



DESTINATION  
BRITISH COLUMBIA™

HIGHWAY 1 CORRIDOR  
DESTINATION DEVELOPMENT STRATEGY  
Tourism Golden AGM - May 14, 2019

# ACKNOWLEDGEMENTS



# INTRODUCTIONS

A scenic landscape featuring a calm lake in the foreground. Two people are in a red canoe on the water. The background consists of a dense forest of evergreen trees, followed by a range of rugged, rocky mountains with patches of snow. The sky is blue with scattered white clouds. The entire scene is reflected in the still water of the lake.

# PURPOSE OF TODAY

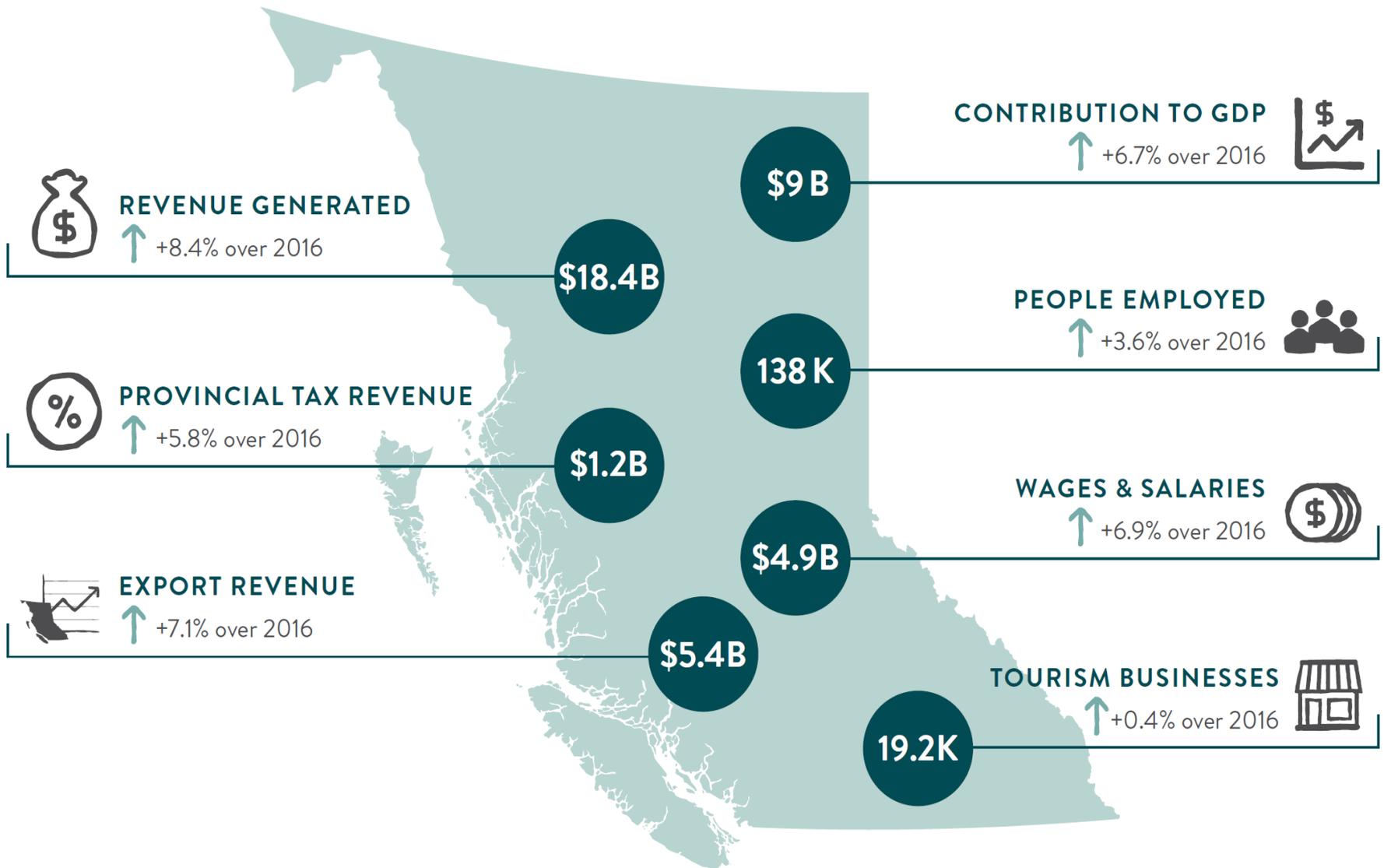


- Review the Value of the Tourism Economy in BC
- Review the Destination Development Program's Goals and Processes
- Present the highlights of the Highway 1 Corridor Destination Development Strategy
- Gather final comments & feedback
- Discuss alignment & next steps

