



Eco-Tourism / Tour Operator Business Sourcing Guide

Revised: February 2005



Small Business BC

601 West Cordova Street Vancouver BC V6B 1G1

Phone: 604-775-5525 In BC: 1- 800- 667-2272 Fax: 604-775-5520

<http://www.smallbusinessbc.ca>

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**Eco-Tourism /
Tour Operator**

Regulatory / Legal

There are several basic legal requirements that affect most small businesses. These include registration of your business name, obtaining a business license, taxation, etc...

Basics for Getting Started

There are some basic regulatory requirements that are likely to affect you, when starting your business. These include registering your business name, obtaining a business license and paying taxes.

For a more information on basic regulatory requirements, visit the Small Business BC web site at:

<http://www.smallbusinessbc.ca/bizstart-checklist.php>

Acts and Regulations

The following is meant solely to help you understand the main features of primary regulations governing this activity, and is not meant in any way to provide a legal interpretation.

Guide Outfitter / Adventure Travel

An applicant for a guide outfitter licence shall satisfy a regional manager of the Ministry of Water, Land & Air Protection that he/she possesses a working knowledge of the Wildlife Act and the regulations involved.

A person applying for such a licence must be a citizen of Canada or be a permanent resident of Canada. The individual must have held assistant guide licences for 24 months in BC and actively guided during that time. He/she must also obtain public liability insurance and comply with other requirements of the regulations.

In addition to the guide outfitter licence, persons who are Canadian citizens or permanent residents of Canada may apply for an angling guide licence. Again, public liability insurance must be obtained and all other requirements of the regulations must be followed.

See *How to become a Guide Outfitter*:

http://wlapwww.gov.bc.ca/fw/home/becoming_guide_outfitter.htm

Acts and Regulations

Guide Outfitter / Adventure Travel

Ministry of Water, Land and Air Protection

Recreation and Allocation Branch

4th floor - 2975 Jutland Rd.

Victoria, BC V8T 5J9

Tel: (250) 387-9717

Fax:(250) 356-9145

http://wlapwww.gov.bc.ca/fw/wild/non_resident/guide-outfitters.htm

<http://wlapwww.gov.bc.ca/fw/index.html>

*Regulatory / Legal, Continued**Wildlife Act*

The Wildlife Act regulates the harvesting, possession, transport, import and export of wildlife. A permit is required for eggs of wildlife species including fish, wildlife or parts of them. This includes, raptors, threatened and endangered species, game vertebrates and fish.

Permits are also required for the possession of and/or trafficking in wildlife species.

Wildlife pelts or parts, except meat, may be sold without a permit when the animal was lawfully taken under a hunting or trapping licence. In some cases a royalty may be required to be paid to the provincial government.

Sport Fishing

All sport fishing regulations in effect in freshwater in British Columbia (except for salmon fishing and fishing in National Parks) are published each spring in the Regulations Synopsis booklet available at the Fish and Wildlife Recreation and Allocation Branch's website.

A tidal waters sport fishing licence is required to fish, spearfish or net, or to capture any species of finfish or shellfish. Annual licences are valid from date shown on licence to the following March 31. Licences of a shorter duration expire at midnight on the final day of validity. A licence is not transferable and is not valid unless signed by the licence holder.

Park Operations Program

Permits are required under the Park Act within Provincial Parks and Recreation Areas for:

- Commercial activities or enterprises offering goods and services to the public
- Use and occupancy of lands
- Removal of natural resources (normally prohibited)

Permits normally require a permit fee plus insurance or bonding, depending on the permitted activity/use.

Wildlife Act

Ministry of Water, Land and Air Protection

Fish and Wildlife Recreation and Allocation Section

4th floor - 2975 Jutland Rd.

Victoria, BC, V8T 5J9

Tel: (250) 387-9717

Fax: (250) 356-9145

<http://wlapwww.gov.bc.ca/fw/wild/hunting/section24.htm>

<http://wlapwww.gov.bc.ca/fw/index.html>

*Sport Fishing**Fresh Waters:*

Ministry of Water, Land & Air Protection

Fish and Wildlife Recreation and Allocation Branch

PO Box 9363, Stn Prov Govt, Victoria, BC, V9W 9M2

<http://wlapwww.gov.bc.ca/fw/fish/recreational.html>

tidal waters:

Fisheries and Oceans Canada

200 - 401 Burrard Street,

Vancouver, BC, V6C 3S4

Tel: (604) 666-0566

http://www-comm.pac.dfo-mpo.gc.ca/pages/sfg/licences_e.htm

Park Operations Program

Ministry of Water, Land and Air Protection

BC Parks & Protected Areas

PO Box 9398, Stn Prov Govt,

Victoria, BC V8V 9M9

Tel: (250) 387-4550

Fax: (250) 387-5757

<http://wlapwww.gov.bc.ca/bcparks>

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Regulatory / Legal, Continued

Hunting / Trapping

Completion of a hunter safety training course is the primary requirement in advance of obtaining a hunter number. In BC, the Conservation and Outdoor Recreation Education (CORE) course requires about 21 hours of self study and firearm handling practice based upon the CORE manual. Information on how to obtain the manual and list of certified examiners is available from Government Agent Offices, The Ministry of Water, Land and Air Protection (MWLAP), or the British Columbia Wildlife Federation (BCWF) office in Surrey at 1-800-533-2293.

