



BIRTHPLACE OF ADVENTURE

BRITISH COLUMBIA 

DESTINATION DEVELOPMENT STRATEGY

OCTOBER 2025



DESTINATION
BRITISH COLUMBIA



CRANBROOK
Photo: Destination BC/Kari Medig

LAND ACKNOWLEDGMENT

Destination British Columbia acknowledges with gratitude the x^wməθk^wəy əm (Musqueam Indian Band), Skwx̓ wú7mesh Úxwumixw (Squamish Nation), and səliłwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of First Nations throughout BC. We honour our ongoing and developing relationships with First Nations, Inuit, and Métis. We are on a path of learning and are committed to working together.

As an organization, we are committed to the *United Nations Declaration on the Rights of Indigenous People's Act*, the *Truth and Reconciliation Commission of Canada: Calls to Action*, the *BC Declaration on the Rights of Indigenous Peoples Act*, and the *Declaration Act Action Plan*. We are working with the Government of BC, Indigenous Tourism BC, and the tourism industry to develop and implement actions of reconciliation. This includes the development of an action plan for Destination BC and collaboration with Indigenous communities interested in the benefits of tourism.

THANK YOU

Thank you to our tourism partners who participated in the process of co-creating this destination development strategy by engaging in interviews and workshops, providing feedback, and forwarding follow-up insights and information.

PROJECT TEAM

Destination BC Leads:

Ana Alfieri - Senior Program Advisor, Destination & Industry Development

Višnja Milidragović – Senior Program Advisor, Destination & Industry Development

Ministry of Tourism, Arts, Culture and Sport Lead:

Jody Young – Senior Policy Analyst, Tourism Sector Strategy Division

Indigenous Tourism BC Leads:

Jordie Johnson – Manager of Communications, Engagement and Special Projects

Christine Johnson – Indigenous Tourism Specialist, Kootenay Rockies

Kootenay Rockies Tourism Association Leads:

Chris McCurry – Director, Destination Development & Sustainability

Rhiannon Paterson – Senior Program Advisor

Sylvia O'Connor – Destination Development & Sustainability Specialist

Contributing consultants:

Suzanne Denbak – Cadence Strategies

Louise Browne – Louise Browne Associates



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1. INTRODUCTION

1.1 WHY A STRATEGY?

The [Invest in Iconics Strategy](#) is a long-term strategy to responsibly and sustainably increase tourism revenue to British Columbia, in more places and in all seasons, by marketing and supporting the development of globally compelling place and route brands. The Invest in Iconics Strategy is reflected within the ‘[Compelling Reasons to Explore BC](#)’ pillar in [Destination BC’s 2023-2025 Corporate Strategy](#).

Together, six iconic destination routes and places will differentiate BC on the world stage and grow the benefits of tourism across the province. Each new destination brand will be recognizable as part of the Super, Natural British Columbia® brand family. To help guide aligned and strategic implementation of the Invest in Iconics Strategy on the ground, a destination development strategy for each Iconic will identify high-potential opportunities for tourism partners, businesses, and operators to develop brand-aligned visitor experiences.

The *Birthplace of Adventure* Destination Development Strategy outlines how the [Birthplace of Adventure brand](#) will be brought to life on the ground for visitors, the tourism industry, and communities. With emphasis on the three focus areas identified in the [Iconics Destination Development Framework](#), encounters, experiences, and touchpoints, it serves to help the brand succeed on the ground through guiding the development of an enhanced visitor experience. It identifies experience development opportunities to deliver on the brand promise and sets out key priorities to make that happen.

1.2 HOW IT ALIGNS

Significant destination development work is already underway across the province through the co-created regional and planning area strategies led by various partners. These strategies focus on advancing key priorities such as transportation, workforce development, infrastructure, product development, and visitor services—all of which remain essential components of destination development in BC.

What differentiates destination development within the Invest in Iconics Strategy is its clear and targeted focus on enhancing the visitor experience. This strategy builds on the progress already made and identifies opportunities to elevate, support, and—where needed—realign destination development efforts to better reflect and strengthen the *Birthplace of Adventure* brand.

1.3 WHO IT'S FOR

The *Birthplace of Adventure* Destination Development Strategy is intended primarily for partners involved in destination development, experience planning, visitor servicing, and destination management, including Destination BC, Indigenous Tourism BC (ITBC), Kootenay Rockies Tourism Association (KRTA), and the Ministry of Tourism, Arts, Culture and Sport (TACS).

Beyond these core partners, the goal is for the opportunities presented in the *Birthplace of Adventure* Destination Development Strategy to support all those directly involved in the tourism ecosystem, as well as government leaders supporting the sector, in using a consistent, coherent, and cohesive approach to experience development throughout the destination. This could include Indigenous communities, tourism businesses, local governments, Community Destination Management Organizations (CDMOs), Sector associations, development corporations, not-for-profit and community groups, among others.

1.4 HOW IT WAS DEVELOPED

To support a collaborative approach, Destination BC formed a project team with members from ITBC and KRTA, and co-hosted a series of facilitated virtual workshops with participants from across the tourism sector. Participants included First Nations community members from the region, BC Parks, Parks Canada, the Ministry of Jobs, Economic Development and Innovation (JEDI), and representatives from communities, organizations, tourism businesses, local chambers of commerce, CDMOs, not-for-profit cultural and outdoor recreation groups, local governments or economic development offices across the Kootenay Rockies.

Destination BC also engaged early with the Kootenay Rockies Regional Destination Management Committee (RDMC), which oversees the implementation of the broader [Kootenay Rockies Destination Development Strategy, 2019-2029](#). A list of key partners was developed collaboratively, and more than 30 one-on-one interviews were scheduled and conducted over several months. Interviewees included resort operators, activity providers, Chambers of Commerce, Economic Development Officers, CDMOs, and Executive Directors of provincial sector associations, each offering valuable local knowledge and already championing destination development in their communities. Concurrently, ITBC met with Indigenous stakeholders to share direction, gain insights, and validate the information gathered. A broader survey of tourism industry members was conducted using the KRTA's email distribution list.

Throughout this collaborative and iterative engagement process, insights were gathered on:

- Compelling story themes that will resonate with international visitors.
- Experience development opportunities that will bring these story themes to life across the region.
- Touchpoints that will help guide visitors through the *Birthplace of Adventure* and connect more deeply with stories of place.

All the inputs from the survey, interviews, and engagement sessions were consolidated and reviewed by the project team. Destination BC then worked with ITBC and KRTA to host a series of validation workshops with the Kootenay Rockies RDMC to review emerging priorities for the *Birthplace of Adventure*. These workshops also gathered feedback from participants on existing and emerging development priorities⁶.

As engagement continues, this strategy intentionally holds space for the inclusion of Indigenous community perspectives and further insights.



RADIUM HOT SPRINGS
Photo: Kootenay Rockies Tourism/Mitch Winton





2. REALIZING THE POTENTIAL OF *BIRTHPLACE OF ADVENTURE*

2.1 THE BIRTHPLACE OF ADVENTURE PROPOSITION

“A land of endless peaks, shaping generations of adventurers”

The project team gratefully acknowledges the Ktunaxa Nation people, on whose ancestral homelands the Kootenay Rockies Tourism team operates their Kimberley (kukama?nam) office. We further recognize that the work is carried out on the lands of the Secwépemc, Sinixt & Syilx. We honour our ongoing relationships and continued learning, and commit to our work together.



FIGURE 1: *BIRTHPLACE OF ADVENTURE* AREA MAP

The Place

Geologic forces millions of years ago gave rise to the two mountain ranges of the *Birthplace of Adventure*: the Canadian Rockies and the Columbia Mountains, the latter comprising the Selkirks, the Purcells, and the Monashees. These mountain ranges, along with alpine meadows, mineral hot springs, the Columbia River, and its system of freshwater lakes, rivers, and streams have shaped the cultural, social, and economic life of this area for Indigenous Peoples since time immemorial, and have attracted successive generations of settlers who have made the *Birthplace of Adventure* their home.



