

CANMORE  
KANANASKIS

# ANNUAL GENERAL MEETING

The Malcolm Hotel | October 17, 2024



# SUMMIT OF STONE AND STORY

45TH ANNUAL

**SILVER**

WINNER

The Telly Awards



45TH ANNUAL

**BRONZE**

WINNER

The Telly Awards



ARCTERYX

CANMORE  
KANANASKIS

# WE ARE ALL VISITORS TO THIS LAND...

CANMORE  
KANANASKIS

In the spirit of respect, reciprocity and truth, we honour and acknowledge the Canmore area, known as “Chuwapchipchian Kudi Bi” (translated in Stoney Nakoda as “shooting at the willows”) and the traditional Treaty 7 territory and oral practices of the Îyârhe Nakoda – comprised of the Bearspaw, Chiniki, and Goodstoney First Nations – as well as the Tsuut’ina First Nation and the Blackfoot Confederacy comprised of the Siksika, Piikani, Kainai. We acknowledge that this territory is also home to the Rocky View Métis District within the Battle River Territory. We acknowledge all Nations who live, work, play and steward this land, and honour and celebrate this territory.

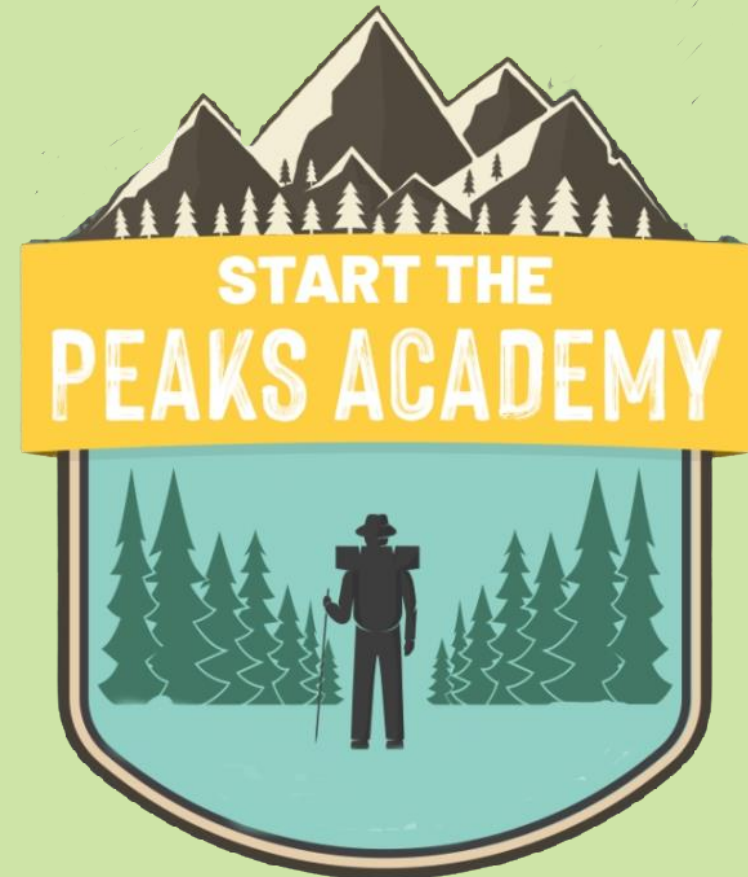


# THE PEAKS ACADEMY

**TOTAL USERS - 248**

**Top 3 partners:**

- The Malcolm Hotel
- Basecamp Resorts
- Stoney Nakoda Resort & Casino





# CALL TO ORDER

**CANMORE  
KANANASKIS**

# THANK YOU TO OUR VOTING MEMBERS

## ACCOMMODATIONS

A Bear & Bison Canadian Inn  
Basecamp Lodge  
Basecamp Resorts  
Canmore Creek House  
Canmore Downtown Hostel  
Canmore Inn & Suites  
Canmore Rocky Mountain Inn  
Chateau Canmore  
Copperstone Resort  
Creekside Villa  
Lady MacDonald Country Inn  
Lamphouse Hotel