GA offices:

<http://www.governmentagents.gov.bc.ca>

MWLAP offices:

<http://wlapwww.gov.bc.ca/fw/home/offices.html>

British Columbia Wildlife Federation (BCWF):

<http://www.bcdf.bc.ca>

All non-resident hunters wishing to hunt in the province of British Columbia must be accompanied by a registered guide. Note: You need a Firearms Acquisition Certificate (FAC) or the new federal firearms licence (PAL or POL) in order to legally possess firearms in BC.

Business Practices and Consumer Protection Act

The *Business Practices and Consumer Protection Authority Act* established an independent authority, the BPCPA, which operates at arm's length from government and is responsible for a range of licensing, inspections, investigations and enforcement.

The BPCPA administers and enforces consumer protection laws and regulates industries such as debt collection and credit reporting agencies, travel agencies, funeral homes and cemeteries.

Insurance

With any small business venture, it is important to protect yourself against liability in case of an accident. Not all insurance agencies are interested in, or able to provide appropriate coverage to tour operator businesses. It is important to shop around to find an agent who specializes in small business and offers coverage appropriate to tour operators in particular. Premiums will vary between agents depending on their available plans and interest in providing coverage for your venture. For further information, contact the Insurance Bureau of Canada.

Hunting / Trapping

Ministry of Water, Land and Air Protection

Fish and Wildlife Recreation and Allocation Section

4th floor - 2975 Jutland Rd.

Victoria, BC, V8T 5J9

Tel: (250) 387-9717

Fax: (250) 356-9145

http://wlapwww.gov.bc.ca/fw/wild/resident/resident_hunting.htm

Business Practices and Consumer Protection Act

Business Practices and Consumer Protection Authority

Tel: (604) 320-1664

Toll-free: 1-888-564-9963

Fax: (250) 920-7181

<http://www.bpcpa.ca>

Link to the Act:

http://www.legis.gov.bc.ca/37th/5th/3rd_read/gov02-3-toc.htm

Insurance

Insurance Bureau of Canada

550 - 409 Granville Street

Vancouver, BC, V6C 1W9

Toll free: 1-877-772-3777

Tel: (604) 684-3635

Fax: (604) 684-6235

<http://www.ibc.ca>

*Regulatory / Legal, Continued**Legal Liability and Risk Management in Adventure Tourism*

This book has been written as an attempt to compile much of knowledge base concerning legal liability and risk management as they are known and practiced throughout the adventure industry.

The BC Tourism Industry Insurance and Financing Report

The Council of Tourism Associations (COTA) provides a unique look at the insurance and financing issues affecting tourism operators in British Columbia.

Funding / Financing

Financing Your Business

Small business financing can involve several types of financing. Examples are short-term debt, long-term debt and equity financing.

For a more information on types of financing, visit the Canada/BC Business Service Centre's web site at:

<http://www.smallbusinessbc.ca/bizstart-financing.php>

Sources of Financing

It is recommended that when seeking funding and financing for your small business venture, you contact all appropriate lending organizations to obtain a complete list of available programs and services:

Tourism investment fund

The fund helps finance high-end existing tourism operators, or start-ups in viable destinations. It is designed specifically to finance single season tourism infrastructures or operations that have the potential to expand beyond a single season.

Canadian Tourism Commission's List of Financing

While the Canadian Tourism Commission does not provide grants, subsidies or funding for new business, products or services it does have a list of federal, provincial and territorial government departments and agencies offering both general and tourism-specific financing programs. From the main page (after a free registration), click on "Industry Resources" on the left and then "Other Tourism Links".

Legal Liability and risk Management in Adventure Tourism

Publisher: Bhudak Consultants

ISBN: 0-0682474-0-0

<http://www.bhudak.com/books.htm>

The BC Tourism Industry Insurance and Financing Report

Council of Tourism Associations (COTA)

Tel: (604) 685-5956

info@cotabc.com

<http://www.cotabc.com/publications.html>

Sources of Financing*Tourism Investment Fund*

Business Development Bank of Canada

Toll Free: 1-888-INFO BDC

<http://www.bdc.ca>

*Canadian Tourism**Commission's List of Financing*

<http://www.canadatourism.com>

Funding / Financing, Continued

Community Futures Development Corporations (CFDC)

Community Futures Development Corporations provide business loans to assist existing businesses expand, or to help entrepreneurs create new businesses. Loan amounts are up to \$125,000. There over 30 Community Future Development Corporations located throughout rural British Columbia.