# Global Tourism Growth



# PROVINCIAL VALUE OF TOURISM



# BC's GDP





# VALUE OF TOURISM

Improves the quality of life of all British Columbians



PARKS

TRADE & INVESTMENTS



AIRLINE ROUTES

WINE SECTOR DEVELOPMENT



IMMIGRATION

SPORTS EVENTS

**JOB**S

INTERNATIONAL EDUCATION



HIGHWAYS



COASTAL TRANSPORTATION



SKI RESORTS

**MUSEUMS**



TRANSIT

ACCOMMODATIONS

CULINARY FACILITIES





**WHY DESTINATION  
DEVELOPMENT PLANNING?**

# TOURISM REVENUE DRIVERS



**DEMAND**

+

**SUPPLY**

=

**SOCIAL,  
CULTURAL,  
ECONOMIC  
BENEFITS**



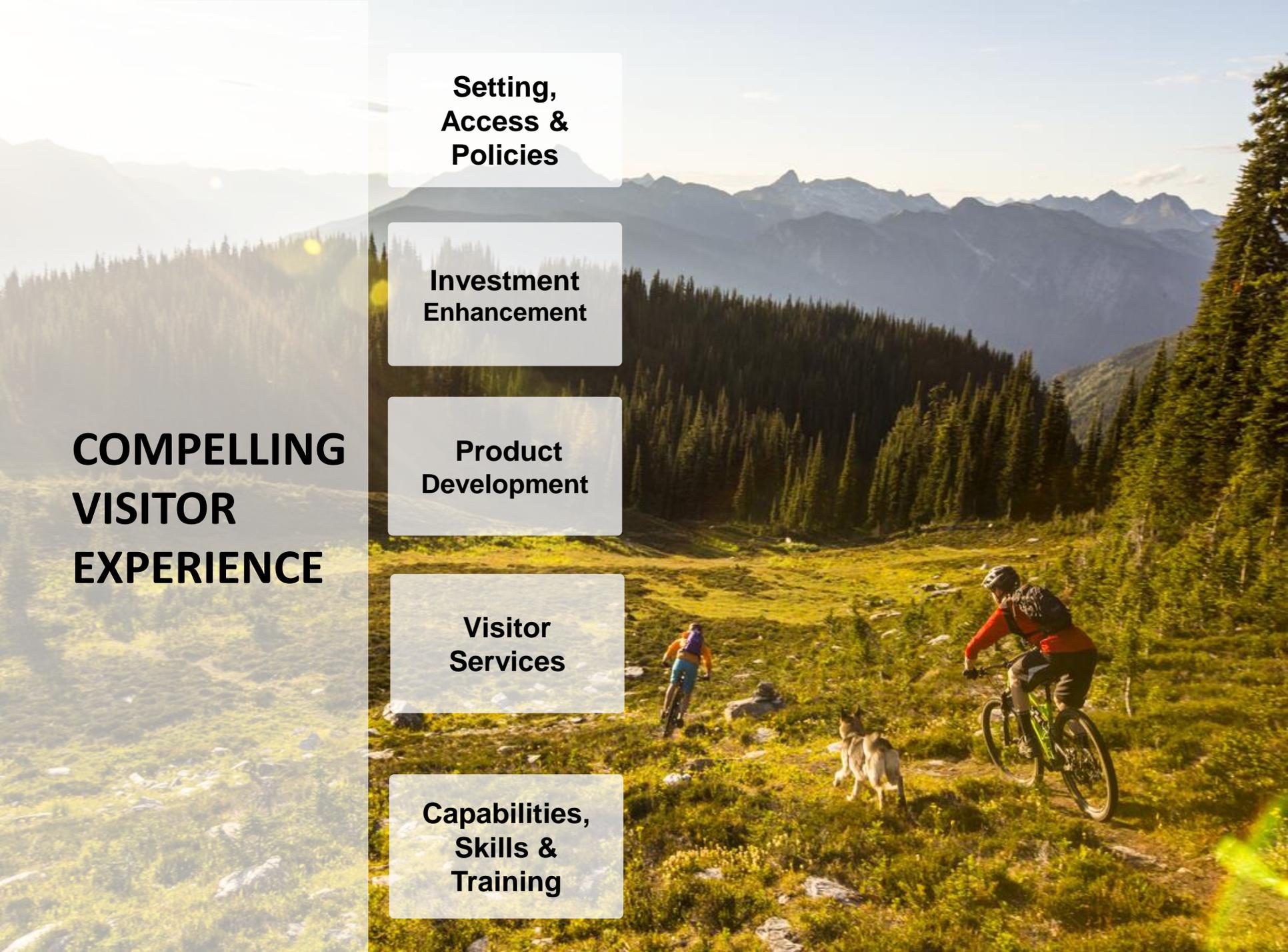
**DESTINATION  
DEVELOPMENT  
GOAL**



*Increase the long-term  
competitiveness of BC's  
destinations & tourism  
businesses*



**COMPELLING  
VISITOR  
EXPERIENCES**

A scenic mountain landscape with two mountain bikers and a dog on a trail. The background features a range of mountains under a clear sky, with a dense forest of evergreen trees in the mid-ground. In the foreground, a dirt trail winds through a grassy area. Two bikers are riding away from the viewer, and a dog is running alongside them. The overall atmosphere is bright and sunny.

# COMPELLING VISITOR EXPERIENCE

**Setting,  
Access &  
