

# SUSTAINABILITY ACTION PLAN

---

## Focus Area: Visitor Engagement

### Actions:

- In collaboration with local, regional, and provincial partners, educate businesses and visitor centre staff about sustainability issues, including encouraging appropriate visitor behaviour throughout the destination
- Share information with visitors on climate friendly transportation options within and to the destination
- Identify and incorporate metrics to measure visitor satisfaction with the quality of experiences and the destination, and impressions on sustainability issues in visitor feedback systems
- Upgrade existing and/or install new interpretive and wayfinding signage and materials at cultural and natural areas and sites to include relevant languages and Indigenous place-names
- Promote verified carbon offsetting programs for visitors, focusing first on local and regional carbon offsetting projects



# SUSTAINABILITY ACTION PLAN

---

Focus Area: **Social Wellbeing /  
Supporting Local &  
Sustainable Businesses**

Actions:

- As funding is available, provide financial resources and/or other incentives for businesses to develop or retrofit their sites, facilities, services, and experiences to cater to those with diverse abilities
- Work with businesses to enhance off-season products and services
- Share success stories of tourism businesses that are incorporating sustainability practices
- Support the development, promotion and purchase of products and services that are reflective of local nature, history, and culture
- Through existing feedback systems or a resident survey, identify and incorporate metrics on residents perceptions on the value of tourism to the economy
- Encourage businesses throughout the region to develop written and practiced policies on diversity, equity and inclusion in hiring and employment systems





# SUSTAINABILITY ACTION PLAN

---

Focus Area:

## Cultural Heritage, Biodiversity, and Wildlife

Actions:

- Promote events and activities related to environmental and cultural education
- Encourage businesses to incorporate environmental education and interpretation into visitor experience
- Support the development of Indigenous cultural experiences and businesses through training, finance and other support mechanisms
- In collaboration with Indigenous communities, learn and share the history and stories of the region through a cultural lens, based in the guiding principles of Reconciliation
- Identify opportunities to allocate funds from tourism to the restoration, preservation and maintenance of natural and cultural assets
- Review and revise a list of key natural and cultural areas and assets in collaboration with regional stakeholderse



# SUSTAINABILITY ACTION PLAN

---

Focus Area: **Environment**

Actions:

- Advocate for changes to land-use planning and policies throughout the region, based on community and business feedback, to ensure tourism is considered across all levels of government
- Support and incentivize businesses in measuring, reducing and mitigating GHG emissions from all sources, including energy, water, and waste
- Encourage tourism businesses to prioritize the planting of native species and non-invasive plants in landscaping, and in the restoration of natural areas
- Share information with visitors and stakeholders on common water pollutants and strategies to help mitigate any negative impacts to the environment

