



CCCTA SUMMIT 2024

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T

**LAST YEAR...**



# LAST YEAR...

WHAT CAN WE DO ABOUT  
SUSTAINABILITY WHEN  
WE'RE JUST TRYING TO  
*survive and rebuild?*

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# LAST YEAR...

The carbon emissions of a round trip from Vancouver to Queenstown compared to emission reduction by lifestyle changes for 1 year:



# LAST YEAR...

I have seen the *future* of travel.



*And its hiding in New Zealand*

# LAST YEAR...

## REWIRING AOTEAROA



# LAST YEAR...



# LAST YEAR...



HINK



# LAST YEAR...



## SUSTAINABILITY MAKES MONEY AND SAVES COSTS

The transition has huge wealth creation opportunities for your community.



## BOLD AMBITION IS TRANSFORMATIVE

Rapid collaboration on solutions is essential for us to prosper.



## TRAVEL CAN LEAD TRANSFORMATION

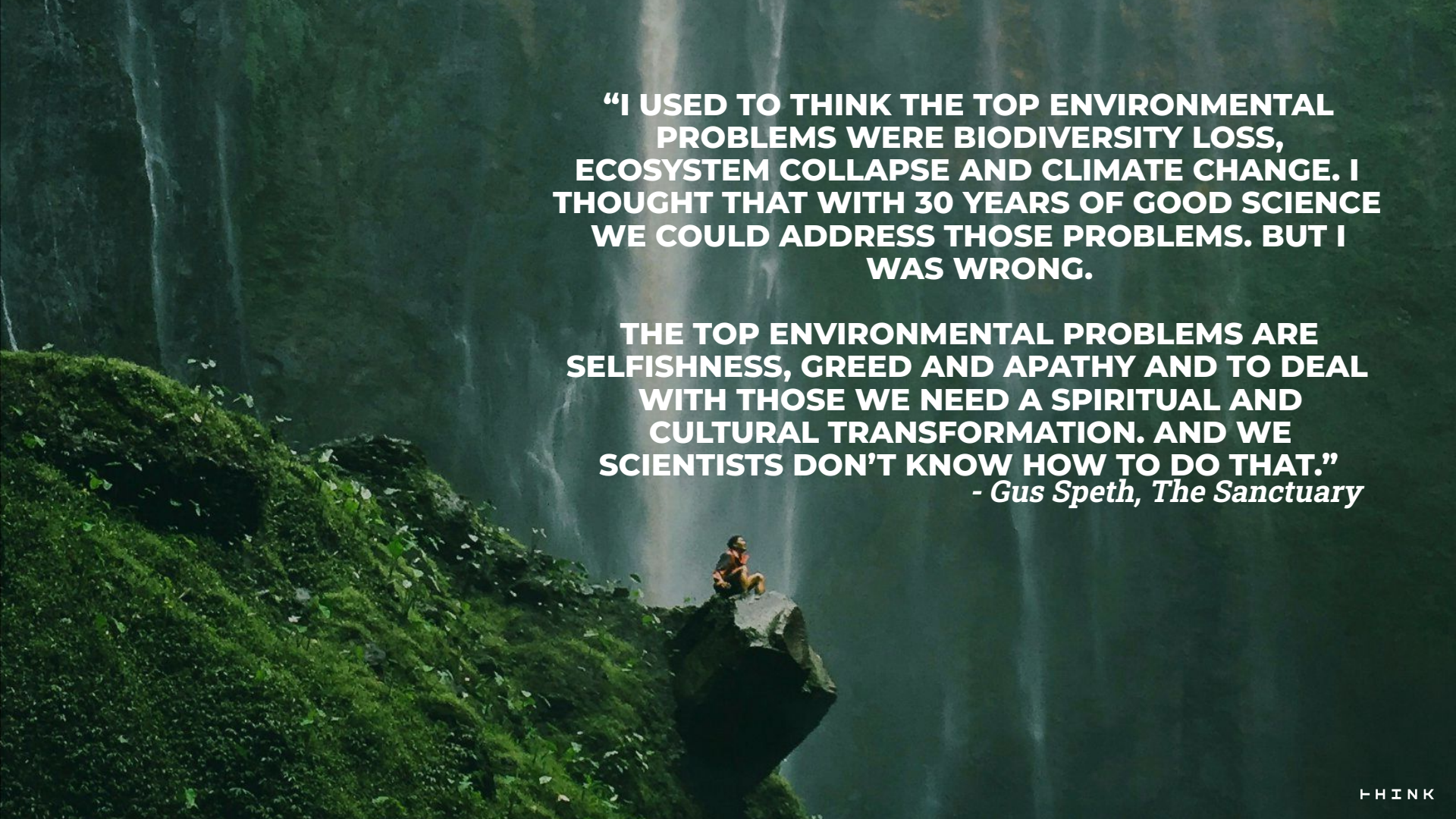
Smaller destinations are nimble and able to lead.

