

# The Josie: Boosting Tourism with an Ode to Rossland

Rossland has long been known as one of Canada's most attractive skiing destinations—and during the last year, word has increased dramatically. In November 2018, The Josie—the first Canadian property under the boutique hotel management and acquisition company Noble House's global collection—officially opened its doors next to RED Mountain, beckoning locals and visitors with laidback-luxe accommodations overlooking catch-your-breath vistas. In addition to holding distinction as the first ski-in, ski-out property to open in Canada in more than a decade, The Josie is a powerful example of a tourism business's ability to attract new residents seeking employment opportunities while boosting visitation to an entire region.

In 2006, Spencer Clements and David Segars fell in love with Rossland, and decided the community needed a spunky hotel that appealed to locals just as much as visitors. The duo's vision was finally brought to life in The Josie. Clements and Segars ensured Rossland's history was incorporated into as many aspects of the property as possible—paneling recycled from local wood, earth-inspired tones, and even the name, which pays homage to the historic Josie Mine. Noble House—which had been seeking a unique property in a setting unlike anywhere else in the world—took interest in The Josie and

acquired the management contract in October of 2017.

“Lots of mountain towns try to emulate international cultures to attract visitors, but Rossland is different—it's an authentic Canadian ski town, and doesn't pretend to be anything different,” said Jesse Crockett, general manager of The Josie. “There's so much localized history here—for example, the first mountain race in Canada was hosted at RED Mountain in the 1800's. When we opened The Josie, one of our top priorities was to share Rossland's story with the world, particularly since local culture is so embedded in our hotel.”

Since opening day, The Josie has become a fixture in the community, particularly for weddings and special events held in Rossland—the hotel partnered with RED Mountain to host the RED Teeth, A Mountain Wine Festival, which encouraged guests to indulge in four days of epic adventures, stunning scenery and local wine. Thanks to Rossland's close proximity to the US border, the hotel welcomes more than 20 per cent of its visitors from our neighbours to the south, with bookings from Alberta and elsewhere in BC close behind.



“We opened the hotel just after ski season, so our current visitation demographic primarily comes from close-to-home markets,” said Crockett. “However, we’re already seeing a sharp increase in bookings from international guests who are eager to visit for the upcoming ski season.”

The Josie has proved a key source for tourism jobs in Rossland, employing 100 people in peak season. A significant part of the team includes people who have relocated to the ski town because of its welcoming community and coveted lifestyle. One of the hotel’s chefs lived in Rossland for five years, having fallen in love with the local lifestyle yet seeking meaningful employment; when The Josie opened, he finally found the career opportunity he had been searching for.

“The Josie’s staff is comprised of a fairly balanced mix of highly skilled members of the tourism workforce who already lived in

Rossland and were seeking exciting new careers, and people who were brought to the community and are eagerly investing in their new home,” said Crockett.

When searching for new properties, Noble House is drawn to boutique hotels that capture the natural essence of the surrounding community, and provide guests with easy access to hyper-local experiences. It’s no surprise the company gravitated to The Josie, whose intrinsic relationship with Rossland and its history is enhanced by close proximity to the region’s natural assets—skiing, biking, rafting, and other outdoor adventures are all within a snowball’s throw of the hotel. Rossland is already known as one of the best ski towns in the country—and now, The Josie is helping to expand awareness among a new demographic of visitors, with the ultimate goal of transforming Rossland into one of the most-visited ski towns in the world.

