



Destination Marketing Fee

As of June 1, 2008 a 1.5% **Destination Marketing Fee (DMF)** applies to guest room rental for stays less than 30 days.

The DMF is collected and administered by the Vancouver Hotel Destination Association. The funds will go directly to enhance Vancouver's destination awareness by providing greater national and international exposure for the city.

The DMF program is aimed at ensuring the continued long-term growth and the prosperity of Vancouver, creating value for all partners in the tourism sector.

The marketing of our must-see destination will be enhanced by your support.

Thank you.

For further information please contact:
Vancouver Hotel Destination Association
Email: info@vanhda.ca
Web: www.vanhda.ca



1. What is a Destination Marketing Fee?

- In this case, a segment of the Vancouver hotel community has volunteered to add an additional 1.5% to the room sales to be used to augment the existing marketing of Vancouver as a tourism destination.
- DMF's are quite common in tourism oriented cities including Toronto, Calgary, Edmonton, Montreal, Ottawa, Chicago and New York City.

2. Who will collect the fund?

- The Destination Marketing Fee will be collected through the Vancouver Hotel Destination Association (VHDA). Funds collected through the DMF will be used strictly for destination marketing.

3. Do I have to pay the DMF?

- Yes. The DMF is a required payment.

4. I am a native Canadian with tax exempt status. Do I have to pay the DMF?

- Yes. This is not a tax. It is a fee therefore tax-exempt status is not relevant.

5. Why is the hotel charging me a fee to market itself?

- Monies raised through the DMF are not used to market hotels. The funds will go directly towards promoting our city to potential visitors around the world.