BALFOUR

Photo: Kootenay Rockies Tourism/Rosa Elvir

First Nations

The *Birthplace of Adventure* is located within the territories of the Ktunaxa, the Secwé'pemc, the Sinixt, and the Sylix Okanagan Nations.

Ktunaxa Nation

Ktunaxa people have occupied the lands adjacent to the Kootenay and Columbia Rivers and the Arrow Lakes of BC for more than 10,000 years. The traditional territory covers about 70,000 square kilometres (27,000 square miles) within the Kootenay region of southeastern BC. Historically, their territory included parts of Alberta, Montana, Washington, and Idaho. For thousands of years the Ktunaxa enjoyed the natural bounty of the land, seasonally migrating throughout their homelands to follow vegetation and hunting cycles. The Ktunaxa language is unique among Native linguistic groups in North America and is considered an 'isolate' language in that it is not linked to any other language in the world.

Secwé'pemc Nation

The Tk'emlúps'emc, 'the people of the confluence', now known as the Tk'emlúps te Secwé'pemc are members of the Interior-Salish Secwé'pemc (Shuswap) speaking peoples of BC. Secwé'pemc traditional territory covers approximately 180,000 km² over BC and Alberta. This traditional territory stretches from the Columbia River valley along the Rocky Mountains, west to the Fraser River, and south to the Arrow Lakes.

Sinixt Nation

Sinixt territory includes the drainage area of the Columbia River, the Arrow, Slocan, Trout, and Kootenay lakes; the Columbia, Lardeaux, Duncan, Slocan, and lower Kootenay Rivers, and the Monashee, Selkirk, and Purcell mountains. It extends south across the international boundary, along the Columbia and Kettle River basins into present-day Washington State, ending at Kettle Falls, Washington. The entire Kettle River region is Sinixt traditional territory.

Sylix Okanagan Nation

The Sylix People of the Okanagan Nation are a trans-boundary tribe separated by the border between Canada and the United States. The Sylix Okanagan People's territory is a diverse landscape of deserts and lakes, alpine forests, and endangered grasslands. It extends over approximately 69,000 square kilometres. The northern area of this territory is near Mica Creek, just north of Revelstoke, and the eastern boundary lies between Kaslo and Kootenay Lakes. The southern boundary extends to the vicinity of Wilbur, Washington, and the western border extends into the Nicola Valley.

Mountains and Valleys

The *Birthplace of Adventure* is a place of endless mountain peaks and breathtaking scenery where rugged terrain gives way to fertile valleys carved by rivers. When travelling through the *Birthplace of Adventure* area, both residents and visitors experience a constant and undeniable connection to the mountains that define this area. This connection is tangible and visual—the mountains are ever-present, guiding the path of travel for visitors along valley routes formed by the rivers over millennia and through select high alpine passes. The mountainous terrain also offers a wealth of outdoor adventure in all seasons, for all levels of ability.

Unique Natural Assets

The mountain ranges along the *Birthplace of Adventure* are complemented by several other unique natural features including:

- *Hot Springs* – Many of which have been developed into visitor experiences that include accommodation, dining, and outdoor recreation.
- *Key Rivers*, including
 - Columbia River – Popular for angling and float trips.
 - Elk River – World-renowned for fly fishing (Fernie) and white water rafting
 - Kootenay River – Offers angling opportunities (Castlegar/Trail).
 - St. Mary's River – Known for angling opportunities and float trips (Cranbrook/Kimberley).
 - Kicking Horse River – Offers whitewater rafting (Golden).
-
- *Key Lakes*, including:
 - **Natural:** Kootenay Lake (Nelson/Kaslo), Windermere, Columbia, and Moyie
 - **Reservoir:** Duncan, Arrow, and Kinbasket lakes.



NAKUSP

Photo: Kootenay Rockies Tourism/Mitch Winston

Wetlands

The Columbia Valley and the Rocky Mountain Trench, a long, wide valley between the Rocky Mountains to the east and the Purcell Mountains to the west, form a uniquely beautiful place and is home to the last free-flowing section of the Columbia River. The Columbia Wetlands, the floodplain of the Columbia River, that includes lakes, marshes, ponds, swamps, and both flowing and standing water, are Ramsar-designated and internationally recognized. The Columbia Wetlands Wildlife Management Area was established to conserve and manage fish and wildlife habitats and maintain landscape connectivity, ensuring the Columbia River Wetlands continue to function as a natural floodplain ecosystem.

Nestled between the Selkirk and Purcell mountain ranges, and encompassing a substantial part of the Kootenay River floodplain, the second largest tributary of the Columbia River system, the Creston Valley Wildlife Management Area is located south of Kootenay Lake and is nestled between the Selkirk and Purcell mountain ranges.

Parks and Protected Areas

The *Birthplace of Adventure* has a wealth of parks and protected areas that are highly valued by residents, and are often the leading travel motivators to the region. It boasts over 65 provincial parks and four of the seven national parks in BC. Among these, Yoho and Kootenay National Parks, along with Mount Assiniboine Provincial Park, are designated United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage sites.

Mountain Culture

The connection to the mountains is also intangible and is expressed through the unique culture of this place, including the stories and living cultures of First Nations who have called it home since time immemorial, and the settlers who built mountain towns in response to both the opportunities and challenges of the surrounding terrain. Their efforts were supported by the Canada Pacific Railway (CPR), which provided rail transportation and played a major role in the region's early resource development. This connection continues to be expressed through the distinct lifestyle and values held by local residents, and has heavily influenced the personality of each mountain town as well as their arts and culture scene. While these communities have their own unique stories, histories, and personal take on the 'vibe' of what it means to be a Kootenay town, they are both individually and collectively part of what gives the destination its compelling appeal.

Outdoor Adventure

The *Birthplace of Adventure*'s greatest travel appeal is rooted in the easy access it offers to outdoor adventure for people of all abilities and interests. Every form of outdoor recreation is available here. Particularly noteworthy for international travellers are the following experiences:

Hot Springs Experiences

The *Birthplace of Adventure* offers a series of developed hot springs experiences along an interesting touring route, providing visitors with a complete range of full-service resort, spa, and wellness services through to natural ponds and camping opportunities.

Backcountry Lodges

Backcountry lodges are featured along The Powder Highway, and many are also open for summer hiking and sightseeing. Backcountry Lodges of BC lists 14 lodges in the Columbia Mountains and nine in the Canadian Rockies.

This density of outdoor recreational experiences, combined with the area's unique culture and natural assets, offers a significant competitive advantage and strong appeal to international travellers.



YOHO NATIONAL PARK
Photo: Destination British Columbia

2.2 OUR VALUES

At its core, this strategy is about building strong relationships with Indigenous Peoples, the first and ongoing stewards of these lands; with tourism businesses and not-for-profit organizations that work tirelessly to deliver memorable visitor experiences; with regional and community destination management partners; and with all levels of government that enable tourism to support the well-being of communities across BC.

This strategy is focused on the following values:

- Respectful sharing and celebration of Indigenous cultures, traditions, and languages, which must be Indigenous-led.
- Maintaining and restoring the ecological integrity of natural systems.
- Supporting the profitability of tourism businesses and the prosperity of the region.
- Enriching the experience of visitors who value and respect what the destination offers.
- Enhancing the well-being of communities and building the support of residents.

Acknowledging and respecting community aspirations and residents' attitudes toward visitors is essential, as local support is crucial for successful destination development.



FIGURE 2: A 2024-25 SNAPSHOT OF KOOTENAY ROCKIES RESIDENT PERCEPTIONS OF BC'S TOURISM INDUSTRY.

