



LOWER NORTH THOMPSON TOURISM SOCIETY (LNTTS)
Stakeholders and Area Industries
March 26, 2019

The Lower North Thompson Tourism Society is responsible for the promotion and marketing of Tourism in the Areas of TNRD Area O and P and the District of Barriere. The majority of LNTTS funding comes through the Municipal Regional District Tax (MRDT - room tax), collected by accommodators in the area and paid to the Minister of Finance, then from them to the LNTTS. The LNTTS has been collecting the MRDT for the past 4 years at a rate of 2% of the room cost. Additional funding comes through the TNRD Areas O and P, the District of Barriere and Destination BC (DBC). The collection of the MRDT runs for a 5 year term then it is required to renew the MRDT by a new Application. The Lower North Thompson Tourism Society (LNTTS) is required to make its' renewal MRDT Application on or before May 1, 2018 for a further 5 years, at the new rate of 3% of the room cost which would commence February 1 2020. A copy of the Application is attached which identifies the 5 year business plan with the various marketing initiatives and associated costs and revenues

The LNTTS Application has received the support of the Thompson–Nicola Regional District, the District of Barriere and 11 of the 19 registered accommodators in the designated area representing 74.9% of eligible rooms. The LNTTS is actively involved with Regional Tourism Marketing and stakeholder support as a member of the North Thompson Valley marketing Consortium (Tourism Valemount, Blue River, Tourism Wells Gray) as well as the newly formed HWY 25/Fishing Hwy marketing consortium (Tourism Kamloops, Tourism Wells Gray, HWY 24 Group, Cariboo Chilcotin Coast Tourism Association.

The Lower North Thompson Tourism Society has been actively communicating with Destination BC (DBC) staff in preparing this application and note that its promotional and marketing activities align with Provincial/TOTA and DBC strategic directions. We look forward to your support. Please feel free to contact me at 250-571-9370 should you wish to discuss this matter in greater detail.

Lorne Richardson,
Marketing Coordinator,
Lower North Thompson Tourism Society
250-571-9370