Canada Small Business Financing Program (CSBF)

The Canada Small Business Financing Program was created to help small businesses reach their potential by making it easier for them to get term business improvement loans to finance the purchase or improvement of fixed assets, for new or expanded operations. Administered under the Canada Small Business Financing Act (CSBFA), the program is a joint initiative between the Government of Canada and private-sector lenders

Business Development Bank of Canada (BDC)

The Business Development Bank of Canada (BDC) is Canada's small business bank. BDC plays a leadership role in delivering timely and relevant financial and management services, with a particular focus on the emerging and exporting sectors of the economy. BDC is dedicated to helping create and develop Canadian small and medium-sized businesses.

Overview of Government Financial Programs

The Overview is Small Business BC's publication that lists government assistance programs and services for small business. Both federal and provincial government programs are listed. Not meant to be comprehensive list of all business assistance programs, the Overview is a collection of the more popular programs that are more readily available to the small business owner.

How-To / Educational

How-To Publications

Adventure Tourism Series (Modules 1-3)

This workbook is written especially for those who are entering the adventure tourism industry as guides or operators, or who are just about to do so. This series focuses on the core guiding skills and understandings common to all adventure tourism operations and is based upon the Outdoor Guide Occupational Standards.

To find the nearest Community Futures Development office in BC, check:

<http://www.communityfutures.ca/provincial/bc/locations/>

or call

Small Business BC

Toll-free: 1-800-667-2272

Canada Small Business Financing Program

For further information on the CSBFA, contact the Lender of your choice or view the Web Site at:

<http://strategis.ic.gc.ca/csbfa>

Business Development Bank of Canada

Toll Free: 1-888-232-2269

<http://www.bdc.ca>

Overview of Government Financial Programs

<http://smallbusinessbc.ca/pdf/overview.pdf>

Financing Search

To search for all financing programs in the Business Service Centre database:

<http://www.smallbusinessbc.ca/searchSite.php>

(enter a keyword in the search bar, government financing database, or leave blank)

How-To Publications

Adventure Tourism Series

Publisher: The Open Learning Agency

Module 1/ISBN:1-55162-215-7

Module 2/ISBN:1-55162-222-X

Module 3/ISBN:1-55162-217-3

*How-To / Educational Continued**Business of Adventure: Developing a Business in Adventure Tourism*

Guide for starting an adventure business or evaluating an existing business. Content topics include: the adventure travel industry and its integration with business, bottom-up budgeting of trips and annual expenses, financial analysis of adventure companies, business plan development, adventure product development, trip-pricing methods and industry marketing expenditure norms. Also includes a sample business plan.

Start and Run a Profitable Tour Guiding Business

Learn all there is to know about the tour guiding industry, whether you want to become an independent tour guide, work for an existing company, or set up your own business. Includes: organizing your own tour, marketing and advertising your tour and setting rates and commissions.

The Business of Ecotourism

A step by step guide for nature and culture-based tourism operations covering planning, financials, marketing and more.

Business Manual: Specialty Travel & Tours

Entrepreneur Business Guide No. 1386. Each Entrepreneur Business Start-up Guide is divided into the following subsections: Market / Location, Facility, Equipment, Personnel, Legal Requirements, Record Keeping & Taxes, Financial Management, Advertising / Promotion, Operations, Start-up, Appendix (Business Resources, Sources of Supply, Glossary, & Index).

Business Plans Handbook (Volume 4)

RAD-Venture: Outdoor Adventure Travel Company (page 257)
A compilation of actual business plans developed by small businesses throughout North America. Each of these real business plans represents an owner's successful attempt at clarifying the reasons that the business should exist or expand and why a lender should fund the enterprise.

Business of Adventure

Publisher: Bhudak Consultants

ISBN: 0-0682474-0-0

<http://www.bhudak.com/books.htm>

Start and Run a Profitable Tour Guiding Business

Publisher: Self-Counsel Press

ISBN: 1-55180-057-8

<http://www.self-counsel.com>

The Business of Ecotourism

Publisher: Explorer's Guide Publishing

ISBN: 1-879432-25-0

Business Manual: Specialty Travel & Tours

Publisher: Entrepreneurship Institute of Canada

<http://www.entinst.ca>

Business Plans Handbook (Volume 4)

Publisher: Gale Research

ISBN: 0-7876-1124-7

Training Programs

go2

go2 supports tourism operators to hire and keep skilled employees by providing information and resources to employers on a wide range of recruitment, retention, management and training issues.

Check the “Learn” area of the site, especially the “Tourism Training Programs” section to find a list of different training programs available throughout the province.