Policies**

**Investment  
Enhancement**

**Product  
Development**

**Visitor  
Services**

**Capabilities,  
Skills &  
Training**

# **POWERFUL DEVELOPMENT NETWORK**

**1500+ Partners Engaged**

**FIRST NATIONS**

**PROVINCIAL  
GOVERNMENT**

**TOURISM  
BUSINESSES**

**TOURISM  
ORGANIZATIONS**

**LOCAL  
GOVERNMENT**

**COMMUNITY  
GROUPS**

**ECONOMIC  
DEVELOPMENT**



**TRANSPORTATION  
&  
INFRASTRUCTURE**

**WORKFORCE**

**UNIFIED TOURISM  
INDUSTRY**

**BUSINESS  
ENVIRONMENT**

**INVESTMENT**

**SEAMLESS  
VISITOR  
EXPERIENCE**

**SUSTAINABILITY &  
GROWTH  
MANAGEMENT**

**INDIGENOUS  
OPPORTUNITIES**

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graph TD; H3[Highway 3 Corridor Destination Development Strategy] --> KR[Kootenay Rockies Destination Development Strategy]; CV[Columbia Valley Destination Development Strategy] --> KR; WK[West Kootenays & Revelstoke Destination Development Strategy] --> KR; H1[Highway 1 Corridor Destination Development Strategy] --> KR; KR --> P[Provincial Destination Development Strategy]
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Highway 3 Corridor  
Destination Development  
Strategy

