

What You Should Know About 2% MRDT

The 2% MRDT is the only effective tool that is available in BC to raise funds at the destination level for tourism marketing.

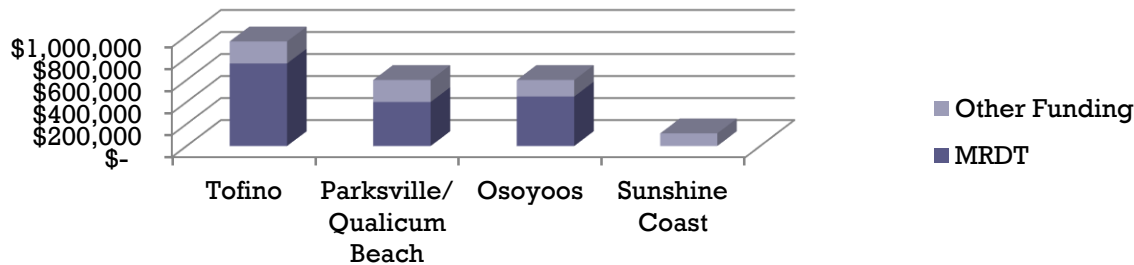
Support is required from a majority of properties and a majority of rooms eligible to collect the MRDT. This support must be renewed every five years.

The 2% MRDT will be invested in promoting visitation and spending on the Sunshine Coast to 'grow the pie' for all tourism businesses.

Funds collected will be remitted to Sunshine Coast Tourism and invested in accordance with a strategic marketing plan focused on growing shoulder season business volume.

Our Competition

Tofino	Collects \$750,000 in MRDT – total annual investment by Tourism Tofino of \$950,000
Parksville Qualicum	Collects \$400,000 in MRDT – total annual investment by PQBTA of \$600,000
Osoyoos	Collects \$450,000 in MRDT – total annual investment of \$600,000
Okanagan	Okanagan communities combined collect more than \$3 million in MRDT



GET THE FACTS

In 2002 only 7 communities in BC collected the 2% MRDT.

In 2015, 53 communities are collecting the 2% MRDT and investing \$28 million annually to bring visitors to their businesses.

The MRDT on the Sunshine Coast would generate an additional \$250,000/year.

We are being outspent by our competition

Our competition is outspending us – every year that they invest in marketing and promoting their destination gains them more visitors and more destination awareness. With SCT's current budget of only \$115,000, the Sunshine Coast loses ground every year in this intensely competitive marketplace. Regions like the Okanagan invest \$4 million annually; Vancouver Island invests a similar amount. They

are targeting the same travellers that would come to the Sunshine Coast if only they knew about our incredible nature, trails, beaches and communities. The MRDT on the Sunshine Coast would generate approx. \$250,000/ year giving the local tourism industry the opportunity to leverage Destination BC programs and invest upwards of \$400,000 in destination promotion.

Frequently Asked Questions about the 2% MRDT

Who pays?

The guest pays – the 2% MRDT is added to the guest folio on check-out. Accommodators in other destinations that have secured the 2% MRDT report that their guests don't even notice an extra \$2 on a \$100 daily rate and because so many jurisdictions in North America levy a similar charge, it has not generated negative response from travellers.

Why doesn't everyone contribute? Why is destination marketing on the 'backs' of the accommodation sector?

The MRDT is collected by accommodations having four or more rooms offered to travellers on a transient basis (less than 30 days). This means that smaller B&B's and other tourism businesses will be benefiting from the destination marketing efforts of Sunshine Coast Tourism without having collected the 2%. In recognition of this fairness issue, those accommodators who collect the 2% will receive a suite of benefits that others must pay

for. For example, their membership fee in SCT will be waived (others have to pay \$175 - \$200 per year).

How will the money be spent?

