

Northern BC Tourism



Credit: Fort St. James Tourism Committee

Iconic Features Product Assessment
October 15, 2021

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1. Acknowledgements

This project was sponsored by the Northern BC Tourism Association, the Northern Rockies Regional Municipality, the District of Mackenzie, the Regional District of Bulkley Nechako and the Regional District of Kitimat Stikine. Funding was provided by:

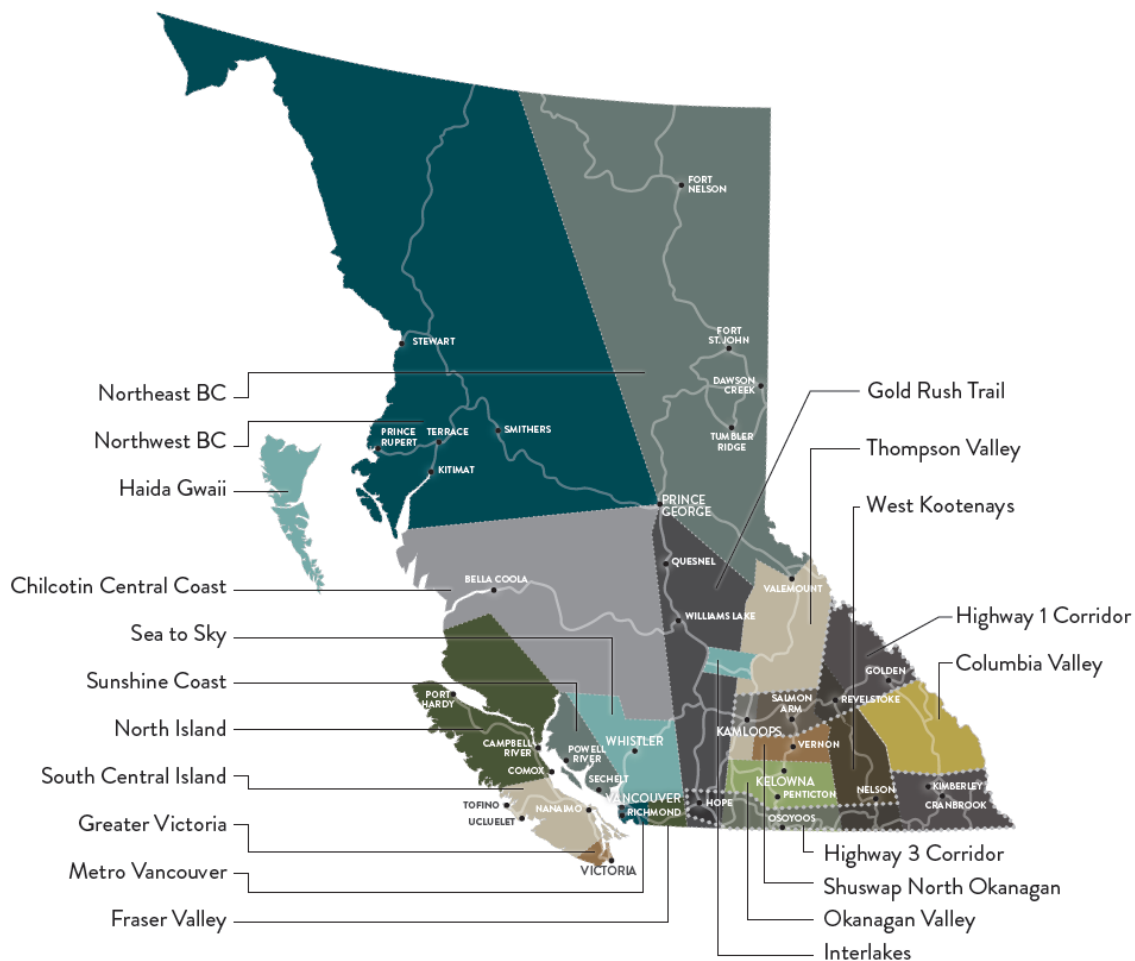
- Destination BC through the DMO Community Adaptation Funding Program; and,
- Northern BC Tourism Association.

2. Introduction

Background

This project – the Northern BC Tourism Iconic Features Product Assessment – is an important “next step” following the completion of two 10-year Destination Development Strategies in Northern BC: The Northwestern BC (“NWBC”) and Northeastern BC (“NEBC”) Destination Development Strategies which were developed from 2016 to 2019.

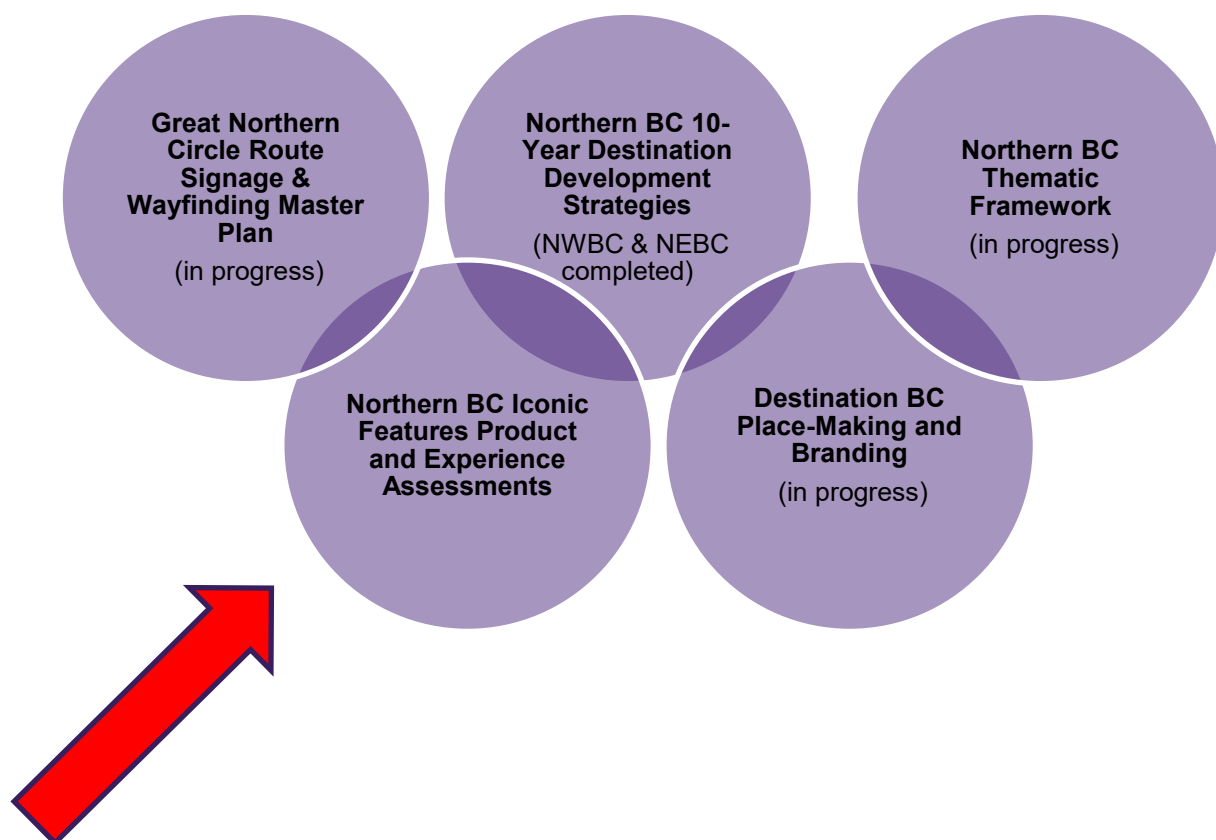
The two Destination Development Strategies (the “strategies”) were prepared to enhance the long-term competitiveness of Northern BC within the global tourism market place. They are part of Destination BC’s Destination Development Program. This program is a critical part of Destination BC’s corporate strategy. It facilitates the collaboration of local, regional and provincial agencies, First Nations, destination marketing organizations (“DMO”s), tourism operators and other community interests to guide the long-term growth of tourism. The program includes 20 planning areas spanning the province (see map below).



A key element of each of the NWBC and NEBC Destination Development Strategies was the identification of iconic features around which experiences and destination identity and branding can be developed. This is particularly important for Northern BC, given that the area is in the earlier stages of tourism development and there is very low awareness about Northern BC in many markets. Overall, there is limited understanding about how special these areas are and about the types of experiences that are offered and that could be offered.

Early in the NWBC and NEBC planning processes, participants were asked: “What are the defining features for the planning areas?” “For example, *what is the Taj Mahal, the Eiffel Tower, the Grand Canyon of NWBC and NEBC?*” This led to the identification of iconic features/areas for the planning areas. A long list was developed, and then an online survey offered participants the opportunity to rank the top iconic features. These features serve (or could serve) as key identifiers for tourism around which products/experiences can be further developed.

Now that the NWBC and NEBC strategies have been completed, there is a focus on implementation. Several of the key projects currently underway in Northern BC include: the Great Northern Circle Route Signage and Wayfinding Master Plan Project, the Northern BC Thematic Framework, the Destination BC Place-Making and Branding Project (province-wide), and the subject of this report, the Northern BC Iconic Features Product and Experience Assessment Project. This broader planning context is illustrated below.



Purpose

The Iconic Feature Product Assessments are intended to further the iconic product/experience development objectives contained in the two strategies. The Iconic Product Assessments also are intended to support broader work of Destination BC related to future Place-Making Strategies and branding which will commence province-wide later in 2021.

This Iconic Feature Product Assessments project focuses on nine of 53 iconic features that are included in the two strategies (see Appendix A which lists all iconic features). The nine iconic features were selected based on input from the three project sponsors:

- The Northeastern BC (Northern Rockies Regional Municipality and the District of Mackenzie);
- The Regional District of Bulkley Nechako; and,
- The Regional District of Kitimat Stikine.

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

Scope and Approach

The scope of this engagement included conducting research and analysis to identify existing facilities, attractions and experiences, in addition to key gaps related to future product development. The key areas assessed included:

- The type and level of maturity of tourism experiences, facilities and services related to the iconic features;
- The connectivity between the iconic features and other relevant features and experiences;
- Key gaps in facilities and services to support experience development associated with the iconic features;
- Accessibility of facilities and experiences for people of all abilities and,
- Existing and potential "iconic experiences" or "hero experiences" associated with the iconic features.

For the purposes of this engagement, "iconic features" refer to:

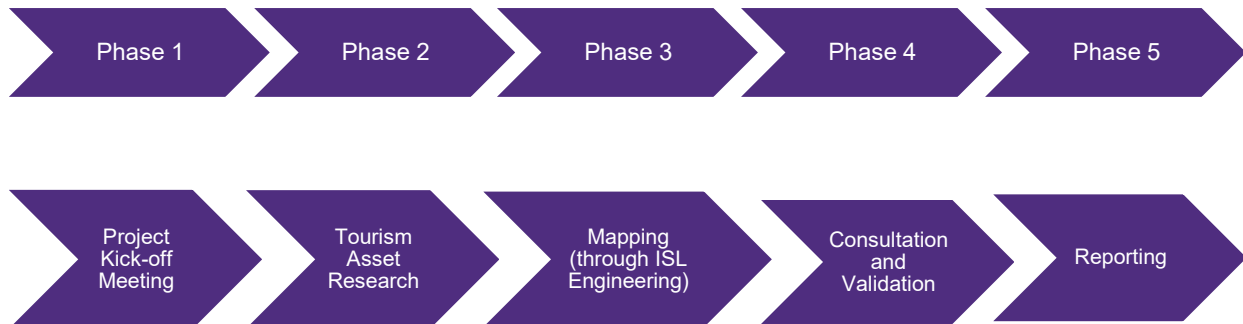
- Iconic features (e.g., a specific feature, such as Hudson Bay Mountain);
- Iconic routes (e.g., a route, such as the Alaska Highway); and,
- Iconic areas (e.g., a broader area, such as the Muskwa Kechika Management Area).

The nine iconic features are listed below.

| Region | Iconic Feature | |
|---|---|---|
| Northeastern BC | <ul style="list-style-type: none"> Alaska Highway Muskwa Kechika Management Area Tumbler Ridge UNESCO Global Geopark | <ul style="list-style-type: none"> Route Multi-use wilderness area Global geopark |
| Bulkley Nechako Regional District | <ul style="list-style-type: none"> Fort St. James National Historic Site The Lakes (Babine, Burns, Francois, Kager and Tchesinkut) Hudson Bay Mountain | <ul style="list-style-type: none"> Historic attraction Lakes Four-season ski and adventure resort |
| Regional District of Kitimat Stikine | <ul style="list-style-type: none"> 'Ksan Historical Village and Museum Nisga'a Lava Bed Memorial Park Bear Glacier and Salmon Glacier | <ul style="list-style-type: none"> Historic attraction Provincial Park (co-managed)¹ Glaciers |

Grant Thornton was unable to conduct an on-the-ground assessments and consultation due Pandemic travel restrictions. The research methods included Internet research, review of reports/studies and data bases, and interviews with individuals knowledgeable about the geographic areas and the iconic features. The five project phases are shown below.

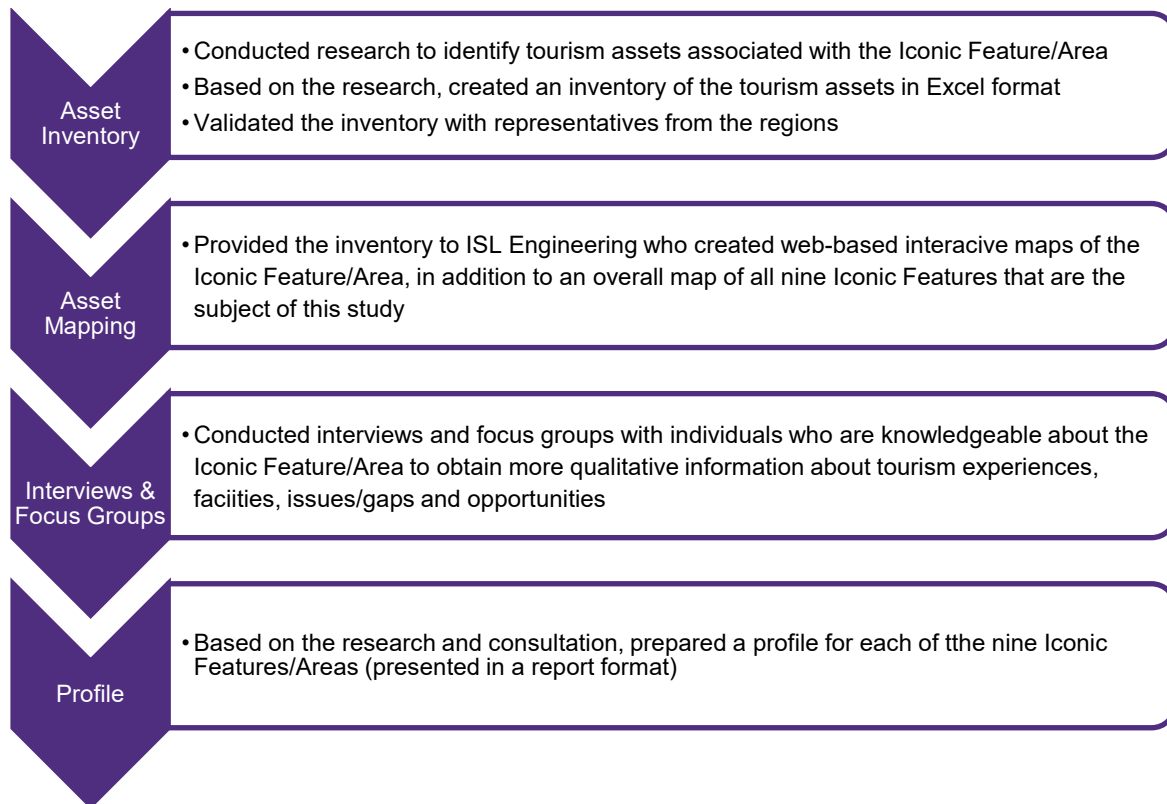
Five-Phased Approach



¹ Co-managed by the Nisga'a Nation and the Province of BC

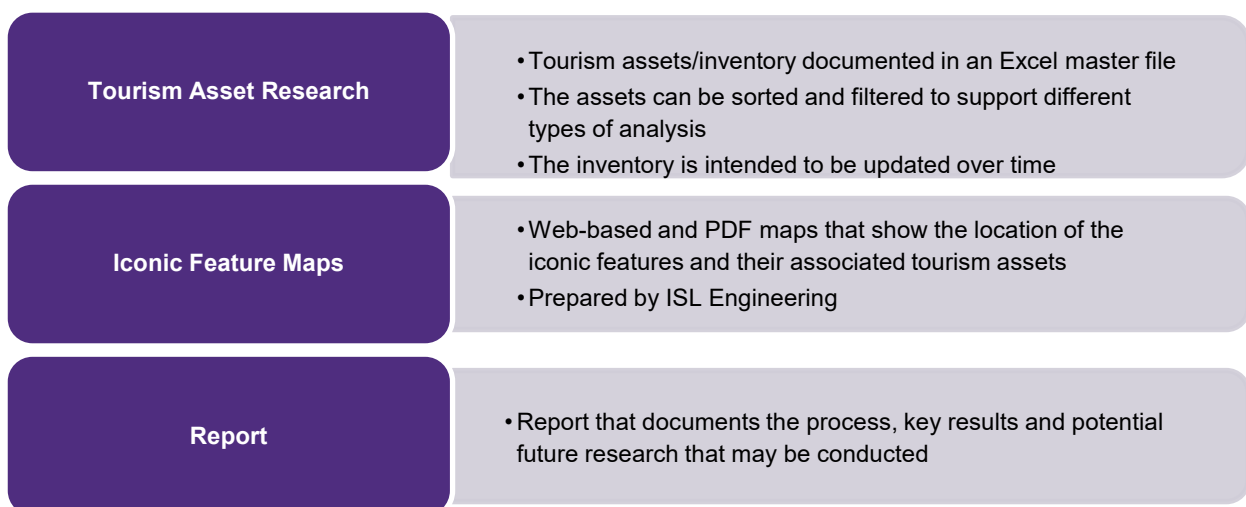
Methodology

The methodology used to prepare the profiles for each of the nine Iconic Features/Areas is illustrated below.



Deliverables

The project deliverables are described below.



3. Asset Inventory

Introduction

Purpose

The asset inventory is presented as a separate Excel file. It provides a compilation of research related to defined asset parameters ("asset categories") determined by Grant Thornton, in consultation with the Northern British Columbia Tourism Association ("NBCTA"), related to the nine shortlisted iconic features/areas/routes (the "iconic features" or the "IFs").

The inventory should be updated over time, to reflect changes in assets/facilities and/or to provide additional details that were not captured in this initial version.

Limitations

- The inventory is based primarily on Internet research. Results have been validated by representatives from NBCTA, the Regional District of Bulkley Nechako, the Regional District of Kitimat Stikine, the Northern Rockies Regional Municipality and the District of Mackenzie. However, results have not been validated through on-site field work.
- There may be some assets within each town/ city which are not reflected in the IF asset inventory as they may not have been included in specific Internet sources, such as, Google Maps, town specific tourism website, and TripAdvisor.
- There may be duplication of assets across various asset categories (e.g., a lake can include campgrounds and other relevant experiences which may also be noted under other asset categories).
- The asset categories have been limited to broader categories in order to appropriately classify the asset within the time and resource constraints of the project and to help ensure that the information is user-friendly for key audiences.
- The level of detail is intended to be granular enough to support defensible analysis within a reasonable timeframe.
- Additional on-site research can be conducted in the future, to identify further details regarding certain assets of interest. For example, the capacity and quality-level of accommodation properties and restaurants is not documented through any one source at this time and, therefore, could not be included in this inventory. It would be useful to conduct this type of research in the future to support tourism planning and the design of itineraries for certain tour operators.

Structure and Functionality of the Inventory

The inventory is presented in one Excel file which includes the following tabs.

| Tab Name | Description |
|-----------------------------|--|
| Definitions | Definitions for composition of each asset category |
| Population & Distance | Population and distance information (excluding Alaska Highway) |
| IF - Master Listing (NBCTA) | NBCTA assets for each of the iconic features (supplied by NBCTA) |
| Airports | Research related to closest airport to each iconic feature |
| EV Stations | Research related to electric vehicle charging stations |
| RV Rental | Research related to RV rentals (online or retail location) |
| IF - Template | This is a template to be used for additional data collection related to these iconic features or new iconic features |
| Brew Pubs | Research related to Brew Pubs for each iconic feature |
| Lists | This is a standard listing used for the future asset data collection. Informational only and updated as required |
| Summary for each IF | One tab for each of the nine Ifs, which presents asset information in graph and table format |

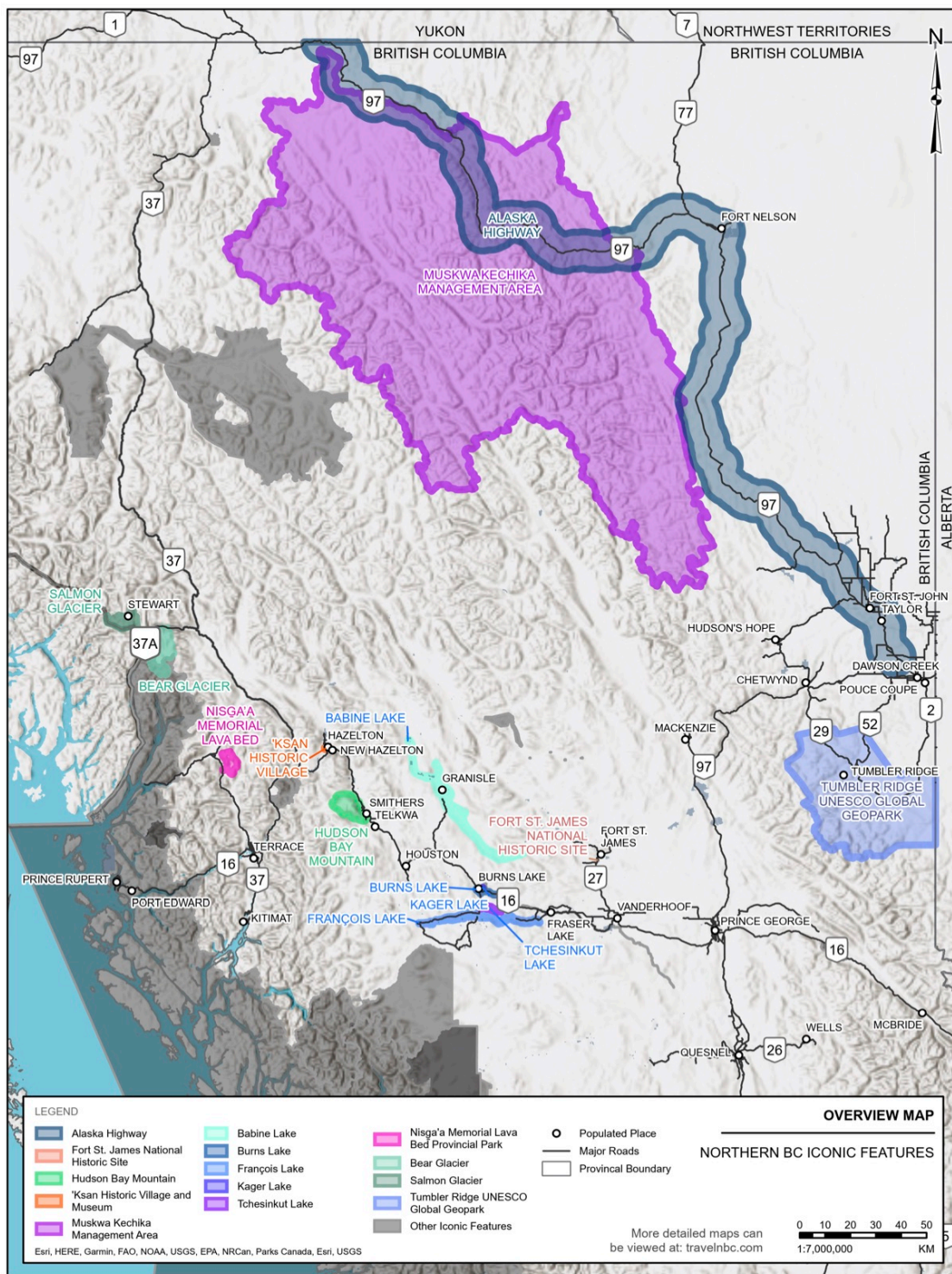
The Excel file can be used to conduct further analysis, using pivot tables and sorting functions.

- Each IF is separately catalogued in its own tab, and key information related to each asset associated with the IF is captured. The compilation of the assets for each IF can be used as the IF asset inventory.
- The IF asset inventory is presented in two tables: 1) Summary of assets by tourism asset category, and 2) Summary of assets by tourism asset category with tourism asset sub-category details.
- These tables are linked to the bar graphs which present the IF asset database in a visual form.

4. Iconic Features Overview

Location and Access within Northern BC

The following map shows the location of each of the nine iconic features within Northern BC. More detailed maps can be viewed at Travelnbc.com.



5. Bear and Salmon Glaciers

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding Bear and Salmon Glaciers facilities, services and attractions is provided in Appendix D, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- Bear Glacier and Salmon Glacier are located in the traditional territories of:
 - The Skii km Lax Ha; and,
 - The Nisga'a.

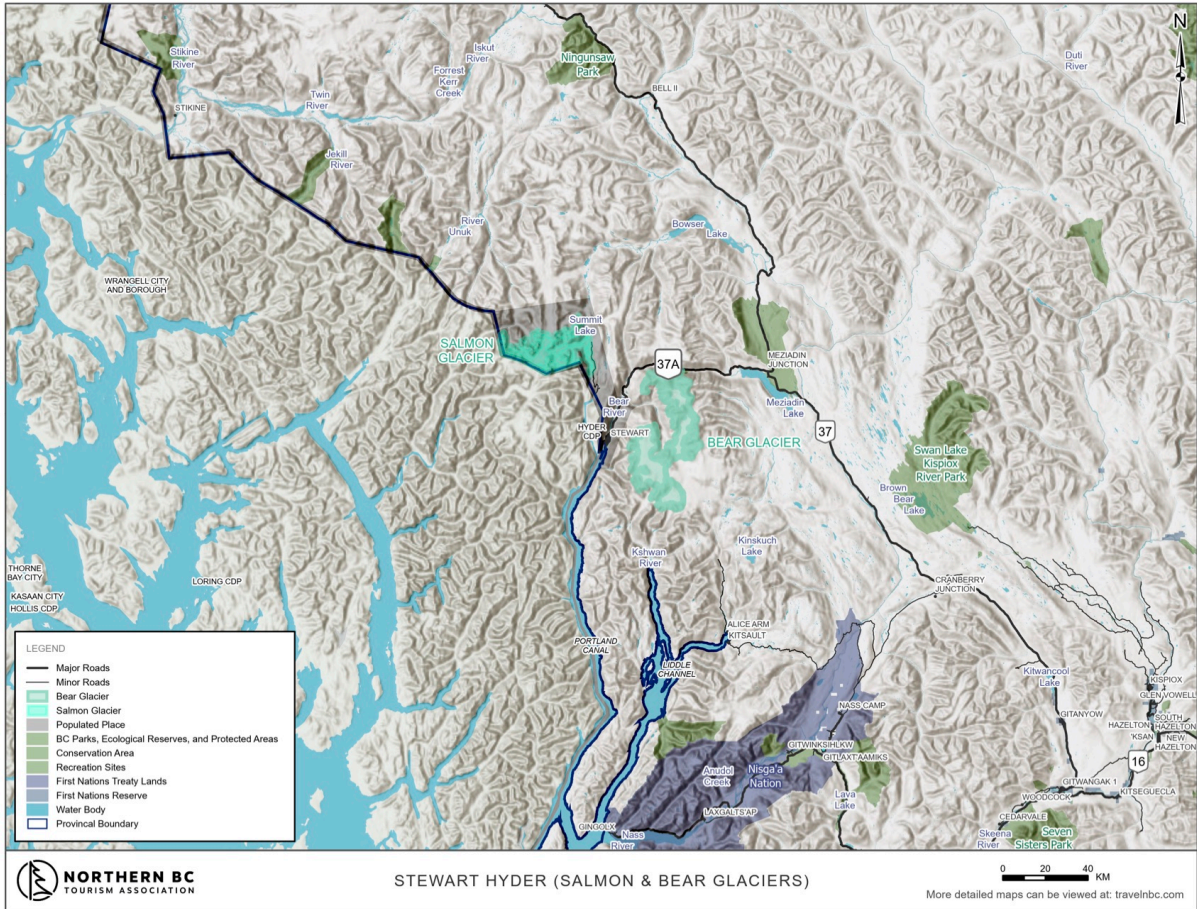
Overview

Bear and Salmon glaciers are located close to Stewart BC, a town of under 500 people, situated at the head of the Portland Canal near the Alaskan Panhandle and on the Alaska-BC border at the western terminus of Highway 37A.