Columbia Valley  
Destination Development  
Strategy

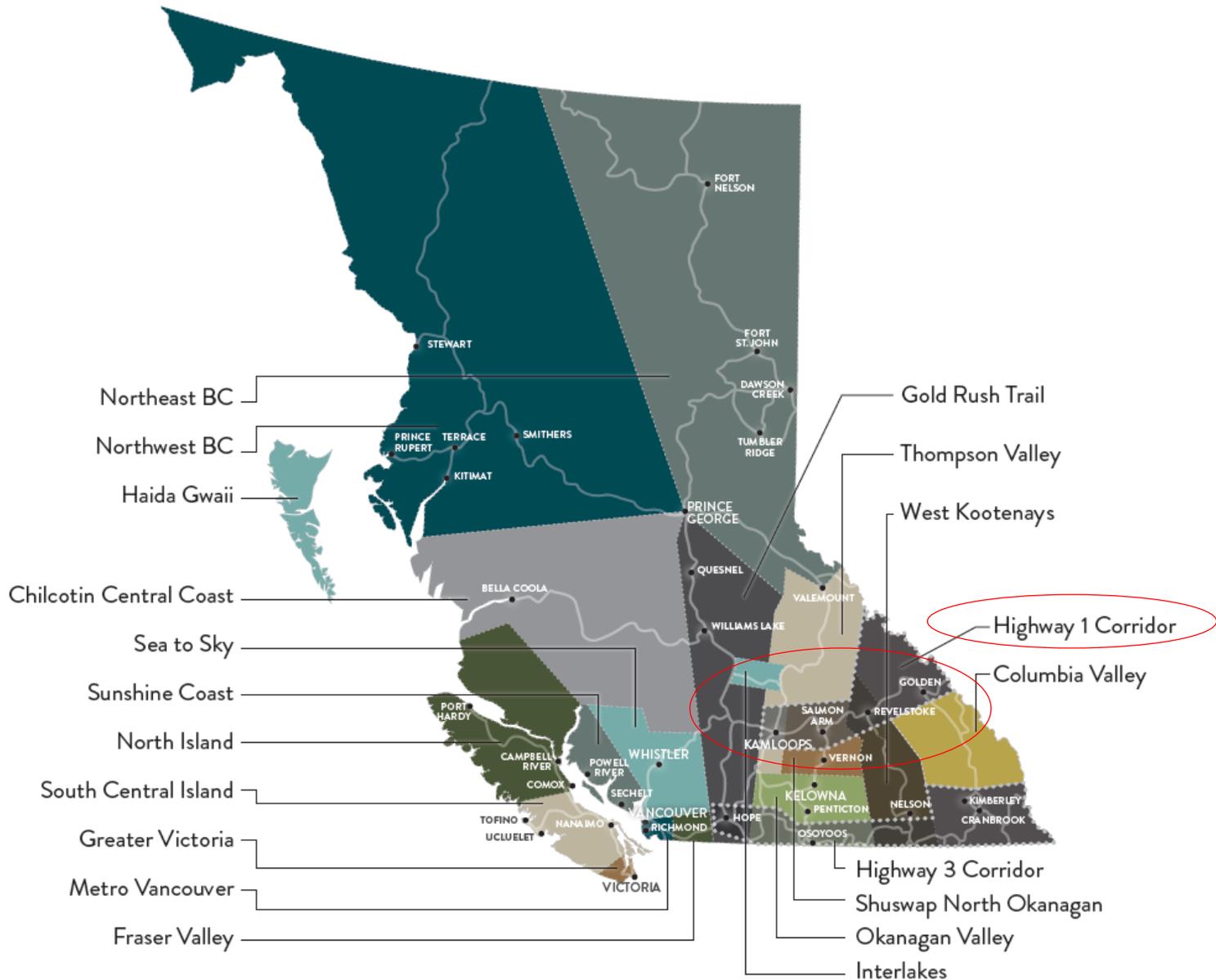
West Kootenays &  
Revelstoke Destination  
Development Strategy

Highway 1 Corridor  
Destination Development  
Strategy

Kootenay Rockies  
Destination  
Development  
Strategy

Provincial  
Destination Development Strategy

# PLANNING AREAS



# HIGHWAY 1 PROCESS

**First In-Community Consultations & Destination Audit**

*Golden, Revelstoke, Kamloops*

October, 2017

**Formation of Working Committee**

December –  
January 2018

**Situation Analysis Drafted and Industry Survey**

November 2017  
to February 2018

**Working Committee Meetings & Strategy Drafted**

*Workshop, Stakeholder Interviews, Priority Setting*

February to  
March 2018

**Highway 1 Strategy Reviewed & Finalized**

*Cross-government review, working committee*

INSERT

**HIGHWAY 1 STRATEGY  
PRESENTATION & PRIORITIZATION**

## Key Strengths

- Natural assets (Canadian Rockies, Columbia Wetlands, Columbia Mountain Ranges, warm lakes, rolling hills, grasslands)
- National and Provincial parks
- Established destinations with own brand equity
- High quality tourism infrastructure
- Growing depth of arts/culture/heritage/culinary experiences
- Authentic mountain towns/passionate residents
- Sophisticated tourism stakeholders