Download the full [***Resident Perceptions of Tourism Snapshot Series 2024-25.***](#)

2.3 OUR VISION FOR *THE BIRTHPLACE OF ADVENTURE*

A vision provides a clear, compelling, and bold picture of the preferred future for the destination and takes into consideration how values and visitor experience are connected to the brand positioning.



GOLDEN
Photo: BC Bird Trail/The Number Creative

A LAND OF ENDLESS PEAKS,
SHAPING GENERATIONS OF ADVENTURERS

2.4 VISITOR EXPERIENCE AND THE IDEAL TRAVELLER

The Invest in Iconics Strategy brings together branding and destination development by integrating marketing efforts with the creation of immersive, memorable experiences in destination. This integration will be achieved by highlighting the attributes that make the places and communities within the *Birthplace of Adventure* distinctive and compelling to the visitors the area seeks to attract.

The target audience for the *Birthplace of Adventure* is the “Outdoor Explorer,” as guided by [Destination Canada’s Traveller Segmentation Program](#). This segment is also described as a “highly engaged guest,” meaning these travellers not only travel often and spend more, but more importantly, they align closely with the brand’s values.

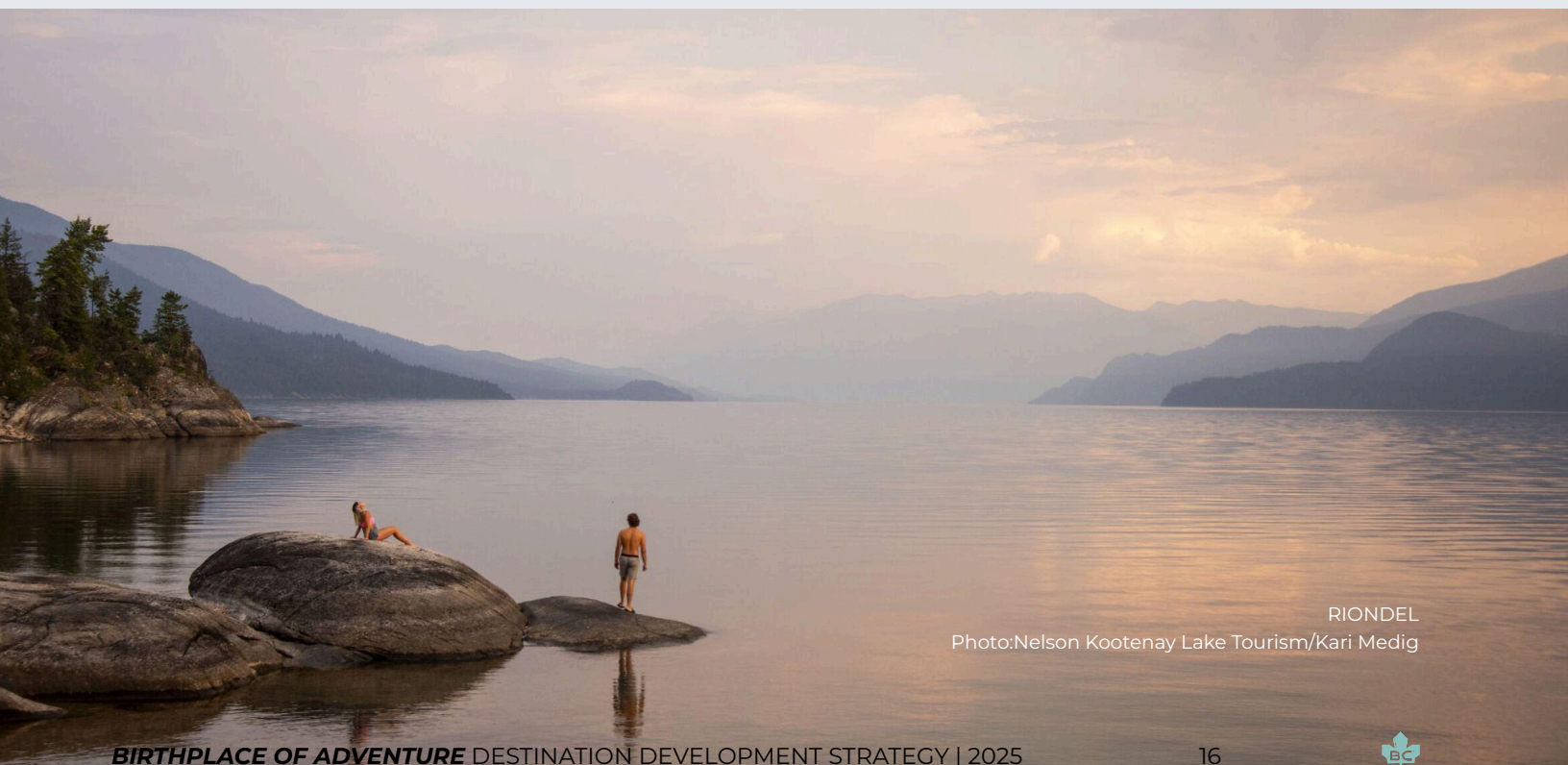
The ideal travellers for the *Birthplace of Adventure* are:

OUTDOOR EXPLORER

"We are daring explorers who crave the thrill of unknown landscapes and overcoming challenges. Adventure travel allows us to grow, learn new skills, and establish personal traditions. We often seek adrenaline through physical activities, engaging with locals, and ensuring a positive impact. We embrace both short getaways and longer holidays, relishing in nature-related experiences"

- Open to travelling to destinations with limited tourist infrastructure
- Like to explore places that are off the beaten path and less explored
- Want to learn about the history of the destinations I visit
- Willing to put in the effort while travelling in order to see lesser-known places

For more details, refer to [the full traveller segment profile for the Outdoor Explorer.](#)



RIONDEL
Photo: Nelson Kootenay Lake Tourism/Kari Medig



3. DESTINATION DEVELOPMENT FOR THE *BIRTHPLACE OF ADVENTURE*

3.1 OUR OBJECTIVES

At the core of destination development work for the *Birthplace of Adventure* is sustainable tourism growth, anchored by the following objectives:

- Grow visitation of respectful travellers who share community values, focusing on times of year and natural or cultural experiences that have the experiential and environmental capacity to accommodate this growth.
- Manage visitor growth responsibly, in alignment with community values and the need to safeguard the ecological and cultural integrity of the place.
- Extend the visitor season incrementally, in step with community capacity to remain open longer.
- Develop compelling experiences that appeal to international travellers to diversify the visitor market mix and enhance resiliency of the tourism economy by reducing reliance on regional, drive markets.
- Identify strategic locations within the *Birthplace of Adventure* to create new visitor touchpoints or enhance existing ones, providing a visual presence on the ground that welcomes, reassures, and informs visitors during their stay.
- Identify opportunities for a shared investment approach focused on mutually beneficial outcomes, such as cross-government partnerships combined with private sector investment.

3.2 ICONICS DESTINATION DEVELOPMENT FRAMEWORK: AREAS OF FOCUS

To achieve the objectives, the *Birthplace of Adventure* Destination Development Strategy considers the many aspects of the visitor's travel experience. These are broadly defined as **experiences**, **touchpoints**, and **encounters** in the Iconics Destination Development Framework, which was co-created by Destination BC, TACS, ITBC, and the RDMOs to guide the implementation of the Invest in Iconics Strategy through destination development. This supports a consistent, coherent, and cohesive approach to destination development for the Iconics by integrating experience development efforts with those already underway at the regional level.

