EXPANDED PARTNERSHIP

• Intact Ecosystem
• Rich culture and heritage
• Unique communities
• Experiences that cannot be had anywhere else in the world
GEOTOURISM

Tourism sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and well being of its residents.
HUMAN MOBILITY
GLOBAL TOURISM GROWTH

In the 1950s, there were only 25 million international travellers in the world. Fast forward just over 60 years—to 2010, and there were just over a billion travellers. By 2030, that number will be getting closer to 2 billion.

Source: UNWTO
GLOBAL TOURISM IMPACTS

GLOBAL TOURISM GROWTH

1950

25M

2030

2B

WHY TOURISM MATTERS

1/10

- 1/10 JOBS

$+

- 1.4 TRILLION IN EXPORTS (US$)

- 7% OF WORLD'S EXPORTS

- DEVELOPMENT

- ECONOMIC GROWTH

- CREATING JOBS

- 30% OF SERVICES EXPORTS

- ENVIRONMENT PROTECTION

- CULTURAL PRESERVATION

- PEACE & SECURITY

UNWTO
MT ECONOMIC SPINOFFS

NON-RESIDENT VISITORS

VISITORS: 12.2 Million
SPENDING: $5.2 Billion
JOBS: 58,000 Jobs
BC ECONOMIC SPINOFFS

NON-RESIDENT VISITORS

VISITORS: 6.1 Million
SPENDING: $17 Billion
JOBS: 133,100 Jobs
ALBERTA ECONOMIC SPINOFFS

NON-RESIDENT VISITORS

VISITORS: 35 Million
SPENDING: $8.5 Billion
JOBS: 127,000 Jobs
### Geotourism Segments of 154 Million U.S. Travelers

<table>
<thead>
<tr>
<th>Geotourism Segment</th>
<th>Number of Travelers per Segment</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geo-savvys</td>
<td>16.3 million</td>
<td>11%</td>
</tr>
<tr>
<td>Urban Sophisticates</td>
<td>21.2 million</td>
<td>13%</td>
</tr>
<tr>
<td>Good Citizens</td>
<td>17.6 million</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>55.1 million</strong></td>
<td><strong>36%</strong></td>
</tr>
</tbody>
</table>

TIA Study (Stokes, Cook, Drew, 2003)
# Outdoor Recreation

<table>
<thead>
<tr>
<th>CAMPING</th>
<th>MOTORCYCLING</th>
<th>TRAIL SPORTS</th>
<th>WHEEL SPORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RV campsite</td>
<td>Off-road</td>
<td>Day hiking on trail</td>
<td>Bicycling, paved road</td>
</tr>
<tr>
<td>Tent campsite</td>
<td>On-road</td>
<td>Backpacking</td>
<td>Bicycling, off-road</td>
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<tr>
<td>Rustic lodge</td>
<td></td>
<td>Rock or ice climbing</td>
<td>Skateboarding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Running 3+ miles</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Horseback riding</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mountaineering</td>
<td></td>
</tr>
<tr>
<td>FISHING</td>
<td></td>
<td>WILDLIFE VIEWING</td>
<td></td>
</tr>
<tr>
<td>Recreational fly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational non-fly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUNTING</td>
<td>OFF-ROADING</td>
<td>WATER SPORTS</td>
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<tr>
<td>Shotgun</td>
<td>ATV</td>
<td>Kayaking</td>
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<tr>
<td>Rifle</td>
<td>ROV</td>
<td>Rafting</td>
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<tr>
<td>Bow</td>
<td>Dune buggy</td>
<td>Canoeing</td>
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<td>4x4 and Jeep</td>
<td>Surfing</td>
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<td></td>
<td></td>
<td>Scuba diving</td>
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<td></td>
<td></td>
<td>Sailing</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Stand-up paddling</td>
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</tr>
<tr>
<td>SNOW SPORTS</td>
<td></td>
<td>Boating</td>
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</tr>
<tr>
<td>Cross-country skiing</td>
<td></td>
<td>cruising, sightseeing,</td>
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</tr>
<tr>
<td>Downhill skiing</td>
<td></td>
<td>wakeboarding, tubing,</td>
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</tr>
<tr>
<td>Nordic skiing</td>
<td></td>
<td>kneeboarding,</td>
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<tr>
<td>Snowboarding</td>
<td></td>
<td>waterskiing</td>
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<tr>
<td>Snowmobiling</td>
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<tr>
<td>Snowshoeing</td>
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<tr>
<td>Telemark skiing</td>
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</tbody>
</table>
OUTDOOR RECREATION

MT ECONOMIC SPINOFFS

SPENDING

$7.1 Billion
Consumer Spending

$2.2 Billion
Wages & Salaries

JOBS

71,000
Direct Jobs

State & Local Tax Revenue

$286 Million
OUTDOOR RECREATION

BC ECONOMIC SPINOFFS

SPENDING
$1.2 Billion
Consumer Spending

JOBS
21,000
Direct Jobs
OUTDOOR RECREATION

ALBERTA ECONOMIC SPINOFFS

SPENDING

$1.7 Billion
Consumer Spending

JOBS

77,430
Direct Jobs
PROGRAM FOCUS

• GEOTOURISM BUSINESS DEVELOPMENT
  Establish destination that provides high-quality visitor experiences through sustainable tourism activities and operations.

• STEWARDSHIP
  Provide visitors and residents opportunities to preserve and celebrate the environment, culture and history.

• COMMUNICATION & EDUCATION
  Expand networks, promote regional pride, and increase public awareness.
CURRENT INITIATIVES

- Indigenous Experiences
- Aquatic Invasive Species
- Flathead Trail Trip Plans
- Crown of the Continent Electric Charging Infrastructure Planning

Tools for Rural Success

The Business of Outdoor Recreation Summit
BUILDING BLOCKS

• Understand All Stakeholders
• Identify Planning Tools
• Catalog Assets
• Destination Development Planning
• Build to Scale
• Provide Quality Signature Experiences
STAKEHOLDERS & PLANNING TOOLS
ASSETS
PLANNING

VISITOR

VS

LOCAL
BUILDING TO SCALE

- Leakage; irresponsible business practices
- Place-based tourism
- Community benefit
- Benefits too selective, or not apparent
- Obstacles to protection
- Motive to protect
IDENTIFYING QUALITY SIGNATURE EXPERIENCES

TRIP PLANS

- Rocky Mountain Front Route
- Crown Circle Route
- Adventure and Relaxation in the Columbia Valley
- Crowsnest Pass and Rocky Mountain Front
- Montana Ghost Town Route
- Two Great Days in Whitefish and Glacier
SHARING STORIES-PLATFORMS

CROWN OF THE CONTINENT
What’s your story?
Q & A

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Instagram: @crowngeotourism

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