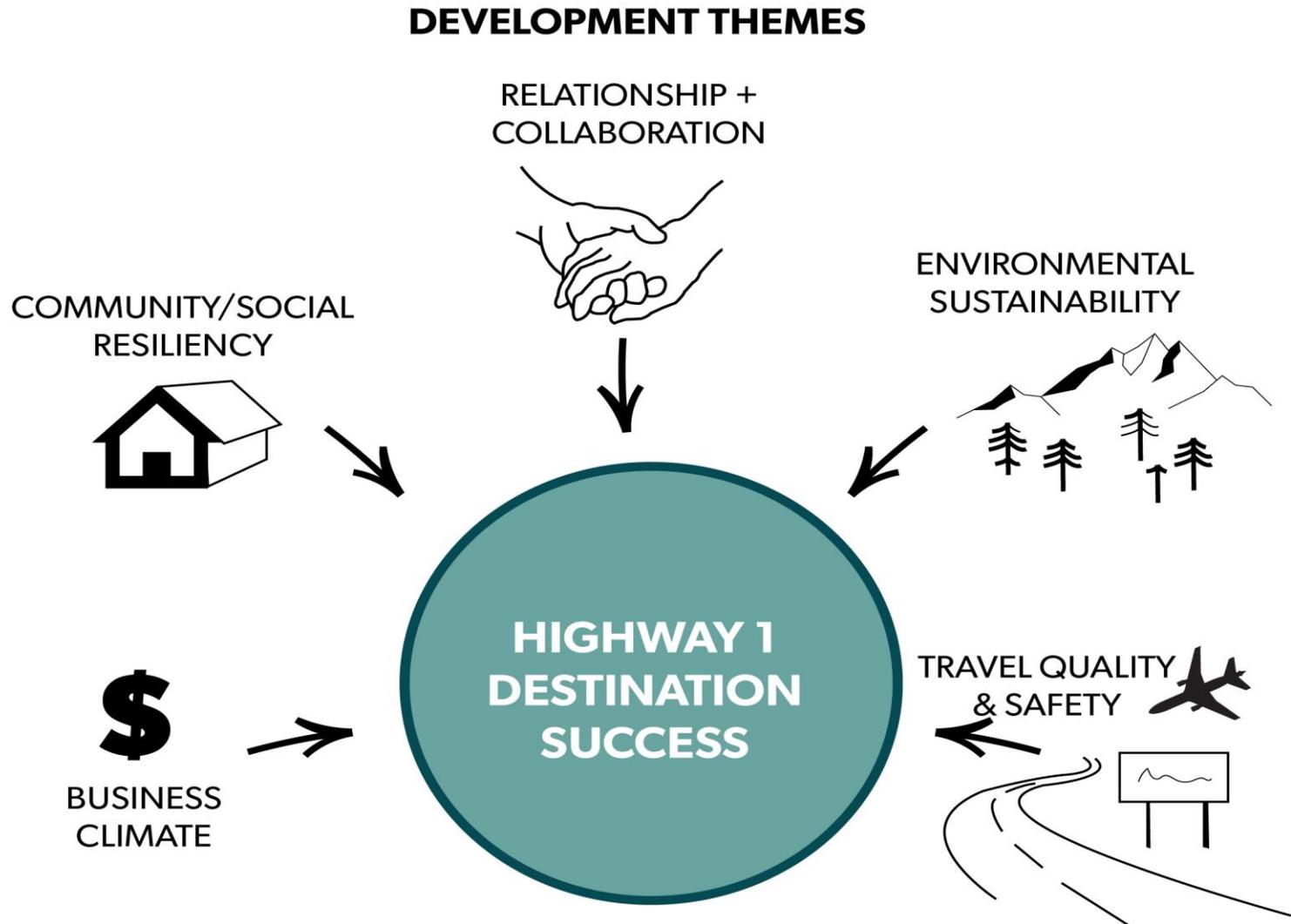
## Key Challenges

- Actual and perceived safety of travel on Highway 1
- Infrastructure, services and amenities to support travel quality
- Year-round staff constraints, including skillsets, affordable housing
- Conflicts on the land/water base
- Sustainable growth
- Dependence on summer season and limited experiences/hours outside of peak seasons
- Local support for tourism