The area is known for its glaciers, with hundreds located in the Boundary Ranges, in addition to Grizzly Bear viewing, hiking and a rich mining heritage

Salmon Glacier, located a short drive north of Stewart, is the fifth largest glacier in Canada. The drive to the glacier viewpoint allows visitors to see the glacier from above, providing unique views of the glacier's crevices.

Bear Glacier is located in Bear Glacier Provincial Park along Highway 37A between Meziadin Junction and Stewart. The park, 542 hectares in size, was established in 2000 through the Nisga'a Treaty. The toe of the Bear Glacier is visible from the highway. A location map is shown on the next page.



Summary of Assets

The table below provides a summary of assets in Stewart, the main service centre for Bear and Salmon Glaciers. Assets for other nearby communities are also summarized. A more detailed summary is provided in Appendix D.

Although Stewart is a small town, the area offers many accommodation properties and campgrounds (30 in the area). This inventory includes several hotels and motels – such as the Alpine Motel, King Edward Hotel, King Edward Motel – in addition to many smaller inns, B&Bs, lodges, rental homes, cabins, campgrounds and RV sites. The area also offers many parks, trails and a museum. The many trails offer opportunities to view glaciers, the Portland canal, mountains and waterfalls. These are noted as “Sightseeing” in the inventory (see Appendix D), which documents a total of 55 sightseeing/viewpoints in the area. A key tourism feature of Stewart is its proximity to Hyder, Alaska, which is directly across the border. Key gaps include the need for a broader range of food and beverage, in addition to guided activities. These gaps are discussed later in the profile.

| | Stewart | Other Nearby Communities | Total |
|---|------------|--------------------------------|------------|
| Accommodation | 20 | 10 | 30 |
| Activities Offered | 7 | 1 | 8 |
| Attractions | 46 | 39 | 85 |
| Bear Viewing (Self Guided) | | 2 | 2 |
| Campground | 1 | | 1 |
| Community Hall/ Centre, Conference Centre | 2 | | 2 |
| Festival/Event | 7 | 1 | 8 |
| Fishing (Guided) | | 1 | 1 |
| Fishing (Self Guided) | | 2 | 2 |
| Food & Beverage | 8 | 1 | 9 |
| Government | | 1 | 1 |
| Lake | 1 | | 1 |
| Other* | 8 | 2 | 10 |
| Transportation | | 1 | 1 |
| Visitor Centre | 2 | | 2 |
| Total | 102 | 61 | 163 |

*Other includes: ball field, church, motorcycle tours, and other related tourism attractions.

Primary Natural Attractions

- Mountains
- Glaciers
- Tidal flats
- Grizzly Bears

Primary Human-Made Attractions

- Trails
- Museum
- Historic buildings --- Old Empress Hotel (1908), two heritage churches, and Old Firehall with 1938 Ford firetruck
- Estuary Boardwalk

Typical Experiences

- Key experience characteristics:
 - Touring (the drive on Highway 37A from Meziadin Junction to Stewart is very scenic)
 - Glacier and mountain viewing
 - Flight seeing (by helicopter)
 - Museum, including interpretive tour (typically takes two hours)
 - Tennis court (established in 1910 by the Stewart Tennis Club)
 - Hiking (many trails have outstanding views)
 - Crossing the border to visit Hyder, Alaska (note that the US border is currently closed due to the Pandemic)
- Key opportunities to showcase area:
 - The Estuary Boardwalk is a great feature: 20-minute walk over the tidal flats (wheelchair accessible)
 - Memorials: Granduc mines; First and Second World War
 - The last 45-minute drive into Stewart from Meziadin Junction (Highway 37 and 37 A junction) is the most scenic route, with views of mountains, Bear Glacier, wildlife viewing (bears, mountain goats), and many waterfalls/avalanche chutes
 - Understand the history of the community (mining town, boom bust town, remote town); visit the Museum; Walk around the town and embrace nature
 - Salmon Glacier

Typical Seasons

- June to October
- The current winter tourism activity in the region is heliskiing (one operator)

Summary of Transportation and Access

- Stewart is located at the “end of the road”, which may deter visitors from travelling to the area
- Lack of services leading up to Stewart (e.g., gas, groceries, etc.)
- Lack of cellular service between Kitwanga and Stewart
- Road leading up to Salmon Glacier is perilous due to the surface of the road, steep drop-offs, active mining and snow
- Highway signage needs to be improved – not enough signs and/or poorly maintained signs

Summary of Accessibility for People of All Abilities

- Mainstreet (5th Avenue) is wheelchair accessible
- Ripley Creek Inn has elevator accessibility
- Trails are not accessible
- Overall, accessibility needs to be improved

Summary of Market Awareness

- Marketing efforts are constrained due to limited financial resources
- In addition, locals are skeptical about online marketing (or marketing in general); it is challenging to come to an agreement about how to market the area in Stewart

- Inadequate highway signage negatively impacts awareness with regard to the touring market
 - The District of Stewart has been working on the development and installation of a new billboard

Key Issues and Gaps

- Day-use area by Bear Glacier leading into Stewart has been closed due to avalanche/rock slide hazards
- Highway pull-outs are not accessible in winter months
- Accommodations: lower capacity for leisure visitors in summer due to demand from mine workers
- RV/Campground electrical hook ups are lacking
- Meziadin Lake Park closes in early September, which is a popular month for the touring visitor

Developments/Initiatives

- The Federal Government recently provided funding to further enhance the Estuary Boardwalk by updating the dock
- There was a new whitewater rafting business; however, it closed due to Covid

Possible Sensitivities/Concerns Related to Tourism Development

- Stewart's residents are split on the topic of tourism, with roughly 50% in favour of promoting tourism and tourism development
- Younger people are drawn to employment at the District or at the mine, both which pay more than the tourism industry

Summary of COVID-19 Impacts

- Closure of the US border has negatively impacted the town of Stewart; Hyder depends on Stewart for services and these individuals cannot access the town
- RV/ Campground has not been doing well financially due to Covid

Logical Connections with other Iconic Features or Special Places

- There are opportunities to collaborate with other communities/attractions, particularly in the Prince Rupert area, and with Indigenous communities
- There may be opportunities to collaborate with the universities (University of Northern BC (UNBC) in Prince George and Terrace) on marine highway tours and vulcanization tours in the Stewart area; these niche learning experiences/products present opportunities for growth

Key Opportunities to Develop the Iconic Feature

- Continue to upgrade and feature the Estuary Boardwalk as a key visitor experience
- The trails provide great opportunities: mountain bike trails, hiking trails, updating maps/ signage on trails
- Marine tourism can be further developed, featuring the Portland Canal and access to the Pacific Ocean; this would require upgrades to the marina, chartered boat services, and guided boat services
- The history of the Portland Canal presents opportunities for learning/experiential tourism
- Snowmobiling in winter is big; this experience is in its infancy
- There may be market interest in guided hiking tours and guided hunting tours

6. 'Ksan Historical Village and Museum

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix E, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- 'Ksan Historical Village and Museum is located in: the Gitksan traditional territories, which covers an area of 33,000 square kilometers in Northwestern BC.
- The Gitksan territory is home to the Babine, Bulkley, Kispiox and Skeena rivers, renowned for their abundant salmon and steelhead runs.

Overview

'Ksan Historical Village and Museum ("Ksan") is a living museum of the Gitksan Indigenous people. 'Ksan has operated for over 50 years, opening its doors in 1969. It is located near Hazelton at the confluence of the Skeena and Bulkley rivers, on Gitksan traditional territories. A location map is shown on the next page. The attraction provides:

- Traditional longhouses
- Guided tours (in English, French and German)
- Totem poles
- A gift shop featuring local and regional arts, crafts and other gift items
- A carving shed (featuring live carving where visitors can participate in the creation of totem poles with an Indigenous carver)
- A screen-printing shop (that prints t-shirts with local designs)
- Traditional dancing
- A campsite
- Trails that link 'Ksan with Hazelton, along the river

Summary of Assets

The table below provides a summary of assets in the 'Ksan area. A more detailed summary is provided in Appendix E.

All communities noted below are close-by. Hazelton is the main service centre. In addition to being connected by road, Hazelton is connected via a scenic walking trail (approximately 20 minutes). Overall, facilities and services in the area are limited. There are 11 accommodation facilities, including a campground located directly at 'Ksan Historical Village. The selection of restaurants is limited.

| | Hazelton | Kispiox | Kitimat-Stikine B | New Hazelton | South Hazelton | Total |
|---|-----------|----------|-------------------|--------------|----------------|-----------|
| Accommodation | 6 | 2 | | 4 | 3 | 15 |
| Activities Offered | 5 | 1 | 2 | 2 | | 10 |
| Attractions | 13 | | | 4 | | 17 |
| Community Hall/ Centre, Conference Centre | 4 | | | | | 4 |
| First Nations Government | | 2 | | | | 2 |
| Fishing (Guided) | 1 | | | | | 1 |
| Food & Beverage | 2 | | | 9 | | 11 |
| Other | 3 | | | 1 | | 4 |
| Total | 34 | 5 | 2 | 20 | 3 | 64 |

Other includes facilities such as a community college, theatre, service and sales centre, and a school

Primary Natural Attractions

- The rivers and, in particular, the Bulkley and Skeena Rivers
- Roche de Boule Mountain ("Stekeyodan" or "Stegyawden")

Primary Human-Made Attractions

- 'Ksan Historical Village and Museum
- Campground
- Walking trails (hard-packed, wheelchair-accessible and well-signed)
- Hagwilget Bridge
- Upper Skeena Recreation Centre
- Gitwangak National Historic Site
- Farmers' Market

Typical Experiences

- Guided cultural tours of the long houses
- Live carving by Indigenous carver, who also provides opportunities for visitors to carve
- Live traditional dancing
- Gift shop, featuring local and regional art, crafts and other gifts
- Walking trails
- Gitwangak National Historic Site
- Farmers' Market

Typical Markets

- Pre-booked bus tours from Europe/Germany (typically booked 12 – 16 months in advance)
 - These tours usually stop at 'Ksan for about two hours before continuing on the tour of Northwestern BC
- Campsite: BC, locals, Alaska RV Tours (RV group two times per year; start and finish their journey at 'Ksan)
- Visitors who are touring Northern BC
- High proportion of visitors are German

Market Awareness/Marketing

- Website needs improvement
- Word-of-mouth has been the main mode of marketing for over 50 years
- The 'Ksan dance troupes used to dance all over the world, which raised awareness
- There are road signs/ highway signs, but nothing significant beyond this
- 'Ksan management places ads in different magazines in the North

Typical Seasons

- May to September
- In recent years (before Covid), visitors were coming through to mid-October

Transportation and Access

- Transportation to the area is by vehicle:
 - Via Highway 62 which extends north from Highway 16

Accessibility for People of All Abilities

- Accessibility of paths, washrooms, the gift shop and all but one of the long houses is suitable for wheelchairs

Key Issues and Gaps

- 'Ksan is planning to open a restaurant
 - This is needed for both visitors and locals, as there is little variety in the area (mainly Chinese food)
 - Visitors are seeking a variety of cuisine, including Indigenous cuisine
 - Note that finding and retaining staff to work in a restaurant is a challenge in this area
- Highway signage needs to be improved
- There is demand for more experiential tourism
 - 'Ksan is planning to expand experiential offerings, including more carving experiences and the introduction of pottery-making, etc.
- Visitors are seeking small items in the gift shop, not just the large-ticket items (>\$500)

Developments/Initiatives

- Restaurant featuring a variety of items, including some Indigenous items
- Pottery working area
- Introduce more cultural dancing

Possible Sensitivities/Concerns Related to Tourism Development

- No concerns
- Both Indigenous and non-Indigenous locals support and take pride in 'Ksan

Summary of COVID-19 Impacts

- 75% decline in revenue in 2020 compared to 2019

Logical Connections with other Iconic Features or Special Places

- Hands of History Tour self-guided auto tour
- Various sites along Highway 37
- Nisga'a Lava Bed Memorial Park
- Connection with other authentic, Indigenous experiences in Northern BC

Key Opportunities to Develop the Iconic Feature

- Live cultural dancing
- Restaurant featuring a variety of menu items, including Indigenous items
- Expand experiential offerings
- Collaborate with other regional attractions and activities

7. Nisga'a Memorial Lava Bed Park (Anhluut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a)

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix F, in the separate MS Excel file and in web-based and PDF maps created to support his project.

Traditional Territory

- The Nisga'a are the original occupants of the Nass River Valley, where the Nisga'a Memorial Lava Bed Park is located.
- In 2016, there were an estimated 1,880 Nisga'a living on their traditional lands.
- Granted self-government in a 2000 landmark case, the Nisga'a Lisims Government now governs the Nisga'a Nation.
- The Nisga'a Nation land area spans 2004 square kilometers.
- Note that Highway 113, which transverses Nisga'a Territory, received this name as it took 113 years to achieve self-governing status.

Overview

Nisga'a Memorial Lava Bed Park (Anhluut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a) (the "Park"), Nisga'a Memorial Lava Bed Corridor, and Nisga'a Memorial Lava Bed Protected Areas are located in the Nass Valley in the Nisga'a Nation. The Park is approximately 80 kilometers north of Terrace and close to the Nisga'a Villages of Gitlakdamix and Gitwinksihlkw, north of Terrace, west of Hazelton and west of Highway 37 and Highway 16. The Park is 177 square kilometers (17,717 hectares) in size. The following excerpt is from the Provincial Park's website.

The dramatic landscape blended with the rich native culture makes this park a special experience. The park offers visitors a chance to explore many unique and interesting features of a volcanic landscape and to learn about the culture and legends of the Nisga'a people.

[The Nisga'a Visitor Centre offers guided walks to the volcanic crater](#)

Just outside of the park, there are five communities, four of which are Nisga'a villages. Their names are Gitlakdamix (New Aiyansh), Gitwinksihlkw (Canyon City), Lakalzap (Greenville), Kincolith and Nass Camp. All communities are road accessible from the park. Within the communities there are amenities like: grocery stores, bed and breakfasts, restaurants, gift shops, gas stations and health services.

Special Features: Anhlut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a (Nisga'a Memorial Lava Bed Park) is the first provincial park within the Province of British Columbia established to combine interpretation of natural features and native culture. The park is included in the landmark treaty, the "Nisga'a Final Agreement", between the Government of Canada and the Nisga'a Nation. Nisga'a Memorial Lava Bed Park is also the first provincial park to be jointly managed by a First Nation and BC Parks.

The Nisga'a alkali basalt flow is one of the youngest and most accessible volcanic features in British Columbia. The guided volcanic tours offer the park visitor a chance to hike 3 km through a scenic old growth forest and past a variety of volcanic features to a viewpoint overlooking the crater. To protect the special features of the area, unguided access to the volcanic cone is prohibited. The hike is rated as moderate with some hills and steep stairs.

Geological History: As the lava spilled from the crater an estimated 250 years ago, it followed a creek bed downslope to Lava Lake and down the Tseax Valley to the Nass River. The lava travelled at different speeds depending on the steepness of the slope. Some types of lava flow and interesting features include:

- Tree cast – formed by burned out tree trunks leaving holes in the lava.
- Lava tube – formed as the top layer cooled and hardened. The crust insulated the lava flowing inside which eventually flowed out leaving the crust as the roof and walls of the tube.
- Pahoehoe – lava that often has a smooth surface or is ropery in form.
- AA – rough and jagged lava.
- Blocky – large chunks of lava.

Established Date: April 29, 1992

Park Size: Park – 17,717 hectares; Protected Areas – 12 hectares

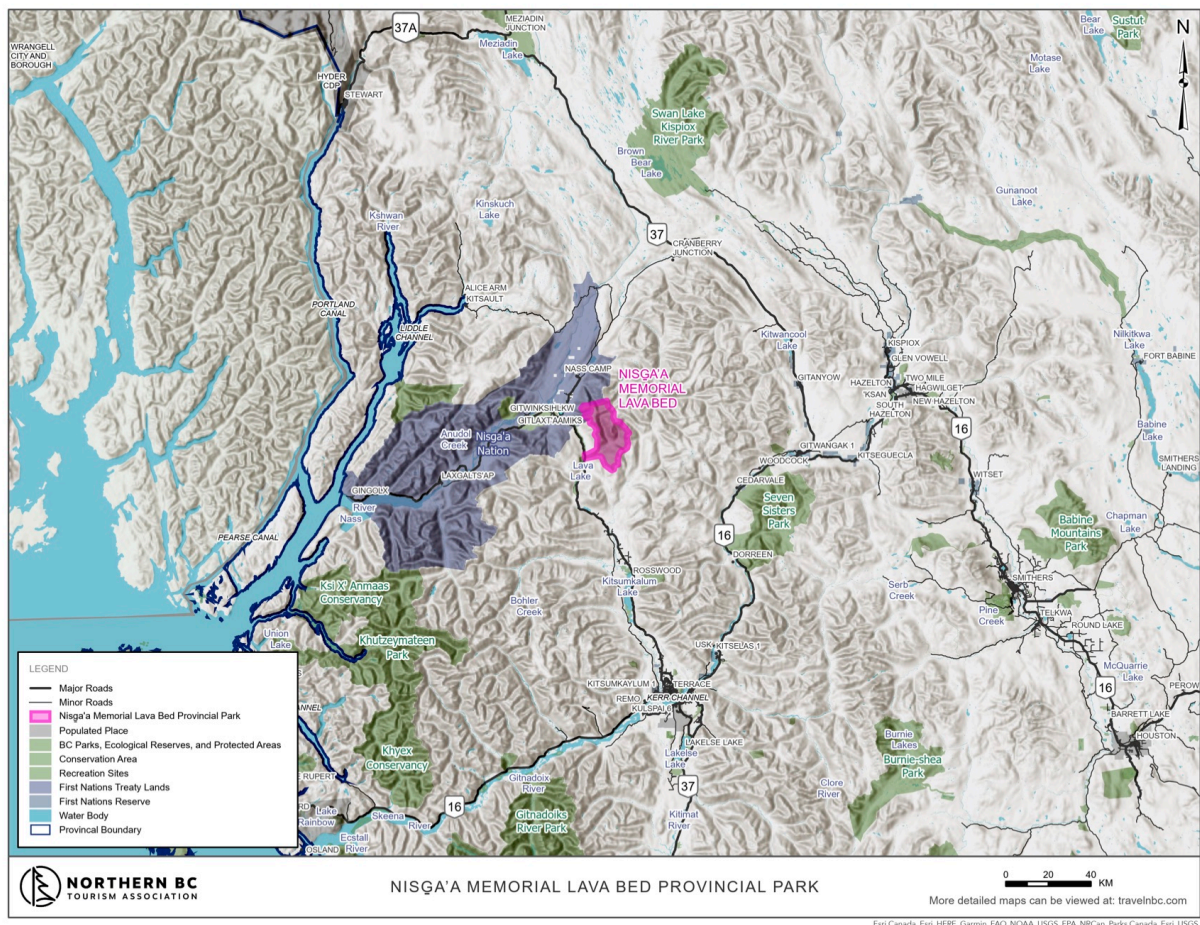
Source: <https://bcparks.ca/explore/parkpgs/nisgaa/>

A location map is shown on the next page.

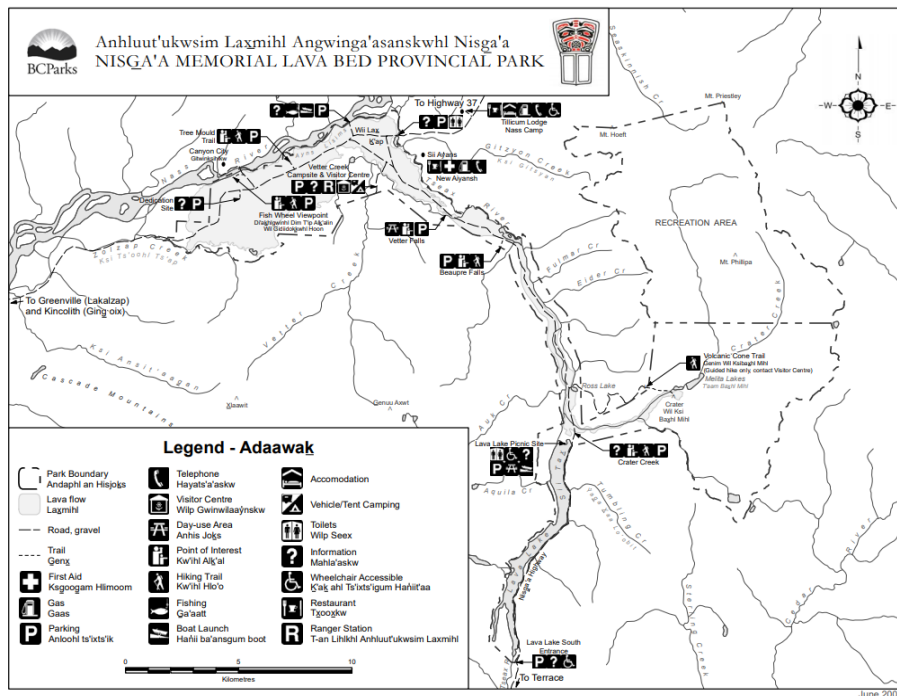


Anhlut'ukwsim Laxmihl Angwinga'asanskwhl
Nisga'a (Nisga'a Memorial Lava Bed Park)

[View the photo gallery](#)



Park Map



Source: <https://bcparks.ca/explore/parkpgs/nisga/nisga.pdf?v=1624212263722>

Summary of Assets

The table below provides a summary of assets in the and around the Park and in Terrace, the largest close-by service centre. A more detailed summary is provided in Appendix F.

Directly in the Park and in the close-by villages, there are many natural attractions, but limited facilities and services. Terrace has a good selection of accommodation facilities and restaurants, in addition to a regional airport with scheduled passenger flights.

| | Nass Valley, Nass Camp | Terrace | Village of Gingolx | Village of Gitlakdamix (New Aiyansh) | Village of Gitwinksihlkw (Canyon City) | Village of Laxg-alt's'ap | Total |
|---|---------------------------|------------|-----------------------|---|--|-----------------------------|------------|
| Accommodation | 3 | 67 | 2 | 3 | 1 | | 76 |
| Activities Offered | 3 | 48 | | 1 | 1 | | 53 |
| Attractions | 14 | 35 | 5 | 7 | 9 | 4 | 74 |
| Bear Viewing (Guided) | | 1 | | | | | 1 |
| Community Hall/ Centre, Conference Centre | | 4 | 2 | 2 | 1 | 2 | 11 |
| Festival/Event | | 7 | | | | | 7 |
| First Nations Government | | 1 | 2 | 4 | 2 | 2 | 11 |
| Fishing (Guided) | | 10 | | | | | 10 |
| Fishing (Self Guided) | | 3 | | 2 | | | 5 |
| Food & Beverage | 1 | 7 | 5 | 7 | 1 | | 21 |
| Other | 2 | 16 | | 1 | 1 | | 20 |
| Retail/Sales | | 10 | | 1 | | | 11 |
| Rock Climbing | | 9 | | | | | 9 |
| Transportation | | 1 | | | | | 1 |
| Vehicle Rental | | 1 | | | | | 1 |
| Visitor Centre | | 1 | | 1 | | | 2 |
| Total | 23 | 221 | 16 | 29 | 16 | 8 | 313 |

Other includes: car rental, market, mall, and other tourism attractions.

Primary Natural Attractions

- Nisga'a Memorial Lava Bed Park
- Volcano, waterfalls, landscape
- The natural hot springs
- Lava beds (also a cultural feature as they are sacred burial grounds)
- The Pacific Ocean

Primary Human-Made Attractions

- First Nation villages
- The history and knowledge of the Nisga'a Nation and its people
- Nisga'a Museum
- You See It, You Eat It seafood restaurant
- Seawall by Gingolx
- Mountain bike trails
- Hiking trails
- Sasaak Hill Trail which has great view of the lava beds
- Gitwinksihlkw: Swinging Bridge
- Welcome sign by gift store
- RV park
- "Ho-bi-yee": Nisga'a New Year celebration of harvest, a two-day celebration during the Summer Solstice, featuring singing, dancing, artisans

Typical Experiences

- Touring the Nisga'a Memorial Lava Bed Park
- Touring the Nass Valley attractions: volcano, waterfalls, beautiful landscape that always changes due to light levels, etc.
- Touring the First Nation villages
- Experiencing the history and knowledge of the Nisga'a Nation and its people
- Nass Valley Tours (Steve Johnson), including volcano tours
- Visiting the Nisga'a Museum
- Soaking in the natural hot springs
- Dining at the You See It, You Eat It seafood restaurant;
- Walking the seawall by Gingolx
- Boating on the ocean
- Mountain biking
- Sport fishing
- Walking and viewing the Gitwinksihlkw: Swinging Bridge
- Participating in "Ho-bi-yee": Nisga'a New Year celebration of harvest
- Touring Gingolx ("the face of scalps"):
 - The Nisga'a people were defending Nass Valley – rich in seafood and other resources – from other nations
 - Known to be great traders – great water access and rich in resources to trade with other nations

- Walking/hiking the Sasaak Hill Trail which has great view of the lava beds

Typical Markets

- Canadians who come to camp and fish
- Europeans – touring
- Australians – touring
- Canadians who work in the Northwestern BC industrial camps
- Touring visitors travelling Highway 37, also visiting Prince George, Smithers, Watson Lake, etc.
- Touring visitors travelling to/from Alaska

Market Awareness/Marketing

- The BC Parks system and website are positive for building awareness
- Word-of-mouth helps build awareness
- Some marketing happens at the First nation level now
- Tourism packages are being developed by all villages
- Before investing in more marketing, there is a need to further develop the experiences, packages and services within the villages
- The Tourism Implementation Plan, which is under development, includes sections on branding, marketing, and a website

Typical Seasons

- May to mid-September

Transportation and Access

- Highway access via Highway 37 is good

Accessibility for People of All Abilities

- Some of the villages do not have sidewalks
- The welcome house and recreation centre in New Aiyansh are wheelchair accessible
- Some stores are not easily accessible
- Areas in the Park are accessible, however:
 - Many trails are not accessible by wheelchair
 - The hot springs need a ramp
- Vedder Falls Lodge is accessible and has a ramp to the viewpoint

Key Issues and Gaps

- Training: tourism guides – need for "Super Host" training
- There is not a lot of "develop-able" land in Gitwinksihlkw
- Public washrooms are needed
- Boating infrastructure is needed
- Lacking accommodation:
 - There are only two recognized B&Bs, one with seven rooms

- There are a few lodges
- There is a need for more guided tours (note that you require a local guide to visit the volcano, however a guide may not be readily available, which can lead to confusion for visitors, some of whom may visit the volcano without a guide)
- Lack of variety in restaurants and mid-level dining experiences
- Lacking diversity of storefront opportunities (artisans/ crafts would benefit)
- Better cellphone services needed
- River boats and guiding/ chartering for tourism
- Story board to communicate cultural significance is needed
- Many gifted artists – need to enable them to flourish
- Need for a longhouse (up to 150 people): for shelter during a Tsunami, but also for community events/ gatherings
- Parking spaces are needed in the villages

Developments/Initiatives

- The Circle Tour Feasibility Study and pilot test was completed several years ago, however, the tours have not yet been formalized (partially due to Covid-19)
- Commemorative arch to be completed in September 2021
- The Prosperity Committee is working on several key initiatives, including the Tourism Implementation (this is confidential and not available at this time)
- Villages are preparing individual tourism strategies
- Vetter Falls Lodge received funding of \$143,000 from the Province to install Covid-related protection and another facility

Possible Sensitivities/Concerns Related to Tourism Development

- All people must respect the culture and the land
- There is a preference to host visitors who are willing to pay and who want to learn about culture, history and the land
- A community buy-in approach has been adopted with current Tourism Implementation Plan

Summary of COVID-19 Impacts

- Villages were closed to protect the citizens
- Considering opening for the 2021 season

Logical Connections with other Iconic Features or Special Places

- Opportunities to collaborate with hotels in Terrace and in other communities to offer tours and Indigenous experiences
- The Circle Tours offer opportunities to collaborate with other communities and operators
- There are opportunities to collaborate with other First Nations to offer a “string” of authentic Indigenous experiences throughout Northern BC

Key Opportunities to Develop the Iconic Feature

- Continue to develop the Circle Tours
- Opportunities to develop and offer rich Indigenous experiences:
 - Fish for salmon and then take it to the smokehouse on the same day
 - Smoke dance
 - Guided ecotourism experiences
 - Artwork
- Continue to develop:
 - Mountain biking trail system
 - Lava bed walk
 - River walk
 - River tours
- BC Parks developed five scripts about the Nisga'a Nation and placed these in a smokehouse, which can serve as a model to develop similar interpretive materials
- Develop story boards with information about accommodation, services and tourism experiences
- Develop more parking within the villages
- Develop more campgrounds/sites
- Develop places for people to gather
- Improve the seawall
- Develop more accommodation

8. Tumbler Ridge UNESCO Global Geopark

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix G, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- Tumbler Ridge UNESCO Global Geopark is located in the traditional territory of the Dunne-za, Sauteaux, Tse'khene, Cree and Metis peoples, McLeod Lake Indian Band, Sauteaux First Nations and West Moberly First Nations, the Kelly Lake Cree First Nations, and Kelly Lake Metis Settlement Society within Treaty 8 Territory.
- There is not a First Nations community in Tumbler Ridge, however, there is a community of First Nations in the area.
- There is an abundance of Indigenous culture.

