



Ripe with surprises

tourismkelowna.com

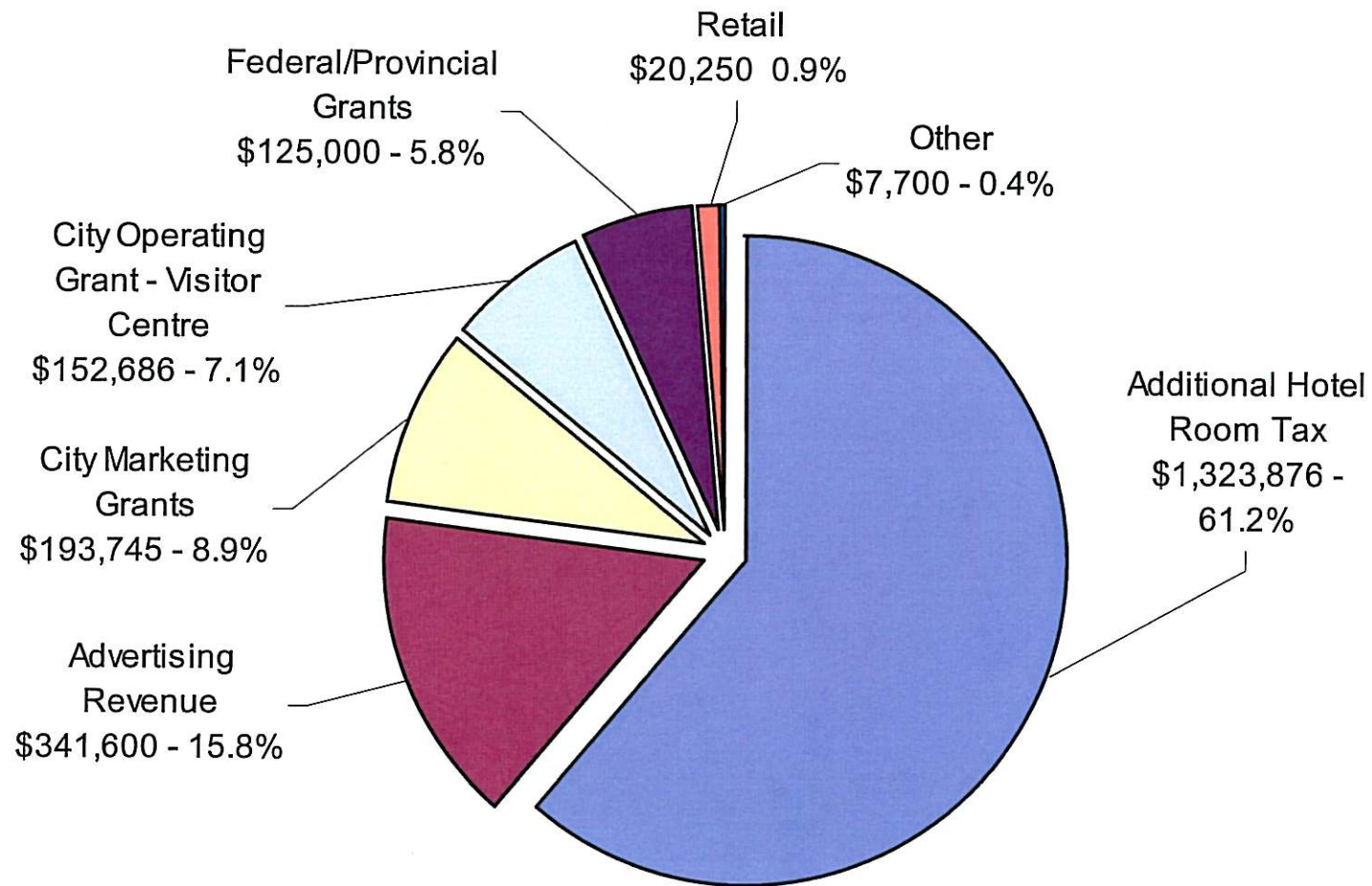
Application for the Renewal of the
Additional Hotel Room Tax
January 1, 2009 – December 31, 2013