## Key Opportunities

- Improve actual and perceived safety of travel on Highway 1
- Build strong, collaborative relationships
- Improve quality of Highway 1 journey
- Improve business climate and policy framework for tourism operators
- Encourage launch of additional visitor experiences in shoulder season
- Improve quality and consistency of service
- Recruiting, retaining and training staff including sufficient affordable housing
- Develop in a manner that respects environmental health and community

# HIGHWAY 1 DEVELOPMENT THEMES



# HIGHWAY 1 CORRIDOR VISION

*'The Highway 1 Corridor invites travellers from near and far to explore their world and themselves – to experience adventure however they choose to define it. It is both a safe and efficient route to one of the many outstanding destinations along the way, where visitor experiences are woven together in a tapestry of the unfolding stories of the land and people, both past and present.'*

*'Travellers come to experience one of Canada's most iconic road trips and its destinations in all seasons, enjoying remarkable experiences in a depth and density that simultaneously sates their passion, and leaves them yearning for more. Communities embrace tourism and support growth that is in keeping with their values, working collectively with visitors to preserve the health of the incredible ecosystems that surround them.'*

# HIGHWAY 1 CORRIDOR DESTINATION DEVELOPMENT GOALS

1. Improve actual and perceived quality and safety of the Highway 1 Corridor journey
2. Increase the total contribution of the visitor economy, indicated by increasing visitor length of stay in each season across the planning area collectively in each destination en route, and by increasing visitor spending
3. Increase visitor intention to return and stay longer
4. Enhance the overall visitor experience of the Highway 1 Corridor as a preferred destination, as indicated by a Net Promoter Score ranked in the top 5 for Canadian touring routes
5. Maintain or improve environmental health and sustainability
6. Increase community resiliency as measured by resident quality of life indicators
7. Increase the number and value of multi-community collaborative projects

# HIGHWAY 1 CORRIDOR OBJECTIVES



# THEME 1: TRAVEL QUALITY & SAFETY

1. Work with transportation partners to ensure highway conditions facilitate safe multi-modal travel
2. Develop rest stops supplemented by a suite of supporting visitor services along the route
3. Offer consistent Wi-Fi service at all rest stops along the route and uninterrupted cellular service
4. Provide safe routes for road cyclists parallel to, but separated from, the highway
5. Provide reliable air capacity into international and regional airports
6. Develop circle routes and side-trips to encourage travellers to venture off the highway and stay longer in each community

# THEME 2: ATTRACTIVE BUSINESS CLIMATE

1. Communicate the value of tourism to residents, other industries, and ministries and create a strong network of ambassadors
2. Ensure tourism operators and community groups take a considered approach to engaging First Nations in tourism development
3. Support the development of a local/regional affordable housing strategy, and secure resources to implement the initial phase of recommendations
4. Create a cross-season/cross-business job pool to support year-round staff retention within, and between, communities
5. Build awareness of tourism employment opportunities for Indigenous communities
6. Promote tourism career paths and work with the education sector to ensure courses offered and industry needs align
7. Build awareness of existing education and training programs available and encourage front-line staff and ambassadors along Highway 1 Corridor to participate in cross-industry programs
8. Continue to promote existing business support programs and sources of capital available

# THEME 3: ENVIRONMENTAL SUSTAINABILITY

1. Within the context of a recreational land and water management plan, manage growth within the capacity of the land and communities to sustain that growth
2. Identify and agree on measures and collect data on the impacts of tourism on ecosystem health leading to recommendations for mitigation and management
3. Work collaboratively to create and communicate a code of respectful conduct
4. Work collaboratively to achieve an internationally recognized certification as a sustainable tourism destination

# THEME 4: COMMUNITY SUSTAINABILITY

1. Ensure that the places which visitors and residents encounter are vibrant, attractive and well-looked after
2. Embed community values, aspirations and limits on the extent and nature of tourism in all relevant policy documents.
3. Find ways to renew, resource and reward the role of volunteers in sustaining key aspects of the experience economy
4. Consciously align target markets with community values to ensure an optimal match between visitor demand and community response
5. Explore opportunities for the tourism industry to support social resources and services and alleviate the increased impact of visitation on the community

# THEME 5: EXPERIENTIAL MIX & QUALITY

1. Encourage the public and private sectors to invest in new, and leverage existing experiences to grow shoulder season visitation
2. Encourage existing businesses to adjust their opening hours in line with visitor demand, and provide evening experiences to grow the night time visitor economy
3. Identify gaps in the provision of weather-independent visitor experiences
4. Identify gaps in the provision of entry-level, age-friendly, accessible, family-friendly and pet-friendly visitor experiences
5. Provide training for businesses and visitor experience providers in responding to the needs of new and emerging markets.
6. Encourage tourism experience providers to participate in DBC Remarkable Experience programs
7. Ensure the supporting infrastructure for the realization of remarkable experiences - lookouts, water access, boat launches, marinas, shelters, etc., - is developed within the context of an integrated, environmentally sensitive masterplan.