Lodges at Canmore  
Mount Engadine Lodge  
Paintbox Lodge  
Rundle Cliff Lodges  
Northwinds Hotel  
Stoney Nakoda Resort & Casino  
The Tamarack Lodge  
The Drake Inn  
The Malcolm Hotel  
Timberstone Lodge  
White Spruce Lodge

## ACTIVITIES

Canadian Rockies Experience  
Canmore Brewery & Distillery Tours  
Canmore Raft Tours  
Food E-Bike Tours  
Mystery Town Clue Solving Adventures  
Peak Perfection  
WonderGo Adventures

# AGENDA

Call to Order

Approve Agenda

Approve Minutes – October 19, 2023

Presentation of audited Financial Statements


Board Elections

Year in Review

Announcement of new Board Members

Questions & Answers

Adjournment



# APPROVAL OF MINUTES

## OCTOBER 19, 2023

CANMORE  
KANANASKIS





# 2023 AUDITED FINANCIAL STATEMENTS

RYAN BREHON, BAKER TILLY

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KANANASKIS



# BOARD ELECTIONS

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A photograph of three hikers in a forest. On the left, a woman in a blue jacket and a tan beanie is seen in profile, smiling. In the center, a woman with long dark hair, wearing a teal jacket, is smiling and looking towards the right. On the right, a man in a blue puffer jacket and a white baseball cap is smiling. They are all wearing backpacks. The background shows a forest with birch trees and some evergreens.

# 2024 APPOINTED BOARD MEMBERS

Sean Krausert – Mayor, Town of Canmore

Pamela Horne – Cornerstone

Tory Kendal – Scoop and Moose

Richard Stobbe – Field Law

Alexandre Bourque-Labbé – RBC



# 2024 ELECTED BOARD MEMBERS

Greg Allan – Stoney Nakoda Resort & Casino

David Atkinson – The Drake Inn

David Jones – Basecamp Resorts

Jen Marran – Spring Creek Vacations

Chris McKenna – Canmore Raft Tours

Danielle Spooner – Basecamp Resorts

Andrew Shepherd – The Malcolm Hotel

# BOARD ELECTIONS – SLATE OF NOMINEES



**David Atkinson**  
*The Drake Inn*



**Chris Kern**  
*Lodges of Canmore*



**Chris McIntosh**  
*Canmore Inn  
& Suites*



**Laura Dowling**  
*Canadian Rockies  
Experience*



**Channin Liedtke**  
*Basecamp Resorts*

# 2024 ELECTED BOARD MEMBERS



**David Atkinson**  
*The Drake Inn*



**Chris Kern**  
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**Laura Dowling**  
*Canadian Rockies  
Experience*