Presented By: Bill Eager, President
June 9, 2008

Tourism Kelowna Society

- Incorporated Dec 7, 2007
- Began operation Jan 1, 2008
- Tourism Advisory Council transitioned to interim Board of Directors
- First Annual General Meeting will be Nov 20, 2008
- Board Elections in Fall 2008 prior to AGM
- Stakeholder structure adopted rather than membership structure
- Governance is fully tourism industry driven

Consolidated Revenue 2008



Total Revenue = \$2,164,857

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Renewal Process

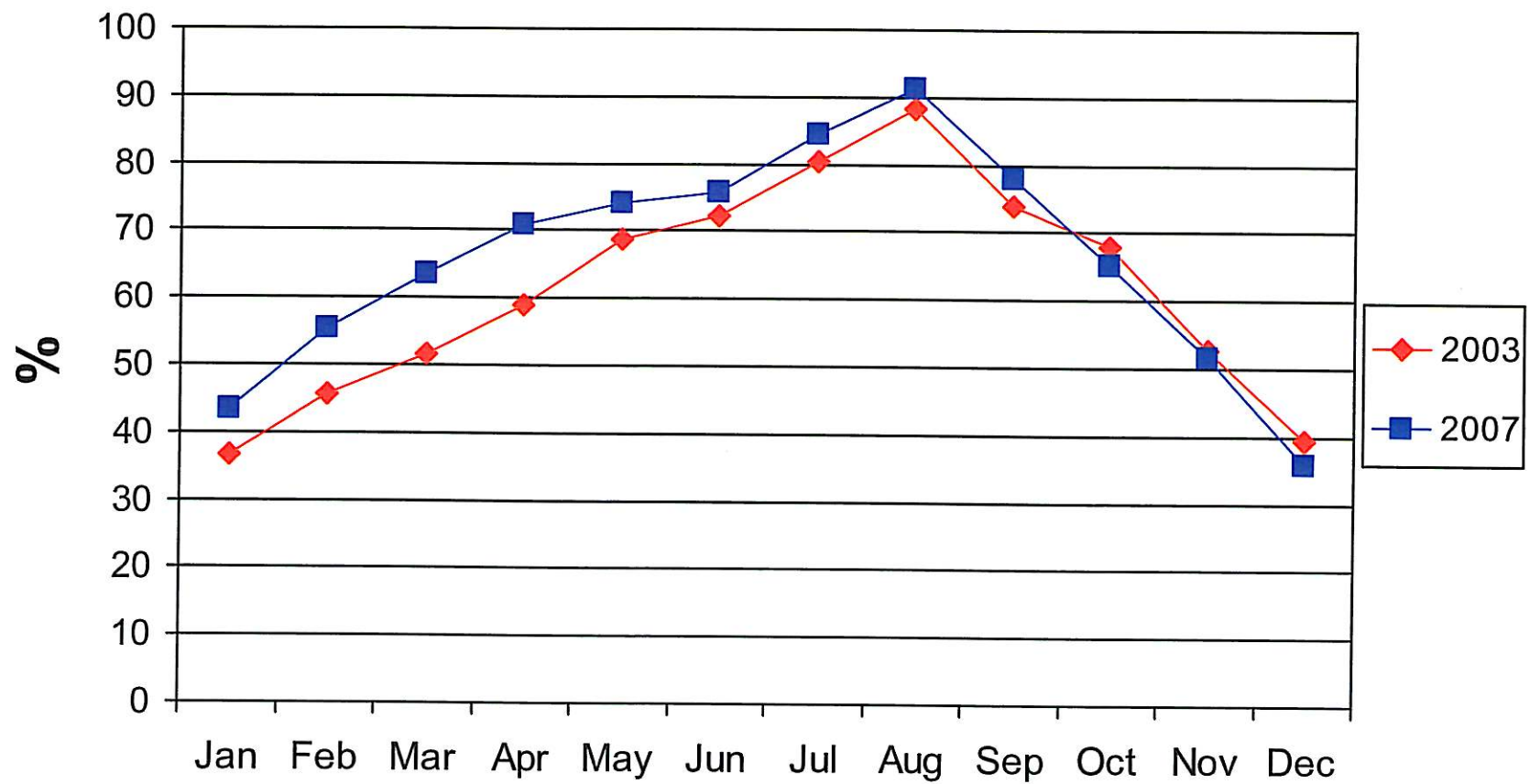
Every 5 years Municipal Bylaw and Provincial approval for Additional Hotel Room Tax must be renewed