Tourism Management Program – College of the Rockies

This two year (four semester) diploma program is based on the BC Provincial Tourism Management curriculum. Students can also obtain a one year Tourism Operations Certificate upon successful completion of the first year of studies. Graduates are ideally positioned for a career path leading to management or entrepreneurial positions within the industry. There is a 500 hour work experience component in the diploma program.

Adventure Travel Guide Diploma – University College of the Cariboo (UCC)

The Adventure Travel Guide Diploma program is designed to train graduates to work within the adventure tourism industry as guides and/or small business owners. This program brings together various aspects of guide training under one umbrella to allow students to become qualified to guide or instruct in a selection of adventure activities, while at the same time studying the applied nature of operating an adventure business, either as a contract guide or trip operator.

Canada West Mountain School

Canada West Mountain School has been providing excellent mountain safety instruction and services to back-country enthusiasts of all abilities since 1982. The goal is to give students safe, high quality instruction. While a wide range of scheduled, guided and custom services are offered, the primary focus is education, with an emphasis on teaching self-sufficiency in the mountains.

Canadian Outdoor Leadership Training Centre (COLT)

The aim of the Canadian Outdoor Leadership Training Centre is to develop knowledge, leadership and skills to a level required to lead/instruct introductory outdoor pursuits in both a wilderness and residential setting. The program is ideal for those participants anticipating a career in this field and also of great value to those individuals wanting to take time out to develop their own person potential and direction.

Training Programs

Go2

<http://www.go2hr.ca>

Adventure Tourism Business Management Program

College of the Rockies
2700 College Way
Cranbrook, BC, V1C 5L7
Tel: (250) 489-2751
Fax: (250) 489-1790
<http://www.cotr.bc.ca>

Adventure Travel Guide Diploma

University College of the Cariboo
900 McGill Road
Kamloops, BC
Tel: (250) 828-5221
Fax: (250) 371-5845
<http://www.cariboo.bc.ca>

Canada West Mountain School

47 West Broadway
Vancouver, BC, V5Y 1P1
Toll Free: 1-888-892-2266
Tel: (604) 876-7047
<http://www.themountainschool.com>

Canadian Outdoor Leadership Training Centre

Box 2160,
Campbell River, BC, V9W 5C5
Tel: (250) 286-3122
Fax: (250) 286-6010
<http://www.colt.bc.ca>

*How-To / Educational Continued**Coastal Eco-Adventure Tourism Certificate – Northwest Community College*

The Coastal Eco-Adventure Tourism program is designed to address the professional standards, safety, risk management, and legal and ethical issues that impact this sector. People who are active in the industry are utilized throughout program deliver to ensure a standard of program consistency with identified industry requirements. The program is delivered in a base-camp environment where participants assume supervised responsibility of camp set-up and management and are provided the opportunity to actively apply all training concepts throughout the duration of the program.

Cultural Tourism – Northwest Community College

The certificate program will prepare graduates for employment in the tourism field and may ladder into diploma and degree programs. This program will be beneficial to individuals who have a goal of working in any of the eight tourism sectors: accommodation, food and beverage, events and conferences, transportation, adventure tourism and recreation, travel trade, attractions and tourism service

International Wilderness First Aid

International Wilderness first Aid offers comprehensive training and certificate courses in back country and wilderness first aid. International Wilderness First Aid is now administratively merged with the Federation of Mountain Clubs of BC and Canada West Mountain School.

Recreation, Fish and Wildlife Technology Program – Selkirk College

The Recreation, Fish and Wildlife Technology Program at Selkirk College trains technologists to plan, protect, interpret and manage recreation, fish and wildlife resources. The aim of this program is to graduate technologists who have the skills and competencies to be immediately employable.

Resource Recreation and Tourism Program – University of Northern British Columbia

The Resource Recreation and Tourism Program is charged with researching, teaching, and studying all those issues that surround the recreational and tourism-related use of the land and water base. The environmentally and culturally sensitive planning and management of recreation and tourism engagements is crucial to sustaining the environmental and economic health of regions like northern BC that rely on the resource base.

Coastal Eco-Adventure Tourism Certificate

Northwest Community College
Box 3606,
Smithers, BC, V0J 2N0
Tel: (250) 847-4461
Fax: (250) 847-4568
<http://www.nwcc.bc.ca/programs/ceat.htm>

Cultural Tourism

Northwest Community College
Box 3606,
Smithers, BC, V0J 2N0
Tel: (250) 847-4461
Fax: (250) 847-4568
<http://www.nwcc.bc.ca>

International Wilderness First Aid

Box 95050
Vancouver, BC, V6P 6V5
Toll Free: 1-800-298-9919
Tel: (604) 263-1432
Fax: (604) 263-1432
<http://www.wildernessalert.com>