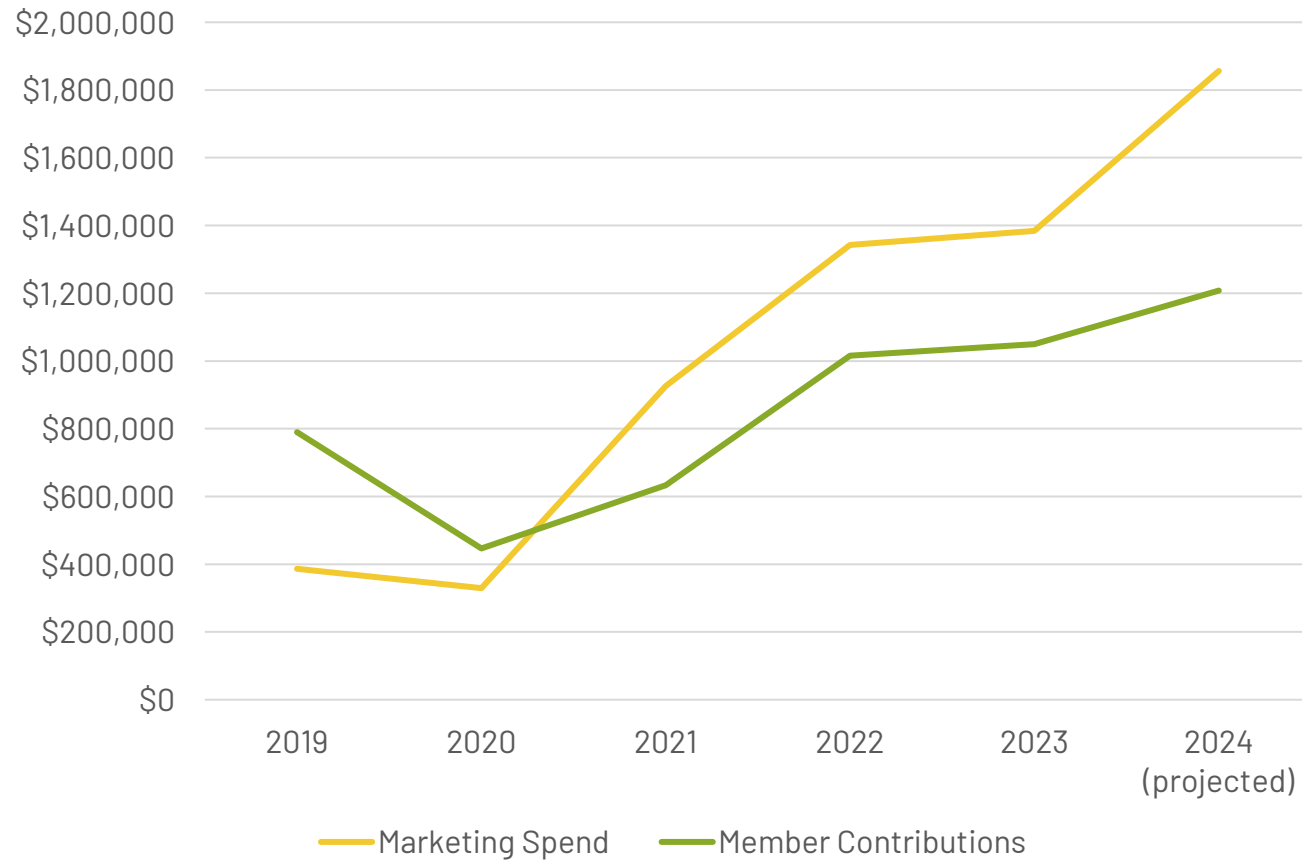
**Chris McIntosh**  
*Canmore Inn  
& Suites*



# WHAT'S NEW

# CANMORE KANANASKIS

# MARKETING SPEND & MEMBER CONTRIBUTION





# RETURN ON MEMBER CONTRIBUTION

**\$1 : \$1.53**

Ad

**CANMORE KANANASKIS**

**Come feel Rocky Mountain real**

Adventure is in our nature. Fill this fall with mountains of fun in the Rockies.

explorecanmore.ca

**WE GROW OUR OWN COLORS**

explorecanmore.ca

Travel Saved

explorecanmore.ca

**Fill Your Fall With Mountains of Magic**

Experience Canmore and Kananaskis in the Canadian Rockies this fall! Hike and bike through a cascade of colors. Wet your whistle at legendary breweries. Discover local art and artisans. Climb, golf, fish, ride horseback and so much more. If you're looking for the ultimate escape, come let your wild side out! Autumn's real inviting in our Rockies.

... less

Explore Canmore Kananaskis  
25 followers

Follow

Comments

No comments yet! Add one to start the conversation.

What do you think?

Ad

**CANMORE KANANASKIS**

**Come feel Rocky Mountain real**

Adventure is in our nature. Feel the thrill of the Canadian Rockies this winter.

**OUR FUN IS GLACIER FED**

**CANMORE KANANASKIS**

Explore Canmore Kananaskis  
Sponsored

Experience the Canadian Rockies like a local. Your invitation is wide open.

**OUR TRAILS SHAPE OUR TALES**

explorecanmore.ca

**Come Feel Rocky Mountain Real**

Learn more

Like Comment Share

**THIS IS ROCKY MOUNTAIN REAL**

**CANMORE KANANASKIS**

Explore Now

TourismCanmoreKananaskis to me

**OUR FUN IS GLACIER FED**

**CANMORE KANANASKIS**

Ad

**CANMORE KANANASKIS**

**Explore Canmore and Kananaskis**

Come feel Rocky Mountain real. Nourish your soul with astonishing adventures in the Canadian Rockies.