F H I N K



# OUR WORLD IS UNDER GROWING PRESSURE



A person is sitting on a large, dark rock in the foreground, looking towards a massive waterfall in the background. The waterfall is surrounded by lush green vegetation and moss. The scene is misty and atmospheric.

**“I USED TO THINK THE TOP ENVIRONMENTAL PROBLEMS WERE BIODIVERSITY LOSS, ECOSYSTEM COLLAPSE AND CLIMATE CHANGE. I THOUGHT THAT WITH 30 YEARS OF GOOD SCIENCE WE COULD ADDRESS THOSE PROBLEMS. BUT I WAS WRONG.**

**THE TOP ENVIRONMENTAL PROBLEMS ARE SELFISHNESS, GREED AND APATHY AND TO DEAL WITH THOSE WE NEED A SPIRITUAL AND CULTURAL TRANSFORMATION. AND WE SCIENTISTS DON'T KNOW HOW TO DO THAT.”**  
*- Gus Speth, The Sanctuary*



**TRAVEL IS THE ONLY INDUSTRY  
THAT CAN SHOW PEOPLE THAT A  
BETTER WORLD IS ALREADY  
POSSIBLE.**

**NO SINGLE DESTINATION HAS  
ALL OF THE ANSWERS, BUT  
TOGETHER, TRAVEL CAN PIECE  
TOGETHER THE MOSAIC.**



# THINK x COLLECTIVE



**TRAVEL  
BEYOND**



**Mike Retasket**  
Tourism Industry Association of BC

**TRAVEL  
BEYOND**



**Amy Thacker**  
Cariboo Chilcotin Coast  
Tourism Association

**TRAVEL  
BEYOND**



**Sunrise When the Salmon Come**  
**(Cheryl Chapman)**  
Indigenous Tourism BC

# WORLD TOURISM DAY

24 HOURS OF TRAVEL INNOVATION

Virtual Conference

1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00 24:00 1:00





100

# TRAVEL INNOVATIONS

DESTINATION THINK



## **DISCOVERING JUNGLE GEMS AND DREAMY BEACHES**

PANAMA

[Learn more >](#)



## **THE REST OF THE GOLD RUSH STORY**

BARKERVILLE, BRITISH COLUMBIA, CANADA

[Learn more >](#)



## **BOOSTING FOOD SECURITY WITH YOUTH-FOCUSED URBAN AGRICULTURE**

HALIFAX, NOVA SCOTIA, CANADA

[Learn more >](#)

EQUALITY

# THE REST OF THE GOLD RUSH STORY

BARKERVILLE, BRITISH COLUMBIA, CANADA



Photo: Thomas Drasdauskis / Cariboo Chilcotin Coast Tourism Association

Travel can build understanding for underrepresented communities and ways of life. By engaging with places focused on inclusive storytelling, like Barkerville Historic Town & Park in British Columbia, travelers contribute to meaningful reconciliation efforts.

## What's already possible

In British Columbia's Cariboo Chilcotin Coast region, storytelling is a tool for reconciliation, helping Indigenous and non-Indigenous communities find healing and common ground. At Barkerville Historic Town & Park, a living history museum in a historic gold rush town, this approach has recently been integrated into regular programming after a 50-year absence. By incorporating Indigenous storytelling and interpretation, the heritage site is making history more inclusive and ensuring that all perspectives are represented and respected.