EXPERIENCES

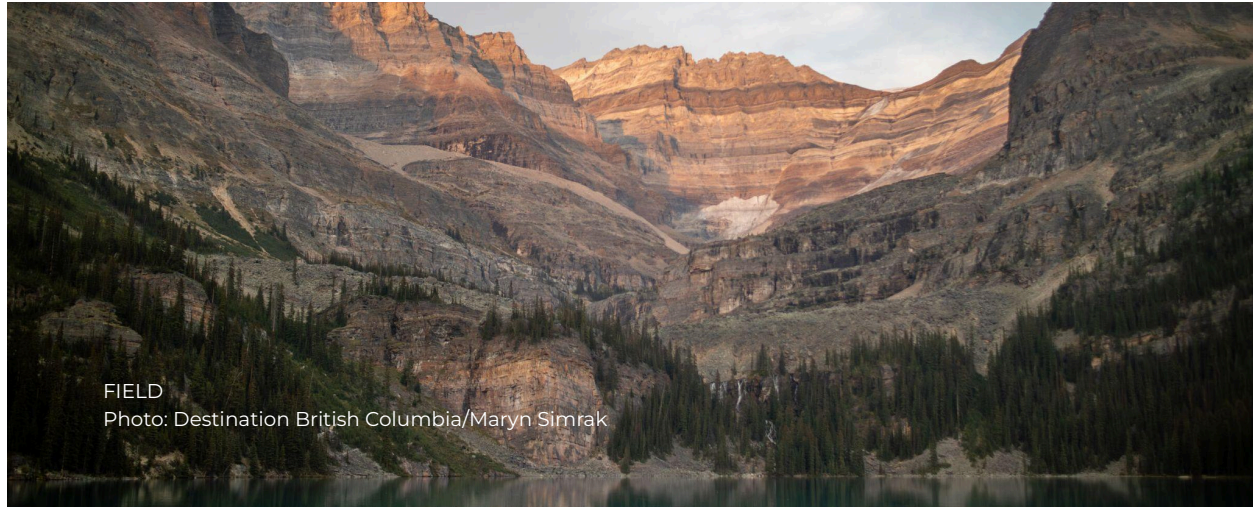
Experiences include all the ways visitors can enjoy, explore, engage with, learn about, and develop a deeper appreciation of the area they are travelling through. The tangible aspects of experiences include products and activities such as guided tours, wildlife viewing, fishing, and events, which alone or in combination, can motivate travel and provide value to visitors. Equally important are the intangible aspects, including the thoughts, feelings, and emotions awakened through the experience, as well as the lasting impact created through memories, impressions, and personal transformation.

TOUCHPOINTS

Touchpoints are the places where visitors arrive, feel welcomed, orient themselves, and make decisions within the destination. They raise awareness of what a place has to offer while reassuring visitors that they are on the right track and know where to explore next. They can provide a physical manifestation of the brand on the ground and include the physical elements of signage, interpretation (storytelling), and other navigational tools. They also include key sites and facilities, such as museums, interpretive centres, and Visitor Centres, which offer learning opportunities as well as points of orientation to the story of place and the people who live there.

ENCOUNTERS

Encounters are the ways in which the stories of places are authentically and respectfully shared with visitors, with approval from the story owners. This occurs through the interactions visitors have with local people, the tourism experiences they participate in, or the interpretative materials they encounter. The stories chosen to be told can change how visitors experience a place and deepen their understanding of the significance of the places they visit.



4. NAVIGATING THE *BIRTHPLACE OF ADVENTURE*

4.1 ACCESS AND CONNECTIONS

The primary arrival mode for international travellers to the *Birthplace of Adventure* is currently by road from Alberta, via Calgary International Airport (YYC). Alternatively, international travellers may fly into Vancouver International Airport (YVR) or Kelowna International Airport (YLW) and continue their journey by car.

Within BC, Canadian Rockies International Airport (YXC) in Cranbrook, Trail Regional Airport (YZZ), and West Kootenay Regional Airport (YCG) in Castlegar. Additional fly-and-drive options include Kamloops Airport (YKA) and Kelowna International Airport (YLW).

The Canadian Rockies International Airport in Cranbrook has customs and immigration facilities however, direct flight service to US destinations was suspended in 2005 due to decreased demand. Regional airports currently offer limited access to vehicle rentals and lack flexibility in one-way rentals, which does not fully meet the needs of international travellers connecting through Calgary or Vancouver.

Travellers can also enter through the United States, accessing the *Birthplace of Adventure* using Highway 3. Notably Spokane, Washington and Kalispell, Montana are both within two hours' driving distance of the BC border. Spokane International Airport (GEG) offers nonstop service from 20 destinations. Glacier Park International Airport (FCA) provides year-round direct flights from six destinations within the US as well as seasonal direct flights from an additional 10 destinations across the US.

Upon arrival in the *Birthplace of Adventure*, visitors can navigate the region via two primary east-west routes: Highway 1 to the north and Highway 3 to the south. Between these highways lie three primary north-south routes that follow valleys and rivers winding through the mountain ranges. The choice of route depends on travellers' interests, passions, and motivations for visiting.

4.2 KEY CHALLENGES

The *Birthplace of Adventure* faces several challenges in increasing capacity for more international visitors during the summer and extending the season far beyond September. Participants in the planning process identified the following considerations as the most critical challenges for destination development.

- **Travel infrastructure, access, and amenities**
 - Touring and the ability to move comfortably and safely through the region are critical to tourism and destination development in the *Birthplace of Adventure*. Destination development must consider both the need for safe and efficient travel corridors that include multi-modal forms of transportation, and the need to create compelling, themed journeys. Continued investment in road and highway upgrades and maintenance, including rest stops and day use areas, is needed to support this.
- **Travel-motivating features and experience development**
 - Travel-motivating experiences, such as iconic national parks, mountain and hot springs resorts, backcountry lodges, historic sites, and heritage towns, are key reasons international travellers choose the *Birthplace of Adventure*. Rather than see these experiences as places to be enjoyed in isolation, there are opportunities, through awareness raising and collaboration, to leverage their appeal by connecting them with other attractions and activities nearby. As a result, visitor spending is less concentrated in a few locations, enabling tourism businesses and communities in the wider region to benefit.
- **Environmental integrity**
 - The health of the environment is vital to the current and ongoing success of the region as a tourism destination. Continuing to build awareness of climate change and adapting to climate change events are key considerations for the sector, and along with monitoring and managing the impacts of visitation, are fundamental to pursuing a sustainable approach to growing the region's visitor economy.
- **Enabling outdoor recreation activities**
 - Given the importance of trails as a significant travel motivator for the entire region, there is opportunity for all levels of government to better understand local circumstances and strengthen coordination across ministries and departments involved in land and resource planning, management, and maintenance. This is particularly important where

strategic resource roads provide the only means of access to important trail heads or recreation areas.

- Where appropriate, there is need for additional access points, boat launches, safe harbours, fuel stations, and pump-outs to both enhance the visitor experience, and to ensure that the quality of the resource and the environmental impacts of visitor use are appropriately managed.

4.3 OPPORTUNITIES

In line with the objectives identified for the *Birthplace of Adventure*, opportunities for destination development under each objective include:

Growing visitation by focusing on times of year and natural or cultural experiences that have the experiential and environmental capacity to accommodate this growth

- Encourage longer stays by enabling international travellers to discover what other experiences are available near their primary travel motivators and spend more time in nearby local communities.
- Strengthen connections between key travel motivators and nearby, lesser-known attractions to increase awareness, add depth to itineraries, and differentiate the *Birthplace of Adventure* from competing destinations.
- Explore solutions that enhance connectivity between multiple destinations within the *Birthplace of Adventure*.

Managing visitor growth responsibly, in alignment with community values and the need to safeguard the ecological and cultural integrity of the *Birthplace of Adventure*

- Encourage new experience development in areas where maintained access, visitor infrastructure, and established travel motivators, such as mountain resorts, already exist. This can help create a variety of experiences for all abilities and across all seasons.