Activities Adventure Sightseeing

# OCT 2023 - SEPT 2024 MARKETING RESULTS

**1.4M**  
website  
sessions  
**+41% YoY**

**100k**  
partner  
referrals  
**+73% YoY**

**144k**  
social  
followers  
**+5% YoY**



ECONOMIC



SOCIAL

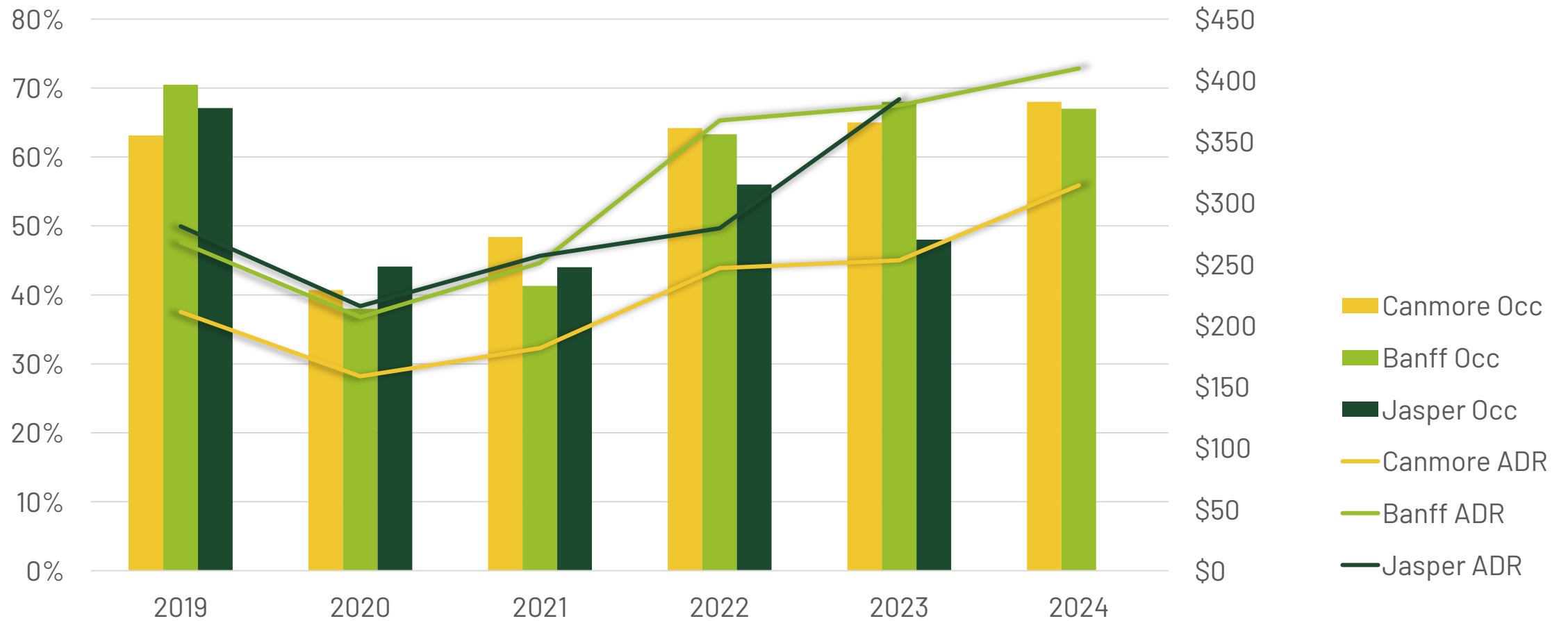


ENVIRONMENTAL

# THE TRIPLE BOTTOM LINE

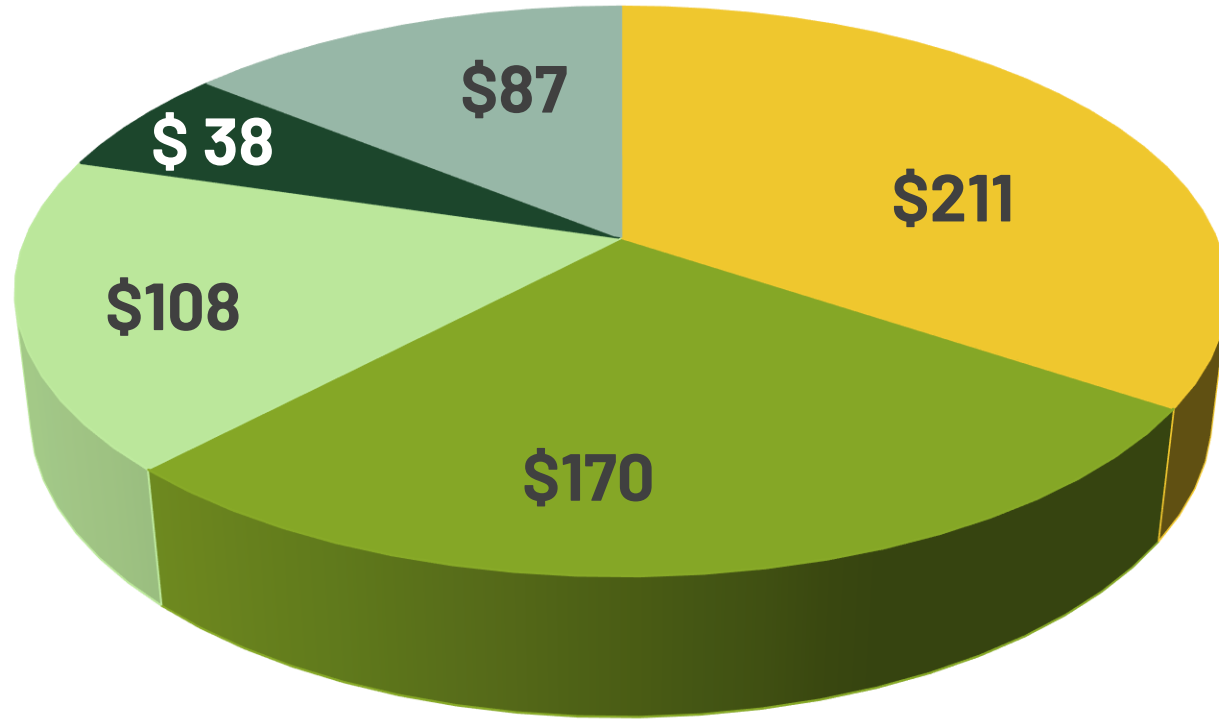
# CANMORE KANANASKIS

# ROCKIES HOTEL PERFORMANCE



**\$613.5 MILLION**

Total visitor spend in 2023  
+16% over 2022 (\$529M)



- Accommodation
- Food & Beverage
- Recreation & Entertainment
- Retail
- Transportation

# GDS-INDEX: WHAT DO WE BENCHMARK?



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity
- Alignment with Tourism

## City Environmental Performance



- SDGs Alignment
- Corruption
- Personal Safety
- Diversity, Inclusion, and Equity
- Health, Safety, and Wellness
- Accessibility
- Resident Engagement
- Funding Mechanisms

## City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Attractions
- Academia
- Tourism & Event Businesses

## Supplier Performance



- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact
- Marketing and Communications
- Diversity, Equity and Inclusion
- Mobility
- Climate Action