Recreation, Fish and Wildlife Program

Selkirk College
301 Frank Bender Way
Castlegar, BC, V1N 3J1
Tel: (250) 365-1297
Fax: (604) 365-3929
<http://www.selkirk.bc.ca>

Resource Recreation and Tourism Program (RRT)

University of Northern BC
3333 University Way,
Prince George, BC V2N 4Z9
Toll Free: 1-888-419-5588
Tel: (250) 419-5588
<http://www.unbc.ca>

*How-To / Educational Continued**Association of Canadian Mountain Guides (ACMG) – Training and Certification Program*

The Association of Canadian Mountain Guides (ACMG) and University College of the Cariboo (UCC) offer five guide programs and six certificates. The programs are: Hiking Guide, Climbing Gym Instructor, Rock Guide, Alpine Guide and Ski Guide. Each program operates as an independent unit and involves three stages: training, examination and certification. In some programs each stage has a separate course; in others, the courses combine two or more stages. Each program has an associated certification. The sixth certification is Mountain Guides.

SuperHost Customer Service Training

Tourism British Columbia has established a reputation for customer service training with the internationally recognized SuperHost Face to Face workshops. Operators can achieve SuperHost Business designation by having 60% or more of their employees participate in one or more of the SuperHost workshops.

Bhudak Consulting Ltd.

Bhudak Consulting conducts training seminars around the world on different aspects of adventure tourism. Various Seminars in Legal Liability and Risk Management and Business Development are available. Check for their books under the “Insurance” and “How to Publications” section of this guide as well.

Small Business BC Seminars

Small Business BC has a number of one-day and half-day seminars to help the new business owner get started. A full list of seminars is available on line.

Marketing Publications

Effective marketing is critical to the success of any business. The publications listed in this section are excellent tools to assist you in developing a sound marketing plan for your small business and can significantly improve your chances for success:

Successful Tourism Marketing – A Practical Handbook

This book considers the many markets for tourism products, how to target the markets you wish to reach and illustrates the theory with a range of case studies. Also offered is practical advice and information on promotional activities.

Association of Canadian Mountain Guides – Training and Certification program

900 McGill, Box 3010,
Kamloops, BC, V2C 5N3
Tel: (250) 372-0118
Fax: (250) 371-5845
<http://www.acmg.ca>

SuperHost Customer Service Training

Tourism British Columbia
300 – 1803 Douglas Street
Victoria, BC, V8W 9W5
Tel: (250) 387-1711
Fax: (250) 356-8246
http://www.tourismbc.com/training_services.asp?id=1222
superhost@tourismbc.com

Bhudak Consulting Ltd.

<http://www.bhudak.com>

Small Business BC Seminars

<http://www.smallbusinessbc.ca/seminars-list.php>

Marketing Publications*Successful Tourism Marketing – A Practical Handbook*

Publisher: Kogan Page
ISBN: 0749434694

How-To / Educational Continued

Marketing Your Service

This book explains how to develop a marketing plan that will work for any service business - from law firms and dental practices to hair salons and auto repair shops. Whatever your business, it will profit from expanding your market.

The Complete Idiot's Guide to Marketing Basics

The Complete Idiot's Guide to Marketing Basics tells you what you need to know about positioning and marketing your product. It provides step-by-step instruction on putting together a promotion plan, information on managing a sales force and steps for matching your product or service with the customers who need it.

Marketing Masters

Marketing Masters: The Best Ideas, Tips and Strategies from Canada's Savviest Marketeers, features Profit Magazine's most popular and practical marketing stories, profiles and interviews. These are new and classic stories of marketing genius that offer timeless advice every entrepreneur can learn from and be inspired by.

Smart Marketing on a Small Budget

Comprehensive guide to marketing the small business, from developing a marketing plan and persuasive marketing communications, to writing and producing effective marketing communications on the computer, to handling face-to-face marketing opportunities. Includes worksheets to accompany each topic. Includes index. Part of "SOHO Solutions for Canadians" series.

12 Simple Steps to a Winning Marketing Plan

This book is to help people who don't know much about marketing to learn enough basic concepts to develop a good first draft of a marketing strategy for a company product.

Global Marketing for the Digital Age

How to develop a global marketing program that uses digital and online technology. Explains step-by-step how to expand a business into foreign markets using databases, e-mail, the web, call centers, prepaid calling cards, internet telephony, online networks, push channels etc.

