

EXPERIENCE THE FRASER

HOW TO LAUNCH A LEGACY PROJECT

A legacy of the 2010 Winter Olympics, Experience the Fraser is a multi-partner initiative to develop walking, cycling, and boating routes along the Lower Fraser River Corridor. When completed, these trails and blueways will grant access from Hope to the Salish Sea on both sides of the river.

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Experience the Fraser is an invitation to experience and explore the dynamic Fraser River Corridor from Hope to the Salish Sea... to celebrate the spirit and stories of its varied landscapes, diverse communities, and rich natural and cultural heritage.

—Concept Plan and
Implementation Plan



CHILLIWACK | Photo: Jennifer Kleingeltink

This destination development project aims to strengthen tourism and economic development initiatives for communities in the area. It will also acknowledge and improve understanding of the connection between Indigenous communities and the Fraser River.

When the full route is completed, it promises an exceptional destination experience encouraging entrepreneurs to develop tourism experiences on and around the Fraser River.



DELTA | Photo: Tyler Garnham

PROJECT APPROACH

This legacy project, outlined in a Concept Plan and Implementation Plan, received support for its development through a \$2.5 million investment from the Ministry of Tourism, Arts, Culture and Sport. They also received \$350,000 through the Province of B.C.'s Targeted Regional Tourism Development Initiative. Community input was solicited through meetings with two regional districts, 18 municipalities, the Vancouver International Airport, and over 24 First Nations.

In 2022, the project team commissioned a geographic information system expert to map the Coast to Canyon Trail—the greenway portion of the project—which included taking inventory of existing signage and identifying gaps.

Next steps are focused on continuing to build partnerships, creating a governance structure, securing capital funding, developing a sustainable resources plan, and adopting a final plan.

PROJECT CONSIDERATIONS

This long-term project had an expansive scope and faced several key considerations, including the need for ongoing funding; maintaining engagement and interest among partners and other involved participants; and approaching each community for participation at different stages of the process.



MAPLE RIDGE | Photo: @miraecampbell



PROJECT RESULTS



500+

kilometres of trails
and blueways



43%

of the project
is complete



HOPE | Photo: Hubert Kang

PROJECT HIGHLIGHTS

The project has required a massive amount of coordination among partners and the community. It's propelled by incremental achievements supporting larger and more cohesive gains, with each phase providing inspiration and learnings to shape next steps.

The project has also required alignment with the federal and provincial governments related to a number of key factors, including reconciliation

with Indigenous Peoples, active transportation, and climate change.

While each tactic of the project is important, linking these areas has created connections that will inspire additional tourism products and experiences along the Fraser River, and ultimately expand tourism and economic development throughout the region.

