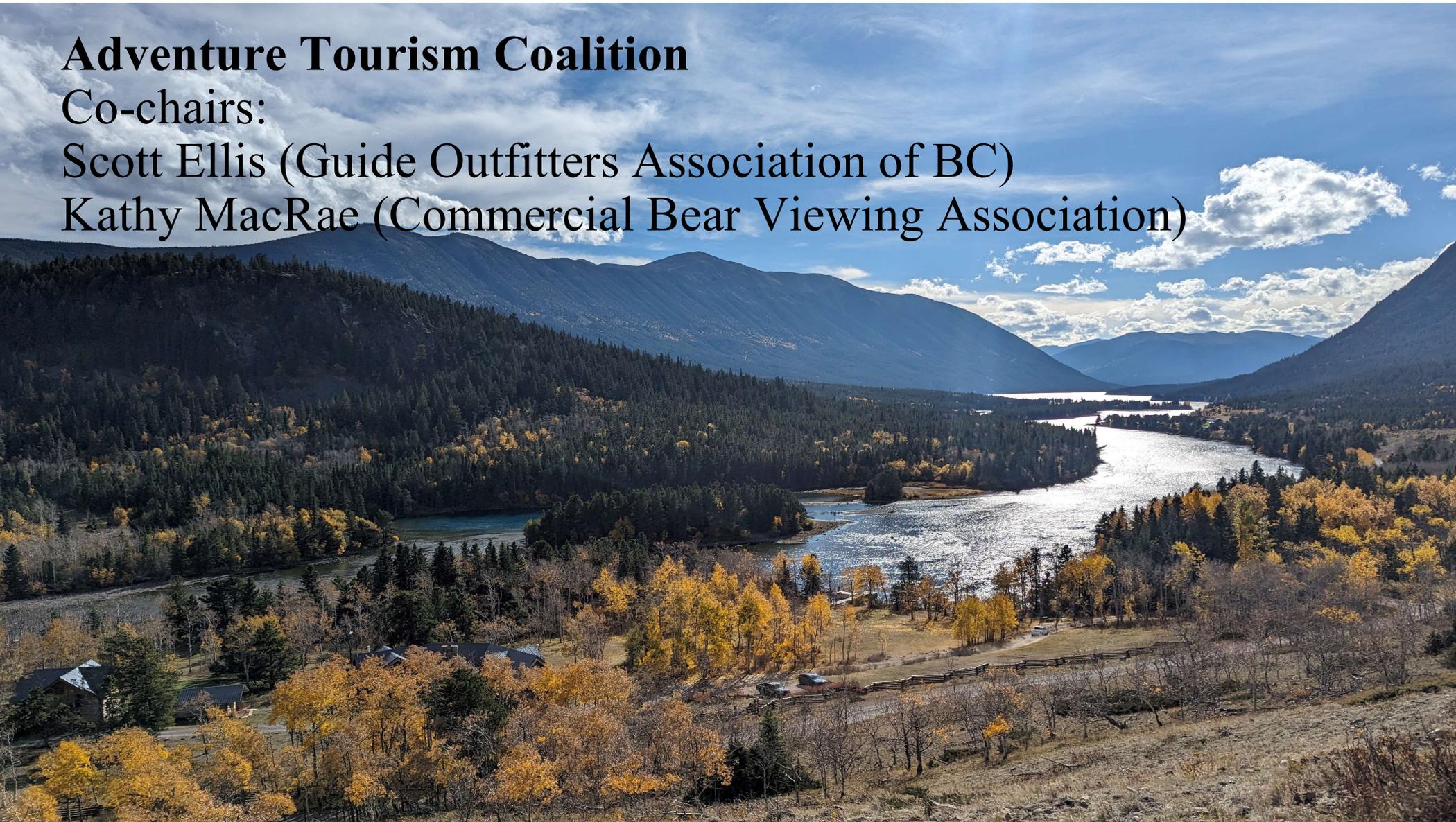


Adventure Tourism Coalition

Co-chairs:

Scott Ellis (Guide Outfitters Association of BC)