## Seizing the opportunity

In 2019, Barkerville began incorporating First Nations perspectives into its storytelling, largely due to the efforts of Cheryl Chapman (Sunrise When the Salmon Come) from the Xat'sùll First Nation, who spent 26 years advocating for the shift. For five seasons, as visitors have explored the 135 restored buildings, Chapman has shared stories of her family's deep connection to the region. Alongside Mike Retasket of the St'uxwét'ws First Nation, she tells guests about the impacts of the gold rush on Indigenous communities and the vital support Indigenous groups provided to settlers.

## Standout tactic

Barkerville Historic Town & Park continues to be transparent about its work to portray an accurate and inclusive portrait of British Columbia before, during and after the gold rush. More improvements are needed and Barkerville is actively re-examining its values and considering the role it plays in reconciliation.

## How it helps

Indigenous content can now be found throughout Barkerville, and programming includes daily ceremonies to acknowledge the original inhabitants of the area. An annual, one-day Indigenous Peoples' Celebration gained such popularity it was extended into a second day in 2023.

An aerial photograph of a large, calm lake with several small, forested islands. In the background, there are large, dark green mountains under a clear blue sky. A layer of white mist or fog is visible near the water's surface, particularly around the islands and in the lower right. The overall scene is serene and scenic.

# TRAVEL BEYOND

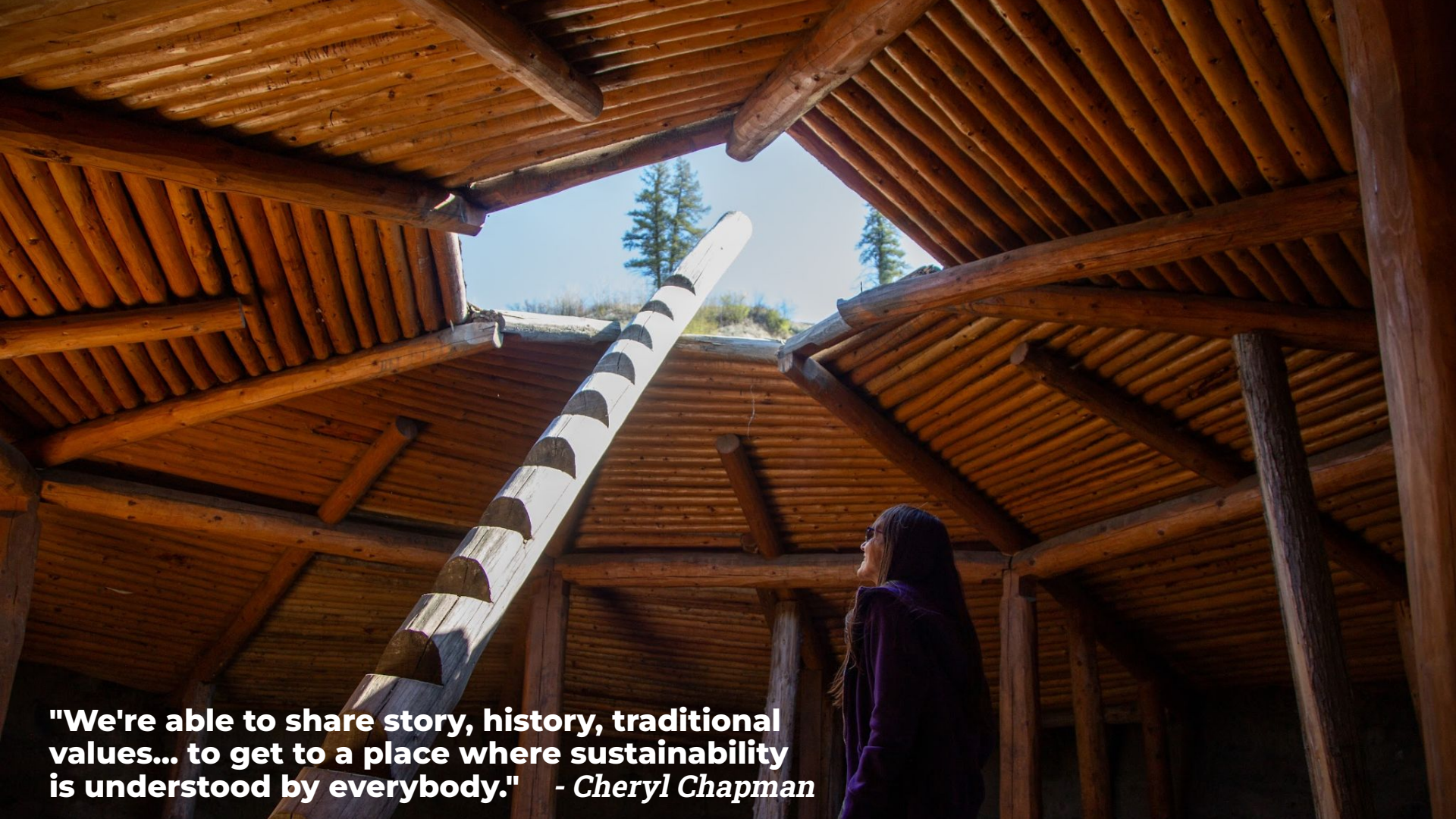




**“No other industry establishes a boots on the ground connection with people and the natural world.” - *Marshall Fremlin***

A photograph of an older man with grey hair, a full white beard, and glasses. He is wearing a dark green sweater over a light-colored collared shirt. He is smiling broadly and holding a black Canon camera with a large lens. He is wearing a silver bracelet on his left wrist. The background shows a rustic building with a green roof and a porch, surrounded by dry grass and shrubs.

**“If you do understand the Coast Mountains, and the alp lands and volcanoes, plateaus and grasslands you are in love.”** - *Chris Harris*



**"We're able to share story, history, traditional values... to get to a place where sustainability is understood by everybody." - Cheryl Chapman**



An aerial photograph of a river winding through a dense green forest. The river has several large, light-colored sandbars and islands. Driftwood is scattered across these sandbars and along the banks. The water is a dark, slightly murky green. The surrounding forest is thick and vibrant green.