Sunshine Coast Tourism through its staff and Board of Directors develops an annual marketing plan to target our greatest opportunity markets with compelling campaigns. Growing spring/fall visitation is a primary focus. The MRDT funds will allow SCT to invest in programs such as the following:

- ✓ Television exposure in Vancouver, Calgary and Vancouver Island
- ✓ Targeted campaigns in sectors such as mountain biking, boating, hiking, motorcycle touring and weddings
- ✓ Editorial coverage in key publications and on-line travel sites
- ✓ Actively pursue small to medium conferences
- ✓ Attend multiple consumer shows like the Vancouver & Calgary

Outdoor & Adventure shows; West Coast Women's Show; Northwest Women's Show

- ✓ Build travel trade relationships in Germany, Switzerland, UK, Netherlands
- ✓ Develop Chinese language website content and marketing campaigns targeted to the Lower Mainland

How can I ensure the funds are wisely invested in marketing and promotion that will benefit my business?

Sunshine Coast Tourism is a not-for-profit Society with a Board of Directors that is legally responsible for strategic direction and resource allocation. The Board's decisions must be in the best interests of the Society's members. The Board is comprised of 11 seats with 4 seats allocated to accommodators collecting the MRDT. You influence the Board through your vote or by standing for election yourself.



British Columbia | Canada
www.sunshinecoastcanada.com

The purpose of Sunshine Coast Tourism is to build a strong tourism economy on the Sunshine Coast consistent with the values of the residents. Sunshine Coast Tourism will promote the Sunshine Coast to

leisure and business travelers as a year round destination in target markets through a strategic, research-based marketing strategy.

Constitution of Sunshine Coast Tourism

Suite of Benefits for MRDT Collecting Accommodators

In recognition of the contribution to the region that MRDT collecting accommodations are making, those accommodators who collect the 2% will receive the following suite of benefits not available to other businesses.

Waive SCT Membership Fees - Annually

All other tourism businesses will continue to contribute membership fees in order to participate in Sunshine Coast Tourism programs and activities. This provision is already enshrined in SCT's bylaws.

Guarantee a minimum of 4 seats on the SCT Board of Directors

This provision is already enshrined in SCT's bylaws. These guaranteed 4 seats are elected by the collecting accommodators. There are an additional 4 member at large seats which could be represented by collecting accommodators. These seats are elected by the general SCT membership.

Marketing Advisory Committee

8 committee members will be elected annually by the collecting accommodations to provide direct input on SCT marketing priorities. This committee will be balanced geographically and be chaired by 1 accommodation SCT board member.

Accommodation Focused Co-operative Marketing

1 or more co-op ads per year designed exclusively for collecting accommodations and not available to other tourism businesses

Support & Training to Assist with Initial MRDT Filing

MRDT filings can be made electronically or by mail alongside your current PST filings. SCT recognizes that each property has its own processes and will offer administrative support and training for the initial submission in 2016.

To review the MRDT form:

http://www.sbr.gov.bc.ca/documents_library/forms/0401FILL.pdf

Provincial MRDT bulletin:

http://www.sbr.gov.bc.ca/documents_library/bulletins/ps_t_120.pdf

\$200 FREE Co-operative Marketing Ad Credits Annually

Only for collecting accommodations, receive a \$200 credit each year toward a co-operative program. Co-op examples in 2015 included The Province, Georgia Straight, British Columbia Magazine, Explore Magazine, and Vancouver Island Visitor Guide.

Targeted Marketing Campaign with a Top Accommodation Booking Engine

More and more bookings are happening online. Booking engines such as TripAdvisor, Expedia, and Booking.com have become go-to resources for trip planning. SCT will invest in a destination campaign on 1 or more of these sites specifically designed to increase direct conversions to collecting accommodations



Examples of Co-operative Marketing

GO COASTAL!
the art of living well

Sunshine Coast TOURISM

Enter to Win an Exclusive Trip!
#sunshinecoastsweeps

sunshinecoastcanada.com/sweepstakes

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20th Gibsons Landing Jazz Festival
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COASTJAZZ.COM

Georgia Straight –
May 21-27, 2015

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