Marketing Your Service

Publisher: Self-Counsel Press
ISBN: 1-55180-395-X
<http://www.self-counsel.com>

The Complete Idiot's guide to Marketing Basics

Published By: Alpha Books
ISBN: 0-02-861490-9

Marketing Masters

Publisher: John Wiley & Sons
Canada Ltd.
ISBN: 0-471-64274-6

Smart Marketing on a Small Budget

Publisher: McGraw-Hill
Ryerson
ISBN: 0-07-560469-8

12 Steps to a Winning Marketing Plan

Publisher: Probus Publishing
ISBN: 1-55738-297-2

Strategis Marketing for the Digital Age

Publisher: HarperBusiness
ISBN: 0-00-255740-1

Contacts / Directories

Tourism Organizations

Canadian Tourism Commission

The Canadian Tourism Commission (CTC) is a unique public/private sector partnership that provides an innovative approach to tourism: one that is industry led and market driven. The Commission recognizes that the greatest source of tourism knowledge and expertise rests with the tourism industry itself. Therefore, the CTC designs, delivers and funds marketing and research initiatives in partnership with provincial and regional tourism associations, government agencies, hotel-keepers, tour operators, airlines and attractions managers.

Tourism British Columbia

As a marketing-oriented organization, Tourism BC's mandate is to promote the growth and development of the tourism industry through innovative programs and industry development initiatives.

Tourismbc.com provides information on the organization's corporate programs that will be useful for tourism operators, news media and interested stakeholders.

There are six regional tourism associations in BC working in partnership with Tourism BC.

Vancouver Coast & Mountains Tourism Region

Vancouver, Coast & Mountains Tourism Region develops, coordinates, and delivers tourism marketing programs. Membership is open to tourism-related businesses operating in Greater Vancouver, Sea to Sky Country, the Sunshine Coast, and Mighty Fraser Country.

Thompson Okanagan Tourism Association (TOTO)

The Thompson Okanagan Tourism Association (TOTA) is committed to increasing gross regional tourism revenues. The Association encourages increases in visitor numbers, length of stay, and expenses by making regional marketing activities more effective and efficient.

Kootenay Rockies

Tourism Rockies generates tourism revenues by developing and coordinating collaborative destination marketing programs on behalf of the Kootenay Rockies members.

Tourism Organizations

Canadian Tourism Commission

Suite 600
55 Metcalfe Street
Ottawa, Ontario, K1P 6L5
Tel: (613) 946-1000
Fax: (613) 954-3945
<http://www.canadatourism.com/>

Tourism British Columbia

12th Floor, 510 Burrard St.
Vancouver, BC
V6C 3A8
Tel: (604) 660 3757
Fax: (604) 660-3383
<http://www.tourismbc.com>

Vancouver Coast & Mountains Tourism Region

250 – 1508 West 2nd Avenue
Vancouver, BC, V6J 1H2
Toll Free: 1-800-667-3306
Tel: (604) 739-9011
Fax: (604) 739-0153
<http://www.vcmbc.com>

Thompson Okanagan Tourism Association

1332 Water Street
Kelowna, BC, V1Y 9P4
Toll Free: 1-800-567-2275
Tel: (250) 860-5999
Fax: (250) 860-9993
<http://www.thompsonokanagan.com>

Kootenay Rockies

PO Box 10, 1905 Warren Ave.
Kimberley, BC, V1A 2Y5
Tel: (250) 427-4838
Fax: (250) 427-3344
<http://www.kootenayrockies.com>

Contacts / Directories Continued

Tourism Vancouver Island

Tourism Vancouver Island (TAVI) serves its members through promoting and enhancing regional tourism. The Association's goal is to increase the number of visitors through the region, and to extend visitors' length of stay, in order to generate overall increases in tourism revenues for members.

Northern British Columbia Tourism Association

Northern British Columbia Tourism Association generates increased tourism revenues to the North by developing and implementing marketing campaigns.

Cariboo Chilcotin Coast

Cariboo Chilcotin Coast offers travel and tourist information to help visitors plan the perfect vacation in the Cariboo Chilcotin & Central Coast region.

Business Associations

B.C. Wildlife Federation

Mandate:

- 1.) to ensure the sound, long-term management of British Columbia's fish, wildlife, park and outdoor recreational resources in the best interests of all British Columbians, and to coordinate all the voluntary agencies, societies, clubs and individuals interested in that objective, and
- 2.) to develop and support a comprehensive educational program to make all British Columbians aware of the value of British Columbia's fish, wildlife, park and outdoor recreational resources, and to arouse in the public conscience a recognition of, and a respect for, the place of fish, wildlife and outdoor recreation in the wise integrated use of the nation's natural resources.

Association of Canadian Mountain Guides (ACMG)

The Association of Canadian Mountain Guides (ACMG) provides training and guide certification according to the International Federation of Mountain Guides Association. ACMG is perhaps best known for developing helicopter skiing and setting the standard for ski guiding safety and client care.

Council of Tourism Associations of BC (COTA)

COTA advocates the interests of members to government, business and the media. Their officially sanctioned Internet site presently offers the visitor more than 5,000 pages of destination information, images and product listings. TTCA consists of the Council of Tourism Associations of BC (COTA), regional and sector associations, and Supernatural BC.

