



Tourism Rossland is Rossland's Destination Management Organisation 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.

The DMO supports local businesses and non-profits to improve products 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:

Red Resort Association	3 Directors
Municipal and District Hotel Room Tax Collectors (Accommodators)	2 Directors
Rossland Chamber of Commerce	1 Director
Red Mountain Resort	1 Director
Redstone Golf Course	1 Director
Rossland Museum	1 Director
Rossland Council for Arts and Culture	1 Director
Kootenay Columbia Trails Society	1 Director
Blackjack Cross Country Club	1 Director
Retailer	1 Director
Café/Restaurant or Pub	1 Director

Tourism Rossland is funded by the collection of the MRDT Tax (for which it is the Eligible Entity), the City of Rossland, and the Red Resort Association in addition to various government grants. Rossland is also one of 14 Resort Municipalities in the Province.

Tourism Rossland is a stakeholder based organization.

Tourism Rossland is also the administrator for the Red Resort Association

Deanne Steven is the Executive Director and has an MBA specializing in marketing, she is also a Director of Kootenay Rockies Tourism.

Phone/Cell +1 250 231 1247 Skype deanne.steven
Email deanne@tourismrossland.com Web TourismRosland.com
1960 Columbia Avenue, PO Box 1385, Rosland, BC V0G 1Y0, Canada