

Tourism Squamish Stakeholder Model (Membership)

Tourism Squamish has adopted the “Stakeholder Model”. This is a new business model that many regional and local DMO’s are adopting, no longer operating on a membership basis. With this model, the old memberships fees are eliminated and you can now pick and choose which programs work for your business.

The intent of the stakeholder model is for Tourism Squamish to embrace all tourism industry participants by considering them as stakeholders, without a requirement to pay membership fees. By removing the fee structure the association will accomplish two significant goals:

- Tourism Squamish will be able to fully represent the breadth of tourism product available in the municipality to the consumer, (not just members)
- Participation in the Tourism Partner programs with Tourism B.C. will be available to all eligible tourism businesses within the municipality.

Benefits of Stakeholder Model

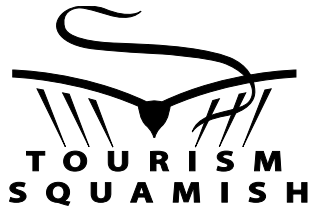
- Greater opportunity to build more diverse and dynamic marketing initiatives.
- Optimized relationships with all association groups.
- Stronger voice with a greater stakeholder base.
- More opportunity to share resources and capitalize on the strength of the entire industry.
- Broader and more diverse range of tourism product to offer the consumer.
- Increased stakeholder base, resulting in greater participation in marketing initiatives and consequently more frequency and a greater impact in the marketplace.
- More partnership opportunities with Tourism Associations, Industry Associations and Chambers of Commerce, etc.
- Increased flexibility when working with the media and travel trade.
- Greater revenue generating opportunities.

What is a “stakeholder”?

A ‘Stakeholder’ is an individual or group with an interest in the success of the organization in delivering intended results and maintaining the viability of the organization's products and services.

There are two categories of stakeholders: voting and non-voting.

Voting Stakeholder: A voting stakeholder is a stakeholder that has financially invested in at least one Tourism Squamish program in the calendar year. Voting stakeholders will be entitled to all the benefits of a regular stakeholder in addition to being entitled to attend and vote at meetings of the association. Tourism Squamish programs are highly leveraged and entry-level rates may begin with website participation starting at \$95.00



per year. For the benefit of businesses not actively marketing but wishing to maintain voting status, a special annual rate of \$50.00 is available.

Non-Voting Stakeholder. A non-voting stakeholder is any business, organization or consortium actively operating a business, facility or service which is a component of tourism but does not contribute financially to the organization. A non-voting stakeholder will receive regular communications from the association such as newsletters, COTA alerts and program opportunities by email. Non-voting members will be included in the association's database of stakeholders and be entitled to participate in Tourism Squamish's marketing initiatives. Non-voting stakeholders will be entitled to attend meetings of the association but will not be entitled to vote.

The proposed stakeholder model is a Win-Win-Win opportunity. It is good for the consumer because it enables Tourism Squamish to represent the entire tourism product in Squamish. It is good for Squamish because with greater numbers of programs being initiated there will be greater market penetration and increased awareness of the destination. It is good for the industry and tourism associations because all will be able to participate in Tourism Squamish programs. The model allows for a stronger voice with a greater stakeholder base and greater opportunity to build more diverse and dynamic marketing initiatives as well as more opportunity to share resources and capitalize on the strength of the entire industry.