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CARIBOO  
CHILCOTIN  
COAST 

# 2018-2023 MRDT RESULTS

TO-DATE (2022)

# HISTORY OF MRDT

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Municipal & Regional District Tax (MRDT) is an up to 3% consumer tax applied to sales of short-term accommodations (including online accommodation providers) within designated collection areas. The full 3% of MRDT collected within the Cariboo Chilcotin Coast is allocated to tourism marketing.

**In 2019, over \$74 MILLION in MRDT dollars was collected and used by destinations throughout British Columbia to market tourism to their respective communities.**

The Cariboo Chilcotin Coast Tourism Marketing Association, headquartered in Williams Lake, began collecting MRDT in 2018. This regional approach was identified by our tourism businesses as being the most effective way to compete against larger destinations on behalf of our smaller communities and rural areas.

The process to enable and renew the collection of MRDT occurs every 5 years, and is contingent on the signed support of our tourism businesses, municipalities and regional districts.

We are looking for your support to renew this crucial source of tourism marketing dollars to continue the growth and fostering of the Cariboo Chilcotin Coast region.



# WHAT WE'VE DONE

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## WE'VE INVESTED...

\$2.5 MILLION in MRDT Dollars  
leveraged into  
**\$4.4 MILLION of marketing to Cariboo Chilcotin Coast  
tourism businesses.**

## RESULTING IN...



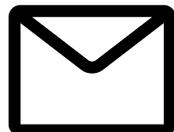
250,000,000+ Impressions



105,000+ Direct Referrals to Tourism Businesses



1,000,000+ Website Visits



27,000+ Emails Sent

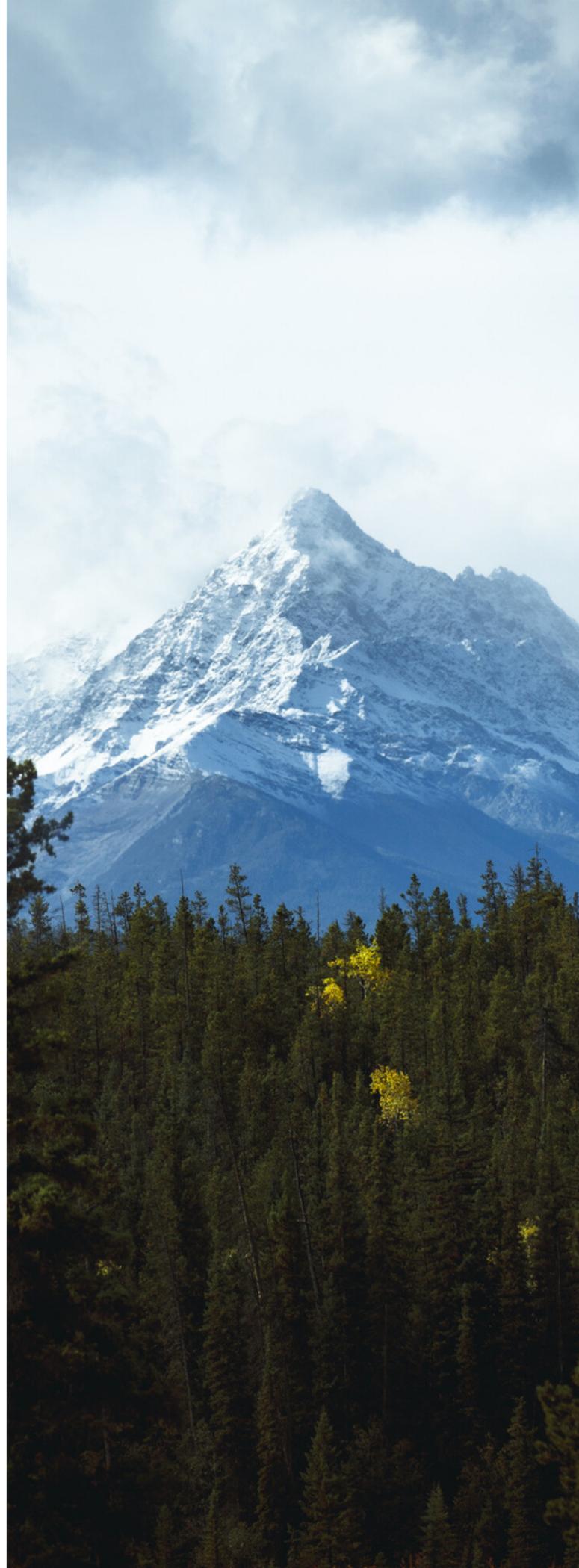


20,600,000+ Television Impressions  
across 1,500+ Commercials Placed

# OUR 2023-28 PLAN

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1. Promote targeted campaigns to our domestic and international markets to yield greater return-on-investment.
2. Refine our regional identity to further prioritize our natural, outdoor recreational spaces.
3. Implement and disseminate research and performance monitoring to our businesses.
4. Utilize marketing program data to determine campaign conversion and economic impact.
5. Work with Indigenous Tourism BC to promote and support Indigenous tourism.
6. Work with stakeholders and community groups to leverage the Destination BC Co-Op program.
7. Increase individual stakeholder digital literacy capacities.
8. Protect our region's natural environment by educating and attracting responsible visitors.
9. Support our sport, meetings, events and incentives markets.





**QUESTIONS?**

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