- Requirements:
 - Municipal application following Ministry of Small Business and Revenue guidelines
 - Sufficient accommodation support
 - Renewal of Municipal Bylaw
 - Order in Council by Lieutenant Governor in Council authorizing collection of AHRT
- Period of renewal: Jan 1, 2009 – Dec 31, 2013

AHRT (2% Tax) Impact

- Business Growth
 - Statistics demonstrating growth
 - Need to hire more staff
 - Need to build larger facilities or purchase more equipment to service visitors
 - Open longer hours
 - Business development & investment
 - Housing market growth

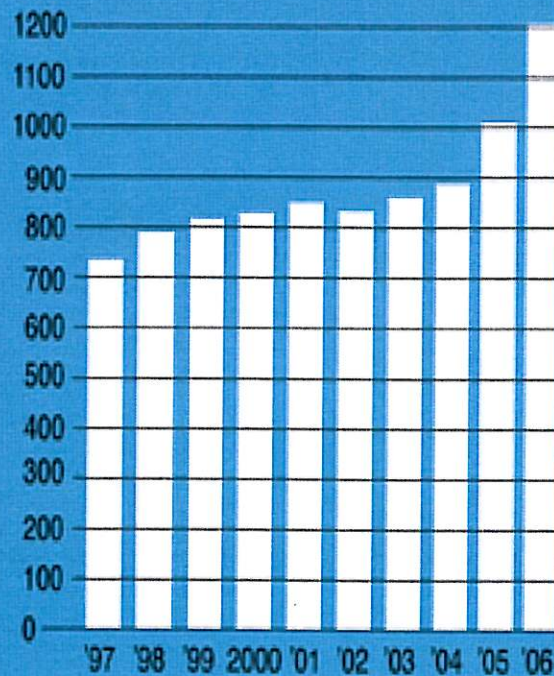
Change in Occupancy 2003 - 2007



Passenger Volume Increases at Kelowna International Airport

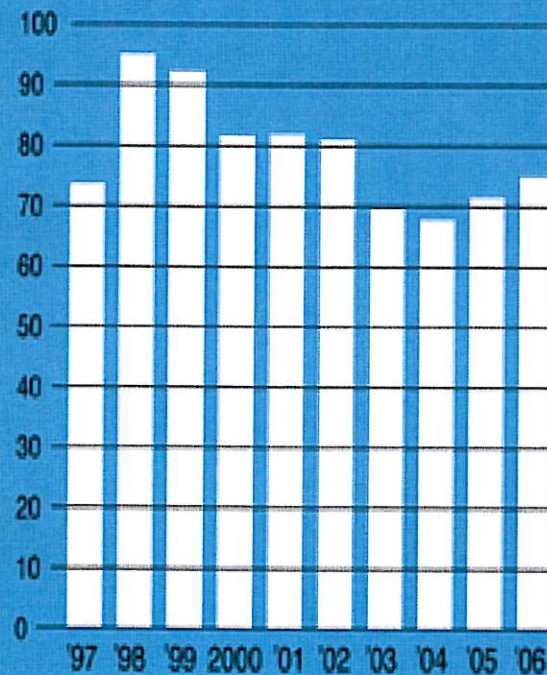
Passenger Volumes

Thousands



Aircraft Movements

Thousands



Impacts

- Endorsements:
 - Kelowna is a **2008 Traveler's Choice Award** winner on **TripAdvisor**
 - **ShermansTravel.com** has listed the Okanagan Valley among their **Top 10 Places to go** for 2008
 - **Frommers.com** named the Okanagan Valley among their **top 2007 destinations**
 - **Tourism BC** has recognized Kelowna within **Cities program** resulting in increased partnership and funding

Support for Renewal

- Required: 51% of properties, 51% of rooms
- Original Implementation (2003):
 - 57.4% of properties
 - 71.2% of rooms
- Renewal (2008):
 - 83.0% of properties
 - 95.0% of rooms

Bylaw & Resolution

- “That Kelowna City Council support the application by Tourism Kelowna to implement the Additional Hotel Room Tax, at a rate of 2%, within the municipal boundary of Kelowna effective January 1, 2009.”
- Request renewal of same Bylaw, with one change to reflect Tourism Kelowna’s structural change

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