Tourism Vancouver Island

203 – 335 Wesley Street
Nanaimo, BC, V9R 2T5
Tel: (250) 754-3500
Fax: (250) 754-3599
<http://www.islands.bc.ca>

*Northern British Columbia
Tourism Association*

303-1268 5th Ave
Prince George, BC, V2N 2S6
Toll Free: 1-800-663-8843
Tel: (250) 561-0432
Fax: (250) 561-0450
[http://www.northernbc
travel.com](http://www.northernbctravel.com)

Cariboo Chilcotin Coast

118A North 1st Ave
Williams Lake, BC
V2G 1Y8
Toll-free: 1-800-663-5885
Tel: (250) 392-2226
Fax: (250) 392-2838
[http://www.landwithoutlimits.co
m/](http://www.landwithoutlimits.com/)

Business Associations

B.C. Wildlife Federation

#303 – 19292 60th Ave
Surrey, V3S 3M2
Tel: (604) 533-2293
Fax: (604) 533-1592
<http://www.bcwf.bc.ca>

*Association of Canadian
Mountain Guides*

Box 8341,
Canmore, AB, T1W 2V1
Tel: (403) 678-2885
Fax: (403) 609-0070
<http://www.acmg.ca>

*Council of Tourism Associations
of BC (COTA)*

100 - 535 Thurlow Street
Vancouver, BC, V6E 3L2
Tel: (604) 685-5956
Fax: (604) 685-5915
<http://www.cotabc.com>

*Contacts / Directories Continued**Outdoor Recreation Council of BC*

The Outdoor Recreation Council of British Columbia serves as a public information centre on outdoor activities by publishing brochures encouraging safe recreation, and outdoor recreation maps. The Council initiates research and provides recommendations on issues of broad concern to recreation.

The Council acts as a voice for British Columbians who spend their leisure time boating, skiing, cycling, snowmobiling, fishing, hiking and in many other ways enjoying the outdoors. An umbrella group of over 40 provincial outdoor organizations, the Council represents more than 120,000 individuals involved in everything from exploring underground caves to riding horses.

Other Associations:

http://www.tourismbc.com/template_2b_1i.asp?id=1804

Internet Resources*British Columbia Adventure Network*

The British Columbia Adventure Network is a web site offering listings for accommodations at resorts, hotels, motels and bed & breakfasts. Enjoy outdoor recreation including fishing, camping, skiing, golf, scuba diving, kayaking, boating and hiking. Explore the cities, towns, lakes and rivers. Learn about BC's animals, birds, forests and game fish.

Trailpeak.com

The mission of Trailpeak is to provide the best source of free hiking, biking, climbing, kayaking, canoeing, skiing, and snowshoeing trails and trip planning tools across Canada.

BritishColumbia.com

Find a wealth of information on B.C; Travel and Tourism, Accommodation, Sport, Recreation, Entertainment, Attractions, Business, Real Estate and more.

Directories / Newsletters*Guide Outfitters in British Columbia*

All non-residents are required to be accompanied by licensed guide while hunting big game i.e. deer, mountain sheep, mountain goat, moose, caribou, elk, cougar, wolf, grizzly bear, black bear, lynx, bobcat, and wolverine. Guides are not required while hunting small game, i.e. game birds, migratory game birds, fox, racoon, coyote, skunk, and hare. This directory list registered guide outfitters in British Columbia.

Outdoor Recreation Council of BC

334 - 1367 West Broadway

Vancouver, BC, V6H 4A9

Tel: (604) 737-3058

Fax: (604) 737-3666

<http://www.orcbc.ca>

Internet Resources

British Columbia Adventure Network

<http://www.bcadventure.com>

Trailpeak.com

<http://www.trailpeak.com>

BritishColumbia.com

<http://www.britishcolumbia.com>

Directories / Newsletters

Guide Outfitters in British Columbia

http://wlapwww.gov.bc.ca/fw/wild/non_resident/guide-outfitters.htm

*Contacts / Directories Continued**Hunting & Trapping Synopsis*

The Hunting and Trapping Synopsis is a summary of the B.C. hunting and trapping regulations made under the Wildlife Act (British Columbia), prepared for the convenience of hunters and trappers

Freshwater Fishing Regulations Synopsis

All sport fishing regulations in effect in freshwater in British Columbia (except for salmon fishing and fishing in National Parks) are published each spring in the Regulations Synopsis booklet. A copy is also posted on this web site. Anglers should become familiar with these regulations before going fishing.