Extending the visitor season incrementally, in step with community capacity to remain open longer

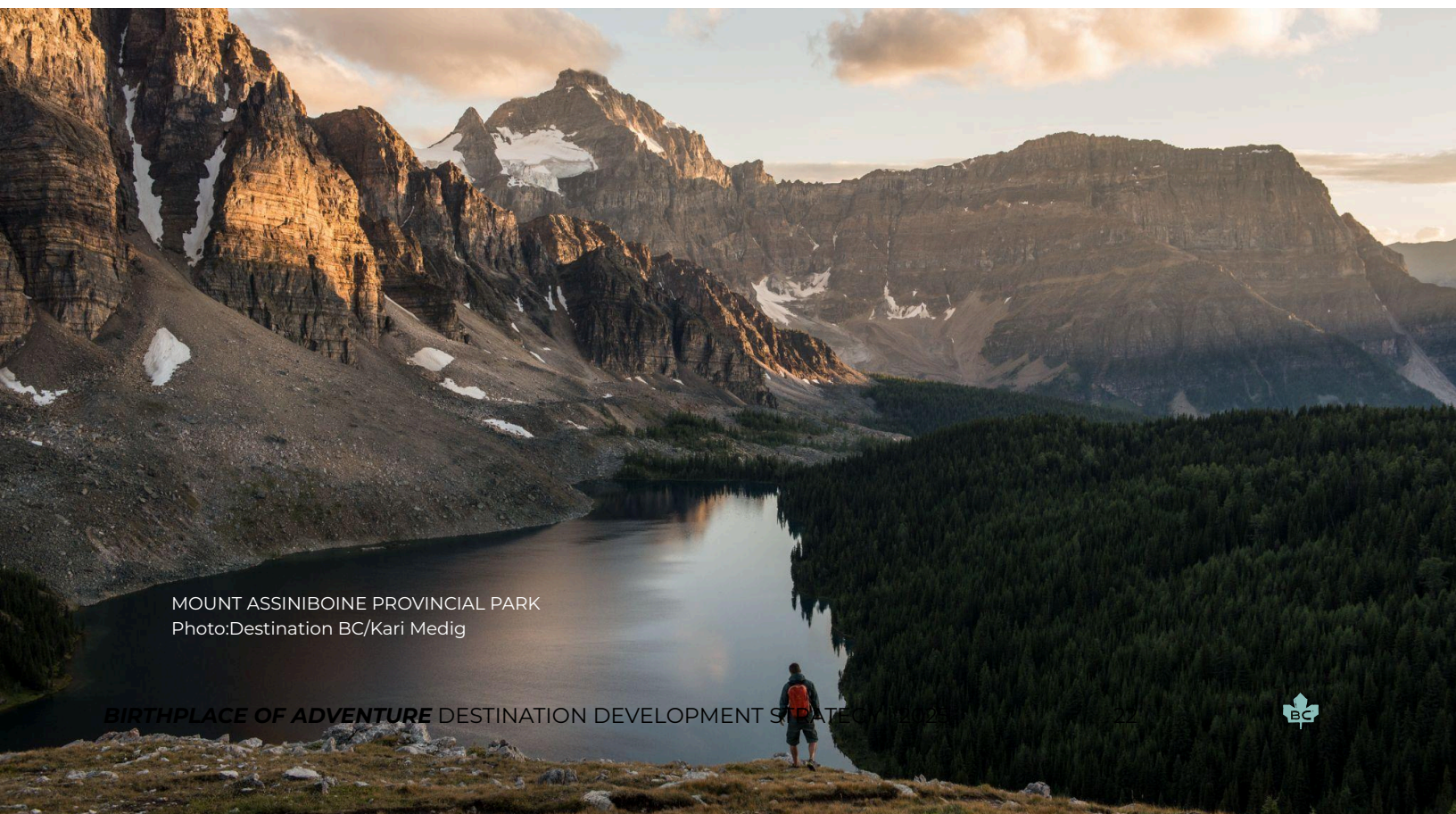
- Strengthen the enabling environment for communities, tourism businesses, and experience providers to improve existing offerings, address experience gaps, and extend operations into the shoulder seasons of spring and fall.

Developing compelling experiences that appeal to international travellers, diversify the visitor market mix, and enhance resiliency of the tourism economy by reducing reliance on regional, drive markets.

- Highlight local stories by investing in new and enhanced experiences and touchpoints
- Enhance or develop experiences that connect travellers to local communities by highlighting the stories of people and place in meaningful, engaging ways
- While communities currently offer rich tourism experiences, there is untapped potential to further develop authentic, Indigenous tourism experiences in the *Birthplace of Adventure* by communities that wish to pursue them. This potential is complemented by growing demand across many markets for meaningful and authentic Indigenous tourism experiences. There is also a need to better integrate Indigenous culture, stories, history, languages, and values in established tourism experiences across the *Birthplace of Adventure*.
- There is an opportunity to increase market-ready and export-ready experiences, including guided experiences, throughout the area. This would present opportunities to broaden the market base by making experiences more accessible to different types of visitors.

Identifying strategic locations within the *Birthplace of Adventure* to create new visitor touchpoints or enhance existing ones, providing a visual presence on the ground that welcomes, reassures, and informs visitors during their stay

- Invest in high-traffic touchpoints to inform and inspire international travellers about nearby attractions and experiences that may otherwise be overlooked.
- Support Indigenous-led, authentic encounters, interpretation, and storytelling that deepen visitors' understanding and appreciation of place



MOUNT ASSINIBOINE PROVINCIAL PARK
Photo: Destination BC/Kari Medig



5. THE DEVELOPMENT FRAMEWORK

5.1 INTRODUCTION

Every story shared, every experience offered, and every touchpoint introduced across the *Birthplace of Adventure* contributes to both localized expression of place and to the cohesiveness of the larger destination experience. The ability to meaningfully **deepen visitor connection** to place through sharing the stories of the *Birthplace of Adventure* (Section 5.2) is essential. These kinds of investments bring the journey to life for visitors and add meaning to the overall travel experience.

When assessing destination development priorities, it is important to consider the anticipated contribution an investment will make to both the local community and the broader region. A key part of this will be the need to **connect visitors to lesser-known experiences** (Section 5.3) by leveraging the draw of existing motivators or more accessible experiences.

Another important consideration when assessing destination development priorities is the need to **provide information and reassurance to travellers** (Section 5.4) through investments in touchpoints, acknowledging the reliance on road travel to access both well-known and lesser-known experiences in the *Birthplace of Adventure*. Interpretive signage and trip planning information at key locations such as regional airports, car rental agencies, inland ferry terminals, Visitor Centres, key attractions, and tourism businesses, can support this effort.

5.2 STORY AS A MECHANISM FOR DEEPENING VISITOR CONNECTION TO PLACE

The brand pillars identified in the [Birthplace of Adventure Brand Strategy](#) manifest on the ground through the experiences the destination offers. Compelling experiences are shaped not only by the essence and multifaceted nature of this place, but also by the stories of the local destination that communities choose to share with visitors.