Overview

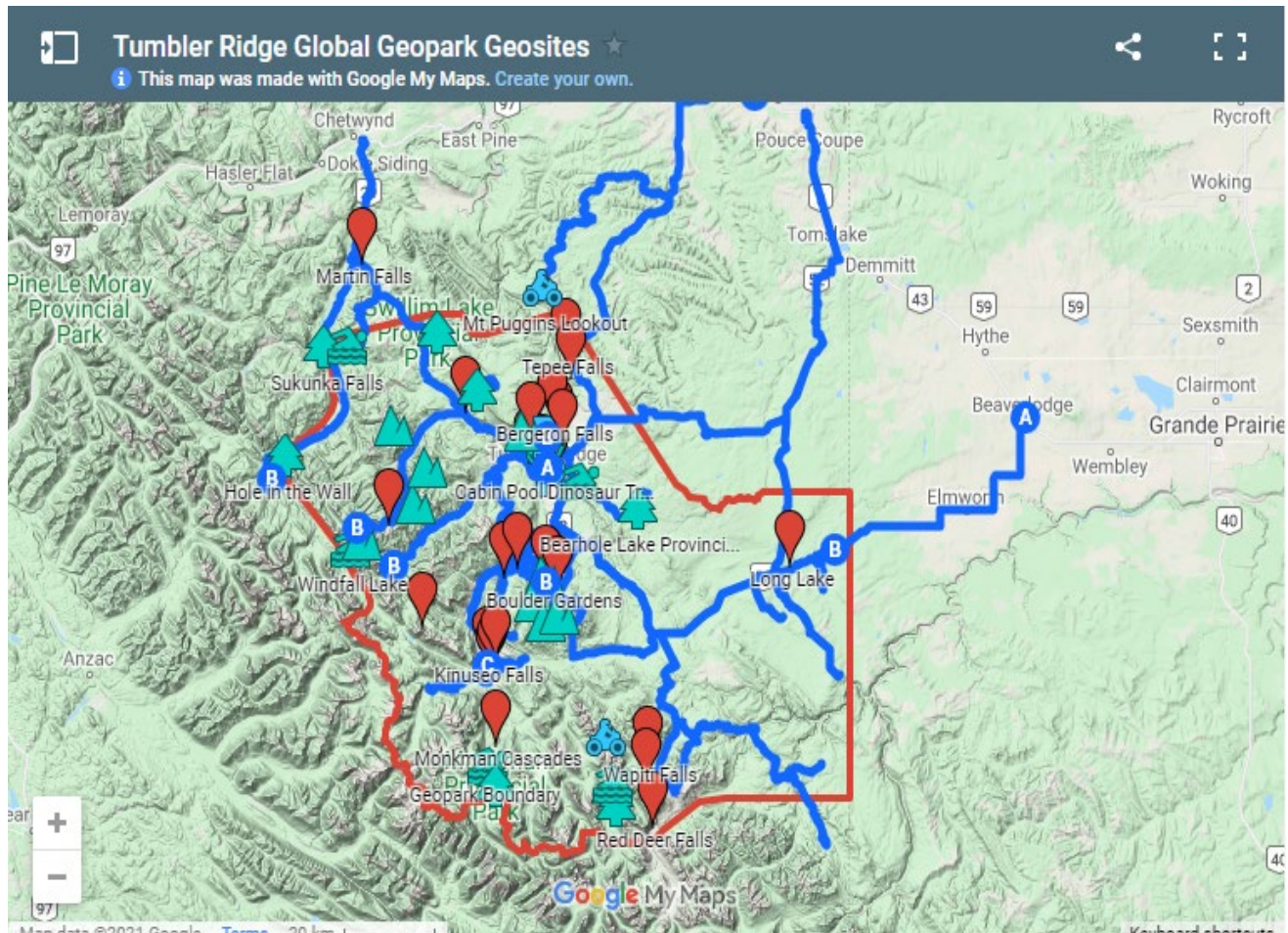
The Tumbler Ridge UNESCO Global Geopark ("TRUGG") received its designation on November 17, 2015. The following excerpt from TRUGG's website provides an overview of the designation and Tumbler Ridge.

A UNESCO Global Geopark is an area recognized as having internationally significant geological heritage. Geoparks aim to reconnect people to the earth, whether through hiking trails, learning about mountain building, eating food grown in the local soils, or celebrating the stories of the people who have lived here since time immemorial. The geology in a Geopark may be linked to sites with interesting archaeology, wildlife, history, folklore and culture. Tourism industry promotion in a Geopark focuses on highlighting the geographical character of a place.

Geoparks also inform about the sustainable use and need for natural resources, whether they are mined (we're famous for metallurgical coal), quarried or harnessed from the surrounding environment, while at the same time promoting respect for the environment and the integrity of the landscape. Compared with national or provincial parks which are often "top-down", government-initiated projects, a Geopark is typically a grassroots community-driven initiative that depends on local passion and "sense-of-place".

Tumbler Ridge is located on the eastern slopes of the northern Rocky Mountains in British Columbia, Canada. Within a relatively small area, the hills, mountains and valleys around Tumbler Ridge, on the eastern slopes of the northern Rocky Mountains in British Columbia, Canada, contain a remarkable variety of geological features in predominantly sedimentary rock exposures. The age-range of these rocks is extensive: Precambrian to Cretaceous (728 Million to 66 Million years ago).

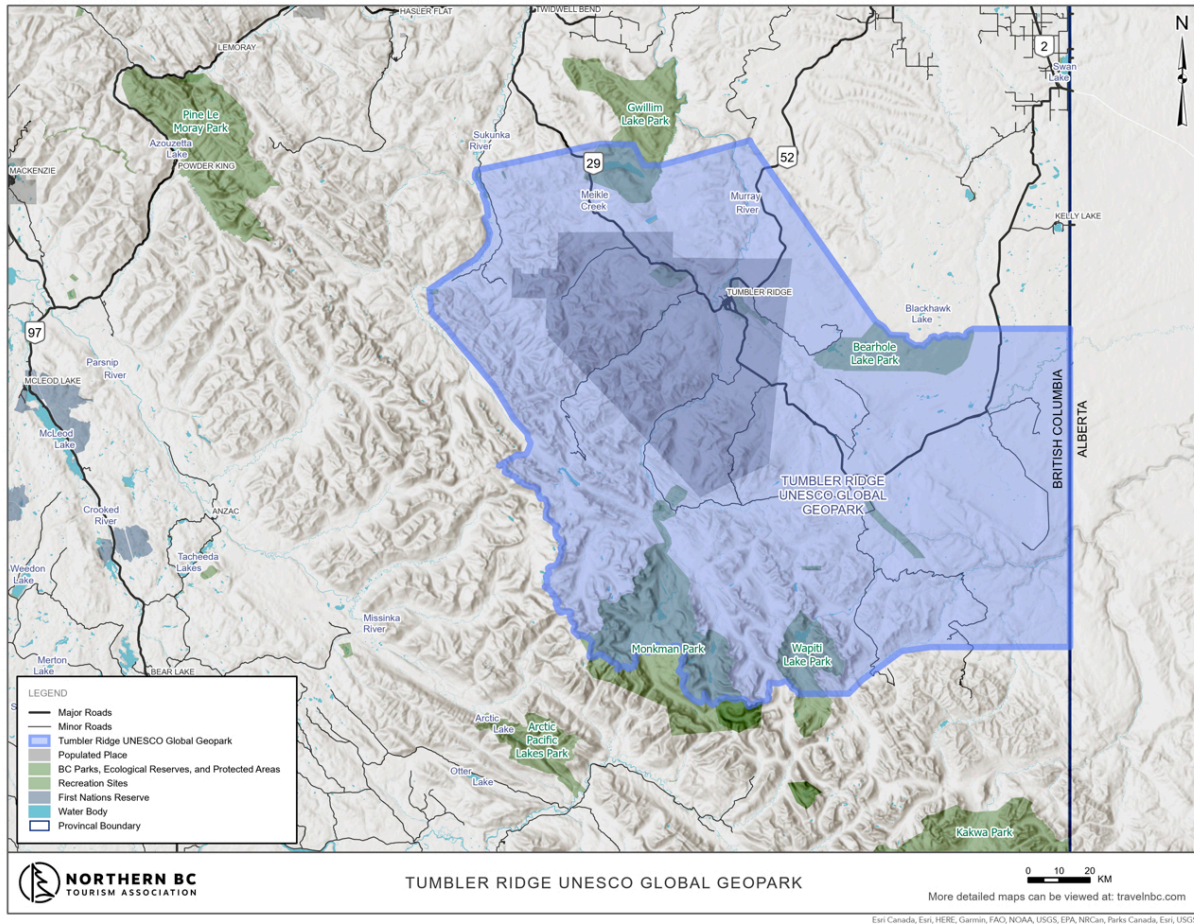
The Tumbler Ridge Global Geopark is also unusual in its remote, wilderness location, giving visitors the authentic feeling of a low population frontier region.²



Source: <https://www.tumblerridgegeopark.ca/>

A location map is shown on the next page.

² Source: <https://www.tumblerridgegeopark.ca/>



Summary of Assets

The table below provides a summary of assets in Tumbler Ridge and in other nearby communities. A more detailed summary is provided in Appendix G. Overall, the area offers a cross-section of tourism-related facilities, natural attractions and recreational opportunities. Waterfalls, trails and associated lookouts are abundant and are key attractions for the area. These are categorized as “Attractions” in the inventory.

Key gaps include: guided activities, cafes, shops and a range of different types and quality levels of accommodation. This is discussed later in this profile.

| | Other Nearby Communities | Tumbler Ridge | Total |
|-----------------------|-----------------------------|---------------|------------|
| Accommodation | 16 | 20 | 36 |
| Activities Offered | 3 | 73 | 76 |
| Attractions | 13 | 85 | 98 |
| Festival/Event | | 1 | 1 |
| Fishing (Self Guided) | | 18 | 18 |
| Food & Beverage | 1 | 14 | 15 |
| Ice Climbing | | 7 | 7 |
| Lake | 1 | 1 | 2 |
| Mountain Ranges | 14 | 2 | 16 |
| Other* | 3 | 21 | 24 |
| Retail/Sales | 1 | | 1 |
| Rock Climbing | | 6 | 6 |
| Visitor Centre | | 1 | 1 |
| Total | 52 | 249 | 301 |

*Other includes: college, co-op, ATVing, swimming, and other services in the region.

Primary Natural Attractions

- Numerous waterfalls, with Kinuseo Falls being the most well-known waterfall
- Bergeron falls (highest falls in Northern BC; 100-foot vertical)
- Dinosaur footprints and other paleontological resources
- Mount Spieker (outstanding views)
- Numerous trails, with Shipyard Titanic hiking trail being one of the most iconic trails
- Birding, especially related to Golden Eagle migration route
- Wildlife

Primary Human-Made Attractions

- Tumbler Ridge UNESCO Geopark Designation
- Dinosaur Museum
- Quantity and diversity of hiking trails
- Snowmobile trails
- Wind turbines (Meikle Farm)

Typical Experiences

- Key experience characteristics:
 - “Adventure Retreat and Paradise”

- Unguided adventure (winter and summer)
- The Emperor's Challenge half-marathon (hosted annually on Babcock Mountain)
- Experiences related to unique attributes, such as the area's paleontological resources

Typical Seasons

- Summer is the main season for both non-motorized and motorized activities
- Winter is popular for snowmobiling
- The shoulder season is not popular

Transportation and Access

- Tumbler Ridge is not on a main thoroughfare, which can make it difficult to attract touring visitors
- Highway signage is critical as a large proportion of visitors are touring Northern BC and make the decision to visit Tumbler Ridge based on visible highway signage

Accessibility for People of All Abilities

- Very few buildings in Tumbler Ridge are equipped with accessibility infrastructure
- The Visitor Centre building is accessible
- Most trails are not accessible for people in wheelchairs; however, the Visitor Centre offers a complimentary trail rider device so that visitors who have mobility challenges can access some of the trails
- The Dinosaur Museum has wheelchair ramps
- Portions of sidewalks have cracks, and curbs do not fully line up with sidewalks
- One natural attraction, Bullmoose Marsh, is accessible

Market Awareness

- Some visitors arrive after their visit to other prominent areas/attractions, such as Jasper National Park where they learn about Tumbler Ridge at the Jasper Visitor Centre
- The UNESCO Global Geopark Destination is helping create awareness in broader markets
- Events and awards are helping build awareness:
 - Awards, such as the "the best place to snowmobile in Western Canada" (Snowriders' Magazine, 2019)
 - Key events, such as the annual Emperor's Challenge half-marathon
 - Game of Thrones (fifth throne was located in the Tumbler Ridge area in 2019)

Key Issues and Gaps

- Few indoor facilities for visitors when the weather is not good, with the exception of the Dinosaur Museum
 - Need for more shops and cafes
- Washroom facilities for visitors are lacking
- Parking and washroom facilities at trailheads need to be improved and/or developed
- Parking at the boat launch is often congested
- Need more guided experience options
- Need for more diverse and appealing accommodation
- Highway signage needs improvement

- Accessibility for people of all abilities needs improvement
- No high-speed internet in Tumbler Ridge; this is being addressed with the Federal Government

Developments/Initiatives

- Completed:
 - Tumbler Ridge Tourism Strategy (2019)
- In progress:
 - Development of a Geo-Interpretive Centre
- Proposed/Planned
 - Private purchase of Crown land for residential development, which could be purchased by tourism operators
 - Tumbler Ridge Mountain Bike Association ("TRMBA") has built a pump track, and is working on and planning other downhill trails, including international bull trails
 - Dinosaur Museum is planning to re-do exhibits; two are local and one is with the Royal BC Museum
 - A study is underway to determine if the Dinosaur Museum can be re-located to a more suitable space/building
 - There are plans for a mobile interpretative or mobile museum trailer
 - The development of a suspension bridge has been under consideration for many years, but has not proceeded to date

Possible Sensitivities/Concerns Related to Tourism Development

- Potential overcrowding in certain natural areas, such as Windfall Lake
- Concern that visitors will not respect the trails and the outdoors
- Paleontological sites are subject to theft and vandalism (education would help address this)
- Concern about overuse of trails

Summary of COVID-19 Impacts

- Insights provided by John Powell, Director of Economic Development and Tourism District of Tumbler Ridge:
 - *The pandemic obviously had an impact on us – especially during the lockdown months last spring.*
 - *However, the summer was pretty healthy in terms of visitor numbers as most of our attractions are outdoors and allow for easy social distancing.*
 - *Visitor numbers were actually up compared to the year before at certain times and our camp grounds were full to capacity on a few occasions.*
 - *Most of our visitors were from the Peace region (including the Alberta Peace). We had far fewer from further afield such as the Lower Mainland (which was previously a growing market).*
 - *Many of our businesses didn't necessarily benefit fully from these visitors as visitors kept away. However, the year wasn't a disaster for our community and several new businesses started up with success – including several restaurants/ food establishments.*

Logical Connections with other Iconic Features or Special Places

- Liard River Hot Springs
- Other UNESCO Global Geoparks

Key Opportunities to Develop the Iconic Feature

- Over time, there are opportunities to develop:
 - More guided experiences featuring recreation, adventure and paleontological resources (summer and winter)
 - Experience packages (guided tours, accommodation, food and beverage)
 - Unique experiences and retreats, featuring:
 - Painting/photography and painting stations set in outstanding natural settings
 - Yoga and wellness
 - More diverse and appealing accommodation (e.g., yurts, tee pees, adventure lodge/resort)
 - More interesting shops and restaurants, including those offering local art and local food, in addition to a pub and a wine bar (visitors are seeking these amenities)
 - Increase capability to host small conferences and meetings, using existing facilities (Trend Mountain Hotel and community facilities) (note that Tumbler Ridge typically hosts the Northeastern BC Coal and Energy Forum every two years)
- There are opportunities to further develop experiences, branding and awareness related to:
 - The UNESCO Global Geopark designation
 - Awards, such as the “the best place to snowmobile in Western Canada”
 - Key iconic events, such as the annual Emperor’s Challenge half-marathon
 - Game of Thrones
 - The “Holt Benches” – 15 benches built by John Holt in the Geopark that are attracting attention, and are the subject of social media

9. Muskwa Kechika Management Area

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix H, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

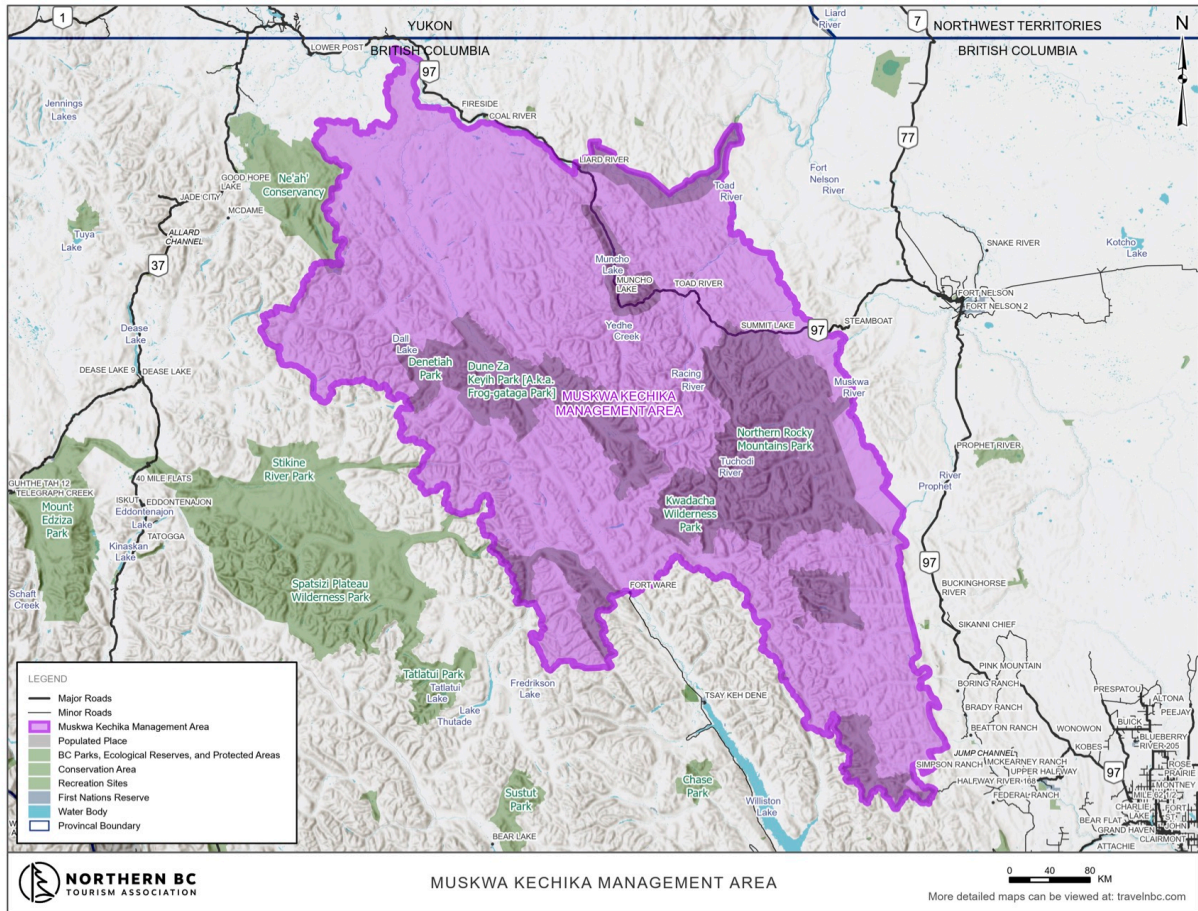
- The Muskwa Kechika Management Area is located in the traditional territories of the:
 - Fort Nelson First Nation;
 - Prophet River First Nation; and,
 - Kaska Dena Council.

Overview

The Muskwa Kechika Management Area (the “MK”) is an integrated resource management area in Northeastern BC. The MK spans 6.4 million hectares, approximately the size of Ireland. The Cree meaning of Muskwa is Bear and Kechika-Tahdaseh is long inclining river.

The MK was designated a special management area by Provincial legislation in 1998. It is managed in several zones, including parks and protected areas where resource extraction is prohibited and management zones where resource extraction may occur at standards higher than those stipulated in other area of BC. Often referred to as the “Serengeti of the North”, the MK is considered a globally significant area of wilderness, habitat, wildlife and traditional cultures. Best practices in integrated resource management and decision-making are practiced, ensuring that wildlife, the ecosystems upon which they depend, and cultures are maintained.

A location map is shown on the next page.



Summary of Assets

The table below provides a summary of assets in the MK, in nearby communities (Fort Nelson, Fort Ware and Lower Post) and in other communities in Northeastern BC. A more detailed summary is provided in Appendix H.

The MK is a large area, with very few built tourism assets. Several operators provide guided wilderness adventures currently (e.g., Muskwa Kechika Adventures, Northern Rockies Adventures and River Jet). There are many trails and parks, in addition to guided and self-guided fishing.

The largest nearby community and service centre is Fort Nelson. Fort Nelson provides several accommodation properties, in addition a limited number of other dining options. Additional accommodation available nearby includes: the well-established Northern Rockies Lodge at Muncho Lake, which also offers guided activities, and several rustic lodges, such as the Liard River Hot Springs Lodge and Toad River Lodge operated by the Fort Nelson First Nation.

Overall, the area lacks tourism infrastructure and has limited guided tourism activities. Most guided activities are premium; mid-tier guided activities are not available currently. This is discussed later in this profile.

| | Close-By Communities | Muskwa-Kechika Management Area | Other Communities in NEBC | Total |
|--------------------------|-------------------------|--------------------------------------|---------------------------------|------------|
| Accommodation | 25 | 1 | 123 | 149 |
| Activities Offered | 17 | 1 | 6 | 24 |
| Association/Society | | | 2 | 2 |
| Attractions | 23 | 30 | 70 | 123 |
| First Nations Government | 1 | | 22 | 23 |
| Fishing (Guided) | | 4 | | 4 |
| Fishing (Self Guided) | 10 | 3 | 26 | 39 |
| Food & Beverage | 23 | | 95 | 118 |
| Other | 7 | | 5 | 12 |
| Visitor Centre | 1 | | 4 | 5 |
| Total | 107 | 39 | 353 | 499 |

Other Communities close-by include: Fort Nelson, Fort Ware, Lower Post.

Primary Natural Attractions

- Dubbed the “Serengeti of the North”
 - Vast wilderness
 - Greatest number of species and populations of mammals in North America
 - Crater ecosystem, and access to other waterways, supports biodiversity
- Hot springs (e.g., Frog River); geothermal area

Primary Human-Made Attractions

- Liard River Hot Springs Lodge and Toad River Lodge
- Northern Rockies Lodge
- Remote lodges and camps used by guide outfitters

Typical Experiences

- Key experience characteristics:
 - Limited number of operators and, as a result, a limited selection of guided experiences

- Guided experiences are geared toward more premium clientele, rather than mid-tier clients
- Guide outfitting/hunting and fishing are mature, established experiences in the area
- There are some guide outfitters who are starting to broaden their offerings to include wildlife viewing, photography, and other forms of ecotourism
- Iconic experience characteristics:
 - Air charters, horse trips, guide outfitting, hunting, highway experience (for touring visitors)
 - Expeditions (horse back or aircraft), fishing (clients have been returning for decades)
 - The backcountry unifies the range of experiences – it is “jaw dropping” to see backcountry that no one has touched
 - River boat charter (River Jet)

Example of Iconic Experiences offered by Muskwa Kechika Adventures

HORSE AND WELLNESS CAMP

Reconnecting with mind and body through nature and horses.

Aug 12-21/ 2021

This camp is centered around detoxing from our digital world by experiencing the wilderness of the Gataga River valley through yoga, meditation, hiking, canoeing, horseback riding and more.

Set at our Mayfield basecamp, this is a true wilderness experience. Accessible only by float plane or by weeks on horseback, our basecamp is a remote escape from modern living. Mayfield features an outdoor kitchen, along with chef, a sauna/bathhouse, a spacious tipi for rainy days, canoes and more.

This camp is geared around enjoying the wilderness at a more relaxed and less demanding pace than our mountainous expeditions. However, the Muskwa-Kechika is a wild, wild place and participants should know that the terrain and environment is still very untamed and can be seen as challenging by some. The Muskwa Kechika is wilderness unbridled.

This trip is perfect for anyone who has been dreaming of disconnecting from technology and reconnecting with themselves and the natural world around them.

Source: <https://www.mkhorseandwellness.com>

Example of Iconic Experiences offered by Northern Rockies Adventures

LEAVE IT ALL BEHIND...

Discover the unspoiled beauty of British Columbia's largest protected wilderness area, the Muskwa-Kechika. Let Bushpilot Urs, with his 40 years of flying experience in the region, take you and your friends on the best fishing and outer adventures in Canada's north. Northern Rockies Adventures is a premier Fly-In Fishing and Outdoor Adventure company, located at Muncho Lake on the world famous Alaska Highway in Northern British Columbia.



WORLD CLASS FLY-IN FISHING

Our 50,000 plus square mile fishing area is only accessible by floatplane and harbours incredible fishing for wild native Rainbow Trout, giant Northern Pike, trophy sized Arctic Grayling, Bull Trout (Dolly Varden), huge Lake Trout and North America's best Walleye fishing.



WILDERNESS OUTPOST CABINS

Our fly-in outpost cabins offer you a tremendous wilderness experience in the serene Muskwa-Kechika Wilderness Area of Northern British Columbia. Superb fishing, canoe adventures, hiking opportunities and wildlife viewing await those seeking an unforgettable outdoor experience.



ROCKY MOUNTAIN ADVENTURES

Northern British Columbia's must see adventure vacation packages. Join us for the ultimate in exclusive packages, mountain biking, canoeing, hiking, Liard River Hot Springs, wildlife viewing, Bushpilot's Adventures and so much more!



VIRGINIA FALLS

Fly from the luxurious [Northern Rockies Lodge](#) to world famous Virginia Falls. Experience the cataract up close and take in the scenery of the northernmost reaches of the Rocky Mountains, the southern Yukon, and Nahanni National Park in the Northwest Territories.