Big Game Information

Pdf's on the species of Big Game found in the province of British Columbia

Tradeshows and Exhibitions*Fraser Valley Boat and Sportsmen Show*

Organizer: BC's Reel Fishing Show
Abbotsford, BC

(contact the organizer for dates)

Or check <http://smallbusinessbc.ca/search/events.php>

Victoria Boat and Outdoor Show

Organizer: CanWest Shows
Victoria, BC

(contact the organizer for dates)

Or check <http://smallbusinessbc.ca/search/events.php>

Hunting & Trapping Synopsis

<http://wlapwww.gov.bc.ca/fw/wild/synopsis.htm>

Freshwater Fishing Regulations Synopsis

<http://wlapwww.gov.bc.ca/fw/fish/regulations/synopsis.html>

Big Game Information

http://wlapwww.gov.bc.ca/fw/home/big_game_info.htm

Tradeshows and Exhibitions*Vancouver Fishing and Outdoor Show*

BC Reel Fishing Show
Tel: (604) 683-4766
Fax: (604) 688-0270

Victoria Boat and Outdoor Show

CanWest Shows
Tel: (403) 242-0859
Fax: (403) 246-3856

Market Data / Statistics

Sales Forecasting

Sales forecasting is the process of organizing and analyzing information in a way that makes it possible to estimate what your sales will be.

Sources of Market Data

Tourism Research

Tourism BC's Research Services division conducts research on various aspects of the tourism industry, providing industry partners with information to enhance the effectiveness of future marketing and development projects.

Research reports are available free online at <http://www.tourismbc.com>

Canadian Tourism Commission

The Canadian Tourism Commission has a variety of publications and industry resources for those in the tourism industry. A free registration is required to obtain some of the materials.

Harvest Statistics

The Ministry of Water, Land and Air Protection annually mails questionnaires to hunters asking them to assist wildlife management by providing details related to their hunting activities. This vital information is used to estimate numbers of hunters, hunter effort, harvest and time of harvest for each game species in each Wildlife Management Unit.

Sport Fishing Statistics

Sport Fishing occurs in both tidal and fresh waters throughout the province. A major tourist attraction for both domestic and foreign tourism markets - the sector supports about 6,000 jobs. Sport fishing generates more than \$281 million a year in GDP.

Sources of Market Data

Tourism Research

Tourism BC – Research Services
300 - 1803 Douglas Street
Victoria, BC, V8T 5C3
Tel: (250) 387-1567
Fax: (250) 356-8246
<http://www.tourismbc.com>
research@tourismbc.com

Canadian Tourism Commission
<http://www.canadatourism.com>

Harvest Statistics

http://wlapwww.gov.bc.ca/fw/wild/harvest_stats.htm

Sport Fishing Statistics

<http://wlapwww.gov.bc.ca/fw/fish/stats/statistics.html>

*Market Data / Statistics Continued**Domestic and International Travel Surveys*

Statistics Canada conducts the Domestic and International Travel Surveys (CTS and ITS) and analyses and disseminates their results. These continuous surveys collect data on characteristics of domestic and international travelers within Canada and between Canada and other countries, including expenditures by Canadian residents on trips abroad and by visitors to Canada.

National Tourism Indicators (NTI)

The National Tourism Indicators data portray the evolution of tourism in Canada on a quarterly basis. Statistical tables providing the most recent quarterly and annual estimates are organized around five topics: tourism demand in Canada, tourism domestic demand, tourism exports, supply and tourism employment.

The tables show both the levels of the NTI, at current and constant prices, and their percentage changes. Supplementary tables provide selected related data from other sources.

Canadian Travel Survey

This publication presents data and analytical text on trips and socio-economic characteristics of Canadians travelling within Canada. Trip information includes purpose, activities, mode of transportation, length of stay, origin and destination, and expenditures. In addition to providing national data, the publication also includes some tables presenting provincial and metropolitan detail.

Performance Plus

Performance Plus is an on-line performance benchmarking tool. It provides detailed financial and employment data on more than 600 business sectors across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up against their competitors.

Other Tourism Statistics websites

BC Stat's list of tourism statistics-related websites

Domestic and International Travel Surveys

Statistics Canada
600-300 West Georgia St.
Vancouver, BC, V6B 6C7
Tel: (604) 666-3691
Toll-free: 1-800-263-1136
Fax: (604) 666-4863
<http://www.statcan.ca>

National Tourism Indicators

Statistics Canada
600-300 West Georgia St.
Vancouver, BC, V6B 6C7
Tel: (604) 666-3691
Toll-free: 1-800-263-1136
Fax: (604) 666-4863
<http://www.statcan.ca>

Canadian Travel Survey

Statistics Canada
600-300 West Georgia St.
Vancouver, BC, V6B 6C7
Tel: (604) 666-3691
Toll-free: 1-800-263-1136
Fax: (604) 666-4863
<http://www.statcan.ca>

Performance Plus

<http://sme.ic.gc.ca>
or Small Business BC Market
Research Advisor
Tel: (604) 775-5699

Other Tourism Statistics websites

<http://www.bcstats.gov.bc.ca/links.htm#tourism>