Individual stories and story themes emerged during engagement sessions when discussing *encounters*. The focus was on “root stories”, which are unique, foundational narratives of people and place that are important to communities, distinctive to the region, and add depth to the visitor experience. These themes were then considered through the lens of the *Birthplace of Adventure* brand pillars to identify those which would best amplify the brand positioning, create a cohesive brand narrative, and appeal to the ideal traveller.

| BIRTHPLACE OF ADVENTURE | | |
|--|--|--|
| BRAND POSITIONING STATEMENT: A LAND OF ENDLESS PEAKS, SHAPING GENERATIONS OF ADVENTURERS | | |
| BRAND PILLARS | | |
| NATURE ENDLESS PEAKS AND VALLEYS | ADVENTURE STEEPED IN ADVENTURE | CULTURE REAL MOUNTAIN CULTURE |
| DESTINATION DEVELOPMENT STORY THEMES | | |
| Understanding the Magnitude of these Lands and Waters <i>Stories of mountains, rivers and lakes, a unique geology of rugged peaks, glaciers, wide fertile valleys, wetlands of global importance and home to Indigenous Peoples for thousands of years.</i> | Forging Paths Through Mountain Terrain <i>Stories that celebrate the deep history, mountain culture, heritage, and achievements of the people living here.</i> | Respect for Nature as a Way of Life <i>Stories that celebrate the stewardship of these lands and waters, from earliest times to the present day and into the future.</i> |
| For Example: Stories of Indigenous Peoples — the Ktunaxa Nation, the Okanagan Nation, the Secwepemc and the Sinixt Nation — and their relationship with the lands and waters. Stories of geological evolution, rugged mountain ranges, fantastically shaped rocks, mineral hot springs, and ammonites. Stories of freshwater lakes, rivers, and streams, including the Columbia River, its many tributaries and world-famous wetlands. | For Example: Stories of how Indigenous ways of life and living have been shaped by the nature of this mountain terrain. Stories of the unique collection of communities, each offering different aspects of mountain life, and each with its own story to tell. Stories of the birthplace of mountaineering and the connections that helped shape Western Canada’s mountaineering culture. Stories of local champions achieving global recognition for their prowess on skis. Stories of industry and its impacts on people’s lives and livelihoods. The story of the Columbia River Treaty. | For Example: Stories of how ancient wisdom combines with contemporary practice to demonstrate innovation in advancing sustainability and stewardship. Stories of unique and rare biodiverse ecosystems and globally recognized natural heritage sites. Stories of responses to climate change, including impacts and actions by local community members and leaders. Stories of fertile valleys and fresh food, and the artisans, growers, and makers of the <i>Birthplace of Adventure</i> . |

5.3 CONNECTING VISITORS TO LESSER-KNOWN EXPERIENCES

The connections to be established and amplified throughout the *Birthplace of Adventure* are many and varied, depending on what drives traveller intent. Giving visitors reasons to connect to places and experiences beyond those that currently motivate their travel to the *Birthplace of Adventure* is a key consideration. Leveraging the draw of places travellers currently visit, not only by raising awareness of what else is on offer in the wider area but also by making it easier for them to connect with these lesser-known experiences, will pave the way for encouraging more trips to more places. Over time, this could enhance existing experiences and support the development of new ones.

It's important to note here that the aim is not always to increase the volume of visitors, which may already be problematic at popular locations, but rather to bring more prosperity to the region through the visitor economy by managing visitation, incrementally growing it where needed, and encouraging responsible travel.

More specifically, this will enable a focus on connections that will:

- **Facilitate *physical movement* between motivating experiences and lesser-known destinations.** This may include shuttle services, guided tours, infrastructure such as multi-use connecting trails, signage to support wayfinding between places, and drop-off options to expand travel for visitors wishing to travel further.
- **Facilitate *trip-planning* in destination, particularly at motivating experiences and communities that currently draw visitors.** This includes encounters with local people as well as signage or digital experiences that increase traveller intent to spend more time in the area. For example, providing 'tastings' or 'teasers' of lesser-known nearby experiences at high-traffic venues, or showcasing them on maps and itineraries at community gateways, may motivate travellers to add those places to their itinerary. Non-physical connections are also important to initiate desire and intent in visitors to travel further by enriching their understanding and experience of the wider destination and its promise.
- **Facilitate *deeper connections* to place to strengthen brand equity by creating more memorable experiences for visitors.** This may include developing or enhancing experiences, spaces, and programs that bring travellers and local people together to learn and share stories, whether in-person or virtually using technologies that support storytelling.

5.4 PROVIDING INFORMATION AND REASSURANCE: INVESTING IN TOUCHPOINTS

Tangible connections to place can be offered through physical touchpoints such as signage that provides comfort and assurance that the traveller is in the right place. A consistent and visible brand presence also plays a key role. The *Birthplace of Adventure* brand can be reflected in many ways across the region, such as on signage at Visitor Centres, static signs at interpretive kiosks, and digital platforms. Destination BC has developed an Iconics Signage Opportunity Strategy to provide signage guidelines, specifications, and recommendations to help partners bring Iconic brands to life on the ground. The strategy also identifies opportunities to align with existing signage systems and explore co-branding with partner organizations.

Interpretive signage, public art, exhibits in local museums, cultural centres, and Visitor Centres provide both a tangible connection to place and an intangible connection that arises when stories of place are shared through encounters. Opportunities for touchpoint development emerged through the engagement sessions and are outlined in Section 6, Development Priorities.



GLACIER NATIONAL PARK
Photo: Destination BC/Ryan Creary



RADIUM HOT SPRINGS
Photo: Kootenay Rockies Tourism/Mitch Winston

6. DEVELOPMENT PRIORITIES

6.1 INTRODUCTION

Destination development priorities, when well considered and strategic, can support a community's values and aspirations for its future while also helping to deliver on the brand promise made to travellers through destination marketing.

Having identified overarching development opportunities for the *Birthplace of Adventure* in Section 4, the following section explores emerging priorities. **While these priorities were identified by partners during the engagement process, they do not commit any specific partner to their delivery.**

6.2 EXPERIENCES AND TOUCHPOINTS

Experience Enhancement and Development Priorities

DEEPENING VISITOR CONNECTION TO PLACE THROUGH STORY

ENABLE INTERPRETIVE STORYTELLING

Examples of interpretive storytelling at cultural heritage sites highlighted through engagement included the relocated CPR Golden Railway Station, managed by the Golden and District Historical Society; Edelweiss Swiss Village; and the developing connections between Revelstoke Railway Museum and Rogers Pass Historic site.

Enable small entrepreneurs in incorporating stories of place into the experiences they offer, ensuring ongoing mentoring remains in place to help these businesses grow and remain sustainable. Examples include initiatives like the Highway 3 Museum Tour and BC Artisans at Work..

Enable existing tourism operators and experience providers to partner with local storytellers, tourism-adjacent businesses, and Indigenous entrepreneurs to offer visitors more enriching and meaningful experiences for the visitor.

Work with the Highway 3 Alliance to support upgrades and experiential programs at museums and other cultural spaces (e.g. Creston Museum, Rossland Discovery Centre).

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| | Support BC Parks initiatives to create more 'Story Trails' in Provincial Parks within the <i>Birthplace of Adventure</i> that align to the thematic framework. |
| | Support the development of Indigenous cultural sharing and recreational experiences led by First Nations, Indigenous communities, entrepreneurs, and ITBC stakeholders throughout the <i>Birthplace of Adventure</i> . |
| | Tell the story of the Columbia River at its headwaters and continue to explore opportunities to develop a Columbia River Treaty Heritage project. |
| CONNECTING VISITORS TO LESSER KNOWN EXPERIENCES | |
| SUPPORT TRAIL ENHANCEMENTS AND DEVELOPMENT | Within the context of the Trails Strategy for BC, support the development of a wide range of trail-based experiences and trail network enhancements within, and between, communities in the region. Identify and invest in at least one destination trail experience in each community. |
| | Work with local trail groups, Parks Canada, Ministry of Environment (ENV) and First Nations to identify possible multi-day hiking loops to enhance existing hut-to-hut hiking experiences and connect multiple communities. Consider the feasibility of creating 2-3 'epic,' affordable, and guided multi-night experiences with return shuttle service that are geared towards a range of abilities. |
| | Continue to support new trail development and trail maintenance locally. For example, collaborate with the Trails Society of British Columbia to enhance connectivity along the TransCanada Trail. |
| | Encourage the provision of more adaptive mountain biking trails to diversify visitor options; support connected trails from communities to reduce parking congestion at trailheads and enhance the provision of parking lot amenities - parking, picnic areas, signage, and restrooms - to accommodate increased use responsibly. |
| | Support efforts to complete trail connectivity between South Kootenay communities. The South Kootenay Greenways Trail development project is important because its varying elevations extend the biking and hiking season. It also offers a unique experience that combines alpine habitats with the wetlands of the Columbia River. |
| | Support the development of connecting trails experiences, such as the route between Nakusp and Halycon Hot Springs to enhance visitor experiences and connections. |
| | Support improved trail signage for both entry-level, family-friendly experiences and a variety of intermediate to expert trails. |
| | Encourage the provision of more guided trail experiences, particularly in situations where these might be integrated with more sustainable access solutions. |
| FACILITATE WATER-BASED ACCESS FOR RECREATION | Collaborate with Paddle BC, RDMOs, CDMOs, user groups, and stewardship organizations to conduct a comprehensive review of priority boat launch locations and their associated amenities, such as pumpouts, restrooms, and parking. |