Source: <https://www.nradventures.com/#home>

Typical Seasons

- Muskwa Kechika Adventures: Mid-June – August
- Hunting: Early June to Mid-August
- Northern Rockies Lodge and Adventures: Open year-round, but demand declines in September and picks mid-May; planning to offer more winter experiences, centered around the Northern Lights and winter activities

Transportation and Access

- Transportation to the MKMA:
 - By vehicle on the Alaska Highway
 - By scheduled passenger air service via the Northern Rockies Regional Airport (Fort Nelson)
 - By chartered float plane
 - By plane service offered by Northern Rockies Lodge and Adventures (this is a recent addition)

Accessibility for People of All Abilities

- Improvements have been made to make some front country facilities more accessible (e.g., docks)
- The backcountry is very rugged

Market Awareness

- Awareness of the MK, and much of Northern BC, is very low
- There are efforts to attract media and journalists
- A film about the MK is due to be launched soon
- Content marketing needs to “speak to people” and needs tap into peoples’ interests to give people a compelling reason to visit
- Nature is great, but there needs to be specific content that focuses on experiences, such as mountain biking and other popular adventure activities

Key Issues and Gaps

- Low awareness about the MK in most markets
- For long-term sustainable tourism growth, there is government needs to provide certainty and timely issuing of permits:
 - The process for government to issue permits to operate on Crown land is slow and cumbersome, and can make it difficult for operators to provide advanced bookings to clients (e.g., several months in advance)
 - Government process delays makes it challenging to market to interprovincial and international markets
 - This makes it challenging for business owners to determine their development plan, what to invest in and what products to market to tourists
- Flight costs are high (cheaper to fly to Cancun)
- Lack of diversity of businesses
- Each business does its own marketing, which is very costly
- Wilderness is a challenge (low volume of people, low access, which negatively influences tourism)
- Not a lot of infrastructure in MK
- Distance to markets; no buses and scheduled airline services are changeable (pre/ during pandemic)
- Most people are driving (during the Pandemic)
- Trail network is extensive but not governed

Developments/Initiatives

- The *Northern Rockies Regional Municipality (“NRRM”) Foreign Direct Investment Attraction Strategy* was completed in 2017
- The *NRRM 2021 – 2026 Tourism Strategy Interim Report* was completed in May 2021
- Fort Nelson Trail Society to start marketing trails
- Fort Nelson First Nation potential upgrades to resort by Moose Lake/ Steves Mine/ Muncho Lake
- The Northern Rockies Lodge and Adventures is planning to expand and upgrade the resort
- The Northern Rockies Lodge and Adventures is planning to expand mountain biking experiences
- The Northern Rockies Lodge has purchased a private aircraft to transport guests from the Lower Mainland to Muncho Lake

Possible Sensitivities/Concerns Related to Tourism Development

- The quality and integrity of the wilderness needs to be maintained over time
- Signage in the backcountry is needed to make people aware of sensitive areas
- The area needs to be managed to avoid overuse

Summary of COVID-19 Impacts

- Flights were not operating, and borders have been closed – this has impacted business
- Travel has been by vehicle

Logical Connections with other Iconic Features or Special Places

- Yellowstone to Yukon (“Y to Y”)
- The Alaska Highway, which is a lifeline to businesses, including tourism businesses
- Nahanni National Park Reserve, in the Northwest Territories, which has huge European appeal

Key Opportunities to Develop the Iconic Feature

- Development opportunities:
 - Winter: Northern lights; Fort Nelson is working with Northern Lights Festival; this could create two-season touring region
 - Diversification of tour opportunities (mountain biking, hiking)
 - Transition to ecotourism by guide outfitters
 - Indigenous tourism potential
 - Mid-range to lower price point experiences in the front country
 - River trips
 - Tremendous opportunity for growth: hiking tours, yoga retreats, mountain bike tours, eco-tourism
- Market opportunities:
 - Large growth opportunity with the regional (e.g., Fort St. John) markets (spend weekend at Muncho Lake)
 - Age range is 30-50 years old with or without families
 - Opportunities also with the younger Vancouverite crowd interested in eco tours
 - European market is under-developed
- Tourism investment recommendations include in the *NRRM Foreign Direct Investment Attraction Strategy* are profiled on the next page

Excerpt from the *NRRM Foreign Direct Investment Attraction Strategy*

| Initiative: Tourism and Education | | | | |
|--|----------------|-----------|---------|---------|
| Objectives: <ul style="list-style-type: none"> • Diversify tourism markets • Increase visitation and spending levels | | | | |
| Rationale: The recreational and eco-tourism potential of northeast BC is exceptional, with areas such as the Muskwa-Kechika potentially attractive on a global scale, but the region is virtually unknown within and outside the province, and is not being promoted that extensively. One of the advantages of tourism development is that it can be grown and controlled locally (in contrast to forestry and oil and gas which are driven by international forces), and it is also readily understood by foreign investors. However, it is noted that tourism represents a very small share of FDI in Canada, less than 1% (Statistics Canada 2015b). Moreover, existing tourism metrics for the northeast are not positive enough to attract much investment interest. Many operators are in fact serving the oil and gas business rather than leisure travellers, which creates a reliance on a highly cyclical industry, so the business model is atypical of a tourism venture. NRRM can target specific tourism investment initiatives, namely succession of existing businesses, high-end eco-tourism resorts/lodges that take advantage of the wilderness setting, and edu-tourism that utilizes community infrastructure. Indigenous tourism is also virtually unexplored. | | | | |
| Actions | | | | |
| <ul style="list-style-type: none"> • Create an investment profile for a tourism developments that outlines pre-feasibility parameters that can be assembled as a lure piece to attract investment enquiries. A case study of Neighbours Inn in Prophet River whose owner came from Asia and subsequently invested new capital could be profiled. A profile could focus on the Muskwa-Kechika as a destination development opportunity. • Monitor federal and provincial immigrant investor initiatives for application in the region. The Canadian Immigrant Investor Program was cancelled in 2014 amid controversy, but the Immigrant Investor Venture Capital Pilot, as well as the ongoing Provincial Nominee Program are still active. These initiatives are mentioned here because unlike other resource industries, tourism capital is often associated with individual entrepreneurs who move to and live in the communities they invest in. • Explore opportunities to support and collaborate with Fort Nelson First Nation in their tourism enterprises, especially in the areas of providing Indigenous learning and experiential tourism products. • Explore with the Northern Lights College (NLC) and School District 81 (SD81) an initiative for attracting more international students to Fort Nelson, perhaps in conjunction either with outdoor recreation or the oil and gas sector. Both BC and Canada have prioritized international education and have dedicated resources to strategic partnerships. • Prepare a lure piece that could be featured on the website and reproduced in hard copy that provides a narrative on a specific tourism investment opportunity such as a resort/lodge. The piece would include an overview of the opportunity, prefeasibility information, the advantages of working in the North Rockies region, and of course a call to action, inviting enquiries and follow-up. | | | | |
| Partners | Priority Level | Timelines | | |
| | | 2018-19 | 2020-21 | 2022-23 |
| <ul style="list-style-type: none"> • NBCT • NLC • SD 81 | Flex | | ● | ● |

Source: NRRM Foreign Direct Investment Attraction Strategy, 2017, p. 35

10. Alaska Highway

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix I, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- The BC portion of the Alaska Highway is located in the traditional territories of:
 - Treaty-8 First Nations;
 - Fort Nelson First Nation;
 - Prophet River First Nation; and,
 - Kaska Dene Council.

Overview

The Alaska Highway is a 2,237-kilometre (1,390-mile) roadway that stretches from Dawson Creek located in the northeastern section of BC, through the southwest section of the Yukon, to Delta Junction in Alaska. It was built by the United States ("US") Army Corp of Engineers in 1942 to provide a supply route between the southern US states and Alaska, to support the US in its World War II efforts.

The BC portion of the Alaska Highway now serves as the major transportation corridor in the Peace River Regional District and the Northern Rockies Regional Municipality. It is also a tourism draw for the region, attracting over 300,000 visitors annually³ who come to experience the heritage and cultural features, natural features, wildlife, scenery and communities that are associated with touring on the Alaska Highway.

Given the significance of the Alaska Highway, there have been several initiatives aimed at officially recognizing its significance, coordinating the stakeholders who are involved in aspects of the route's heritage, and coordinating marketing efforts. To date, the Alaska Highway has been designated:

- An event of National Historical Significance by the Historic Sites and Monuments Board of Canada (1954); and,

³ Tourism BC, Northern Rockies - Alaska Highway Visitor Research Project FINAL REPORT, 2005 (note that this is the most recent source for visitor volume estimates).

- An International Historic Engineering Landmark by the American Society of Civil Engineers and Canadian Society for Civil Engineering (1996).

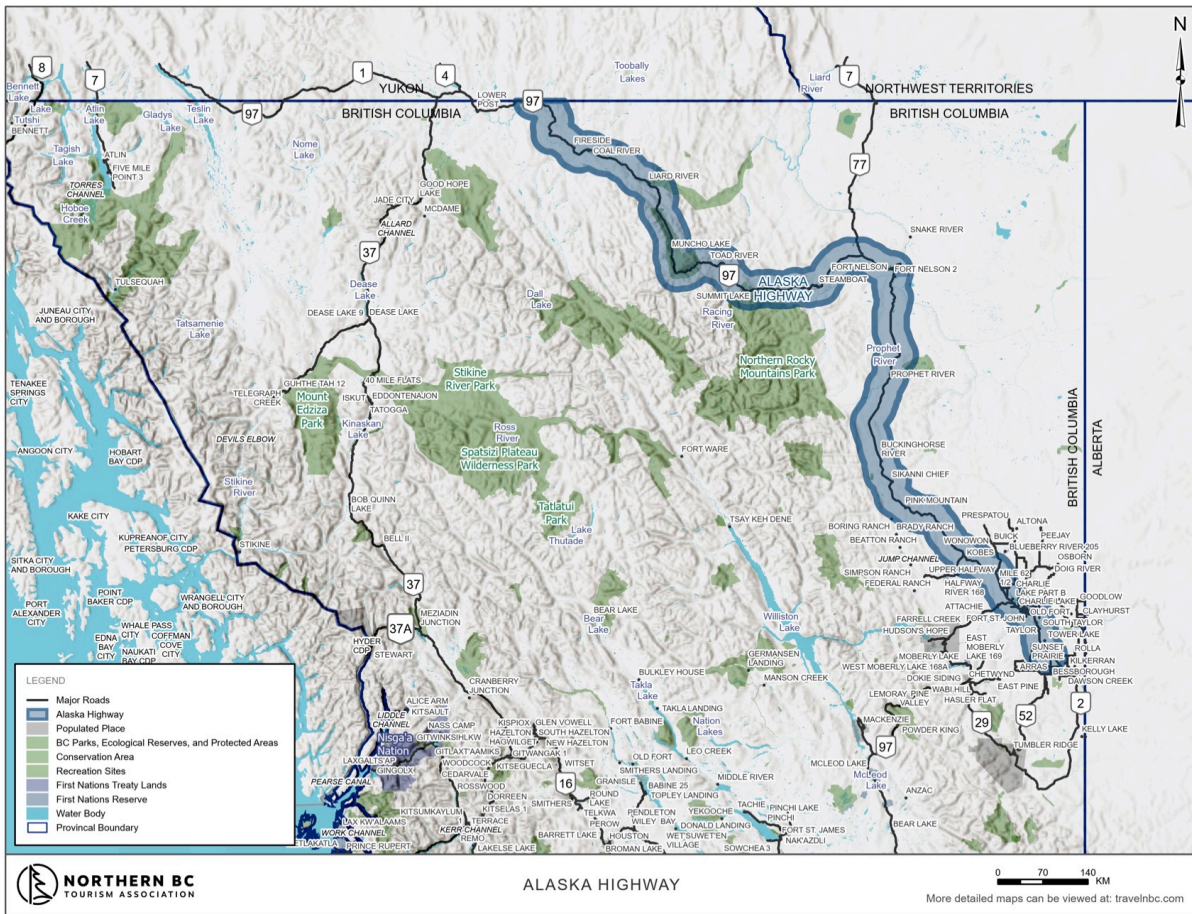


Situating the Alaska Highway Corridor

Passes through prairies, rivers, mountains and muskeg

2,237 km from Dawson Creek to Delta Junction

An additional location map is shown on the next page.



Summary of Assets

The table below provides a summary of assets along the BC portion of the Alaska Highway, from Dawson Creek to the Yukon border. A more detailed summary is provided in Appendix I.

The larger communities are located along the southern portion of the highway, from Dawson Creek to Fort Nelson. With a population of over 20,000, Fort St. John is the largest service centre for the Alaska Highway and offers many accommodation options, restaurants and services. Dawson Creek also offers many hotels/accommodation properties, in addition to restaurants and services. Fort Nelson is the last major community in the northern portion of the highway, before the northern stretch to the Yukon border, and offers several hotels and restaurants. Chetwynd and Hudsons Hope are not located directly on the Alaska Highway, but are considered side trip options for visitors touring the Alaska Highway. Both communities offer some accommodation, restaurants and other services. Several of these communities also offer visitor centres, museums, recreational facilities and other attractions. Other smaller communities on or near the Alaska Highway include: Lower Post, Muncho Lake, Coal River, Fort Ware, Pink Mountain, Pouce Coupe, Taylor, Prophet River, Tetsa River and Toad River.

| | Chetwynd | Dawson Creek | Fort Nelson | Fort St. John | Hudsons Hope | Other Nearby Communities | Taylor | Total |
|--|-----------|--------------|-------------|---------------|--------------|--------------------------|----------|------------|
| Accommodation | 12 | 37 | 30 | 39 | 10 | 25 | 1 | 154 |
| Activities Offered | | 5 | 22 | 8 | | 7 | | 42 |
| Attractions | | 22 | 15 | 22 | | 12 | | 71 |
| Community Hall/ Centre, Conference Centre | | | 1 | 2 | | 1 | | 4 |
| First Nations Government | | | | | | 17 | | 17 |
| Fishing (Self Guided) | | 44 | 11 | | | 2 | | 57 |
| Food & Beverage | 13 | 37 | 30 | 60 | 3 | 1 | 4 | 148 |
| Other | | 7 | 5 | 7 | | 3 | | 22 |
| Retail/Sales (related to tourism/recreation) | | 2 | 1 | 2 | | | | 5 |
| Transportation | | | | 1 | | | | 1 |
| Visitor Centre | 1 | 1 | 1 | 1 | 1 | | 1 | 6 |
| Total | 26 | 155 | 116 | 142 | 14 | 68 | 6 | 527 |

Other includes: Co-op, college, outfitters, and other service providers in the region.

Primary Natural Attractions

- The views as you drive the highway
- Wildlife, including bison, which can be seen as you drive the highway
- Liard River Hot springs and Liard River
- Allen's Lookout
- Toad River
- Smith River Falls, Whirlpool Canyon
- Northern lights
- Muncho Lake
- Views of the Northern Rockies
- Muskwa Kechika Management Area

Primary Human-Made Attractions

- Kiskatinaw Bridge
- Smith River Airport
- Summit Lake Campground at Stone Mountain Park
- People (great people that live there and their stories)

- Northern Rockies lodge is the main lodge (recent addition of private plane service from Lower Mainland to Muncho Lake)
- Volunteer trail construction and maintenance groups (hiking and mountain biking trails)
- Toad River Lodge
- Stone Mountain Lodge and B&B
- Northern Rockies Retreats – offering hiking excursions
- Glamping business offered at Toad mountain
- Alaska House in Dawson Creek was a great attraction, but was recently closed by the municipal government
- Mile “0” of the Alaska Highway, located in Dawson Creek
- Peace Island Campground in Taylor
- Boat launch on the Peace River in Taylor
- Charlie Lake - monument honoring the soldiers that lost lives
- Shepherd’s Inn
- Buckinghorse River Lodge and Park
- Prophet River First Nation
- Air strip that takes you into Muskwa Kechika
- Gravel catchment lakes/burrow pits have been populated with Trout (in Fort Nelson)
- Fort Nelson Museum
- Coal River Lodge & RV
- Lower Post

Typical Experiences

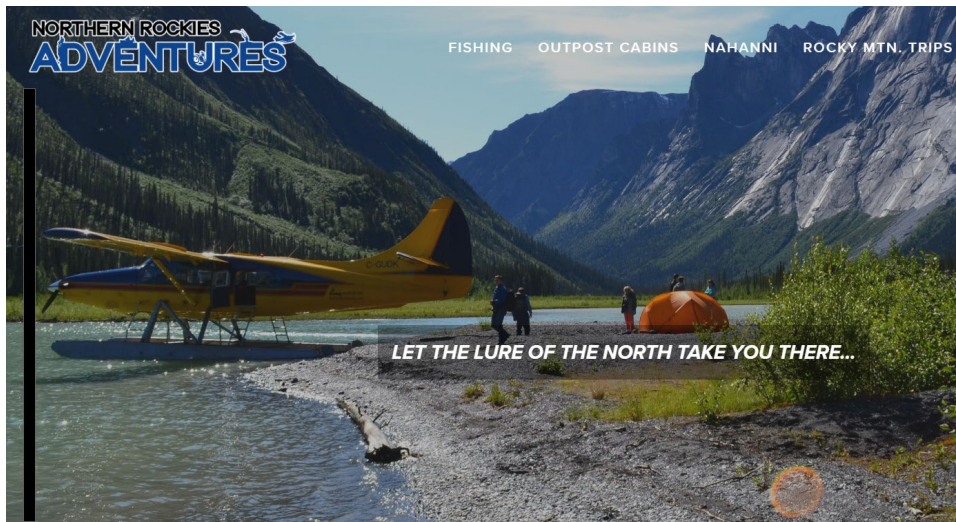
- Historically, touring the Alaska Highway has been a “bucket list” experience, particularly for many Americans who are linked to and/or aware of the World War II history of the Alaska Highway and why it was developed
- The Alaska Highway has also been a major touring destination for other North Americans and Europeans travelling by car, RV and motorcycle
- Key, memorable experiences included: Liard River Hot Springs, fishing; wilderness adventure, wildlife viewing; Muncho Lake
- The area is also popular with hunters and there are several guide outfitting territories in the area
- Many visitors are seeking wide open spaces, remote experiences and wildlife
- Many visitors are drawn to the Yukon and Alaska
- The experiences/ products have not changed much over the decades
- Highway improvements have:
 - Resulted in tourists moving more quickly along the highway
 - Decreased demand for gas station/tire repair services (these services were previously available approximately every 100 kilometers)
- Experiences offered by:
 - Muskwa Kechika Adventures
 - Northern Rockies Lodge and Adventures

Current Iconic/Outstanding Experiences

- Fort Nelson Museum, Liard River Hot Springs, wildlife viewing (wildlife can be viewed while driving the highway)
- Fort Nelson/ Yukon border is a very scenic stretch and has the most diversity and abundance of wildlife (e.g., wolf, sheep, bison, porcupine, etc.)

- Kiskatinaw Bridge
- Muncho Lake
- Muskwa Kechika
- Provincial parks, such as Stone Mountain, Muncho Lake, Liard River Hot Springs
- Mile “0” of the Alaska Highway (at Dawson Creek)
- The experience of the highway is driving the highway; taking in the views
- The people and their stories
- Experiences offered by Northern Rockies Lodge and Muskwa Kechika Adventures (see images below)

Northern Rockies Adventures



Source: <https://www.nradventures.com/#home>

Muskwa Kechika Adventures



Source: <http://go2mk.ca/>

Typical Markets

- Historically, Americans who view this journey as a “bucket list” experience as they had relatives who helped build the Alaska Highway during WWII or
- Starting to see people who are touring the highway to enjoy the wilderness
- Younger demographic (bicycling/ walking the highway)
- The “eco-adventurer” traveler
- The “shoe-string budget” traveler
- People from Europe/ Germany/ Switzerland/ Austria
- Campgrounds in southern portion of the Alaska Highway attract British Columbians and Albertans
- Campgrounds in Fort St. John: primarily attract British Columbians and Albertans
- Many European and American travelers - interested in the wide open spaces and wilderness of Northern BC and the Alaska Highway
- Young families with kids

Market Awareness/Marketing

- Awareness about Northern BC is low in most markets
- Marketing is lacking, and can be improved starting with awareness of the North
- Inclusion of Northern BC in Destination BC marketing materials is imperative
- Need to get information out to support those who are planning this trip far in advance
- Northern BC Tourism has been generating content about Northeastern BC on their website; however, the North has minimal “ticketable” products/experiences to market and sell
- Lack of operators investing marketing dollars
- Lack of marketing funds in general

Typical Seasons

- May to mid-September
- Liard River Hot Springs is open year-round (with limited services in winter months)
- The Northern Lights Festival was introduced a few years ago, and may start attracting visitors in winter months
- The Northern Rockies Lodge and Adventures is considering the development of winter activities, which would also feature the Northern Lights Festival

Transportation and Access

- The highway is in good shape, with the exception of certain stretches that will be costly to improve
- Prior to Covid, scheduled passenger flight service:
 - To Fort St. John was good
 - To Dawson Creek was quite good
 - To Fort Nelson was not frequent and would change often, making it challenging for some operators to make bookings several months in advance (for visitors from Europe, for example)
- The Northern Rockies Lodge recently acquired aircraft and are offering direct flights from the Lower Mainland

Accessibility for People of All Abilities

- Accessibility is not great in many areas
- Liard River Hot Springs are not wheelchair accessible
- Most trails are not wheelchair accessible
- Parks on the highway are not great for accessibility
- Campgrounds are accessible by most, but not all washrooms
- Washrooms on highways are accessible to some degree

Key Issues and Gaps

- The North has minimal "ticketable" products/experiences to market and sell Alaska Highway has lost many lodges, and seems now to be in early stages of tourism development
- Marketing investments by operators, governments and DMOs are low
- A lot of land is within a Provincial Park, which presents challenges for development
- Fort St. John visitor centre is located in the Pomeroy Centre, which is not an ideal location for visibility and access
 - This is important as Fort St John is the main service centre for travelers heading north on the Alaska Highway
- Few operators offering guided experiences
- Distance from markets is a constraint
- Attracting and retaining staff is a challenge
- High operating costs affect existing business's profitability and may deter others to enter the market
- High cost for infrastructure and facility improvements cost (e.g., Northern Rockies Lodge, creating own energy, own septic system) is an issue
- Businesses have difficulty acquiring loans to make improvements
- Bus service/transportation for staff who work at lodges is lacking
- Lack of outhouses and washrooms on the Alaska Highway (North of Fort St. John) to Yukon border
- There are remediation issues (e.g., gas tanks in the ground)
- Lack of services in many areas due to the remoteness
- The over-advertising of Liard River Hot Springs is worrisome since it is at full capacity compared to some of the other campgrounds

Developments/Initiatives

- The oil and gas sector has led to the development of accommodation over many years (particularly in Fort St. John and Dawson Creek), which can also benefit the tourism industry, conferences and sport tourism
- BC Parks is investing in the parks and improve accessibility
- "Gotta Go" project is improving rest stops
- Toad River Lodge and Northern Rockies Lodge improvements in planning phases
- Thematic Master Signage Plan is underway
- Destination BC Iconics Initiative is under way
- Fort Nelson First Nation's is considering investments (hotel and possibly lodge upgrades)
- BC Parks purchased a piece of land at Muncho Lake; this will be a RV Park with full hook up (within next five years)
- Northern Rockies Regional Municipality is completing a Tourism Strategy
- Coal River Fireside Lodge may undergo improvements

- Northern Rockies Adventures is expanding the activities it offers and is providing direct air access
- New trail society has formed to support trail development and maintenance
- New Northern Rockies Tourism Advisory Committee has formed
- Fort Nelson First Nation (trade/ cultural centre); geothermal project (waste heat to use for greenhouse/ spa) are under consideration
- Vermicomposting (no recycling up north) is under consideration
- Tourism Fort St. John Tourism Society was formed and is currently conducting:
 - A Strategic Action Plan to help determine the most suitable governance and funding model
 - A Value of Tourism Study

Possible Sensitivities/Concerns Related to Tourism Development

- Maintaining the corridor and wilderness requires a sustainability plan
- Need to develop sustainable tourism (do not want to be overcrowded like Jasper)
- Need to prevent loss of wilderness and wildlife
- The over-advertising of Liard River Hot Springs is worrisome since it is at full capacity compared to some of the other campgrounds
- Need to consult with communities/ Indigenous communities with regard to future tourism development

Summary of COVID-19 Impacts

- Taylor invested in infrastructure to support tourism, but Town Council has closed this due to Covid
- Tourism businesses in the region have been hit hard
- Some businesses have had a little bit of traffic from the Alaska Highway as it is still a transportation corridor for shipping
- The guide outfitter sector has been hit hard as their clients are often American and international high-end (high cost) travelers for the big game hunts
 - With the borders closed, they have lost at least one full season and may also lose the next season, which will result in losses in the millions of dollars
- Restaurants and retail have also been hit hard
- Campgrounds south of Fort Nelson saw more camping than they have seen in previous years, mainly due to local and regional visitors
- The only campground that has seen a decline in visitors is Liard River Hot Springs (85% drop), as the hot springs and the border were closed
- The BC traveler has become more aware of the offerings in Northern BC

Logical Connections with other Iconic Features or Special Places

- Muskwa Kechika Management Area
- Tumbler Ridge UNESCO Global Geopark
- The Yukon and Alaska
- Hudson Hope and Chetwynd and the story of their link to Alaska Highway (e.g., the story of Pine Pass)
- Need to consider how the Alaska Highway is connected through waterways

Key Opportunities to Develop the Iconic Feature

- Great opportunity to develop eco-based tourism (lodge, steam boat)
 - Coal River Lodge and Fireside Lodge present opportunities to develop these experiences
- The stories of the Alaska Highway are important and can be better incorporated into the experiences offered
- Need to plan for experience development
- The three themes that were previously used should continue: History of highway, how it changed the north forever, stories of the road
- Guided hikes present a big opportunity
 - Northern Rocky Fitness has seen organic growth for guided hikes and has partnered with lodges
 - Most of these participants are from Lower Mainland, BC, Northern BC and Northern Alberta
- The Asian market presents new opportunities (Northern Lights, nature)
- Further development of the Northern Lights Festival, in collaboration with the Fort Nelson First Nation
- Future winter activities opportunities exist – bonfires, sled dog rides, skating
- Indigenous experiences developed by First Nations -- authentic cultural experiences, boat tours along the Muskwa River to visit the five First Nation sites
- Eco-tourism, river rafting
- Potential' for higher-end experiences (there is a market for higher-end experiences); (e.g., fly into Virginia Falls)
- Potential to develop half-day guided hikes for people travelling the Alaska Highway
- There could be more guided bus tours in the area that would be good for seniors
 - Generally travelling up to Yukon and Alaska
 - These planned tours can provide historical interpretation, activities and accommodation

11. Hudson Bay Mountain

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix J, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- Hudson Bay Mountain is located in the Wit'suwet'en (also known as "Wet'suwet'en") traditional territory, which extends from the village of Hagwilget in the New Hazelton area in the west to Burns Lake in the east.
- The Wit'suwet'en are part of the Athapaskan language family.
- The following excerpt is quoted from the document: *Acknowledging Wit'suwet'en Territory: A Guide with Information on the Smithers Bridging Committee*, 2016.

Welcome!

Danowh' yeh! (Come in, everyone!)

Welcome to Witsuwit'en territory! The Witsuwit'en have lived in this vast and bountiful river valley for thousands of years. Witsuwit'en ancestors knew this great watershed as *Widzin Kwah* (the name refers to a body of water larger than a stream, now known as the Bulkley River). The name Witsuwit'en is believed to mean "the people of the lower drainage" and the name of the valley in which Smithers is located is *D'ze Kant*, which means "foot of the mountain."

This area has only been known as the Bulkley Valley in recent history: about 150 years. The story of this beautiful valley is much older, spanning the thousands of generations that it was inhabited by *Niwhts'ide'ni*, the Witsuwit'en ancestors. Since time immemorial, this place has been called *yin tah*, a Witsuwit'en expression meaning "earth" or "land," but more specifically "territory."

When holding events on Witsuwit'en territory, it is customary to offer a traditional welcome that acknowledges the land and its inherent connection to Indigenous peoples' culture and ancestors. In this way, non-Aboriginals show respect for the region's history and build relationships for the future. This information booklet provides community event organizers with a better understanding of protocols around traditional welcomes. We hope it will join with the many ways we can create a better future together.

Overview

Hudson Bay Mountain is just west of Smithers, a town of approximately 5,000 people which is the main service centre for the Bulkley Valley. Located on Highway 16, Smithers is 370 kilometers northwest of Prince George and 350 kilometers east of Prince Rupert. Downtown Smithers is known for its alpine theme, which is reinforced by a municipal bylaw requiring businesses in the downtown area to construct their buildings in an alpine style.

Hudson Bay Mountain is visually dominant. Locals describe the mountain as “rising up” from Main Street in Smithers and consider the mountain to be integral to the area’s identity and culture.

Hudson Bay Mountain Resort is a four-season resort offering skiing in the winter and mountain biking, hiking, and other adventure activities in the spring, summer and fall. Hudson Bay Mountain is one of 13 resorts in BC that has a Master Development Agreement with the Province of BC. The Master Plan includes planned development of estate homes, estate chalets, cabins, bed and breakfast properties, and yurts.

The Hudsons Bay Mountain Resort website provides this overview of the resort.

North America's Last Authentic Ski Resort

Hudson Bay Mountain Resort is the premium ski destination of Northern BC, offering incredible powder snow, family-friendly hospitality, and a mix of terrain to please skiers and snowboarders of any ability. Established in 1969, we’re dedicated to providing a big mountain experience with small town charm.

Situated above Smithers, British Columbia, Hudson Bay Mountain has a top elevation of 1,650 metres (5,413 ft) and 1,759 of lift accessed vertical. With 41 runs and 315 acres of skiable terrain, Hudson Bay Mountain is considered to be one of the best kept secrets in skiing offering uncrowded access to a variety of runs, with more being added each year. The unique location of the ski resort provides a consistent annual snowfall averaging over 400cm's of light, powdery snow annually, offering incredible a world class experience for skiers and snowboarders alike.

Rich in Canadian history, the mountain was named after the iconic Canadian company that was essential to the livelihood and infrastructure of the region in the 18th and 19th centuries. The earliest backcountry ski excursions began in the early 1930's when Norwegian and Swedish settlers brought skiing with them from the old country as a way of life. In the 1950's local ski enthusiasts began building cabins on the mountain intended to serve the ski touring community, and by 1960 rope and cable tows were installed for easier access. By 1960 a portable lift from France known as a baby teleski was installed; powered by a Volkswagen engine and an aircraft cable.

Expansion of the resort continued in the 1970's with t-bars, and in the 1980's a day lodge was constructed as well as a triple chair and new runs. Between 2005-2014 new investors and management groups were involved, providing further development to the area.

