

Destination Education in the Sea-to-Sky Region



The Sea-to-Sky region offers world-class amenities and recreational opportunities. Visitors and local residents are vital contributors to the local economy. The Sea-to-Sky region requires user management to address some recent challenges:

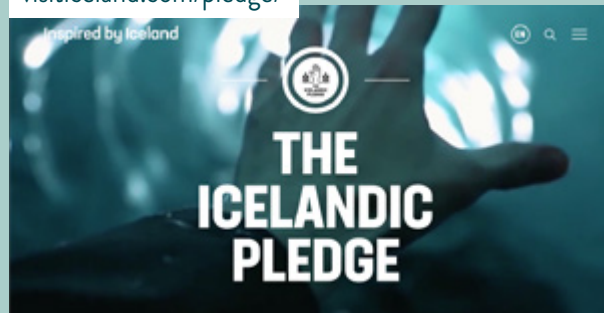
- Exponential growth in recreation users, disproportionate to the rest of the province
- Record number of visitors to BC Parks in 2020 and day passes were initiated in some key BC Parks
- Record search and rescue dispatches in 2020
- Instances of un-managed camping
- Resident frustration with traffic, crowding capacity concerns in some locations, disrespect of natural settings
- Concerns from First Nations about the amount and type of public recreation use occurring, impacts to cultural sites, etc.

The tourism industry must play a role in responsibly managing users in the public, outdoor spaces throughout with the municipalities, regional districts, and other provincial organizations. Educating users on how to travel and recreate responsibly throughout the Sea-to-Sky region is a key objective that is needed to address the challenges posed by visitors and residents.

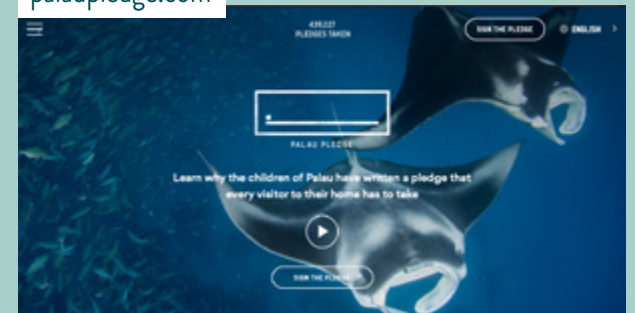
International Examples

Visitor and resident initiatives have been successfully developed in many international destinations. A set of key messages have been developed by community partners, and shared with visitors and residents, and shared through various communications channels. Developing a visitor pledge is one way destinations have educated visitors and residents.

visiticeland.com/pledge/



palaupledge.com





Over 400 participants and tourism partners were engaged in the development of the Sea-to-Sky Destination Development Strategy. One of the objectives in this strategy outlines the need for a visitor safety and education initiative.

SQUAMISH

The Sea-to-Sky Destination Education Initiative

The Sea-to-Sky destination education initiative intends to develop and deliver communication initiatives aimed at ensuring everyone understands the shared values of the communities throughout the region.

Destination education consists of the following:

1. Pre-arrival education using consistent language across all Sea-to-Sky Destination marketing materials and websites
2. Collateral and visual education throughout the region reminding those in the region of these values
3. Education for tourism businesses; providing training on responsible marketing and their role in ensuring this messaging reaches their staff and visitors

Partnerships

Destination education will dovetail with existing programs for maximum impact. This initiative will work in partnership with provincial ministries that regulate land use, public recreation and adventure tourism, protected areas, fishing and hunting regulations, etc. as well as organizations, associations and media that promote safety and encourage visitation. For example, AdventureSmart, WildSafeBC, etc.

The Sea-to-Sky Destination Management Council (S2S DMC) was created in 2020 to implement the Sea-to-Sky Corridor Destination Development Strategy. The Sea-to-Sky planning area, for the purposes of this strategy, includes the communities from the North Shore to Lillooet and Gold Bridge. Representatives from destinations throughout the Sea-to-Sky region (North Vancouver, West Vancouver, Bowen Island, Squamish, Whistler, Pemberton, Lillooet, Bridge River Valley, and the Squamish-Lillooet Regional District) have provided their expertise in outlining priorities to begin the long-term implementation of the Sea-to-Sky Destination Development Strategy. To learn more about the S2S DMC, email Destination BC's Business Advisor [Laura Plant](#). To learn more about the Sea-to-Sky Destination Development Strategy, [click here](#).



BOWEN ISLAND
TOURISM VANCOUVER

Funding

Project funding will be allocated from various sources over time. On February 25th, the Province confirmed that this initiative will receive \$366,347 from the *Community Economic Recovery Infrastructure Program* (CERIP). Additional funding sources are being explored as well. We would also expect that both municipalities and regional districts will want to contribute to this work.

Key Messaging

The Sea-to-Sky Destination Management Council has prioritized key themes that will guide the visitor messaging.

- Respect
- Outdoor Conduct
- Responsible Social Media
- Know Before You Go
- Protect Our Planet

A short survey will be shared in February to obtain feedback on the above themes from many partners in the Sea-to-Sky region and across the Vancouver, Coast & Mountains region.

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