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| | Work with partners to develop a strategy for investing in water access improvements on rivers and lakes; the strategy should consider areas to promote to visitors, the provision of infrastructure (for river rafting, viewing platforms, boardwalks, parking, signage and visitor management) as well as areas to discourage access due to wildlife, habitat, environment sensitivities (e.g. Elk River, Columbia River, Creston Wildlife Management Area have all identified need for water access improvements as well as sensitive zones). |
| SUPPORT THE DEVELOPMENT OF WELLNESS RELATED EXPERIENCES | Explore opportunities to develop wellness products and experiences in the area. |
| LEVERAGING THE APPEAL OF EXISTING MOTIVATIONAL EXPERIENCES | |
| ENHANCE, DIVERSIFY AND DEVELOP ALL-SEASON RECREATION EXPERIENCES | In consultation with TACS, engage with the Mountain Resorts Branch, which has long-term Master Development Plans on Crown Lands, to leverage existing access and infrastructure. This will support the launch of additional all-season recreational experiences and help create a diverse mix of activities suitable for all ability levels. |
| | Explore opportunities to increase revenue from campers by developing or enhancing offerings in or near Provincial Parks, such as adding premium accommodations like glamping and bookable activities. Explore opportunities to increase revenue from campers by developing or enhancing offerings in or near Provincial Parks, such as adding premium accommodations like glamping and bookable activities. |
| | Continue to work with BC Parks and the MOF to track enhancements to existing recreation sites and trails in popular Parks and Crown lands. |
| | Support National and Provincial Parks' teams as they incorporate Indigenous Guardian Programs on the ground. Explore related opportunities to offer interactive visitor experiences. |
| INVESTING IN VISITOR MANAGEMENT | |
| PROMOTE RESPONSIBLE TRAVEL | Explore various models and support the creation of a local guide network for the <i>Birthplace of Adventure</i> experiences. Include consideration of user-friendly systems to connect the traveller with these guides. |
| | Work with the private sector to develop higher-end guided experiences in Parks that have capacity. |
| | Work with Parks Canada and local municipalities to explore potential shuttle options between downtown areas and Parks to help reduce parking issues. |
| | Support the recreational experience by encouraging private sector operators to increase equipment rental availability and offer more drop-off options. |
| | Support improved accessibility of infrastructure, trails, businesses, and services for visitors of all ages and abilities. |
| | Support the provision of responsible travel education at Visitor Centres. |

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| | <p>Share visitor data with partners like Parks Canada and BC Parks to support their initiatives related to visitor management.</p> <p>Support visitor education to promote responsible travel, especially at key motivating experiences throughout the <i>Birthplace of Adventure</i>, including select Provincial and National Parks, hot springs, mountain resorts, and gateway communities.</p> |
| Touchpoint Investment Priorities | |
| RAISE AWARENESS OF EXPERIENCES THROUGH ENHANCING AND DEVELOPING TOUCHPOINTS | <ul style="list-style-type: none"> ★ At places of arrival ★ In collaboration with TACS and the Ministry of Transportation and Transit, invest in arrival signage to reassure and excite visitors at border crossings, ferry terminals, and airports. ★ Work with Regional Airports to enhance trip planning and interpretation. ★ Partner with ferry companies and car and RV rental providers to share trip information and support itineraries. ★ Work with regional partners to support other significant places of arrival such as gateway communities, national parks, or resort areas. |
| | <ul style="list-style-type: none"> ★ At rest areas: ★ Work with the Ministry of Transportation and Transit to support responsible travel by improving how visitors are informed about current road closures, conditions, connectivity, and ferry schedules and capacity. ★ Collaborate with the Ministry of Transportation and Transit to enhance the visitor experience at rest areas by showcasing nearby attractions and encouraging visitors to explore local communities rather than bypass them. |
| | <ul style="list-style-type: none"> ★ At places of transit: ★ Use inland ferry landings, entry points, and other key transit locations to highlight reasons to stop and visit nearby towns and to share the stories of local people and places. |
| | <ul style="list-style-type: none"> ★ At gateway communities: ★ Leverage gateway communities to share the stories of local people and places while raising awareness of the destination's diverse experiences. ★ Prioritize welcome signage and explore co-branding opportunities between the <i>Birthplace of Adventure</i> and <i>Rainforest to Rockies</i>. Include promotion of traditional First Nations languages and place names of First Nations. ★ Work with hotels and key attractions to promote lesser-known experiences and ways to book in-destination. |
| | <ul style="list-style-type: none"> ★ At visitor centres, museums and interpretive centres: ★ Encourage visitor centres, museums, and cultural centres to include trip-planning information for the <i>Birthplace of Adventure</i>. ★ Draw attention to lesser known and visited experiences. ★ Enhance the visibility of the brand. |
| | <ul style="list-style-type: none"> ★ At National Parks: ★ Encourage Parks Canada to invest in creating a greater sense of arrival at National Park gateways. ★ Work with Parks Canada to explore enhancements to key rest stops, interpretive centres, and National Historic Sites, such as Fort Steele. Support ongoing efforts to add more interactive, hands-on programming for visitors that aligns with the <i>Birthplace of Adventure</i> brand. This |

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| | includes collaboration with Kootenay and Yoho and Mt. Revelstoke & Glacier Parks Canada field units, as well as the Visitor Information Centre in Field. |
| | <ul style="list-style-type: none"> ★ At BC Parks: ★ Work with BC Parks to encourage visitation to nearby communities by providing trip-planning information to travellers. ★ Encourage BC Parks to raise visitor awareness of, and provide information about, more easily accessible parks with capacity. ★ Encourage BC Parks to raise awareness amongst visitors about tourism operators who can offer guided trips via websites and social media channels. |
| | <ul style="list-style-type: none"> ★ At Mountain Resorts: ★ Work with Mountain Resorts to improve access to nearby communities and experiences (e.g. shuttle services). ★ Encourage Mountain Resorts to raise awareness amongst their visitors about lesser-known experiences and tourism operators who can offer guided trips in the area. |
| | <ul style="list-style-type: none"> ★ At other travel-motivating experiences: ★ Encourage travel-motivating experiences to incorporate storytelling, such as through trail naming conventions, and to offer information or physical spaces for displays and experiential “teasers” that inspire travellers to discover nearby lesser-known experiences. |
| | <ul style="list-style-type: none"> ★ New technologies ★ Explore opportunities to use new technologies like virtual reality (VR) in interpretive signage to share information about nearby communities, enhancing visitor education and tours where applicable. |
| | <ul style="list-style-type: none"> ★ Circle Route signage ★ Review Circle Route signage to identify opportunities for re-branding and co-branding with other Iconics, such as Rainforest to Rockies (e.g., the Hot Springs Circle Route). |



7. GEARING UP FOR DELIVERY

7.1 INTRODUCTION

A key challenge for the *Birthplace of Adventure* Destination Development Strategy is identifying the most effective mechanisms to support its delivery and implementation. The delivery themes highlighted in the Iconics Destination Development Framework remain highly relevant, including the importance of adopting an integrated approach, building on the existing partnerships while creating new alliances, and securing the necessary investment to advance the vision, objectives, and experience development priorities outlined in the the *Birthplace of Adventure* Destination Development Strategy.