In 2015-2016 Gary Mathiesen became the sole owner Hudson Bay Mountain Resort. Gary has skied Hudson Bay Mountain all of his life and took full control with the vision of creating a sustainable ski area at an incredible value. The resort continues to grow, including ski-in ski-out home ownership opportunities, new infrastructure, and improving terrain year over year. At the heart of the community, Hudson Bay Mountain partners with local businesses and ski clubs to offer terrain parks and a ski cross course to provide development opportunities for local athletes.

Source: <https://hudsonbaymountain.ca/about-us/>

A location map is shown on the next page.

Summary of Assets

The table below provides a summary of assets in the Hudson Bay Mountain area. A more detailed summary is provided in Appendix J.

As the primary service town in the area, Smithers offers a range of accommodation, restaurants, pubs, cafes and retail shops. Given the popularity of the area for outdoor recreation, Smithers has several sporting goods stores. In addition to skiing, the area is popular for other outdoor activities, including fishing (guided and self-guided), hiking and mountain biking. This is discussed later in this profile.

| | Other Nearby Communities | Smithers | Total |
|---|-----------------------------|------------|------------|
| Accommodation | 20 | 62 | 82 |
| Activities | 8 | 41 | 49 |
| Attractions | 14 | 18 | 32 |
| Community Hall/ Centre, Conference Centre | 1 | 2 | 3 |
| Festival/Event | | 5 | 5 |
| Fishing (Guided) | | 6 | 6 |
| Fishing (Self Guided) | | 36 | 36 |
| Food & Beverage | 5 | 44 | 49 |
| General Sporting Goods | | 3 | 3 |
| Lake | 3 | 8 | 11 |
| Mountain Ranges | 3 | | 3 |
| Other | 7 | 16 | 23 |
| Park/Trails | | 1 | 1 |
| Retail/Sales (Sporting Goods) | | 8 | 8 |
| Transportation | | 1 | 1 |
| Visitor Centre | | 2 | 2 |
| Wilderness Adventures (backcountry tours not involving hunting/fishing) | | 2 | 2 |
| Total | 61 | 255 | 316 |

Other includes: Outfitter, Spa, Artisan Stores, Guide Services.

Primary Natural Attractions

- Hudson Bay Mountain
- Home to a big mountain goat herd (approximately 100 mountain goats live here)
- Crater lake at the peak of the mountain, accessible via hiking trail
- Layout of the mountain accommodates "Ski/Hike/Bike"
- Dennis Lake

Primary Human-Made Attractions

- History engrained in Indigenous culture
- Hudson Bay Resort, including the ski runs, resort infrastructure and facilities
- The Nordic Centre
- Many trail systems: mountain biking, hiking and walking
- History related to mineral exploration, including old mining remains
- Community Forest:
 - Partnership between Village of Telkwa and Smithers
 - Nordic Centre and mountain bike trails are within the Community Forest

Typical Experiences

- The most iconic experiences are:
 - Skiing
 - Other winter experiences at Hudson Bay Mountain and the Nordic Centre
 - Hiking to Crater Lake
 - The mountain as a visual
 - The glacier
 - "The Prairie" hiking trail – wildlife viewing, views of the Bulkley Valley and the Babine Mountain Range
- Experiencing nature and the outdoors
- Mountain biking, hiking and walking in the vast trail network
- Experiencing the many lakes

Typical Markets

- Year-round: primarily British Columbians and Albertans
- Fishing attracts the Pacific Northwest market (both Canada and the US)
- Travelers to/from the Yukon and Alaska: International (Great Britain, Italy, Chile, Australia)
- Winter: Resort attracts regional markets (Prince Rupert and Prince George) and Australian families that stay in the cabins; not many Americans and Europeans
- Some visitors to/from Alaska visitors have diminished due to the loss of the Alaskan Marine Highway Ferry service
- Canada Customs no longer operates out of Smither's Airport
- Mountain biking attracts:
 - Americans, Albertans and visitors from Northern BC
- Hikers, mountain bikers and runners seeking adventure come from many markets

Market Awareness/Marketing

- Need to focus on developing good relationships with First Nations when considering marketing since this is their traditional territory
- There is a need to market "the experience" or the "lifestyle" rather than a "trail" or "facility"
- Deficiency of marketing dollars: less committed to marketing and common vision from community than in past
- Greater reliance on hotels for marketing; however, a greater share of the marketing budget is now directed to commissions, rather than marketing
- The business community needs a common vision to guide marketing investments
- If businesses are interested in developing markets, they will be more likely to investing in marketing
- Resort/ winter:
 - Marketing is lacking; word-of-mouth for a lot of marketing
 - Not focused on "skier visits" but more so focused on the experience
 - Tried marketing overseas/ down south but not successful because there are so many other attractions south of Prince George (i.e., Okanagan, etc.)
- More focused on awareness marketing versus conversion marketing
- Reliance on DMO (Tourism Smithers) for awareness marketing, but businesses' staff are not converting
- Mountain bike trail marketing presents opportunities
- "Trail port" is most used mobile app
- Websites are key

- We need good images to use in marketing collateral

Typical Seasons

- June to September is the main season for a range of outdoor activities
- Winter is popular for skiing and other winter activities

Transportation and Access

- Transportation to the area:
 - By vehicle via Highway 16
 - By scheduled passenger air service via Smithers Regional Airport
- Access to Hudson Bay Mountain Resort is via a 21-kilometer old gravel road that could be better maintained
- Mountain bike trails are accessible once you get to the resort parking lot
- A recent study indicated that the following is needed to improve transportation in the area: ⁴
 - Increased municipal transportation within and between communities
 - Shuttle/taxi contractors
 - Rideshare/Uber/Lyft

Accessibility for People of All Abilities

- The Hudson Bay Resort can improve accessibility for all abilities
- There was an adaptive program, but this did not continue
- Some accommodation properties, buildings and services in Smithers have accessible rooms and facilities

Key Issues and Gaps

- Reliable transportation from Smithers hotels to the mountain is needed
- Accessibility to the mountain could be improved through upgrades to the access road
- The location of parking at ski lodge makes it challenging to get up to the lodge
- Natural attractions are spectacular, but there is a need for more amenities at the resort (e.g., spa, hotel, craft brewery, new equipment like detachable quads)
- The resort restaurant needs to be updated
- Use of the airport has declined as direct flights were reduced (even before Covid)
- Increasing the appeal and profile of Hudson Bay Mountain as a ski resort will require a shift in vision from a "local" hill to a more regional hill that can attract different markets

Developments/Initiatives

- The MDB Insight *RDBN Tourism Study Key Findings Report* was completed in 2019
- Development of signature bike experiences/ trails is ongoing
- Hudson Bay Mountain Resort: summer operations (3-5-year plan) is underway, lift access, better infrastructure, etc.
- The Mountain Bike Association vision is to construct massive mountain bike trail
 - In collaboration with other organizations

⁴ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

- The vision is to have mountain bike trails that circumnavigate Hudson Bay Mountain and the resort (around a 25-kilometer trail network)

Possible Sensitivities/Concerns Related to Tourism Development

- The Province has cumbersome processes (red tape) regarding mountain resort expansion and/or development that can delay/stop improvements
- There is a need to be aware of sensitivities regarding wildlife and wildlife habitat, particularly related to the mountain goat population
- The enhancement/development of mountain biking trails has been respectful of wildlife and habitat
- Some local residents are protective of the area, particularly those who are from families that have lived in the area for generations and who own cabins

Summary of COVID-19 Impacts

- Tourists cannot travel there due to restrictions (from Alaska)
- Americans cannot come fishing
- Local and regional visitation has been good
- This has helped bring the community together
- There has been a huge upswing in mountain biking
- 1,500 visitors last year (2020); 10,000 visitors historically
- This year should be better:
 - Potential boom in mid-August
 - One-third of typical bus tours from Germany are booked

Logical Connections with other Iconic Features or Special Places

- There is a logical connection to many of the other features due to the common route (Highway 16)
- There is an opportunity to link similar experiences elsewhere (bike/ hike/ ski/fish)
- Connect through the Babine Mountain Range
- Connect via two glaciers: Toboggan Glacier and Hudson Bay Mountain Glacier

Key Opportunities to Develop the Iconic Feature

- The natural feature (Hudson Bay Mountain) is iconic – great opportunity to further build the tourism destination around this; this will require investment
- Development opportunities:
 - To get to “the next level” as a ski resort:
 - Develop a gondola
 - Develop ski in/out accommodation/hotel
 - Further develop Hudson Bay Mountain summer operations
 - Expand the mountain bike community
 - Develop summer ski lift ride
 - Infrastructure is key to future development, for example:
 - Warming huts, shelters, washrooms for those hiking or biking
 - Trails that are level/ hardened
 - Guided hiking

- Town of Smithers and Hudson Bay Mountain Resort need to collaborate on tourism development and marketing
- There are opportunities to develop opportunities to attract:
 - Current markets
 - More Europeans
 - Markets from southern BC (winter and summer)
 - People who are interested in adventures (US/ Canada), rather than those interested in art galleries/ museums
 - People from the Asia Pacific, by enhancing aspects of urban experience (different cuisine, etc.)

12. Fort St. James National Historic Site

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix K, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- Fort St. James National Historic Site is located in the traditional territories of:
 - The Nak'azdli Whut'en First Nation;
 - The Tl'azt'en Nation;
 - The Yekooche First Nation; and,
 - The Binche Keyoh First Nation.
- The Nak'azdli Whut'en traditional territories once covered over 22,000 square kilometers, including the Stuart Takla watershed.
- The Nak'azdli Whut'en is interested in tourism development and is exploring a concept for developing a Nak'azdli Whut'en cultural village.

Overview

Fort St. James National Historic Site (the "Historic Site") is one of Parks Canada's 971 historic sites located across the country. The following excerpt from Parks Canada's website gives a flavor for the Historic Site:

Travel back to 1896 when wealth was measured in fur pelts and salmon, the natural bounty bartered by the Carrier First Nations and European fur traders at Fort St. James. Tour Canada's largest collection of wooden buildings faithfully restored to the fur trade era. Spend the night in the historic Murray house warmed by a wood stove and memories of the family who lived here more than a century ago.

The Historic Site is situated on the shores of Stuart Lake in Fort St. James. Fort St. James is located at the northern terminus of Highway 27, approximately 45 minutes north from Highway 16 and two hours west of Prince George by vehicle (see map below). Fort St. James is a small community with a population of just under 1,600. The neighboring First Nation of Nak'azdli Whut'en has a population of 705 living in the Indigenous community and 1,978 living elsewhere (2019 data).

Location of Fort St. James at the Northern Terminus of Highway 27



Source: District of Fort St. James

While the Historic Site itself is an established attraction, the Fort St. James area is in the early stages of development as a tourism destination. Its tourism assets reflect:

- A strong nature and adventure theme, complemented by heritage;
- Many supporting recreational clubs; and,
- Anchor assets upon which experiences can be further developed, including:
 - Fort St. James National Historic Site,
 - Cottonwood Park, Marina and Campground, and,
 - Murray Ridge Ski Area.

An additional location map is shown on the next page.

Summary of Assets

The table below provides a summary of assets in the Fort St. James area. A more detailed summary is provided in Appendix K.

While there are accommodation properties and restaurants available, there is a need to enhance and increase following types of facilities and businesses over time, to enable the area to further develop and mature as a destination:

- Accommodation - additional types and quality levels;
- Additional shops/retail;
- Outdoor equipment rental; and,
- Guided activities.

| | Fort St. James | Total |
|---|----------------|------------|
| Accommodation | 30 | 30 |
| Activities Offered | 10 | 10 |
| Attractions | 40 | 40 |
| Community Hall/ Centre, Conference Centre | 3 | 3 |
| Festival/Event | 23 | 23 |
| First Nations Government | 1 | 1 |
| Fishing (Self Guided) | 5 | 5 |
| Food & Beverage | 16 | 16 |
| Visitor Centre | 2 | 2 |
| Total | 130 | 130 |

Primary Natural Attractions

- Mount Pope and Murray Ridge
- Lakes and rivers: Stuart Lake, Stuart River, Cripple Lake, Pinchi Lake, Tezzeron Lake, Nations Lakes
- Paarens Beach
- Sowchea Swamp

Primary Human-Made Attractions

- Historic Site, including the heritage building B&Bs
- Cottonwood Park, Campground and Marina
- Murray Ridge Ski Area
- Indigenous Pictograph and Simon Frasers' Signature
- Farmers' Market
- The Chicken Races
- Caledonia Classic Dog Sled Races
- Ripples of the Past walking tour
- Golf club

Typical Experiences

- Touring the Historic Site
- Spending a night in the historic building B&Bs at the Historic Site
- Camping, hiking, rock climbing, skiing
- Boating
- Cottonwood Park waterfront activities

Typical Markets

- The top markets for Fort St. James (pre-COVID) were BC and Europe
- Most visitors typically stayed in the Fort St. James area for two or fewer nights
- The primary trip motivators were the Historic Site, nature, adventure and recreation

Market Awareness/Marketing

- Current awareness-building and marketing activities include:
 - Operation of the year-round Visitor Centre
 - Production of a new Fort St. James Tourism Brochure
 - Redesign and ongoing maintenance of the Tourism and Recreation section of the District of Fort St. James website
 - Application for grants (e.g., through Northern Development Initiatives Trust and other organizations) for various programs, such as signage revitalization and marketing
- There is an intention to improve social media activity, but resources to maintain social media presence are constrained (good photos are available, but time is needed to manage presence)
- Signage along Highway 16 have been effective attracting touring visitors travelling west
- Signage is lacking for the visitor travelling east on Highway 16

Typical Seasons

- May to September, with July to August as peak season
- Some regional winter visitation to Murray Ridge Ski Area

Transportation and Access

- Transportation to the area is by vehicle:
 - Via Highway 27 which extends north from Highway 16 (approximately 45-minutes from Highway 16)
- Signage needs to be improved
- Location at the end of Highway 27 means that travelers must decide to turn north at the junction of Highways 16 and 27
- A recent study indicated that the following is needed to improve transportation in the area:⁵
 - Increased municipal transportation within and between communities
 - Shuttle/taxi contractors
 - Rideshare/Uber/Lyft

⁵ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

Accessibility for People of All Abilities

- Accessibility for buildings and paths at the Historic Site is good
- Visitor centre needs improvement
- District buildings that are leased are not accessible (senior's building ramp is too steep)
- Most trails are not accessible
- "The loop" from Lake Shore Drive up to Stone's Bay down Highway 27 is primarily on the side of the road (paved), except one section which is crushed gravel

Key Issues and Gaps

- Need buildings at Cottonwood beach (6-7 buildings that people can lease to run season retail businesses (local art, crafts, other retail), recreational equipment rental businesses, etc.
- Cottonwood Park, Marina and boat launch need facility upgrades (note that planning for this is underway)
- Need greater selection of food and beverage
- Need greater selection of accommodation
- Need more guided activities
- Need recreational equipment rentals
- Need to create a more "arts/cultural" vibe by profiling local artists and culture

Developments/Initiatives

- The *Fort St. James Tourism Strategy and Implementation Plan (2021 – 2026)* was completed in June 2021
- The MDB Insight – *RDBN Tourism Study Key Findings Report* was completed in 2020
- Recent funding was provided to upgrade infrastructure at Murray Ridge Ski Area
- Nak'azdli Whut'en First Nation is exploring a concept for developing a Nak'azdli Whut'en cultural village
- Current development of the *Chuntoh Education Society Interpretive Centre Feasibility Study*
- A map and banner initiative has been proposed by Fort St. James Historic Site
- The District of Fort St. James is planning upgrades to Cottonwood Park

Possible Sensitivities/Concerns Related to Tourism Development

- The locals do not recognize the potential value of tourism, as the community has traditionally relied on forestry

Summary of COVID-19 Impacts

- Historic Site received 1,500 visitors last year (2020) compared to 10,000 visitors annually in previous years
- This year should be better; potential boom in mid-August; 1/3 of typical bus tours booked from Germany

Logical Connections with other Iconic Features or Special Places

- Communities and attractions along Highway 16 (from Alberta to Prince Rupert)
- Other heritage and historic sites in Northern BC

Key Opportunities to Develop the Iconic Feature

- The area has potential to further develop spring/summer/fall experiences, in addition to winter experiences focusing on recent upgrades to Murray Ridge Ski Area
- Over time, and as the destination matures, Fort St. James will likely offer more market-ready and export-ready businesses and experiences
- A key challenge with adding the above types of facilities and services is the need for a strong business case to justify the required investment, in addition to the presence of willing entrepreneurs
- The following product/experience development goal, objectives and projects are contained in the *Fort St. James Tourism Strategy and Implementation Plan (2021 – 2026)*

| PRODUCT AND EXPERIENCE DEVELOPMENT | |
|------------------------------------|--|
| Goal: | Fort St. James offers and delivers experiences that appeal to target markets (helping enhance visitor satisfaction, increase visitation, increase length-of-stay and increase repeat visitation). |
| Objectives: | <ol style="list-style-type: none"> 1. Develop activities/experiences that help increase length-of-stay and repeat visitation of visitors to Fort St. James Historic Site/destination visitors. 2. Further develop winter tourism experiences that appeal to regional markets. 3. Further develop nature-based, learning and cultural tourism experiences. 4. If of interest to First Nations, and led by First Nations, further develop Indigenous tourism facilities, attractions and cultural experiences. |
| Projects | Spring, Summer Fall Experiences |
| | <ul style="list-style-type: none"> • Enhance overall touring and exploring experience in and around Fort St. James <ul style="list-style-type: none"> ○ Support/further develop the map and banner initiative proposed by Bob Grill, Fort St. James Historic Site. ○ Rejuvenate the Ripples of the Past tour. ○ Identify opportunities to enhance/expand the Farmers' Market. |
| | <ul style="list-style-type: none"> • Improve amenities, facilities and services at Cottonwood Park. |
| | <ul style="list-style-type: none"> • Explore private sector opportunities to develop organized activities such as: boat tours, kayaking, sky diving, parasailing, paragliding (Mount Pope) and zipline. |
| | <ul style="list-style-type: none"> • Explore the opportunity for the private sector to revive the boat tour/sightseeing business that was offered from 2000 – 2007. <ul style="list-style-type: none"> ○ This business featured tours to the pictographs (including lunch), special events, rentals/fishing and camps/ large tents and cook tents, entertainment (hoop dancers/teachings). ○ The business attracted visitors from the US, Canada and international markets, some booking a year in advance. ○ This business stopped due to cost of liability insurance. |
| | <ul style="list-style-type: none"> • Identify and develop learning/experiential and cultural tourism, possibly centered around the proposed Chuntoh Education Society Interpretive Centre and key natural attractions. |
| | <ul style="list-style-type: none"> • Monitor progress regarding the Nak'azdli Whut'en's concept for developing a Nak'azdli Whut'en cultural village. |
| | <ul style="list-style-type: none"> • If of interest by First Nations, and led by First Nations, apply for a First People's Cultural Council grant to revitalize Chief Kw'eh's gravesite. |

| PRODUCT AND EXPERIENCE DEVELOPMENT | |
|------------------------------------|--|
| | <ul style="list-style-type: none"> Improve trails and associated signage and maps over time to support the development of mountain biking and hiking trails. |
| Projects | Winter Experiences |
| | <ul style="list-style-type: none"> Enhance and/or develop additional experiences that capitalize on the infrastructure improvements planned for Murray Ridge Ski Area. |
| | <ul style="list-style-type: none"> Build additional experiences related to the success of the Annual Caledonia Classic dog sled event, which could be an iconic event. |
| | <ul style="list-style-type: none"> Identify and plan for additional winter experiences that would appeal to target (regional) markets (snow mobiling, cross-country skiing, outdoor skating, etc.). |
| | <ul style="list-style-type: none"> Further develop winter sport tourism (hockey tournaments, snow mobile races, etc.). |

Source: Fort St. James Tourism Strategy and Implementation Plan (2021 – 2026), District of Fort St. James, June 2021

- In addition to the above opportunities, the MDB study described the following types of opportunities for the area:⁶
 - There is available serviced land in several communities which could support hotel/resort development if there was investor interest
 - To provide more food and beverage options, mobile food trucks and seasonal restaurants could be encouraged
 - There are opportunities to develop market-ready packages for outdoor adventures including hiking, wildlife viewing, photography, heritage and culture for urban audiences
 - Indigenous tourism has very good potential
 - Better coordination and collaboration to develop multi-day “stay and play” 3,5,7-day itineraries
 - There are opportunities to set up a network of mobile/seasonal guides and equipment rentals in the region, particularly in the more remote areas
 - The RDBN could support the development of a guide network and equipment rentals as a social enterprise
 - This would support the work of communities that are already offering free equipment rental and storage to visitors
 - Support a network of owner/entrepreneurs by highlighting the tourism product and services gaps in the market and providing support in business development, insurance and equipment purchase/lease
 - The RDBN could enter a relationship with Thompson Rivers University to expand the Adventure Studies Program
 - Community Futures could play a role through their entrepreneurial programs to tie into training and business development

⁶ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

13. Lake District

Introduction

The purpose of this profile, and the supporting inventory and mapping, is to support future facility and experience development, place-making and branding related to the iconic feature/area. The profile is based on:

- a comprehensive inventory of tourism assets including access routes, facilities, services and attractions in and around the iconic feature/area (the complete inventory is available as a separate MS Excel file);
- information provided by individuals and groups who reside close to and are knowledgeable about the iconic feature/area; and,
- recent, relevant studies that have been completed (if available).

More detailed information regarding facilities, services and attractions is provided in Appendix L, in the separate MS Excel file and in web-based and PDF maps created to support this project.

Traditional Territory

- The Lakes District is located in the traditional territories of:
 - The Nak'azdli Whut'en;
 - The Yekooche First Nation;
 - The Babine Lake First Nation; and,
 - The Carrier Sekani people.

Overview

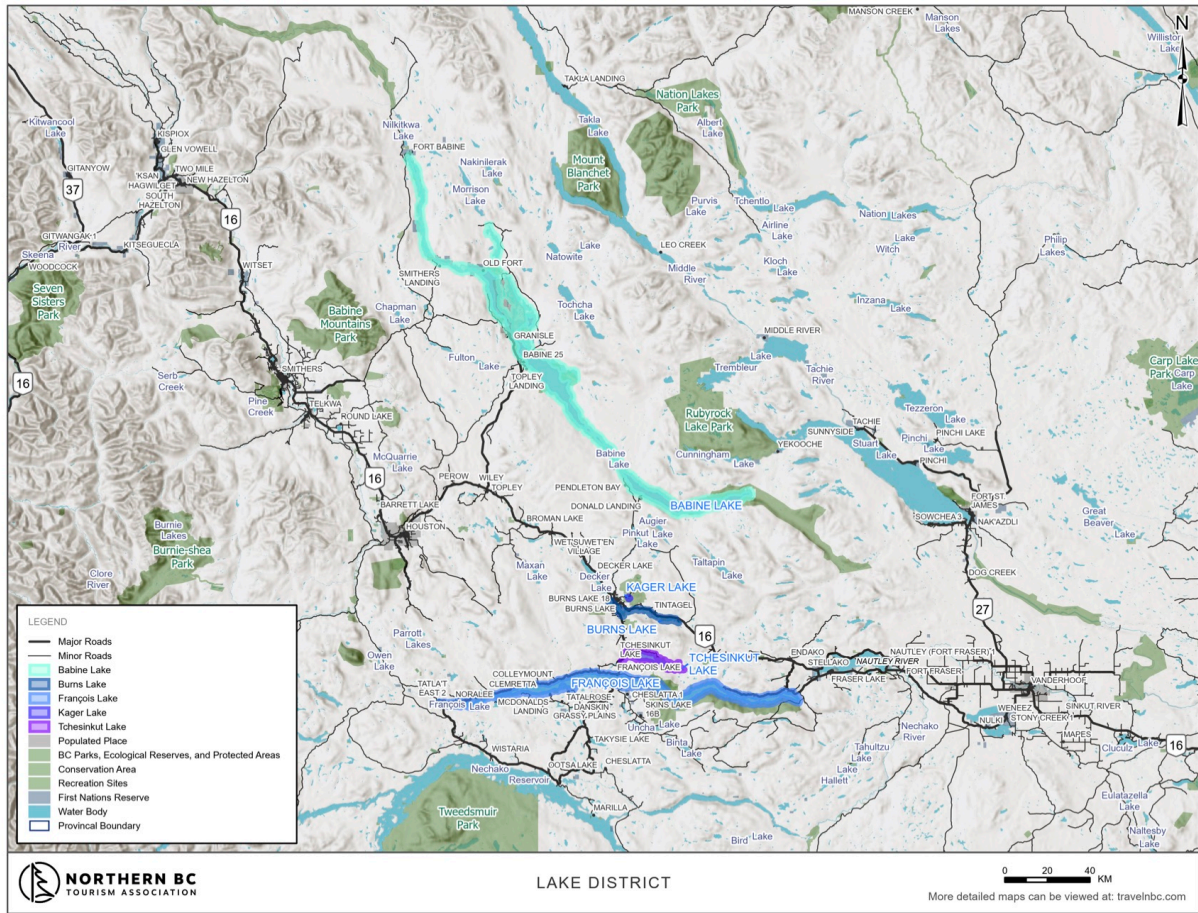
The Lake District, located in north-central BC, includes over 300 wilderness fishing lakes extending from the Stikine Mountains in the west to the Omineca Mountain Range in the east. The collective shoreline of these lakes measures over 4,800 kilometers. Ootsa Lake is one of the southern-most lakes and Babine Lake one of the northern-most lakes. Babine Lake is the longest natural lake in BC, measuring 177 kilometers in length.

In addition to fishing and beautiful scenery, the Lakes District offers boating, camping, hiking, mountain biking and ATViing. The Lakes District Circle Tour is very scenic, and enables visitors to view and experience Burns Lake, Francois Lake, Ootsa Lake, Francois Lake and the Nadina River.

For the purposes of the Iconic Features Assessment, the following five lakes are profiled. These were selected as they currently offer the most developed experiences of the many lakes in the Lakes District.

- Babine Lake
- Burns Lake
- Francois Lake
- Kager Lake
- Tschesinkut Lake

A location map is shown on the next page.



Summary of Assets

The table below provides a summary of assets in the Lakes District area. A more detailed summary is provided in Appendix L.