**GREAT BRANDS  
CONNECT THROUGH  
VALUES.**

**YOUR STORY  
LIES HERE.**

**WHAT MAKES THE  
CARIBOO CHILCOTIN  
COAST TRULY UNIQUE?**

**WHY DO YOU GET OUT OF  
BED EVERY DAY?**

**WHAT DO YOUR IDEAL  
VISITORS REALLY CARE  
ABOUT?**



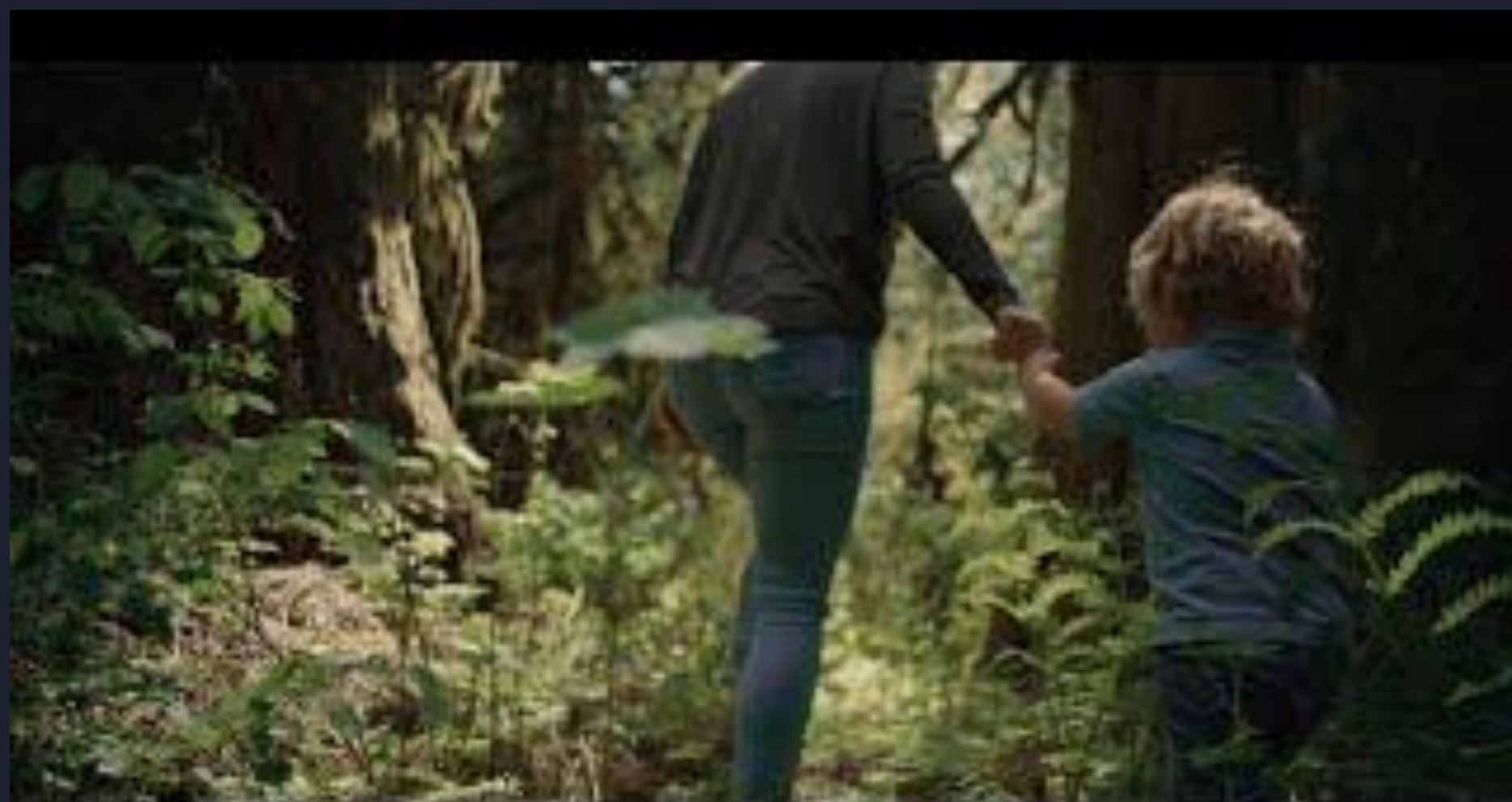
A person with long, wavy brown hair, wearing a red and blue plaid jacket and blue jeans, is seen from behind. They are holding a large bundle of hay and feeding it to a brown horse. The scene is set in a rural, open field with a line of trees in the background under a cloudy sky.


**“Lifestyles in harmony with the land and the people who’ve been here for generations.”**

*- Amy Thacker*

A man with grey hair, wearing a black vest over a plaid shirt, is looking up at a massive, moss-covered tree trunk in a dense forest. The sun is shining through the branches on the left, creating a bright spot. The background is filled with a complex network of tree branches and green foliage.

**“A passion for stewardship and conservation is passed to children, grandchildren and guests.”**  
*- Leonard Ellis*



A close-up, vertical shot of a tree trunk. The bark is dark brown and highly textured, showing deep grooves and a rough, scaly surface. The lighting is dramatic, highlighting the intricate details of the bark's structure. The background is a soft, out-of-focus grey.

**HOW DO YOU WANT  
GUESTS TO ACT AND  
WHAT DO YOU WANT  
THEM TO TAKE HOME?**



A close-up photograph of tree bark, showing a complex, layered texture with various shades of brown, tan, and grey. The bark is rough and uneven, with some areas appearing more fibrous and others more flake-like. The lighting is dramatic, highlighting the intricate details of the bark's surface.

**HOW ARE YOU  
TEACHING GUESTS  
ALREADY AND HOW  
CAN WE INCREASE  
IT?**



A wide-angle landscape photograph of a mountain valley. In the foreground, a river flows through a dense green forest. The middle ground shows rolling hills and a valley floor. In the background, majestic mountains rise, with the highest peaks covered in snow and partially shrouded in a soft, hazy light, suggesting either dawn or dusk. The sky is a mix of blue and white, with wispy clouds. The overall mood is serene and majestic.

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At a time when humanity has become disconnected from nature,  
there are still some places that can help you return home.