## Destination Management

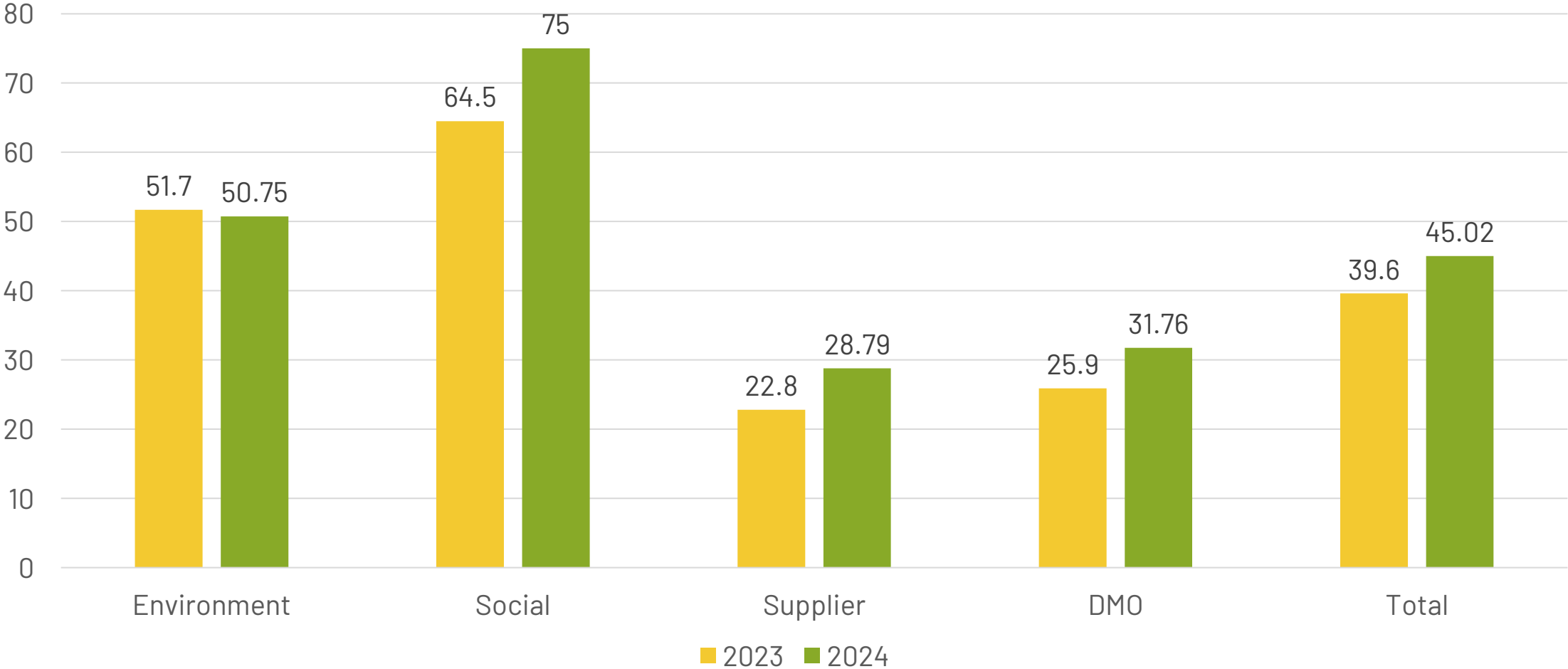


77 qualitative and quantitative criteria informed and closely-aligned to UN Sustainable Development Goals (UN SDGs) and to the GSTC Destination Criteria.