The Village of Burns Lake, the main service centre for the area, some accommodation properties, a town square, an art gallery and museum, and several restaurants. Self-guided fishing is one of the main activities available in the Lakes District, in addition to hiking, camping and mountain biking.

| | Babine Lake | Burns Lake | Francois Lake | Fraser Lake | Other Nearby Communities | Total |
|---|-------------|------------|---------------|-------------|--------------------------|------------|
| Accommodation | 4 | 29 | 4 | 2 | 14 | 53 |
| Activities Offered | | 4 | | 2 | | 6 |
| Attractions | | 5 | | 1 | 3 | 9 |
| Community Hall/ Centre, Conference Centre | | 1 | | 1 | | 2 |
| First Nations Government | | 1 | | | 1 | 2 |
| Fishing (Guided) | | | | | 1 | 1 |
| Fishing (Self Guided) | | 25 | 1 | | 1 | 27 |
| Food & Beverage | | 11 | | 1 | | 12 |
| Other | | 4 | | | | 4 |
| Retail/Sales | | 2 | | | | 2 |
| Transportation | | 1 | | | | 1 |
| Visitor Centre | | 1 | | | | 1 |
| Total | 4 | 84 | 5 | 7 | 20 | 120 |

Other includes: News business, gas station, economic development organization

Primary Natural Attractions

- The five lakes, fall colours, golden mountain and hillside and wildlife
- Red Bluff in Red Bluff park on Babine Lake
- Interesting rocks at most of these lakes (agate and beach rocks)
- "Stellako" River which is an outlet of Francois Lake and a draw for fly fishing
- Boer Mountain, which is located near Kager Lake, can be leveraged for events such as The Big Pig

Primary Human-Made Attractions

- Burns Lake: Spirit Square, Burns Lake Provincial Park, Deadman Provincial Park (great beach), Talon Point Camp (bridge between Indigenous-municipal-economy)
- Tchesinkut Lake: Beaver Point
- Francois Lake: Ferry
- Babine Lake: two major fish hatcheries
- Kager Lake: mountain bike park and trails

Typical Experiences

- Kager Lake is the most developed and well-known of the five lakes
 - Typical experiences involve mountain biking on the trails and bike park (built and maintained by volunteers), walks along the boardwalk, people from internationally, camping, and hiking Boer

mountain (15 minutes away)

- The Village of Burns Lake is the most developed town in the area (town square, two community centres, new Indigenous hotel/resort) and Burns Lake itself offers a provincial park and a recreation site
- Talon Point Camp is owned and operated by Robert Charlie, who partners with a society to access funding for some development opportunities
- Tchesinkut Lake offers one recreation site and one resort which is closing down due to retirement of the owners (after operating for 30 – 40 years)
- Francois Lake offers a free ferry service across the lake and some resorts and several recreation sites; a circle tour is under development
- Babine Lake is large with several lodges, a conservancy and a marina
- Francois and Tchesinkut Lakes have good road access and a small tour operator providing camping and boat launches
- Big spectrum of service from rustic to developed, and depends on access
- Mountain biking at Kager Lake is a success
- Parks at Babine Lake and Francois Lake
- Fishing is good at Babine Lake
- Babine River has world class fishing (steelhead) with a lodge
 - Steelhead is the "money maker"; rainbow and trout are more common fish

Typical Markets

- People who like the outdoors:
 - Northern Albertans who travel Highway 16
 - Europeans (Swiss, German, Austrian)
 - Many BC residents and locals who know of the area

Market Awareness/Marketing

- There could be more online content for marketing
- Word-of-mouth and social media could be leveraged more: specifically, stories of why people from outside the region moved there (e.g., moving there for mountain biking)
- Other businesses are aware of the activity options for visitors (e.g., providing trail guides and maps in hotels, etc.)
- There is recognition that there needs to be a shift in terms of markets upon which to focus and try to attract: there is a swing between "through there" and "to there" from a consumer view (e.g., getting consumers to not just stop in and providing experiences to encourage people to stay longer)
- There is an opportunity to "stitch the routes together" from source markets (e.g., travelers to/from Alaska)
- Use "pay to play" marketing
- Need to find out what will attract attention: for example, great cinnamon buns, mountain biking, etc.
- Inform businesses so they know what to offer and the ideal hours of operation to serve customers

Typical Seasons

- Full season is May long-weekend to October
- Summer is the high season
- Fall primarily attracts anglers and hunters

Transportation and Access

- The main access route to the region is Highway 16
- Each of the five lakes has varying levels of accessibility:
 - Burns Lake is located just off Highway 16, and is easily accessed
 - Tchesinkut Lake is a 20-minute drive from Burns Lake
 - Francois Lake is a 30-minute drive from Burns Lake
 - Babine Lake is approximately one hour from Burns Lake; its access road is not well-maintained and cell service is limited
 - Kager Lake is located just north of Burns Lake and has good access
- A recent study indicated that the following is needed to improve transportation in the area:⁷
 - Increased municipal transportation within and between communities
 - Shuttle/taxi contractors
 - Rideshare/Uber/Lyft

Accessibility for People of All Abilities

- Burns Lake: many buildings are accessible
- Tchesinkut Lake: Somewhat difficult
- Francois Lake: Easy as road is right beside the lake which enables people of various abilities to enjoy the lake
- Babine Lake: Hard to reach
- Kager Lake: Somewhat difficult, boardwalks are accessible, but the trails get narrow

Key Issues and Gaps

- The short season and high cost of servicing and supplies make it challenging for operators to survive versus other destinations such as the Okanagan and Vancouver Island (longer seasons)
- You can market, but the seasonality makes it challenging for the business operators
- The MDB study⁸ indicated that current hotels and lodges in the area are insufficient to meet demand and that many existing properties are often in need of renovation or repair
- The *Village of Burns Lake Tourism Plan 2021 – 2023* identified the following risks related to tourism planning and development:
 - **Lack of Leadership:** *Effective destination marketing requires both leadership and investment. There is currently a lack of clarity about who is responsible for this leadership, resulting in a disconnect between government and industry, a lack of tourism industry collaboration, and there being no established brand message or marketing strategy for the region.*
 - **Lack of Product:** *While there are outstanding outdoor recreation opportunities for visitors with their own knowledge and equipment, there appears to be a distinct lack of options for visitors looking to pay for tour operators, guided services, and rentals. Additionally, there is an apparent weakness in road, lake and trail access, as well as a major lack of Indigenous tourism product.*
 - **Transportation and Access:** *While Burns Lake does benefit from its location on a major highway, its location in Northern BC, together with a lack of established public transport infrastructure, makes it remote and somewhat inaccessible to visitors and potential visitors outside the immediate region, and anyone who isn't travelling in their own vehicle.*

⁷ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

⁸ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

- **Marketing and Messaging:** Burns Lake's remote location and low brand recognition mean marketing needs to offer a clear and compelling offering to the potential visitor, with alignment in messaging from all partners. Currently there is no clearly aligned messaging, and there are multiple sources of information providing somewhat conflicting and/or out of date information. While provision of in-person visitor information seems to be positive, digital marketing and social media are being under-utilized.
- **No Buy-in from Locals:** Local residents and businesses are an essential part of a tourism destination as they effectively become the 'product'. It is essential to gain buy-in, and help locals see the positive benefits of tourism as a well-managed economic driver that can bring revenues to the communities that lead to the development of new infrastructure and vibrancy that benefits locals. Businesses - especially visitor-oriented ones - should be engaged by leadership to share knowledge and see value.⁹

Developments/Initiatives

- Mountain bike trails are always being upgraded by volunteer groups
- The MDB Insight – RDBN Tourism Study Key Findings Report was completed in 2020
- The Village of Burns Lake Tourism Plan 2021 – 2023 was completed in 2020
- The MDB Study reported that:
 - Indigenous groups that participated in the interview process indicated they had made significant progress in developing new tourism products, including Lake Babine First Nation:
 - The purchase of two resorts on Babine lake, one for hospitality training and development as a social enterprise the other for tourism with \$2 million in planned renovations
 - The development of a new \$11 million resort for which the First Nations government is currently in land negotiations with the Province
 - Purchase of a new ferry to have improved access to sites, including the possible traditional village
 - Active Salmon fisheries with new experiences including snorkeling with salmon or fish fence tours
 - New trail developments across the Territory completed summer of 2018
 - Opportunity analysis for developing motorized trails between communities
 - Unaffiliated with Lake Babine First Nation, Talon Point Camp on Burns Lake will include Teepees and First Nations content¹⁰

Possible Sensitivities/Concerns Related to Tourism Development

- Uncertainty regarding the outcome of Indigenous land claims is a challenge regarding tourism development: consultation needs to be thorough and discussions can take many years
- Buy-in from local residents can be challenging
- Indigenous communities who are interested in tourism need to be included in discussions regarding tourism development and marketing
- Some mountain biking and cross-country skiing groups are hesitant to share the trails that they build and maintain
- Government "politics" can be challenging: municipality and province may have differing views regarding

⁹ Village of Burns Lake Tourism Plan 2021 – 2023, 2020, p. 6

¹⁰ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019, p.9

allocation of trails

Summary of COVID-19 Impacts

- This information was not available

Logical Connections with other Iconic Features or Special Places

- Connection with other mountain biking destinations, both existing ones and new ones as they develop
- Connection to other attractions and experiences available along Highway 16

Key Opportunities to Develop the Iconic Feature

- The Lakes District is mainly on a plateau, which differentiates it from nearby, more mountainous areas (Hudson Bay Mountain, the Rocky Mountains, etc.) – the presents an opportunity to promote the area for hiking in a plateau area, which can help differentiate the destination
- Building on existing assets and collaborating with Indigenous communities that are interested in tourism development
- Develop circle tours at Francois Lake
- Improve signage
- Develop a ride like the Revelstoke Pope Mountain Coaster in Burns Lake (focus on nature, community project, make it inclusive/ safe, leverage the forest)
- Connect the assets in the region to the services in town
- If the international markets are targeted, more lodges, and higher end lodges, are needed
- There is an opportunity for the private sector to develop campgrounds; however, some existing campgrounds are free, which could make it difficult for the private sector to compete
- Francois Lake has free camping, which can be better leveraged
- The MDB study described the following types of opportunities for the area: ¹¹
 - There is available serviced land in several communities which could support hotel/resort development if there was investor interest
 - To provide more food and beverage options, mobile food trucks and seasonal restaurants could be encouraged
 - There are opportunities to develop market-ready packages for outdoor adventures including hiking, hot springs, wildlife viewing, photography, heritage and culture for urban audiences
 - Indigenous tourism has very good potential
 - Better coordination and collaboration to develop multi-day “stay and play” 3,5,7-day itineraries
 - There are opportunities to set up a network of mobile/seasonal guides and equipment rentals in the region, particularly in the more remote areas
 - The RDBN could support the development of a guide network and equipment rentals as a social enterprise
 - This would support the work of communities that are already offering free equipment rental and storage to visitors

¹¹ MDB Insight – RDBN Tourism Study Key Findings Report, June 2019

- Support a network of owner/entrepreneurs by highlighting the tourism product and services gaps in the market and providing support in business development, insurance and equipment purchase/lease
- The RDBN could enter a relationship with Thompson Rivers University to expand the Adventure Studies Program
- Community Futures could play a role through their entrepreneurial programs to tie into training and business development
- The *Village of Burns Lake Tourism Plan*¹² includes the following market and experience development strategies (the full report provides associated initiatives and outcomes for each of these):
 - Build an effective and collaborative business- centric framework
 - Create effective and aligned marketing initiatives and programs
 - Invest strategically in product and experience development
 - Drive revenue and profits for tourism businesses

¹² Village of Burns Lake Tourism Plan 2021 – 2023, Village of Burns Lake

14. Future Research

Introduction

The Iconic Features Product Assessment provides comprehensive research regarding each of the nine iconic features. However, there are several areas that can be further researched to increase the value of the asset inventory to support experience planning and development, destination development and branding. In order to contain the scope of future research to ensure that resources are used most effectively and efficiently, the following additional targeted research is recommended.

Potential Future Research

| Research Area | Research Type | Comments/Notes |
|---------------------------------|--|---|
| Accommodation | <ul style="list-style-type: none"> Capacity (# units) Quality level Facilities and services offered | <ul style="list-style-type: none"> The current asset inventory classifies accommodation as follows: <ul style="list-style-type: none"> Bed & Breakfast, River House, Guest House Campground Hostel Hotel Lodge/Chalet/Cabin Motel Rental Suite Resort RV park Accommodation quality and capacity information has been formally collated and published in the past, but it is not available at this time This is important for planning purposes to understand: <ul style="list-style-type: none"> Overall accommodation capacity and quality when planning itineraries for the travel trade Quality level and specific facilities/services available when customers are making travel plans/reservations Specific gaps to determine the type of accommodation that is needed to meet future demand and/or attract new target markets |
| Restaurants / Food and Beverage | <ul style="list-style-type: none"> More detailed information about food and beverage offerings and quality | <ul style="list-style-type: none"> The current asset inventory classifies food and beverage as follows: <ul style="list-style-type: none"> Restaurant/pub/café Deli/Take-out Coffee Shop Brewery Additional, more detailed, information regarding types of cuisine and dining experiences would help: <ul style="list-style-type: none"> Understand the type and quality level of restaurant/ |

| Research Area | Research Type | Comments/Notes |
|---------------------------------|--|--|
| | | <ul style="list-style-type: none"> food and beverage offerings <ul style="list-style-type: none"> ○ Plan itineraries for the travel trade ○ Visitors make informed choices ○ Identify specific gaps to determine the type of restaurants/ food and beverage needed to meet future demand and/or attract new target markets |
| Accessibility for All Abilities | <ul style="list-style-type: none"> • Accessibility audit of facilities and infrastructure | <ul style="list-style-type: none"> • The current asset inventory includes initial information regarding accessibility of facilities and infrastructure, based on interviews with representatives living in/in the vicinity of each of the nine iconic features and nearby communities • More comprehensive accessibility audits are required to understand where deficiencies exist so that priority gaps can be addressed over time |
| Guided Experiences | <ul style="list-style-type: none"> • More detailed profiles of businesses that offer guided experiences | <ul style="list-style-type: none"> • One of the common experience gaps that exists in Northern BC is the lack of guided tourism experiences • The current asset inventory includes listings of guided tourism offerings in and around the nine iconic features • Research to provide more complete profiles of businesses that offer guided tourism experiences would help: <ul style="list-style-type: none"> ○ Northern BC Tourism, Destination BC, Indigenous Tourism BC and Community Destination Management/ Marketing Organizations understand the types of experiences that can currently be sold currently ○ Understand where there are gaps in the availability of guided tourism experiences ○ Provide research and analysis to the private sector to encourage investment in guided experience offerings over time (this is considered a long-term initiative) |
| Signage | <ul style="list-style-type: none"> • More detailed information regarding where and how signage needs to be improved | <ul style="list-style-type: none"> • A common gap noted by many who were interviewed for this project was lack of signage and/or inadequate signage to enable visitors to find, be motivated to visit and/or understand iconic features and associated attractions/experiences • Some signage projects are currently underway in Northern BC; however, it would be beneficial to focus on research and initiatives to address this gap for each of the nine iconic features, in addition to other key attractions, facilities and services in the surrounding areas |

Appendix A: Asset Definitions

| Primary Service/Asset | Definition of Asset/Typical Location of Asset |
|---|--|
| Air Tours (Plane or Helicopter) | Heli and/or Aviation Companies |
| Attractions | Sight seeing (self guided), Historic/ Heritage Sites, Art Gallery, Theatre, Museum, Marina |
| Backcountry Skiing | Mountain, Hills |
| Bear Viewing (Guided) | Bear Sanctuary |
| Bear Viewing (Self Guided) | Viewpoint, Observation Site |
| Bed & Breakfast | Bed & Breakfast, River House, Guest House |
| Boat Tours | Boating Locations (e.g., Campground, Falls, Lakes), Tour Companies |
| Brewery | Brew Pubs |
| Campground | Campground, Parks, Trails, Lake |
| Canoeing | Lake, Park |
| Coffee Shop | Coffee Shop |
| Community Hall/ Centre, Conference Centre | Rinks, Community Centre, Hall, Church, Skatepark, Conference Centre |
| Cross-Country Skiing | Ski Trails, Falls, Lake, Peak |
| Deli/Take-Out | Franchise Chains, Local Fast Food |
| Festival/Event | Festival/Event |
| First Nations Government | Government Offices, First Nation Villages |
| Fishing (Guided) | Lodge, Fishing Companies |
| Fishing (Self Guided) | Lake, Cabin, Park, Falls, Trail |
| General Sporting Goods | General Sporting Goods |
| Golf | Course, Club |
| Heli-Skiing | Heli-Skiing Company |
| Hiking | Falls, Trail, Lake |
| Horseback Riding | Trail |
| Hostel | Hostel |
| Hotel | Hotel, Resort |
| Ice Climbing | Rock/Ice Climbing Locations |
| Inn (Similar to A Guest House, But Usually Has Attached Restaurant) | Inn |
| Lake | Lake, Recreation Site |
| Lodge/Chalet (Road Accessible, Includes Cabins) | Lodge |
| Motel | Motel |
| Mountain Biking | Park, Trail, Lake, Campground |
| Mountain Ranges | Mountain Ranges |
| N/A - Town Info | Km To Nearby Town |
| Park/Trails | Park (Community, Provincial), Trail, Recreation Site, Reserve, Marsh, Protected Area, Lake, Hiking Trails (Falls, Cliffs, Gardens) |
| Rafting/Kayaking (Self-Guided) | Location - River, Lake |
| Rental Suites (Short-Term Room Rentals Without Breakfast) | Rental, Guest House, Suites, Air B&B |
| Resort | Resort |
| Restaurant/Pub/Cafe | Restaurant/Pub/Cafe |
| Rock Climbing | Rock Climbing Sites |
| RV Park | RV Park |
| Ski Resort | Ski Resort |
| Snowmobiling (Self-Guided or Club) | Trails, Club, Lodge |
| Snowshoeing (Self-Guided) | Falls, Garden, Meadow |
| Transportation | Helicopter |
| Visitor Centre | Visitor Centre |
| Wilderness Adventures (Backcountry Tours Not Involving Hunting/Fishing) | Adventure Company, Tour, Heli-Skiing |
| Other | Co-ops, Colleges, Outfitters, Spa, Artisan Stores, News Business, Gas Station, Economic Development Organization, Car Rental, Market, Mall, Tourism Services, Church, ATVing, Swimming |

Appendix B: Northeastern BC Iconic Features

A key element of a Destination Development Strategy is the identification of core, iconic features around which experiences and destination identity can be developed. This is particularly important for Northeastern BC, given that the area is in earlier stages of tourism development and participants in the planning process believe that there is very low awareness about Northeastern BC in many markets. Overall, there is limited understanding about how special the area is and about the types of experiences that are offered and that could be offered.

Early in the destination development planning process participants were asked fundamental questions: *“What are the three to five defining features for Northeastern BC?”* *“For example, what is the Taj Mahal, the Eiffel Tower, the Grand Canyon of Northeastern BC?”* This led to the identification of key iconic features/areas for the entire planning area. A long list was developed, and then an online survey offered participants the opportunity to rank the top iconic features. These features serve (or could serve) as key identifiers for tourism around which products/experiences can further be developed. While there are many amazing features and areas in Northeastern BC, the top five are listed below.

| Iconic Feature | Ranking |
|-------------------------------------|---------|
| Alaska Highway | 1 |
| Liard River Hot Springs | 2 |
| Tumbler Ridge UNESCO Global Geopark | 3 |
| Ancient Forest | 4 |
| Muskwa-Kechika Management Area | 5 |

Appendix C: Northwestern BC Iconic Features

Similar to the process used for Northeastern BC, Northwestern BC participants agreed that we need to identify iconic features around which a strong common identity for Northwestern BC can be developed. These must be unique to the planning area. For example, what is our “Grand Canyon” or our “Eiffel Tower” or our “Taj Mahal”?

The Northwestern BC planning area has been divided into six sub-planning areas. Workshop participants identified top iconic features for each of the six sub-planning areas. Following the Session 2 workshops, an online survey provided an opportunity for people to identify those they believe are most important. Based on the survey results, the top iconic features for each of the six sub-planning areas are presented below.

| Sub-Planning Area 1: Valemount to Prince George | Ranking |
|---|---------|
| Mount Robson | 1 |
| Ancient Forest/Chun T'oh Whudujut Provincial Park | 2 |
| Valemount Mountain Bike Park | 3 |
| Downtown Dunster | 4 |
| Valemount Snowmobile Trails | 5 |

| Sub-Planning Area 2: Prince George to Telkwa | Ranking |
|---|---------|
| Lakes District (Babine, Burns, Fraser, Francois, Kager, Tchesinkut) | 1 |
| Fort St. James National Historic Site | 2 |
| Burns Lake Mountain Bike Park | 3 |
| Hiking Trails | 4 |
| North Tweedsmuir Park | 5 |
| Nation Lakes Canoe Route | 6 |
| Telegraph Wilderness Trail | 7 |

| Sub-Planning Area 3: Smithers to Gitwangak (Junction of Hwy 16 and 37) | Ranking |
|--|---------|
| 'Ksan Village | 1 |
| Steelhead Fishing | 2 |
| Hudson Bay Mountain | 3 |
| Witset Canyon/Moricetown | 4 |
| Gitxsan Totem Poles | 5 |
| Kispiox Totem Poles | 6 |
| Hagwilget Bridge | 7 |

| Sub-Planning Area 4: South and West of Gitwangak | Ranking |
|---|---|
| Nisga'a Memorial Lava Bed Park (Hot Springs, Nass Valley) | 1 |
| Great Bear Rainforest & Kermode Bears | 2 |
| Skeena River (Fishing, etc.) | 3 |
| Khutzeymateen/Bear Viewing | 4 |
| North Pacific Cannery National Historic Site | 5 |
| Kitlope Conservancy (world's largest intact coastal temperate rainforest) | 6 |
| Cow Bay (in Prince Rupert) | 7 |
| Seven Sisters Mountain Range | 8 |
| Hot Springs (included in #1) | 9 |
| Nass Valley (included in #1) | 10 |
| Shames Mountain | 11 |
| Skeena River drive | Added after survey, therefore, no ranking |

| Sub-Planning Area 5: Gitwangak to Yukon Border (Highway 37) | Ranking |
|---|---------------|
| Stewart-Hyder Glaciers (Salmon Glacier, Bear Glacier) | 1 |
| Stewart-Cassiar Highway | 2 |
| Spatsizi Plateau Wilderness Park | 3 |
| Stewart-Hyder Alaska Bear Walk | 4 |
| Mount Edziza | 5 |
| Stikine River Provincial Park | 6 |
| Stikine River and Headwaters | 7 |
| Gateway to Hyder, Alaska* | (added later) |
| Glacier Highway (Highway 37A)* | (added later) |
| Stikine Canyon* | (added later) |
| Boya Lake* | (added later) |

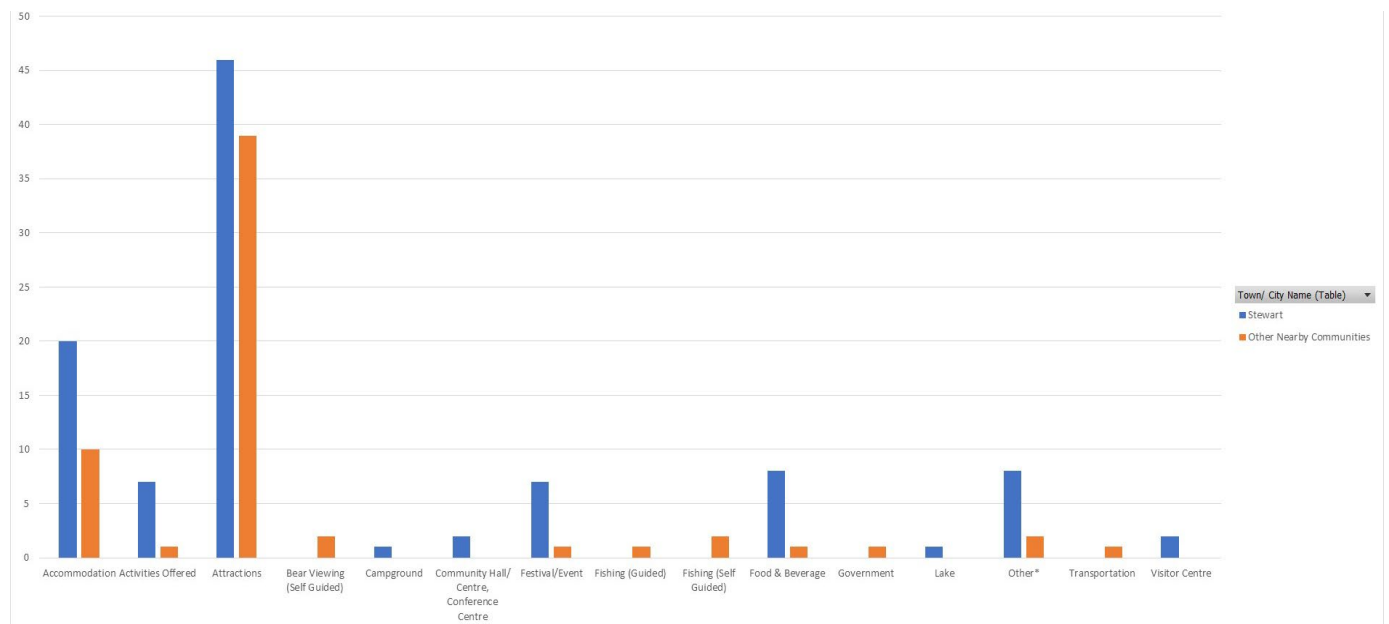
* These four iconic features were identified during meetings held in the Highways 37A and 37 held in October, following the online survey and ranking process. They were not included in the ranking process.

| Sub-Planning Area 6: NW Corner (Atlin, Taku River Tlingit, Tatshenshini) | Ranking |
|--|---------|
| Gold Rush History (last gold rush in BC - 1898) | 1 |
| Atlin Lake | 2 |
| Ruby Mountain | 3 |
| Llewellyn Glacier | 4 |
| Teresa Island | 5 |
| Tatshenshini – Alsek Park | 6 |

Appendix D – Bear and Salmon Glaciers' Assets

| | | Stewart | Other Nearby Communities | Total |
|--|---|------------|--------------------------|------------|
| Accommodation | Bed & Breakfast | 4 | 3 | 7 |
| | Campground | 4 | 1 | 5 |
| | Guest House (no restaurant, no full-time staff) | | 1 | 1 |
| | Hotel | 1 | 1 | 2 |
| | Inn (similar to a guest house, but usually has attached restaurant) | 2 | 1 | 3 |
| | Lodge/Chalet (Road Accessible, includes cabins) | 3 | | 3 |
| | Motel | 2 | | 2 |
| | Rental Suites (short-term room rentals without breakfast) | 3 | | 3 |
| | RV Park | 1 | 1 | 2 |
| | Vacation Rental (entire property is rented to guests) | | 2 | 2 |
| Accommodation Total | | 20 | 10 | 30 |
| Activities Offered | Air Tours (plane or helicopter) | 2 | | 2 |
| | Fishing (Freshwater) | | 1 | 1 |
| | Heli-Skiing | 1 | | 1 |
| | Wilderness Adventures (backcountry tours not involving hunting/fishing) | 4 | | 4 |
| Activities Offered Total | | 7 | 1 | 8 |
| Attractions | Art Gallery | | 1 | 1 |
| | Glaciers | 2 | | 2 |
| | Historic/ Heritage Site | 2 | 2 | 4 |
| | Museum | 1 | 1 | 2 |
| | Park/Trails | 9 | 12 | 21 |
| | Sight Seeing | 32 | 23 | 55 |
| Attractions Total | | 46 | 39 | 85 |
| Bear Viewing (Self Guided) | Bear Viewing (Self Guided) | | 2 | 2 |
| Bear Viewing (Self Guided) Total | | | 2 | 2 |
| Campground | Campground | 1 | | 1 |
| Campground Total | | 1 | | 1 |
| Community Hall/ Centre, Conference Centre | Community Hall/ Centre, Conference Centre | 2 | | 2 |
| Community Hall/ Centre, Conference Centre Total | | 2 | | 2 |
| Festival/Event | Festival/Event | 7 | 1 | 8 |
| Festival/Event Total | | 7 | 1 | 8 |
| Fishing (Guided) | Fishing (Guided) | | 1 | 1 |
| Fishing (Guided) Total | | | 1 | 1 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 2 | 2 |
| Fishing (Self Guided) Total | | | 2 | 2 |
| Food & Beverage | Deli/Take-out | 4 | | 4 |
| | Restaurant/Pub/Cafe | 4 | 1 | 5 |
| Food & Beverage Total | | 8 | 1 | 9 |
| Government | First Nations Government | | 1 | 1 |
| Government Total | | | 1 | 1 |
| Lake | Lake | 1 | | 1 |
| Lake Total | | 1 | | 1 |
| Other* | Other | 8 | 2 | 10 |
| Other* Total | | 8 | 2 | 10 |
| Transportation | Helicopter | | 1 | 1 |
| Transportation Total | | | 1 | 1 |
| Visitor Centre | Visitor Centre | 2 | | 2 |
| Visitor Centre Total | | 2 | | 2 |
| Total | | 102 | 61 | 163 |

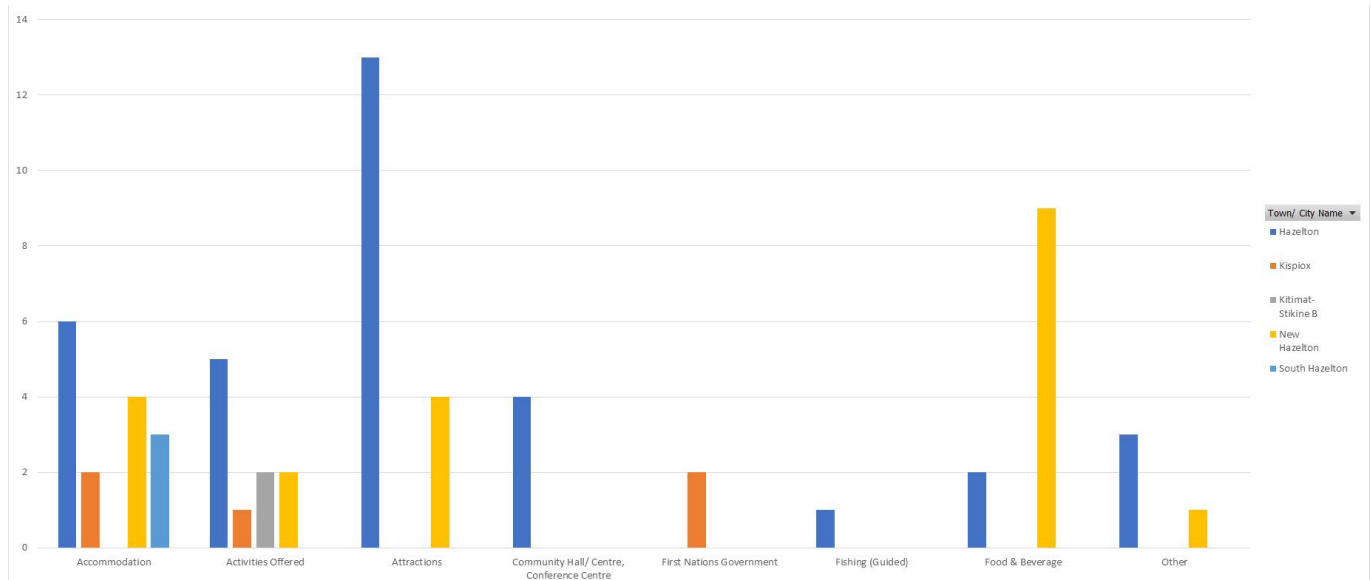
*Other includes: ball field, church, motorcycle tours, and other related tourism attractions.