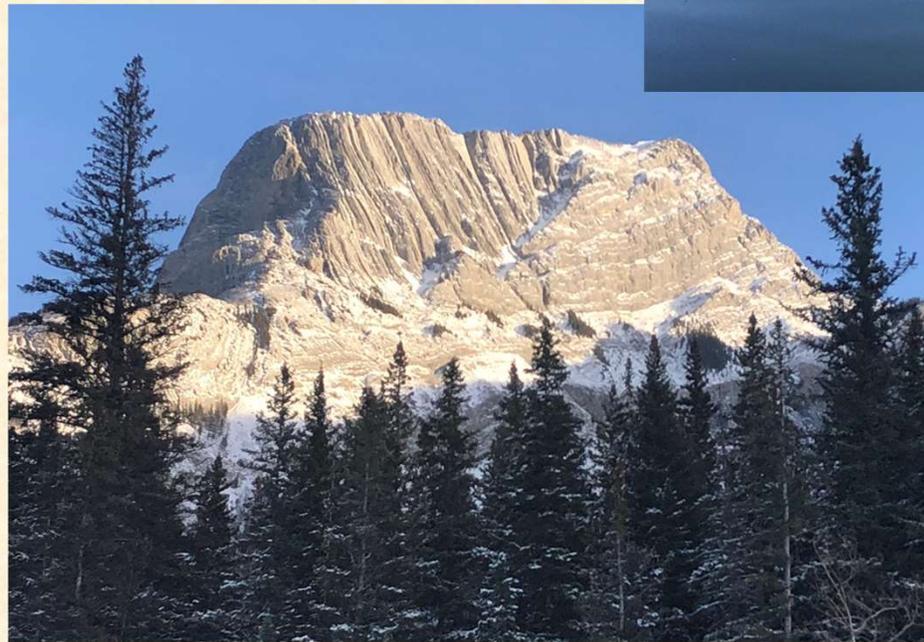
Kathy MacRae (Commercial Bear Viewing Association)





Our vision:

**British Columbia as a world-class
adventure tourism destination**



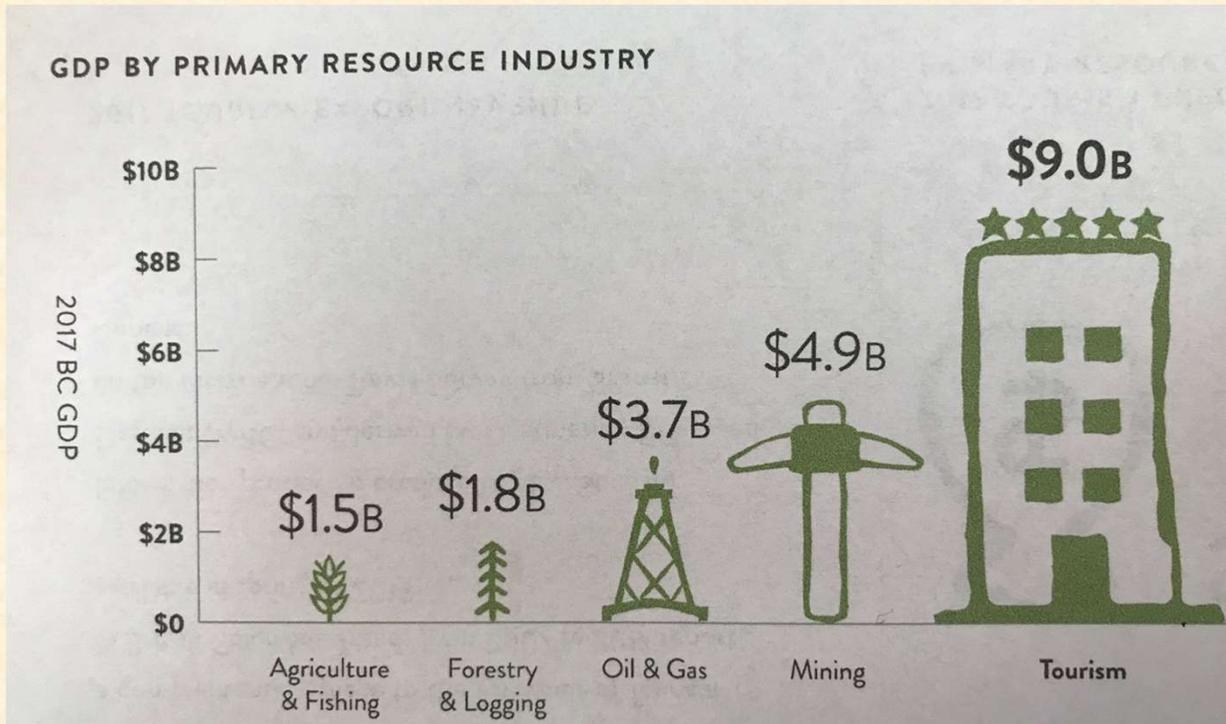
We market:



We love: The Wild Within: British Columbia, Canada



<https://www.youtube.com/watch?v=dNFrZNjs2ng>

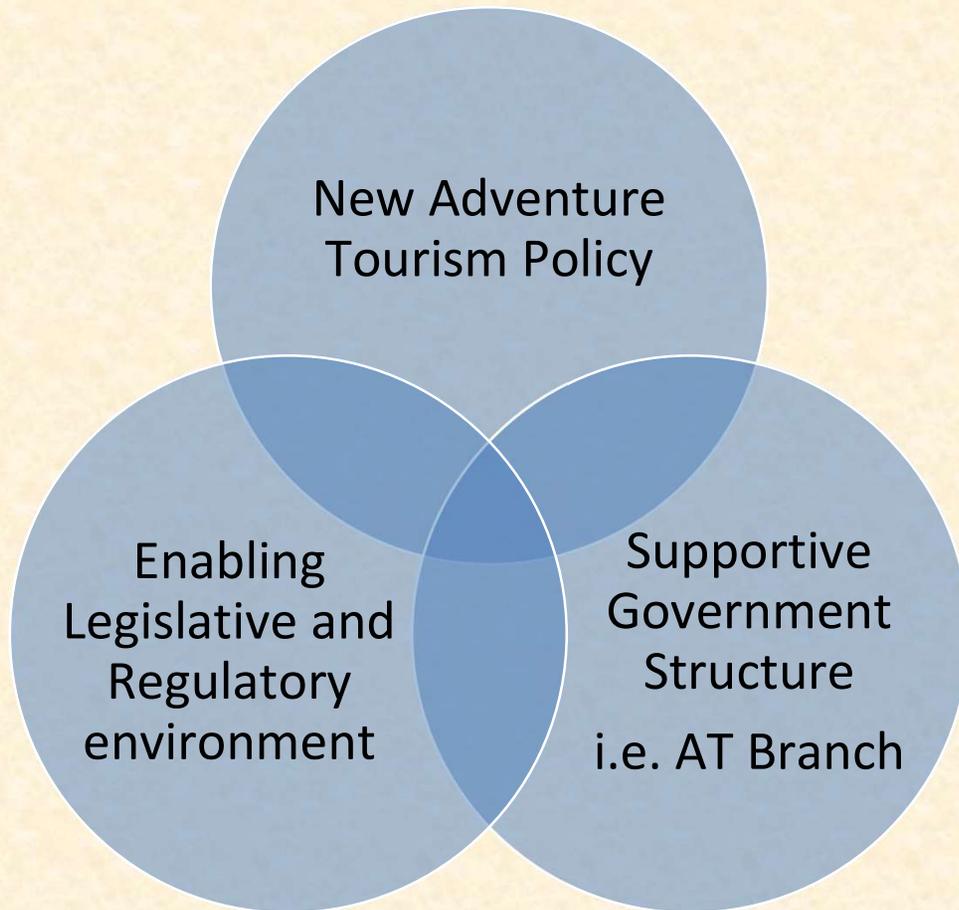


**We sell Super,
Natural British
Columbia**

**\$3 billion (adventure
tourism) of an overall
\$22 billion**

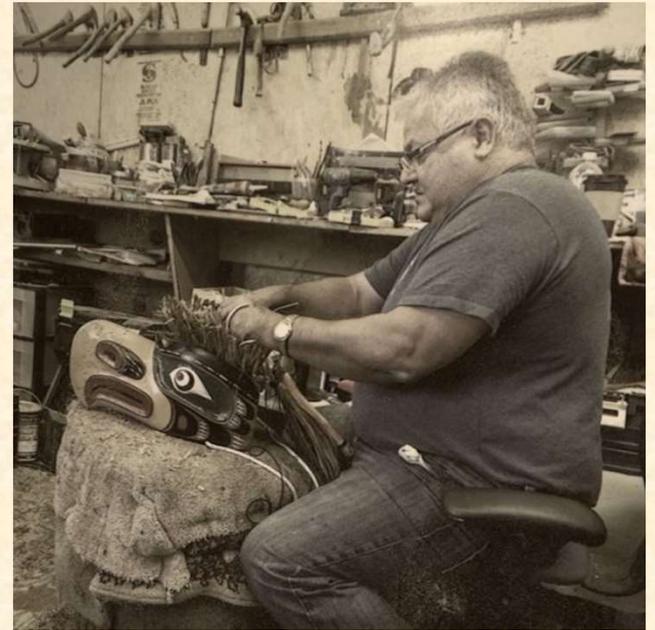
100,000 job in tourism

Adventure Tourism needs: a new approach



Reconciliation:

**The AT Coalition supports reconciliation and the
DRIPA legislation**



Land Use:

- BC is 944,735 km²
- 94% is Crown land



Land Use:

- Logging touches most
- FRPA changes



Land Use:

- Adventure tourism vs. public recreation



Why a new approach:

- **Creates more certainty for all**
- **Encourage quality experiences and enhanced safety**



Why a new approach:

- Provides investor confidence
- Can be a key financial driver for our economy



Discussion: We need your help.



Splendor Sine Occasu
“Beauty without end”