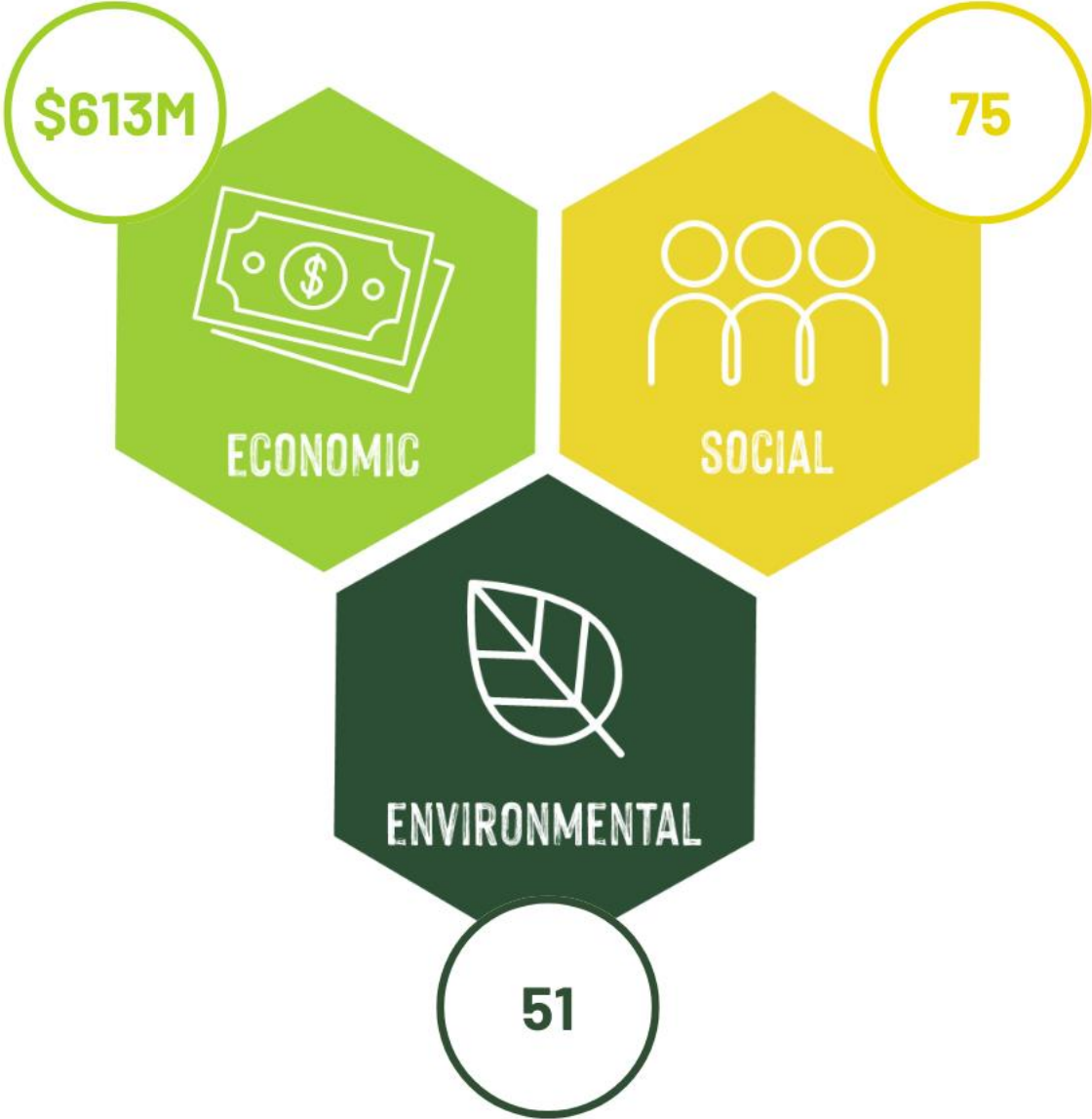




# OUR SCORES



# SCORE CARD





# 10-YEAR STRATEGY: ARE WE THERE YET?

CANMORE  
KANANASKIS

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KANANASKIS

# KEEPERS OF THE PEAKS

A Regenerative Tourism Action Plan





# PATHWAY 1: DECARBONIZE

**Reducing the environmental footprint of Canmore's local businesses and visitor economy**

**Key Outcomes:**

- Progress towards a 30% reduction in emissions from the visitor economy by 2030
- Establish a net-zero visitor economy by 2050





# PATHWAY 2: ADVANCE TRUTH & RECONCILIATION

**Elevating the role of our Indigenous community, their culture and Traditional Knowledge**

**Key Outcomes:**

- 2x the number of Indigenous-owned experiences by 2026
- 100% of visitor economy businesses complete Cultural Awareness Training in the next two years

<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
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# PATHWAY 3: NURTURE BUSINESS & COMMUNITY

Enhancing year-round profitability, fostering collaboration and strengthening inclusion and diversity

## Key Outcomes:

PROFITABILITY

COLLABORATION

INCLUSION AND DIVERSITY





# PATHWAY 4: PROTECT & RESTORE NATURE

**Safeguarding and recovering the region's biodiversity and natural resources for future generations**

## **Key Outcomes:**

- Ensure the visitor economy is integrated into Town of Canmore Biodiversity Strategy and Alberta Park's Canmore Trails Strategy
- Effectively gather data and measure success of the Pledge to the Peaks program







# PATHWAY 5: INSPIRE THROUGH STORYTELLING

**Achieving recognition as a leader in regenerative tourism and setting the standard for transformative travel**

**Key Outcomes:**

- Equip locals to tell stories and be ambassadors for regenerative tourism
- Increase educational content and marketing about regenerative best practices by 10%
- Receive an award for regenerative tourism marketing and storytelling





# QUESTIONS & ANSWERS

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# ADJOURNMENT