*Other includes: ball field, church, motorcycle tours, and other related tourism attractions.

Appendix E – ‘Ksan Historical Village and Museum Assets

| | | Hazelton | Kisplox | Kitimat-Stikine B | New Hazelton | South Hazelton | Total |
|---|---|----------|---------|-------------------|--------------|----------------|-------|
| Accommodation | Bed & Breakfast | 3 | | | 1 | 1 | 5 |
| | Campground | 2 | 1 | | | | 3 |
| | Guest House (no restaurant, no full-time staff) | | | | | 1 | 1 |
| | Inn (similar to a guest house, but usually has attached restaurant) | | | | 1 | | 1 |
| | Lodge/Chalet (Road Accessible, includes cabins) | | 1 | | | | 1 |
| | Motel | | | | 2 | | 2 |
| | RV Park | 1 | | | | 1 | 2 |
| Accommodation Total | | 6 | 2 | | 4 | 3 | 15 |
| Activities Offered | Wilderness Adventures (backcountry tours not involving hunting/fishing) | 4 | 1 | 2 | 2 | | 9 |
| | Wildlife Viewing | 1 | | | | | 1 |
| Activities Offered Total | | 5 | 1 | 2 | 2 | | 10 |
| Attractions | Attractions | 13 | | | 4 | | 17 |
| Attractions Total | | 13 | | | 4 | | 17 |
| Community Hall/ Centre, Conference Centre | | 4 | | | | | 4 |
| Community Hall/ Centre, Conference Centre Total | | 4 | | | | | 4 |
| First Nations Government | | | 2 | | | | 2 |
| First Nations Government Total | | | 2 | | | | 2 |
| Fishing (Guided) | | 1 | | | | | 1 |
| Fishing (Guided) Total | | 1 | | | | | 1 |
| Food & Beverage | Brewery | | | | 1 | | 1 |
| | Deli/Take-out | | | | 1 | | 1 |
| | Restaurant/Pub/Cafe | 2 | | | 7 | | 9 |
| Food & Beverage Total | | 2 | | | 9 | | 11 |
| Other | | 3 | | | 1 | | 4 |
| Other Total | | 3 | | | 1 | | 4 |
| Total | | 34 | 5 | 2 | 20 | 3 | 64 |

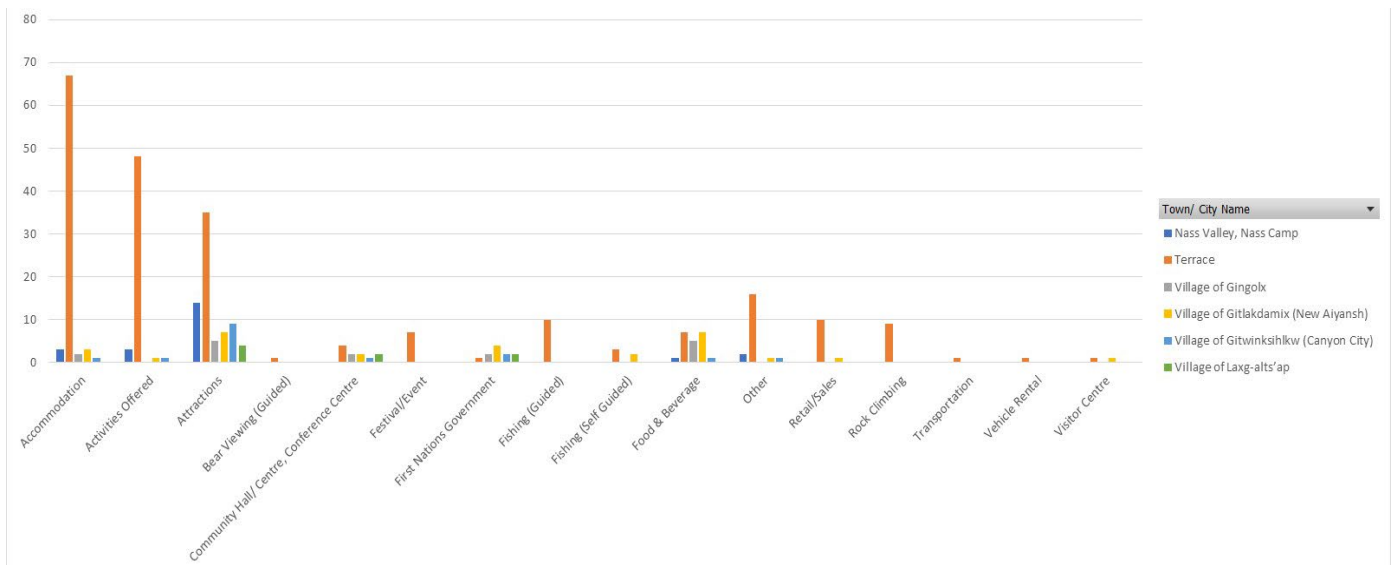


Other includes: facilities such as a community college, theatre, service and sales centre, and a school

Appendix F – Nisga'a Memorial Lava Bed Park

| | | Nass Valley, Nass Camp | Terrace | Village of Gingolx | Village of Gitlakdamix (New Aiyansh) | Village of Gitwinksihik w (Canyon) | Village of Laxg- alts'ap | Total |
|--|---|---------------------------|------------|-----------------------|--|--|--------------------------------|------------|
| Accommodation | Bed & Breakfast | | 8 | 1 | | 1 | | 10 |
| | Campground | 2 | 19 | 1 | | | | 22 |
| | Guest House (no restaurant, no full-time staff) | | 1 | | | | | 1 |
| | Hotel | | 3 | | | | | 3 |
| | Inn (similar to a guest house, but usually has attached restaurant) | | 11 | | 1 | | | 12 |
| | Lodge/Chalet (Road Accessible, includes cabins) | | 14 | | 2 | | | 16 |
| | Motel | | 2 | | | | | 2 |
| | Resort | | 2 | | | | | 2 |
| | RV Park | | 5 | | | | | 5 |
| | Vacation Rental (entire property is rented to guests) | 1 | | | | | | 1 |
| | Wilderness Lodge/Chalet (Inaccessible by road, includes cabins) | | 2 | | | | | 2 |
| Accommodation Total | | 3 | 67 | 2 | 3 | 1 | | 76 |
| Activities Offered | Air Tours (plane or helicopter) | | 4 | | | | | 4 |
| | Backcountry Skiing | | 1 | | | | | 1 |
| | Boat Tours | | 1 | | | | | 1 |
| | Fishing (Freshwater) | | 2 | | | 1 | | 3 |
| | Fishing (Ocean) | | 1 | | | | | 1 |
| | Golf | | 4 | | | | | 4 |
| | Mountain Biking | | 3 | | | | | 3 |
| | Rafting/Kayaking | | 9 | | | | | 9 |
| | Snowmobiling | 1 | | | | | | 1 |
| | Snowshoeing | | 2 | | | | | 2 |
| | Wellness (spas, health retreats, etc) | | 1 | | | | | 1 |
| | Wilderness Adventures (backcountry tours not involving hunting/fishing) | 2 | 19 | | 1 | | | 22 |
| | Wildlife Viewing (Bear Viewing shown Separately) | | 1 | | | | | 1 |
| Activities Offered Total | | 3 | 48 | | 1 | 1 | | 53 |
| Attractions | Art Gallery | | 1 | | | | | 1 |
| | Attractions | 1 | | | | | | 1 |
| | Casino | | 1 | | | | | 1 |
| | Historic/ Heritage Site | | 9 | | | | | 9 |
| | Museum | | | | | | 1 | 1 |
| | Park/Trails | 5 | 14 | 1 | 1 | 1 | 1 | 23 |
| | Provincial Park | | 1 | | | | | 1 |
| | Sight Seeing | 8 | 4 | 4 | 6 | 8 | 2 | 32 |
| | Theatre | | 5 | | | | | 5 |
| Attractions Total | | 14 | 35 | 5 | 7 | 9 | 4 | 74 |
| Bear Viewing (Guided) | Bear Viewing (Guided) | | 1 | | | | | 1 |
| Bear Viewing (Guided) Total | | | 1 | | | | | 1 |
| Community Hall/ Centre, Conference Centre | Community Hall/ Centre, Conference Centre | | 4 | 2 | 2 | 1 | 2 | 11 |
| Community Hall/ Centre, Conference Centre Total | | | 4 | 2 | 2 | 1 | 2 | 11 |
| Festival/Event | Festival/Event | | 7 | | | | | 7 |
| Festival/Event Total | | | 7 | | | | | 7 |
| First Nations Government | First Nations Government | | 1 | 2 | 4 | 2 | 2 | 11 |
| First Nations Government Total | | | 1 | 2 | 4 | 2 | 2 | 11 |
| Fishing (Guided) | Fishing (Guided) | | 10 | | | | | 10 |
| Fishing (Guided) Total | | | 10 | | | | | 10 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 3 | | 2 | | | 5 |
| Fishing (Self Guided) Total | | | 3 | | 2 | | | 5 |
| Food & Beverage | Brewery | | 1 | | | | | 1 |
| | Coffee Shop | | 1 | | | | | 1 |
| | Deli/Take-out | | | 3 | 2 | | | 5 |
| | Restaurant/Pub/Cafe | 1 | 5 | 2 | 5 | 1 | | 14 |
| Food & Beverage Total | | 1 | 7 | 5 | 7 | 1 | | 21 |
| Other | Government Agencies | | 1 | | | | | 1 |
| | Other | 2 | 15 | | 1 | 1 | | 19 |
| Other Total | | 2 | 16 | | 1 | 1 | | 20 |
| Retail/Sales | General Sporting Goods | | 7 | | 1 | | | 8 |
| | Gift Shop | | 3 | | | | | 3 |
| Retail/Sales Total | | | 10 | | 1 | | | 11 |
| Rock Climbing | Rock Climbing | | 9 | | | | | 9 |
| Rock Climbing Total | | | 9 | | | | | 9 |
| Transportation | Helicopter | | 1 | | | | | 1 |
| Transportation Total | | | 1 | | | | | 1 |
| Vehicle Rental | Vehicle Rental | | 1 | | | | | 1 |
| Vehicle Rental Total | | | 1 | | | | | 1 |
| Visitor Centre | Visitor Centre | | 1 | | 1 | | | 2 |
| Visitor Centre Total | | | 1 | | 1 | | | 2 |
| Total | | 23 | 221 | 16 | 29 | 16 | 8 | 313 |

Other includes: car rental, market, hot springs, mall, and other tourism attractions



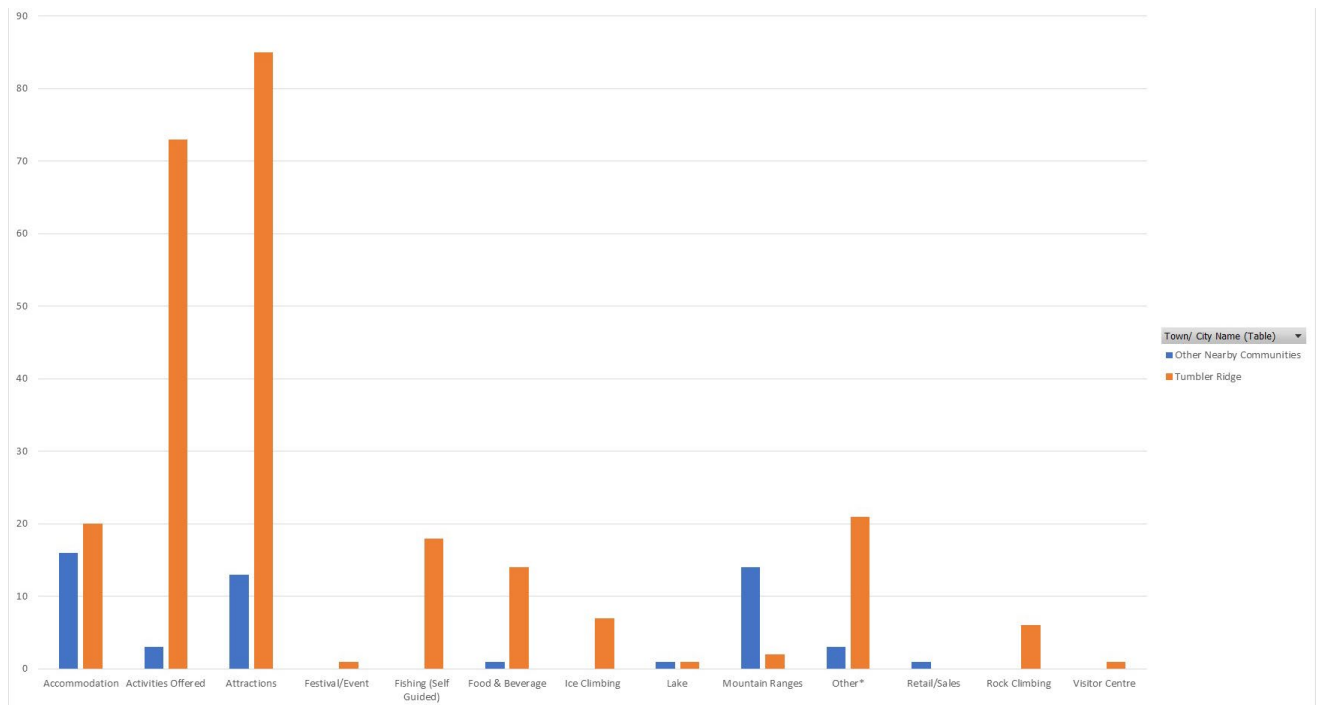
Other includes: car rental, market, hot springs, mall, and other tourism attractions

Appendix G – Tumbler Ridge UNESCO Global Geopark Assets

| | | Other Nearby Communities | Tumbler Ridge | Total |
|------------------------------------|---|--------------------------|---------------|------------|
| Accommodation | Bed & Breakfast | 3 | 3 | 6 |
| | Campground | 2 | 10 | 12 |
| | Guest House (no restaurant, no full-time staff) | 1 | | 1 |
| | Hotel | 2 | 3 | 5 |
| | Inn (similar to a guest house, but usually has attached restaurant) | 3 | 1 | 4 |
| | Lodge/Chalet (Road Accessible, includes cabins) | 1 | 1 | 2 |
| | Motel | 1 | | 1 |
| | Rental Suites (short-term room rentals without breakfast) | | 2 | 2 |
| | Resort | 1 | | 1 |
| | RV Park | 2 | | 2 |
| Accommodation Total | | 16 | 20 | 36 |
| Activities Offered | Air Tours (plane or helicopter) | 1 | | 1 |
| | Boat Tours | | 9 | 9 |
| | Canoeing | | 3 | 3 |
| | Cross-Country Skiing | | 11 | 11 |
| | Golf | 1 | 2 | 3 |
| | Hiking | 1 | 20 | 21 |
| | Mountain Biking | | 11 | 11 |
| | Snowmobiling | | 3 | 3 |
| | Snowshoeing | | 11 | 11 |
| | Wilderness Adventures (backcountry tours not involving hunting/fishing) | | 3 | 3 |
| Activities Offered Total | | 3 | 73 | 76 |
| Attractions | Attractions | | 4 | 4 |
| | Chambers of Commerce | 1 | 1 | 2 |
| | Children Activities | 1 | | 1 |
| | Community Futures | 1 | | 1 |
| | Museum | 1 | 1 | 2 |
| | Park/Trails | 7 | 39 | 46 |
| | Provincial Park | 1 | | 1 |
| | Sight Seeing** | 1 | 40 | 41 |
| Attractions Total | | 13 | 85 | 98 |
| Festival/Event | Festival/Event | | 1 | 1 |
| Festival/Event Total | | | 1 | 1 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 18 | 18 |
| Fishing (Self Guided) Total | | | 18 | 18 |
| Food & Beverage | Deli/Take-out | | 1 | 1 |
| | Restaurant/Pub/Cafe | 1 | 13 | 14 |
| Food & Beverage Total | | 1 | 14 | 15 |
| Ice Climbing | Ice Climbing | | 7 | 7 |
| Ice Climbing Total | | | 7 | 7 |
| Lake | Lake | 1 | 1 | 2 |
| Lake Total | | 1 | 1 | 2 |
| Mountain Ranges | Mountain Ranges | 14 | 2 | 16 |
| Mountain Ranges Total | | 14 | 2 | 16 |
| Other* | Other | 3 | 21 | 24 |
| Other* Total | | 3 | 21 | 24 |
| Retail/Sales | General Sporting Goods | 1 | | 1 |
| Retail/Sales Total | | 1 | | 1 |
| Rock Climbing | Rock Climbing | | 6 | 6 |
| Rock Climbing Total | | | 6 | 6 |
| Visitor Centre | Visitor Centre | | 1 | 1 |
| Visitor Centre Total | | | 1 | 1 |
| Total | | 52 | 249 | 301 |

*Other includes: Swimming area, ATV area, and other tourist related attractions.

** Sightseeing includes natural attractions such as: waterfalls, trails, lookouts, lakes, mountains and meadows

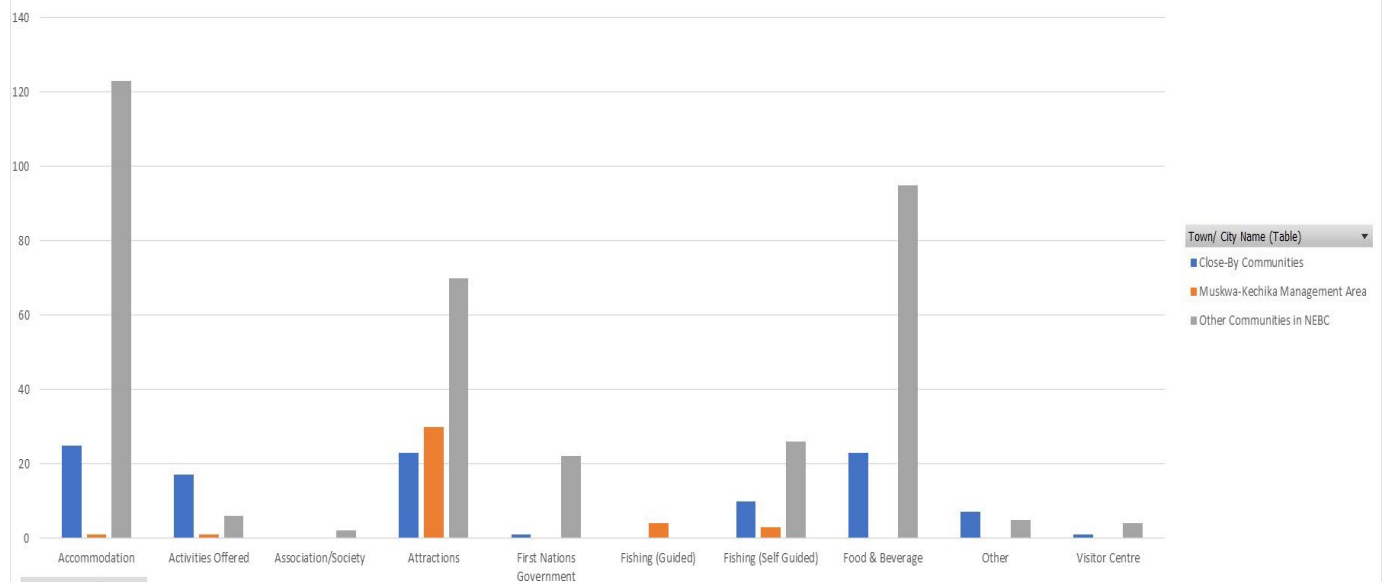


*Other includes: Swimming area, ATV area, and other tourist related attractions.

** Sightseeing includes natural attractions such as: waterfalls, trails, lookouts, lakes, mountains and meadows

Appendix H – Muskwa Kechika Management Area

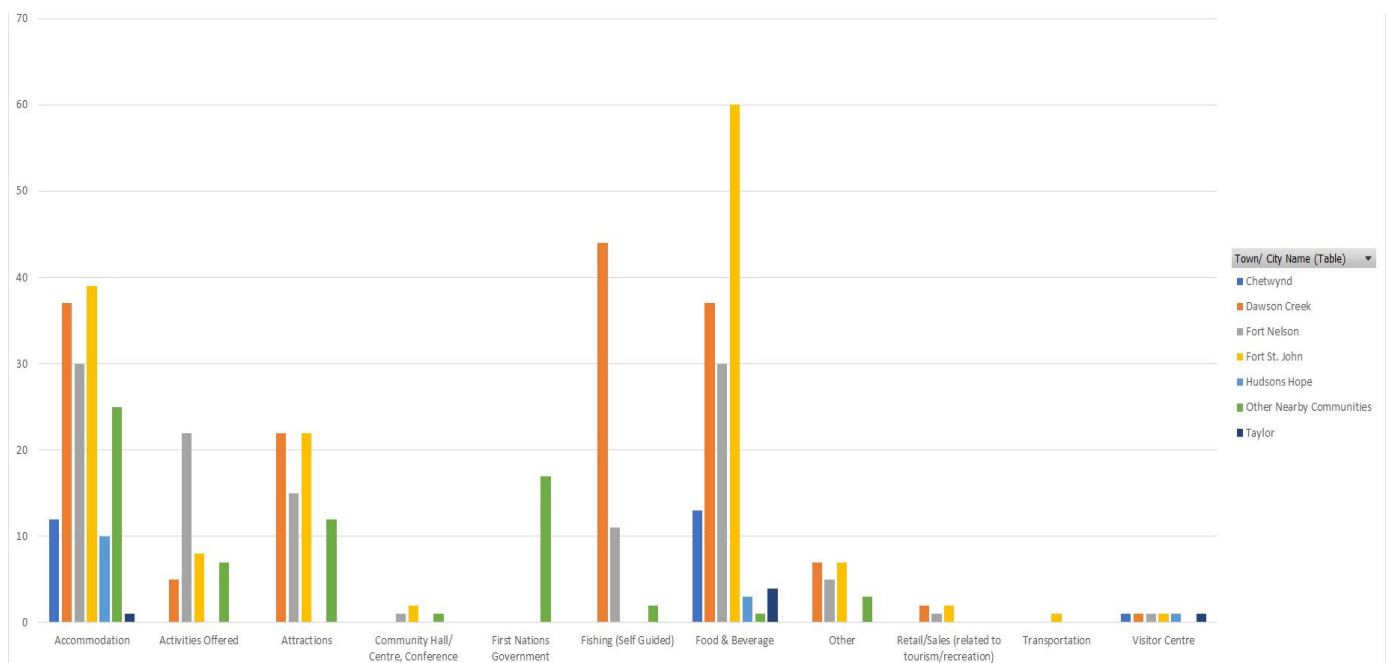
| | | Close-By Communities | Muskwa-Kechika Management Area | Other Communities in NEBC | Total |
|---------------------------------------|---|-------------------------|-----------------------------------|---------------------------------|------------|
| Accommodation | Accommodation | | | 1 | 1 |
| | Bed & Breakfast | | | 2 | 2 |
| | Cabins | | | 1 | 1 |
| | Campground | 4 | 1 | 48 | 53 |
| | Hostel | | | 2 | 2 |
| | Hotel | 2 | | 15 | 17 |
| | Inn (similar to a guest house, but usually has attached restaurant) | 11 | | 23 | 34 |
| | Lodge/Chalet (Road Accessible, includes cabins) | 2 | | 8 | 10 |
| | Motel | 5 | | 9 | 14 |
| | Rental Suites (short-term room rentals without breakfast) | 1 | | 2 | 3 |
| | Resort | | | 2 | 2 |
| | RV Park | | | 8 | 8 |
| | Wilderness Lodge/Chalet (Inaccessible by road, includes cabins) | | | 2 | 2 |
| Accommodation Total | | 25 | 1 | 123 | 149 |
| Activities Offered | Backcountry Skiing | | | 1 | 1 |
| | Cross-Country Skiing | | | 1 | 1 |
| | Golf | 1 | | 2 | 3 |
| | Snowmobiling | 1 | | | 1 |
| | Wilderness Adventures (backcountry tours not involving hunting/fishing) | 15 | 1 | 2 | 18 |
| Activities Offered Total | | 17 | 1 | 6 | 24 |
| Association/Society | Community Event | | | 2 | 2 |
| Association/Society Total | | | | 2 | 2 |
| Attractions | Lake | | | 1 | 1 |
| | Museum | 2 | | 2 | 4 |
| | Park/Trails | 17 | 30 | 56 | 103 |
| | Sight Seeing | 3 | | 8 | 11 |
| | Theatre | 1 | | 3 | 4 |
| Attractions Total | | 23 | 30 | 70 | 123 |
| First Nations Government | First Nations Government | 1 | | 22 | 23 |
| First Nations Government Total | | 1 | | 22 | 23 |
| Fishing (Guided) | Fishing (Guided) | | 4 | | 4 |
| Fishing (Guided) Total | | | 4 | | 4 |
| Fishing (Self Guided) | Fishing (Self Guided) | 10 | 3 | 26 | 39 |
| Fishing (Self Guided) Total | | 10 | 3 | 26 | 39 |
| Food & Beverage | Deli/Take-out | 9 | | 19 | 28 |
| | Restaurant/Pub/Cafe | 14 | | 76 | 90 |
| Food & Beverage Total | | 23 | | 95 | 118 |
| Other | Community Facility | 1 | | 2 | 3 |
| | Other | 6 | | 3 | 9 |
| Other Total | | 7 | | 5 | 12 |
| Visitor Centre | Visitor Centre | 1 | | 4 | 5 |
| Visitor Centre Total | | 1 | | 4 | 5 |
| Total | | 107 | 39 | 353 | 499 |



Appendix I – Alaska Highway

| | | Chetwynd | Dawson Creek | Fort Nelson | Fort St. John | Hope | Hudson's Communities | Taylor | Total |
|---|---|----------|-----------------|-------------|---------------|------|-------------------------|--------|-------|
| Accommodation | Bed & Breakfast | | 3 | 2 | | | 1 | | 6 |
| | Cabins | | | | | | 2 | | 2 |
| | Campground | | 4 | 2 | 2 | 6 | 1 | 1 | 16 |
| | Glamping | | | | | | 1 | | 1 |
| | Hostel | | | | | | 2 | | 2 |
| | Hotel | | 7 | 5 | 15 | | 1 | | 28 |
| | Inn (similar to a guest house, but us | 9 | 11 | 11 | 8 | 3 | 4 | | 46 |
| | Lodge/Chalet (Road Accessible, includes cabir | | 1 | 2 | 1 | | 8 | | 12 |
| | Motel | 1 | 7 | 6 | 7 | | 1 | | 22 |
| | Rental Suites (short-term room rentals without | | 1 | 1 | | | | | 2 |
| | Resort | | | | 1 | 1 | | | 2 |
| | RV Park | 2 | 2 | 1 | 5 | | 4 | | 14 |
| | Accommodation | | 1 | | | | | | 1 |
| Accommodation Total | | 12 | 37 | 30 | 39 | 10 | 25 | 1 | 154 |
| Activities Offered | Air Tours (plane or helicopter) | | 1 | 3 | 3 | | 1 | | 8 |
| | Backcountry Skiing | | 1 | | | | | | 1 |
| | Boat Tours | | 1 | | | | | | 1 |
| | Fishing (Freshwater) | | | | | | 1 | | 1 |
| | Golf | | 2 | 2 | 1 | | 2 | | 7 |
| | Hunting | | | 1 | 2 | | 1 | | 4 |
| | Snowmobiling | | | 1 | | | | | 1 |
| | Wilderness Adventures (backcountry tours not involving hu | | | 15 | 1 | | 2 | | 18 |
| | Wildlife Viewing | | | | 1 | | | | 1 |
| Activities Offered Total | | | 5 | 22 | 8 | | 7 | | 42 |
| Attractions | Attractions | | 22 | 14 | 22 | | 12 | | 70 |
| Attractions Total | | | 22 | 15 | 22 | | 12 | | 71 |
| Community Hall/ Centre, Conference Centre | | | | 1 | 2 | | 1 | | 4 |
| Community Hall/ Centre, Conference Centre Total | | | | 1 | 2 | | 1 | | 4 |
| First Nations Government | | | | | | | 17 | | 17 |
| First Nations Government Total | | | | | | | 17 | | 17 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 44 | 11 | | | 2 | | 57 |
| Fishing (Self Guided) Total | | | 44 | 11 | | | 2 | | 57 |
| Food & Beverage | Brewery | | | | 1 | | | | 1 |
| | Coffee Shop | | | | 1 | | | | 1 |
| | Deli/Take-out | 3 | 10 | 11 | 7 | | | | 31 |
| | Restaurant/Pub/Cafe | 10 | 27 | 19 | 51 | 3 | 1 | 4 | 115 |
| Food & Beverage Total | | 13 | 37 | 30 | 60 | 3 | 1 | 4 | 148 |
| Other | Other | | 7 | 5 | 7 | | 3 | | 22 |
| Other Total | | | 7 | 5 | 7 | | 3 | | 22 |
| Retail/Sales | General Sporting Goods | | 2 | | 2 | | | | 4 |
| | Gift Shop | | | 1 | | | | | 1 |
| Retail/Sales Total | | | 2 | 1 | 2 | | | | 5 |
| Transportation | Helicopter | | | | 1 | | | | 1 |
| Transportation Total | | | | | 1 | | | | 1 |
| Visitor Centre | Visitor Centre | 1 | 1 | 1 | 1 | 1 | | 1 | 6 |
| Visitor Centre Total | | 1 | 1 | 1 | 1 | 1 | | 1 | 6 |
| Total | | 26 | 155 | 116 | 142 | 14 | 68 | 6 | 527 |

Other includes: Co-op, college, outfitters, and other service providers in the region.