7.2 INTEGRATION

The Invest in Iconics Strategy marks a key shift towards a new approach to marketing BC. This reimagined approach emphasizes a dual focus which integrates place branding and destination development and endeavours to harmonize marketing efforts with the creation of immersive and memorable experiences for visitors.

There are four levels of integration to consider:

1. Integration between destination branding and experience development with storytelling as the central thread.

This level focuses on aligning storytelling across branding and experience design to highlight what makes the places and communities within the *Birthplace of Adventure* distinctive. Through this alignment, the region becomes a globally compelling destination grounded in authentic, local narratives.

2. Integration between the destination development plans and the opportunities presented by the place brand to elevate experience development opportunities.

In destination development planning, this integrated approach enhances the impact of community-led plans and elevates experience development throughout the *Birthplace of Adventure*.

3. Integration across Destination BC, with a focus on program-level collaboration.

Destination BC has already begun aligning its programs and resources with the Invest in Iconics Strategy. In fall 2023, a new pilot grant program was launched to help visitor centres enhance the overall visitor experience, both within the centres and across their communities, by focusing on key experiences, encounters, and touchpoints.

Other initiatives offering opportunities to align further with the Iconics vision include upcoming experience development programs, and the Co-op Marketing program. Additionally, the *Provincial Signage Opportunity Strategy* has identified recommendations for a refreshed, cohesive roadside signage system that will help bring the Iconic brands to life across BC.

4. Integration among core partners to support the implementation of the *Birthplace of Adventure* Destination Development Strategy within their respective mandates.

- The **Ministry of Tourism, Arts, Culture and Sport (TACS)** is focused on creating healthy, inclusive, and resilient communities in BC through tourism-related programs, policies, and investments that support the sustainable growth of the tourism sector. To support the creation of Iconic, inspirational routes and places that will strengthen travel appeal in all regions of BC, TACS is committed to raising awareness of the needs of the visitor economy across government, as well as working to ensure policy enables destination development throughout BC. TACS will mobilize support for provincial destination development priorities that emerge through the Iconics Destination Development Strategies via cross-government engagement and collaboration.
- **Destination BC (DBC)** is committed to improving the quality of life for all people living in British Columbia through tourism. It does this by sharing the transformative power of BC's experiences with the world, in a socially, culturally, environmentally and economically sustainable way. Working as part of a large and diverse tourism ecosystem, and in collaboration with industry partners, Destination BC's mandate is rooted in the principles of diversity, inclusivity, reconciliation and partnership.

- **Indigenous Tourism BC (ITBC)** prioritizes First Nations decision-making and Indigenous inclusion within the Invest in Iconics strategy. It ensures that there is no prejudice against First Nations interests, safeguarding Title and Rights, and respecting self-government agreements. The team is dedicated to providing support through community engagement with Indigenous groups and organizations. Additionally, it focuses on growing human and economic capacity. The Indigenous Tourism Training Initiative, comprising three programs, offers training and educational opportunities for ITBC stakeholders. ITBC also offers further support through the Capacity Building and Resiliency Program, including mentorship and funding Opportunities.
- **Kootenay Rockies Tourism Association (KRTA)** works to develop, support, and sustain the tourism sector in the Kootenay Rockies region. KRTA will continue to champion the strategy and work collaboratively with the provincial government, Indigenous Tourism BC, Destination BC, and a range of regional and local partners to carefully and respectfully steward the development of tourism in ways that will realize benefits for communities throughout the region.



REVELSTOKE
Photo: Destination BC/Reuben Krabbe

7.3 PARTNERSHIP

As the strategy moves into the delivery and implementation phase, it will be essential to maintain a regional perspective, build new relationships, involve the right partners with the necessary expertise or authority at the right time, and remain flexible throughout the process. Key partnerships will include:

- Working closer with [Parks Canada](#) and [BC Parks](#) to progress experience development priorities, visitor management initiatives, signage, and other touchpoint enhancements.
- Working with the Ministry of Transportation and Transit (MOTT) to progress the Provincial Signage Opportunity Strategy, which aims to bring the Iconic brands to life in destination through a refreshed and cohesive branded roadside signage system, along with enhancements at key rest stops.
- Working with the [Ministry of Jobs, Economic Development and Innovation](#) (JEDI), Regional Economic Operations, to champion innovation and support economic development and tourism investment attraction within the context of the *Birthplace of Adventure*.
- Leveraging Destination BC's partnership with the [British Columbia Economic Development Association](#) (BCEDA) to reach and engage more of the economic development community and increase awareness of experience development investment opportunities.
- Leveraging Destination BC's partnership with the [Local Government Leadership Academy](#) to continue raising awareness about the value of tourism and the opportunities for municipalities to participate in tourism and align their investments with the larger provincial efforts.

Each core partner will be responsible for nurturing certain partnerships at the right level at the right time. For example, KRTA may engage at the district level with BC Parks, MOTT, JEDI, and municipalities to advance locally significant aspects of experience development and touchpoint enhancement priorities outlined in this strategy.

- Local tourism partners such as CDMO's, municipal and regional governments, tourism businesses, business associations, Visitor Centres, and not-for-profit groups, have a critical role to play in the success of the tourism economy provincially. These partners can use this strategy to inform their own planning and create alignment with the broader vision. They can also use this strategy

to elevate and build support for local projects that are positioned as key provincial priorities, while also delivering local benefits and aligning with community aspirations.

KRTA and ITBC serve as key contacts for local tourism partners. They provide guidance on aligning with Iconics strategic priorities, help connect partners with potential collaborators, and share best practices and case studies from BC and beyond. They also support project planning, identify funding opportunities, and deliver a wide range of programs and resources for local tourism organizations and businesses.

7.4 INVESTMENT

The Destination Development program in BC has successfully supported new public investments. However, there is significant untapped potential to position tourism as a priority sector for attracting private investment. Destination BC will work with partners to support both Indigenous and non-Indigenous communities within the *Birthplace of Adventure* in building awareness of tourism investment readiness. This includes helping communities understand how to enhance their appeal to tourism investors and promote investment opportunities at regional, provincial, national, and international levels. Ongoing collaboration with community groups will also be important to identify appropriate funding sources for specific projects and to explore opportunities such as angel investors and non-collateral-based start-up funds.



CASTLEGAR
Photo: Kootenay Rockies Tourism/Mitch

APPENDIX

LIST OF ACRONYMS

BCEDA - British Columbia Economic Development Association
CDMOs - Community Destination Management Organizations
CPR - Canada Pacific Railway
ENV - Ministry of Environment
FCA - Glacier Park International Airport
GEG - Spokane International Airport
ITBC - Indigenous Tourism BC
JEDI - Ministry of Jobs, Economic Development and Innovation
KRTA - Kootenay Rockies Tourism Association
MOTT - Ministry of Transportation and Transit
RDMC - Kootenay Rockies Regional Destination Management Committee
RDMOs - Regional Destination Management Organizations
TACS - Ministry of Tourism, Arts, Culture and Sport
YCG - West Kootenay Regional Airport
YKA - Kamloops Airport
YLW - Kelowna International Airport
YXC - Canadian Rockies International Airport
YZZ - Trail Regional Airport



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Cover photo: Kootenay Rockies Tourism/Mitch Winton/Mt. Thompson Rim Trail | Creston

