



INTRODUCTION

Tourism Rossland is Rossland's Destination Marketing Organisation (DMO) and works collaboratively with input from all Rossland tourism stakeholders. The organisation is a registered non-profit Society which was formed in 2007.

The mission of the organisation is to work in a fair and unbiased manner to grow Rossland's year round tourism economy within the context of the community's vision and values.

Managing by objectives, Tourism Rossland leads, directs and manages tourism development on behalf of Rossland by building on the existing strengths of local businesses and organizations, by being inclusive in nature, and developing strategic alliances.

Tourism Rossland supports local business and industry to improve product to meet changing market demands. By two-way communication, stakeholders will provide input into the process to achieve the objectives.

The Board of Directors of Tourism Rossland is made up of the following:

City of Rossland	2 Directors
Red Resort Association	3 Directors
Additional Hotel Room Tax Collectors (Accommodators)	2 Directors
Rossland Chamber of Commerce	1 Director
Red Mountain Resort	1 Director
Redstone Golf Course	1 Director
History/Arts Culture Sector (Rossland Museum Society or the Rossland Council for Arts and Culture)	1 Director
Community Recreational Assets (Kootenay Columbia Trails Society, or Blackjack Cross Country Club)	1 Director

Tourism Rossland is funded by the collection of the Additional Hotel Room Tax (AHRT), the City of Rossland, and the Red Mountain Resort Association in addition to various government grants.

Rossland tourism businesses are eligible for membership providing they are members of the Rossland Chamber of Commerce and other membership criteria.

Deanne Steven is the Executive Director and has an MBA specialising in marketing.

High Altitude,
Great Attitude