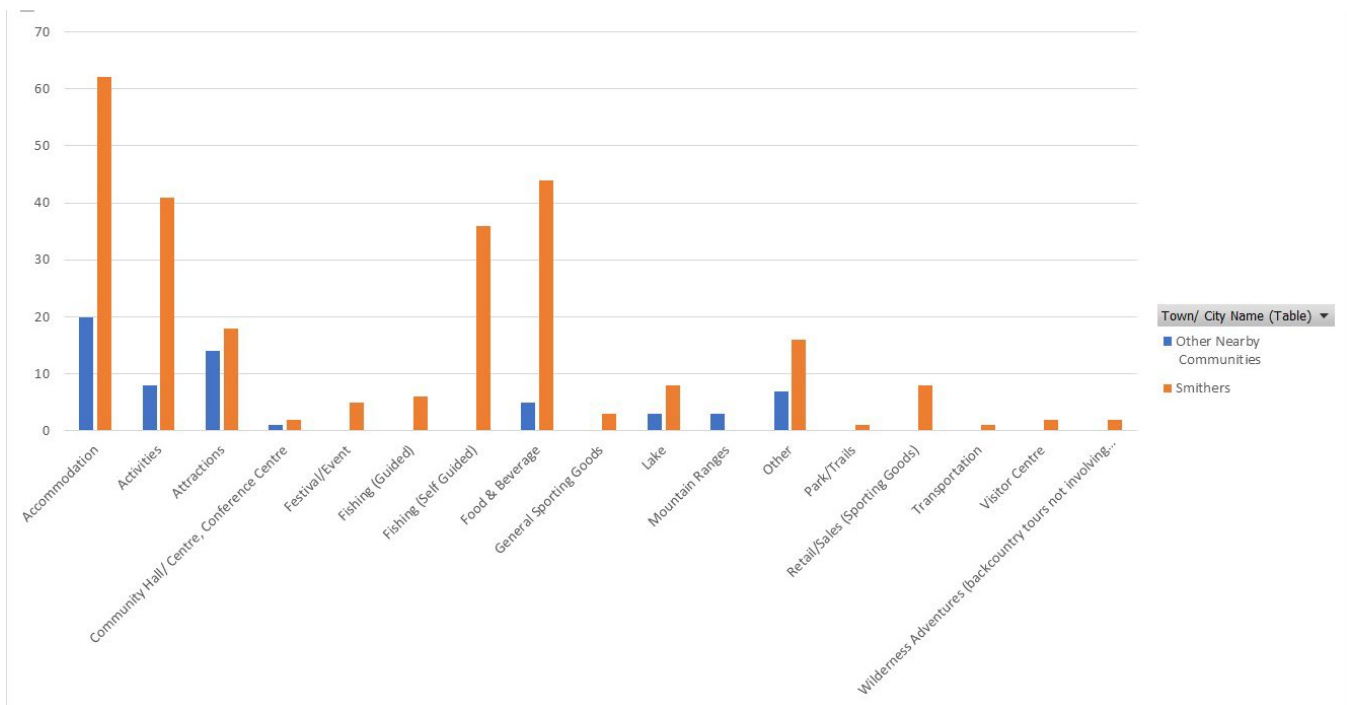


Other includes: Co-op, college, outfitters, and other service providers in the region.

Appendix J – Hudson Bay Mountain Assets

| | | Other Nearby Communities | Smithers | Total |
|--|---|-----------------------------|------------|------------|
| Accommodation | Bed & Breakfast | | 6 | 6 |
| | Cabins | | 1 | 1 |
| | Campground | 4 | 3 | 7 |
| | Hotel | 1 | 10 | 11 |
| | Inn (similar to a guest house, but usually has attached restaurant) | | 2 | 2 |
| | Lodge/Chalet (Road Accessible, includes cabins) | 6 | 15 | 21 |
| | Motel | 5 | 10 | 15 |
| | Rental Suites (short-term room rentals without breakfast) | 2 | 6 | 8 |
| | Resort | | 2 | 2 |
| | RV Park | 1 | 2 | 3 |
| | Vacation Rental (entire property is rented to guests) | 1 | | 1 |
| | Wilderness Lodge/Chalet (Inaccessible by road, includes cabins) | | 5 | 5 |
| Accommodation Total | | 20 | 62 | 82 |
| Activities | Air Tours (plane or helicopter) | 1 | 3 | 4 |
| | Backcountry Skiing | | 1 | 1 |
| | Boat Tours | | 1 | 1 |
| | Cross-Country Skiing | 4 | 2 | 6 |
| | Golf | | 3 | 3 |
| | Heli-Skiing | | 2 | 2 |
| | Hiking | 1 | 5 | 6 |
| | Horseback Riding | | 2 | 2 |
| | Mountain Biking | 1 | 12 | 13 |
| | Rafting/Kayaking | | 2 | 2 |
| | Wilderness Adventures (backcountry tours not involving hunting/fishing) | 1 | 8 | 9 |
| Activities Total | | 8 | 41 | 49 |
| Attractions | Attractions | 14 | 18 | 32 |
| Attractions Total | | 14 | 18 | 32 |
| Community Hall/ Centre, Conference Centre | Community Hall/ Centre, Conference Centre | 1 | 2 | 3 |
| Community Hall/ Centre, Conference Centre Total | | 1 | 2 | 3 |
| Festival/Event | Festival/Event | | 5 | 5 |
| Festival/Event Total | | | 5 | 5 |
| Fishing (Guided) | Fishing (Guided) | | 6 | 6 |
| Fishing (Guided) Total | | | 6 | 6 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 36 | 36 |
| Fishing (Self Guided) Total | | | 36 | 36 |
| Food & Beverage | Brewery | | 1 | 1 |
| | Coffee Shop | | 1 | 1 |
| | Deli/Take-out | 1 | 4 | 5 |
| | Restaurant/Pub/Cafe | 4 | 38 | 42 |
| Food & Beverage Total | | 5 | 44 | 49 |
| General Sporting Goods | General Sporting Goods | | 3 | 3 |
| General Sporting Goods Total | | | 3 | 3 |
| Lake | Lake | 3 | 8 | 11 |
| Lake Total | | 3 | 8 | 11 |
| Mountain Ranges | Mountain Ranges | 3 | | 3 |
| Mountain Ranges Total | | 3 | | 3 |
| Other* | Other | 7 | 16 | 23 |
| Other* Total | | 7 | 16 | 23 |
| Park/Trails | Park/Trails | | 1 | 1 |
| Park/Trails Total | | | 1 | 1 |
| Retail/Sales | General Sporting Goods | | 8 | 8 |
| Retail/Sales Total | | | 8 | 8 |
| Transportation | Helicopter | | 1 | 1 |
| Transportation Total | | | 1 | 1 |
| Visitor Centre | Visitor Centre | | 2 | 2 |
| Visitor Centre Total | | | 2 | 2 |
| Wilderness Adventures (backcountry tours not involving hunting/fishing) | Wilderness Adventures (backcountry tours not involving hunting/fishing) | | 2 | 2 |
| Wilderness Adventures (backcountry tours not involving hunting/fishing) Total | | | 2 | 2 |
| Total | | 61 | 255 | 316 |

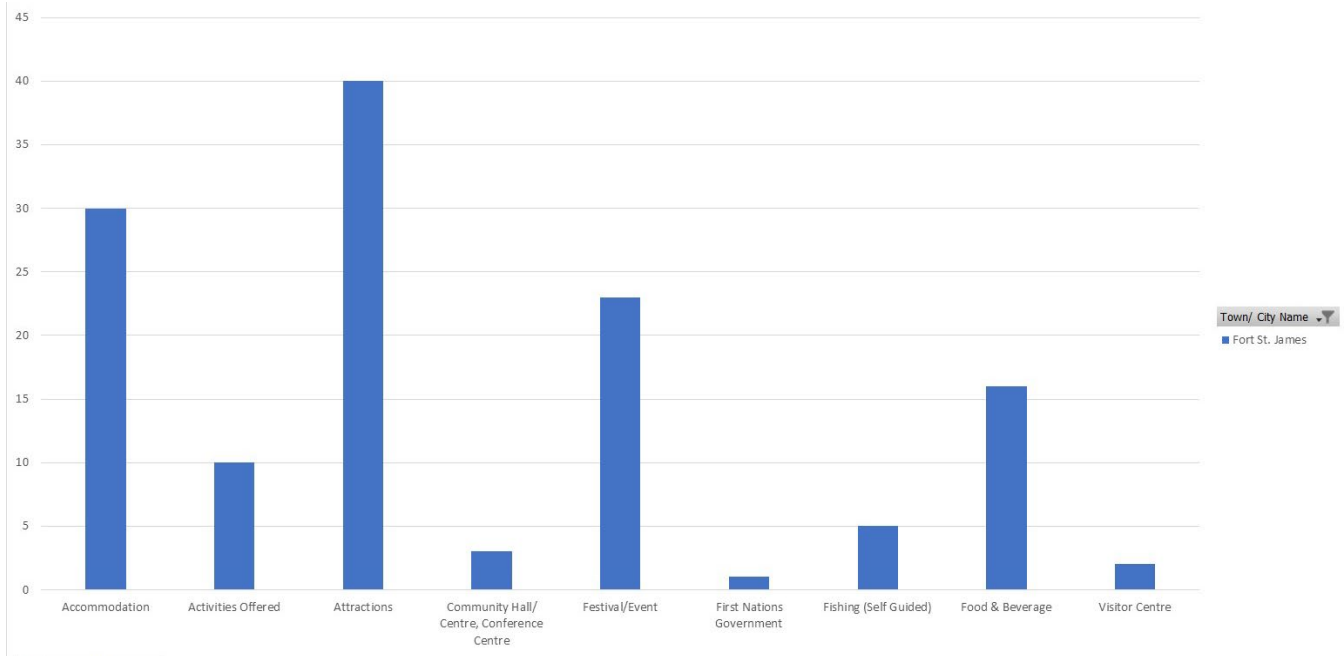
*Other includes: Outfitter, Spa, Artisan Stores, Guide Services.



*Other includes: Outfitter, Spa, Artisan Stores, Guide Services.

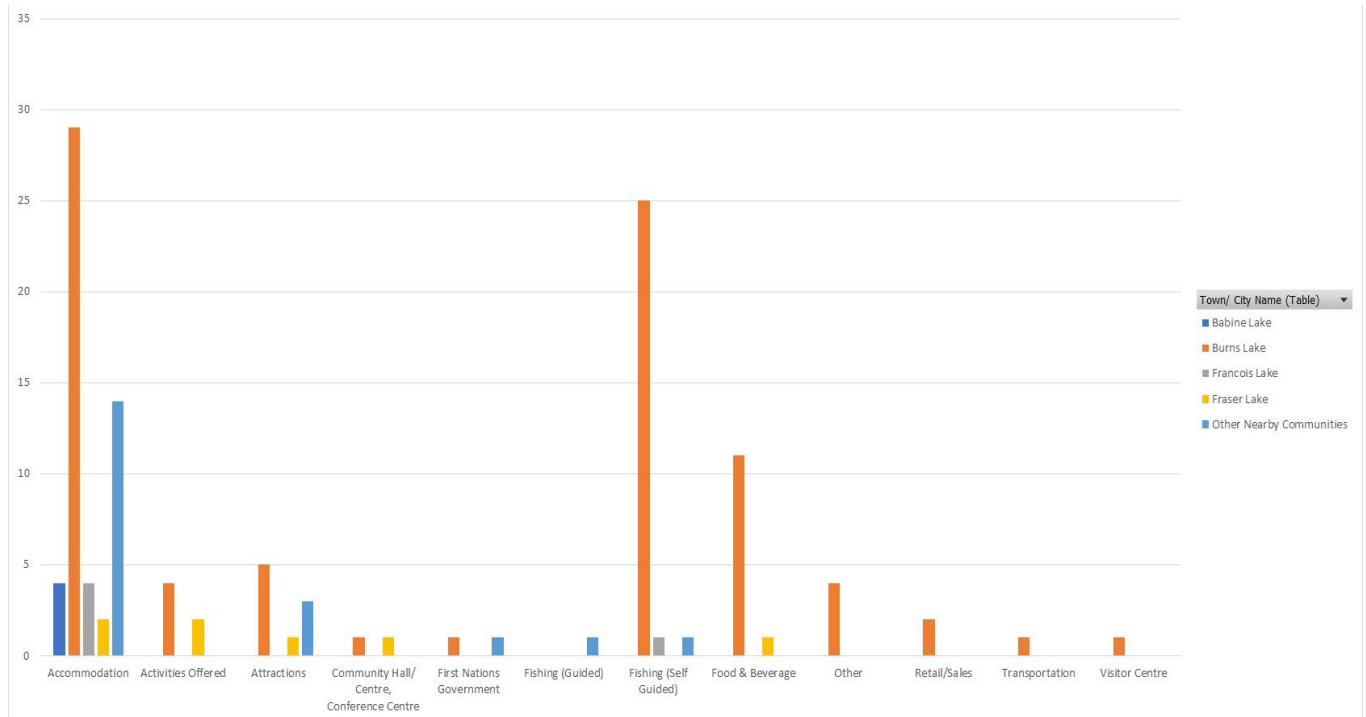
Appendix K – Fort St. James National Historic Site Assets

| | | Fort St. James | Total |
|--|---|-------------------|------------|
| Accommodation | Bed & Breakfast | 2 | 2 |
| | Campground | 7 | 7 |
| | Hotel | 5 | 5 |
| | Inn (similar to a guest house, but usually has attached restaurant) | 4 | 4 |
| | Lodge/Chalet (Road Accessible, includes cabins) | 5 | 5 |
| | Motel | 6 | 6 |
| | Rental Suites (short-term room rentals without breakfast) | 1 | 1 |
| Accommodation Total | | 30 | 30 |
| Activities Offered | Air Tours (plane or helicopter) | 1 | 1 |
| | Canoeing | 4 | 4 |
| | Cross-Country Skiing | 2 | 2 |
| | Downhill Skiing | 1 | 1 |
| | Golf | 1 | 1 |
| | Snowmobiling | 1 | 1 |
| Activities Offered Total | | 10 | 10 |
| Attractions | Attractions | 39 | 39 |
| | Lake | 1 | 1 |
| Attractions Total | | 40 | 40 |
| Community Hall/ Centre, Conference Centre | Community Hall/ Centre, Conference Centre | 3 | 3 |
| Community Hall/ Centre, Conference Centre Total | | 3 | 3 |
| Festival/Event | Festival/Event | 23 | 23 |
| Festival/Event Total | | 23 | 23 |
| First Nations Government | First Nations Government | 1 | 1 |
| First Nations Government Total | | 1 | 1 |
| Fishing (Self Guided) | Fishing (Self Guided) | 5 | 5 |
| Fishing (Self Guided) Total | | 5 | 5 |
| Food & Beverage | Deli/Take-out | 5 | 5 |
| | Restaurant/Pub/Cafe | 11 | 11 |
| Food & Beverage Total | | 16 | 16 |
| Visitor Centre | Visitor Centre | 2 | 2 |
| Visitor Centre Total | | 2 | 2 |
| Total | | 130 | 130 |



Appendix L – Lakes District

| | | Babine Lake | Burns Lake | Francois Lake | Fraser Lake | Other Nearby Communities | Total |
|---|---|-------------|------------|---------------|-------------|--------------------------|-------|
| Accommodation | Bed & Breakfast | | 5 | 1 | 1 | | 7 |
| | Campground | 4 | 5 | 1 | | 3 | 13 |
| | Guest House (no restaurant, no full-time staff) | | 1 | | | | 1 |
| | Hotel | | 4 | | 1 | 1 | 6 |
| | Inn (similar to a guest house, but usually has attached restaurant) | | 2 | | | 1 | 3 |
| | Lodge/Chalet (Road Accessible, includes cabins) | | 4 | | | 6 | 10 |
| | Motel | | 2 | | | 1 | 3 |
| | Resort | | 5 | 2 | | 2 | 9 |
| | RV Park | | 1 | | | | 1 |
| Accommodation Total | | 4 | 29 | 4 | 2 | 14 | 53 |
| Activities Offered | Air Tours (plane or helicopter) | | 2 | | | | 2 |
| | Golf | | | | 1 | | 1 |
| | Hunting | | 1 | | | | 1 |
| | Mountain Biking | | 1 | | | | 1 |
| | Wildlife Viewing | | | | 1 | | 1 |
| Activities Offered Total | | | 4 | | 2 | | 6 |
| Attractions | Attractions | | 5 | | 1 | 3 | 9 |
| Attractions Total | | | 5 | | 1 | 3 | 9 |
| Community Hall/ Centre, Conference Centre | Community Hall/ Centre, Conference Centre | | 1 | | 1 | | 2 |
| Community Hall/ Centre, Conference Centre Total | | | 1 | | 1 | | 2 |
| First Nations Government | First Nations Government | | 1 | | | 1 | 2 |
| First Nations Government Total | | | 1 | | | 1 | 2 |
| Fishing (Guided) | Fishing (Guided) | | | | | 1 | 1 |
| Fishing (Guided) Total | | | | | | 1 | 1 |
| Fishing (Self Guided) | Fishing (Self Guided) | | 25 | 1 | | 1 | 27 |
| Fishing (Self Guided) Total | | | 25 | 1 | | 1 | 27 |
| Food & Beverage | Coffee Shop | | 2 | | | | 2 |
| | Deli/Take-out | | 2 | | | | 2 |
| | Restaurant/Pub/Cafe | | 7 | | 1 | | 8 |
| Food & Beverage Total | | | 11 | | 1 | | 12 |
| Other | Other | | 4 | | | | 4 |
| Other Total | | | 4 | | | | 4 |
| Retail/Sales | General Sporting Goods | | 2 | | | | 2 |
| Retail/Sales Total | | | 2 | | | | 2 |
| Transportation | Helicopter | | 1 | | | | 1 |
| Transportation Total | | | 1 | | | | 1 |
| Visitor Centre | Visitor Centre | | 1 | | | | 1 |
| Visitor Centre Total | | | 1 | | | | 1 |
| Total | | 4 | 84 | 5 | 7 | 20 | 120 |



Appendix M – Airports

| Iconic Feature | Airport | Town | Scheduled Passenger Flights (Y/N) |
|--|--|----------------|---|
| Alaska Highway | Dawson Creek Regional Airport | Dawson Creek | Y |
| Alaska Highway | Northern Rockies Regional Airport | Fort Nelson | Y |
| Alaska Highway | North Peace Regional Airport | Fort St. John | Y |
| Ft. St. James National Historic Site | Fort St. James (Perison) Airport (YJM) | Fort St. James | N |
| Ft. St. James National Historic Site | Prince George Airport | Prince George | Y |
| Ft. St. James National Historic Site | Smithers Airport | Smithers | Y |
| Ft. St. James National Historic Site | Baker Airport | Burns Lake | N |
| Ft. St. James National Historic Site | Vanderhoof Airport | Vanderhoof | N |
| Hudson Bay Mountain | Smithers Airport | Smithers | Y |
| Ksan Village | Smithers Airport | Smithers | Y |
| Ksan Village | Northwest Regional Airport | Terrace | Y |
| Ksan Village | Dease Lake Airport | Dease Lake | N |
| Lake District | Smithers Airport | Smithers | Y |
| Lake District | Prince George Airport | Prince George | Y |
| Lake District | Fort St. James (Perison) Airport (YJM) | Fort St. James | N |
| Lake District | Baker Airport | Burns Lake | N |
| Lake District | Vanderhoof Airport | Vanderhoof | N |
| Muskwa-Kechika Management Area | Northern Rockies Regional Airport | Fort Nelson | Y |
| Nisga'a Memorial Lava Bed Park | Northwest Regional Airport | Terrace | Y |
| Nisga'a Memorial Lava Bed Park | Smithers Airport | Smithers | Y |
| Stewart Hyder (Salmon & Bear Glaciers) | Stewart Airport (ZST) | Stewart | N |
| Stewart Hyder (Salmon & Bear Glaciers) | Smithers Airport | Smithers | Y |
| Stewart Hyder (Salmon & Bear Glaciers) | Northwest Regional Airport | Terrace | Y |
| Tumbler Ridge UNESCO Global Geopark | North Peace Regional Airport | Fort St. John | Y |
| Tumbler Ridge UNESCO Global Geopark | Dawson Creek Regional Airport | Dawson Creek | Y |
| Tumbler Ridge UNESCO Global Geopark | Prince George Airport | Prince George | Y |

Appendix N – Electric Vehicle Charging Stations

| Iconic Feature | Town | Location Name | Ports |
|--------------------------------|----------------|--|--|
| Alaska Highway | Dawson Creek | Comfort Inn | 9 Wall Outlet (120V)s |
| Alaska Highway | Dawson Creek | Dawson Creek Art Gallery | 2 EV Plug (J1772)s |
| Alaska Highway | Dawson Creek | Dawson Creek City Hall | 2 EV Plug (J1772)s |
| Alaska Highway | Dawson Creek | EnCana Events Centre | 2 EV Plug (J1772)s |
| Alaska Highway | Dawson Creek | George Dawson Inn | 2 Wall Outlet (120V)s |
| Alaska Highway | Dawson Creek | Northern Lights College | EV Plug (J1772) |
| Alaska Highway | Dawson Creek | Peace Energy Cooperative head office | EV Plug (J1772) |
| Alaska Highway | Dawson Creek | Peavey Mart | EV Plug (J1772) |
| Alaska Highway | Dawson Creek | Super 8 by Wyndham | 14 Wall Outlet (120V)s |
| Alaska Highway | Dawson Creek | Travel Lodge Dawson Creek | 3 Wall Outlet (120V)s |
| Alaska Highway | Fort Nelson | Bluebell Inn & RV Park | Wall Outlet (120V) |
| Alaska Highway | Fort Nelson | Northern Tax Solutions (Coming Soon) | EV Plug (J1772) |
| Alaska Highway | Fort Nelson | Triple "G" Hideaway RV Park & Campground | Wall Outlet (120V) |
| Alaska Highway | Fort St. John | Fort St. John City Hall | EV Plug (J1772) |
| Alaska Highway | Fort St. John | Fort St. John Public Works | EV Plug (J1772) |
| Alaska Highway | Fort St. John | Microtel Inn & Suites | EV Plug (J1772), Tesla Model S / Model X |
| Alaska Highway | Fort St. John | Pomeroy Hotel and Convention center | 29 Wall Outlet (120V)s |
| Alaska Highway | Fort St. John | Pomeroy Sport Centre | EV Plug (J1772) |
| Alaska Highway | Fort St. John | Service BC Centre Fort St. John | 2 EV Plug (J1772)s |
| Alaska Highway | Pink Mountain | None | N/A |
| Alaska Highway | Pouce Coupe | Village of Pouce Coupe Office | EV Plug (J1772) |
| Alaska Highway | Prophet River | None | N/A |
| Fort St. James | Fort St. James | None | N/A |
| Hudson Bay Mountain | Smithers | Frontier Chrysler Dodge Jeep Ram | EV Plug (J1772) |
| Hudson Bay Mountain | Smithers | Prestige Hudson Bay Lodge | 19 Wall Outlet (120V)s |
| Hudson Bay Mountain | Smithers | Second Ave Parking Lot | 2 EV Plug (J1772)s |
| Hudson Bay Mountain | Smithers | Smithers Guesthouse | NEMA 14-50 |
| Hudson Bay Mountain | Smithers | Stonethrow Guesthouse | NEMA 14-50 |
| Hudson Bay Mountain | Smithers | Twin Valley Inn | 8 Wall Outlet (120V)s |
| Hudson Bay Mountain | Telkwa | Fort Telkwa Riverfront RV Campground | Wall Outlet (120V), 2 NEMA 14-50s |
| K'San Village | Hazelton | Gitanmaax Food and Fuel | 2 EV Plug (J1772)s |
| K'San Village | New Hazelton | New Hazelton (Coming Soon) | 2 CHAdeMO DCFCs, 2 CCS DCFCs |
| Lakes District | Burns Lake | Savory West Rest Area | EV Plug (J1772), 2 CHAdeMO DCFCs, 2 CC |
| Lakes District | Burns Lake | Takysie Lake Resort | Wall Outlet (120V) |
| Lakes District | Burns Lake | BC Hydro Charging Station | N/A |
| Lakes District | Fraser Lake | Fraser Lake Recreation Complex (Coming Soon) | 2 CHAdeMO DCFCs, 2 CCS DCFCs |
| Lakes District | Fraser Lake | Piper's Glen Resort | 14 Wall Outlet (120V)s |
| Lakes District | Smithers | Frontier Chrysler Dodge Jeep Ram | EV Plug (J1772) |
| Lakes District | Smithers | Prestige Hudson Bay Lodge | 19 Wall Outlet (120V)s |
| Lakes District | Smithers | Second Ave Parking Lot | 2 EV Plug (J1772)s |
| Lakes District | Smithers | Smithers Guesthouse | NEMA 14-50 |
| Lakes District | Smithers | Stonethrow Guesthouse | NEMA 14-50 |
| Lakes District | Smithers | Twin Valley Inn | 8 Wall Outlet (120V)s |
| Lakes District | Takla Landing | None | N/A |
| Lakes District | Telkwa | Fort Telkwa Riverfront RV Campground | Wall Outlet (120V), 2 NEMA 14-50s |
| Muskwa-Kechika | Fort Nelson | Bluebell Inn & RV Park | Wall Outlet (120V) |
| Muskwa-Kechika | Fort Nelson | Northern Tax Solutions (Coming Soon) | EV Plug (J1772) |
| Muskwa-Kechika | Fort Nelson | Triple "G" Hideaway RV Park & Campground | Wall Outlet (120V) |
| Nisga'a Memorial Lava Bed Park | New Aiyansh | None | N/A |
| Stewart-Hyder | Bear Glacier | None | N/A |
| Stewart-Hyder | Salmon Glacier | None | N/A |
| Stewart-Hyder | Stewart | Rainey Creek Campground | Wall Outlet (120V) |
| Tumbler Ridge | Tumbler Ridge | Tumbler Ridge Visitor Information Centre | EV Plug (J1772) |

Appendix O – Brew Pubs

| Iconic Feature | Town | Location Name |
|---------------------------------------|----------------|--|
| Lake District | Ootsa Lake | Ursa Minor Brewing |
| Lake District | Burns Lake | None |
| Ksan Village | None | None |
| Alaska Highway | Fort St. John | Beards Brewing Co |
| Alaska Highway | Fort St. John | Mighty Peace Brewing Co. |
| Alaska Highway | Fort St. John | The Canadian Brewhouse & Grill (Fort St. John) |
| Alaska Highway | Fort St. John | Browns Craffthouse Fort St. John |
| Alaska Highway | Fort Nelson | None |
| Alaska Highway | Dawson Creek | None |
| Nisga'a Memorial Lava Bed Park | New Aiyansh | None |
| Nisga'a Memorial Lava Bed Park | Terrace | Sherwood Mountain Brewhouse |
| Muskwa-Kechika Management Area | Muskwa-Kechika | None |
| Stewart Hyder (Salmon & Bear Glacier) | Stewart | None |
| Hudson Bay Mountain | Smithers | Bulkley Valley Brewery |
| Hudson Bay Mountain | Smithers | Smithers Brewing Co. |
| Tumbler Ridge | None | None |

Appendix P – RV Rental Companies

| Name | Online/Retail | Website | Availability/ Nearest Availability |
|------------------------|----------------------|---|---|
| RV Ezy | Online | https://www.rvezy.com | Northern BC |
| RV Ruckify | Online | https://rv.ruckify.com/ | Lower Mainland/ Alberta |
| Outdoorsy | Online | https://ca.outdoorsy.com/ | Lower Mainland/ Alberta |
| Rent RV BC | Online | https://rentrvbc.com/our-trailers/ | Metro Vancouver/ Fraser Valley |
| Canadream | Retail | www.canadream.com/ | Edmonton, Delta |
| Northwest RV Rentals | Retail | None | Terrace |
| Go North RV Rental Ltd | Retail | http://www.gonorthrvrental.ca/ | Grand Prairie |
| Tri-Par RV Rentals | Online | https://www.triparrrentals.com/ | Prince George |