# THEME 5: EXPERIENTIAL MIX & QUALITY

1. Encourage the introduction of golf experiences to new entrants to the sport
2. Identify gaps in the provision of snow-based, mountain, lodge, and water based experiences, and promote investment in additional experiences
3. Continue to expand high season camping capacity in strategic locations
4. Work collaboratively to secure a wide range of strategically interconnected, trail-based experiences across multiple communities within the Highway 1 Corridor
5. Focus on the development and sustainable funding of inter-connected legalized trails and circle routes that support mountain biking, road cycling, hiking, and motorized use where appropriate
6. Identify gaps in the provision of arts, culture and heritage experiences. Develop agri-tourism, culinary, festivals and events, and Indigenous cultural experiences
7. Encourage efforts to secure single or multi-community sport tourism events (tournaments, races etc.)
8. Encourage Highway 1 Corridor community efforts to secure incremental meetings/conference visitation, particularly in shoulder seasons

# THEME 6: COLLABORATION

Design a model for collaborative working across a range of area-wide initiatives along the Highway 1 Corridor. Focus on the activation of the destination strategy themes and work collaboratively to communicate, align, leverage, and resource activities in support of destination development

HOW DO WE GET THERE?



# CATALYST PROJECTS

- Work collaboratively with TRAN to review the standards of road maintenance and avalanche control included in operator contracts, and to ensure standards are adhered to throughout the year
- Advocate for car rental companies to require renter declaration of intended travel, so that travellers intending to drive in winter road conditions are forewarned, and given the opportunity to change to a more appropriate vehicle and/or tires
- Collaborate to create a master planning area map of high use areas and high sensitivity areas (land and water) to be used to inform land management planning processes, and other plans for infrastructure development in these areas (e.g., rest stops, lookouts, washrooms, parking for private vehicles/buses, bike racks, signage, lookouts, water access, boat launches, marinas, shelters, wi-fi/connectivity, accessibility considerations, invasive species cleaning stations etc.)
- Convene a facilitated workshop to discuss the roles and responsibilities and the collaborative model for working together moving forward (e.g., model after Highway 3 Mayors & Chairs Coalition)

A vertical wooden climbing wall with a snake and vine theme. The wall is constructed from interlocking wooden blocks in shades of brown and tan. A large, colorful snake is painted on the wall, with green vines and leaves winding around it. A person is climbing the wall, using the blocks as handholds. The wall is set in a forest with tall trees in the background.

# WORKING TOGETHER REGIONALLY & PROVINCIALY

# WELCOMING VISITORS – BENEFITING LOCALS – WORKING TOGETHER

## A STRATEGIC FRAMEWORK FOR TOURISM IN BRITISH COLUMBIA 2019 – 2021



### VISION:

Our vision is to build a strong, sustainable tourism sector that benefits all British Columbians. Our new strategic framework is built on a foundation of sustainability which calls for consideration of the benefits of the sector along with its economic, sociocultural and environmental impact.

#### SUPPORTING PEOPLE & COMMUNITIES



Supporting people and communities to improve the quality of life and increase support and celebration of Indigenous cultures through tourism.

#### SUSTAINABLY GROWING THE VISITOR ECONOMY



Sustainably growing the visitor economy through innovative marketing and destination, and community development.

#### RESPECTING NATURE & THE ENVIRONMENT



Respecting nature and the environment by strategically guiding and managing tourism growth while preserving B.C.'s natural spaces.

# THOUGHTS & COMMENTS



# THANK YOU!

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**To download the HWY 1 Corridor Strategy Highlights  
document:**

<https://www.krtourism.ca/tourismdev/>