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Strategy  
Project:**

**Islands Tourism  
Development**

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# Factors that limit delivery of economic benefits.

- **Narrow vision of tourism potential.**
- **Lack of cooperation between economic sectors and communities.**
- **Need for comprehensive tourism planning.**



# Best ways to improve situation?

1. **Build awareness of forestry related tourism**
2. **Industry lead approach to support development**
3. **Target key development initiatives.**



# Three opportunities for immediate action.

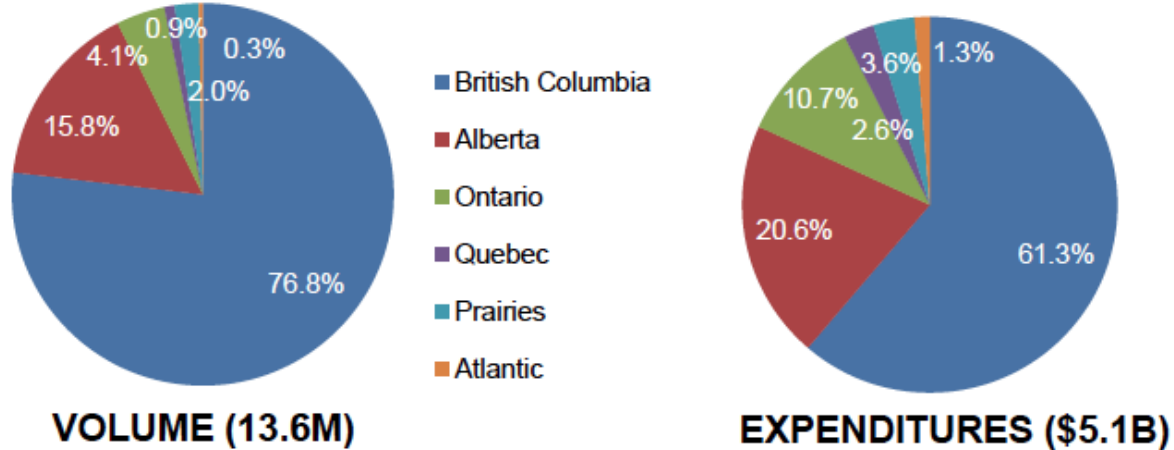


1. **Improve visual quality**
2. **Improve access / Road quality**
3. **Infrastructure**  
(maintenance & new development e.g. trails, docks, campgrounds etc.)

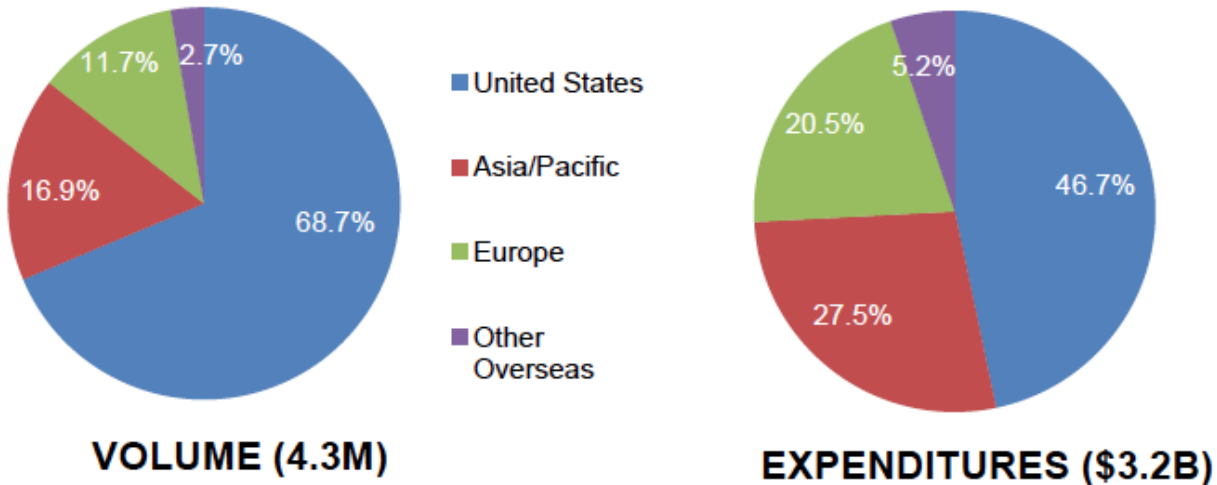
# Value of Tourism in British Columbia

**\$4.6 BILLION ANNUALLY**

**FIGURE 27: SHARE OF 2012 DOMESTIC VISITOR VOLUME AND EXPENDITURES BY MARKET ORIGIN**



**FIGURE 28: SHARE OF 2012 INTERNATIONAL VISITOR VOLUME AND EXPENDITURES BY MARKET ORIGIN**



# Value of Aboriginal Tourism in British Columbia

## Record growth sector

- \$20m to \$42m (2006 - 2011)
- Visitor interest up 69% over same period

## Key interest areas:

- Connect w/ culture
- Connect w/ nature

## Examples:

- Nature observation
- Nature interpretation
- Interactive/experiential

## Phase II Aboriginal Tourism BC:

- Five-year strategic growth (10% year)
- Projected annual revenues of \$68 million
- One in four visitors interested in cultural tourism experience.



**Haawa / Thank you**