Northern BC Tourism

Iconic Feature Tourism Product Assessment Profiles and Inventory
Backgrounder and Tips for Use

Introduction

- The Iconic Feature Product Assessments project focuses on nine of 53 iconic features that are included in the *Northeastern* and *Northwestern BC Destination Development Strategies*.

- The nine Iconic Features were selected based on input from the three project sponsors:

    - Northeastern BC (Northern Rockies Regional Municipality and the District of Mackenzie);

    - The Regional District of Bulkley Nechako; and,

    - The Regional District of Kitimat Stikine.

- Destination BC and Northern BC Tourism provided funding for the project.

- The Iconic Feature Product Assessments (the "Assessments") are intended to help develop tourism experiences in several high-potential areas of Northern BC.

- The Assessments also are intended to support broader work of Destination BC related to future Place-Making Strategies and branding.

- There may be opportunities in the future to conduct a similar assessment for additional iconic features covering more areas of Northern BC.

Resources Available to You

Inventory of Supporting Facilities and Services (Excel Document)

- The inventory is presented as a Google Sheets File, if you have difficulty accessing this file please email info@nbctourism.com This inventory will be updated over time, as needed.

- The inventory includes the following types of assets located in and around each of the nine Iconic Features:

    - Access routes
    - Accommodation facilities
    - Food and beverage facilities
    - Tourism services

    - Parks
    - Attractions
    - Tourism guiding businesses
    - Airports

    - Communities
    - Recreation facilities
    - EV charging stations
    - Natural features

Web-based Maps

- Web-based maps for each of the nine Iconic Features, and their surrounding assets, can be found at (add link).
- These maps will be updated over time.

Iconic Features Profiles

- Profiles for each of the nine Iconic Features can be found in a consolidated report

Templates to Guide Future Research

- A template for collecting the same types of information for additional Iconic Features is provided in the Excel Inventory. The data collection tab in the Excel file is labelled: *Template – Future IF Research*.

Possible Uses of these Resources

Public Sector: **Municipal, First Nation and Regional District Planning and Economic Development**

Process or Document	Use of the Inventory, Maps and Profiles
Official Community Plans Parks, Recreation and Transportation Plans	Identify tourism assets and priorities when updating or developing these types of plans
Economic Development Strategies	Identify economic development priorities related to tourism
Investment Strategies and Community Investment Profiles	Identify potential investment opportunities for tourism development that can be included in strategies and in community investment profiles
Tourism Planning	Provide a base for more detailed tourism planning and/or tourism development planning in a community and/or regional district
Value of Tourism Study	Provide a base for evaluating the value of tourism for a specific area

NGOs[1]:   **Destination Management/Marketing Organizations ("DMO") and Visitor Centres**

Process or Document	Use of the Inventory, Maps and Profiles
Tourism Planning	Provide a base for more detailed tourism planning and/or tourism development planning by a DMO
Awareness Building	Increase awareness about tourism assets and facilities for Visitor Centre employees and others

Private Sector: **Existing or Potential Tourism Operators**

Process or Document	Use of the Inventory, Maps and Profiles
Investment Planning and Decision-Making	Provide a base for more detailed tourism investment planning
Feasibility Studies	Provide input into the research conducted when preparing feasibility studies for new hotels and tourism businesses

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[1] Non-governmental Organizations