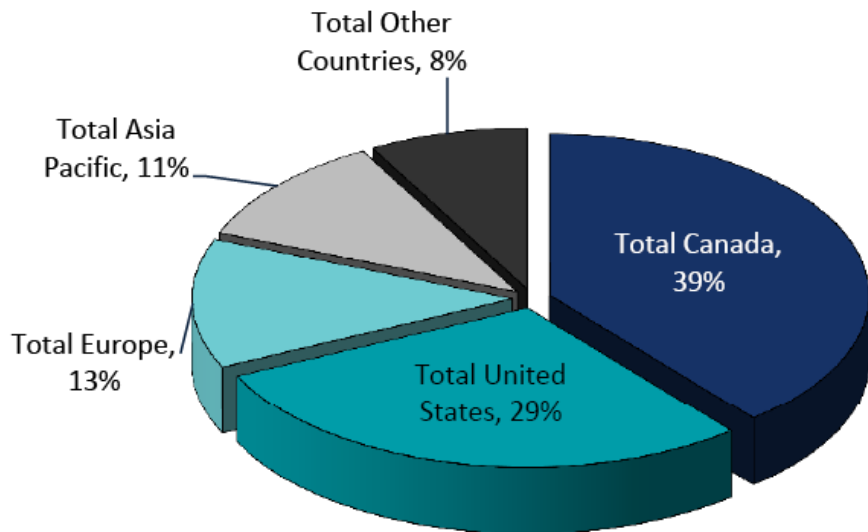


SUMMER/ WINTER

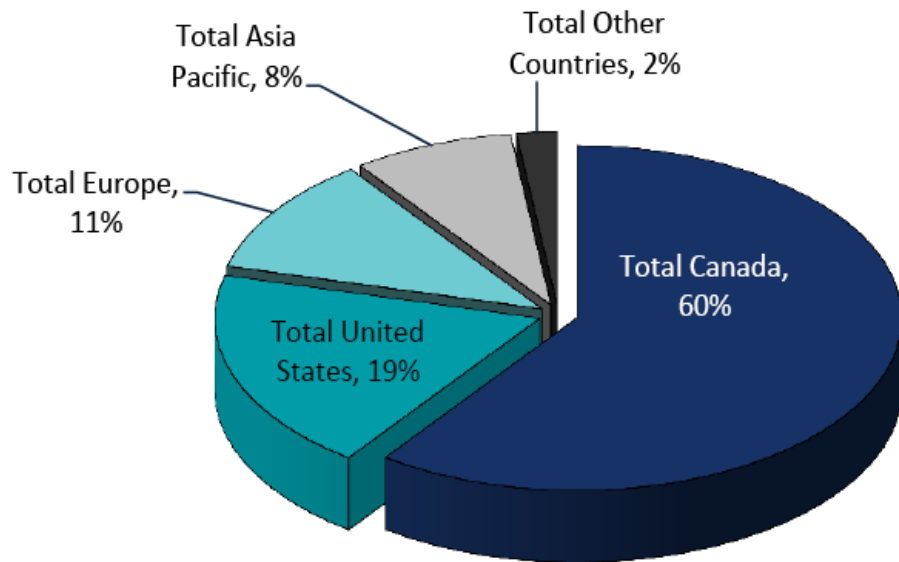


SUMMER/ WINTER

Winter 2014-15

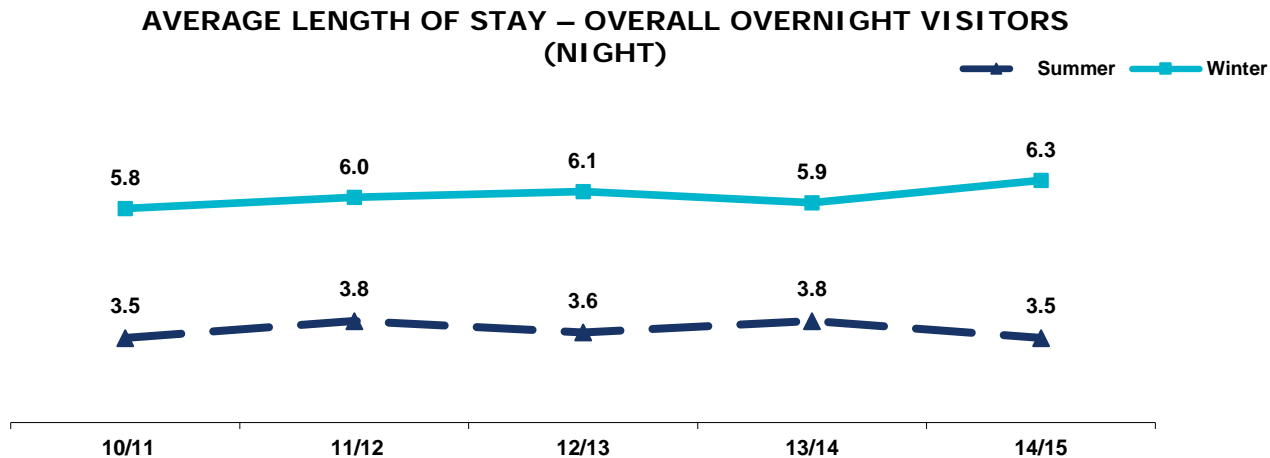


Summer 2014



Winter: November - April
Summer: May - October

SUMMER/ WINTER



Winter: November - April

Summer: May - October

PARTNERS



Destination Marketing Organization



Whistler Blackcomb Mountains



Business Association



Resort Municipality of Whistler

AIRBnB

Market disruptor, but a positive and growing trend

We need to embrace, as long as there is:

- **A level playing field with fees and taxes**
- **Support of residential neighbors**
- **No displacement of employee housing**