Focus Area: Visitor Engagement

Actions:

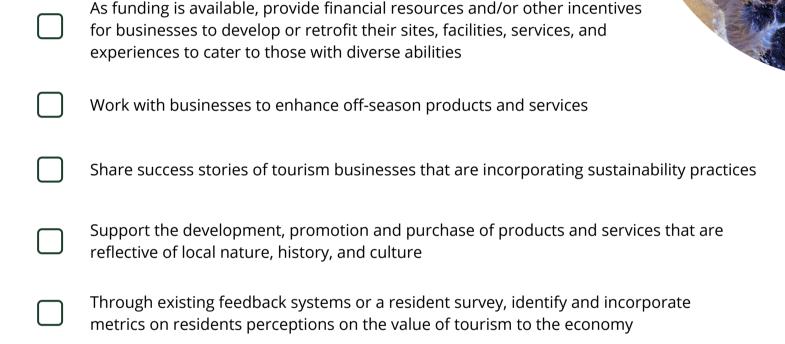
- In collaboration with local, regional, and provincial partners, educate businesses and visitor centre staff about sustainability issues, including encouraging appropriate visitor behaviour throughout the destination
- Share information with visitors on climate friendly transportation options within 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



Focus Area:

Social Wellbeing /
Supporting Local &
Sustainable Businesses

Actions:





Encourage businesses throughout the region to develop written and practiced policies

on diversity, equity and inclusion in hiring and employment systems

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





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

