




WTA Strategic Plan FY 2023 - 2026

Strengthening BC's wilderness tourism industry
as a force for positive environmental change

The background of the image is a field of purple flowers, likely lupines, with green foliage. The text is overlaid on a dark, semi-transparent rectangular area in the center of the image.

We would like to take a moment to acknowledge that our work takes place on the traditional and unceded lands of many Indigenous Peoples across British Columbia.

We are grateful to connect with the surrounding land, from rugged coastlines and towering mountains to ancient forests and interior plains. We recognize these experiences are possible because of the immense knowledge and care of Indigenous Peoples who have been stewards of these wild spaces for millenia.

Commitment to Truth and Reconciliation is part of the foundation of this plan.

Understanding the Context

This strategic plan was developed during the fall of 2022 with inputs from staff and board. Its purpose is to be our guiding light for the next three years. The plan has some lofty ambitions and will be accompanied by future action plans to flesh out the priorities and respective goals.

The priorities of the plan complement and support each other in order to position wilderness tourism as a 'force for good.' We envision a world where wilderness tourism not only protects, but restores BC's wild spaces and wild species and serves as a sustainable economic enterprise. Through hard work and dedication to the priorities, we believe that our staff, board and members can collectively achieve the goals of the plan.

As we continue to experience the reality of the climate crisis, BC has no choice but to accelerate the transition into the green economy—and wilderness tourism is perfectly positioned to thrive in the years to come.



What Guides Us

Vision

Wilderness tourism protects and restores BC's wild spaces and wild species (wolves, wild salmon, cariboo, bears) and serves as a sustainable economic enterprise.

Mission

Ensure a sustainable future for BC's wilderness tourism industry through advocacy initiatives, building community, marketing support and financial resiliency.

Values

Inclusivity: We are accepting, encouraging and supportive

Accountability: We are inquisitive, investigative and fair

Compassion: We are aware, empathetic and nurturing

Courage: We are resourceful, determined and resilient

Strategic Priorities at a Glance



Advocacy Initiatives

GOAL

Be a prominent voice for the protection and sustainable management of BC's wilderness

OBJECTIVES

- Establish the WTA as a key stakeholder for policy creation and amendments
- Support members in the face of land and water use issues and wildlife protection
- Increase engagement with FWHC, ATC, MPA/MaPP
- Position wilderness tourism as a key contributor to the green economy in the transition from unsustainable resource industries
- Address key priorities in combating climate change — be a leader in regenerative travel



Marketing Support

GOAL

Elevate the profile of BC wilderness experiences to government, domestic and international markets

OBJECTIVES

- Position the WTA as a key force in the protection and regeneration of BC's environment and communities
- Elevate the profile of Indigenous experiences that are connected to our members
- Amplify cross marketing initiatives between members and other organizations
- Geographical and seasonal dispersion through trip planning tools that showcase diverse wilderness offerings
- Increase WTA exposure to travel trade & direct consumers



Building Community

GOAL

Foster a collaborative and inclusive community of wilderness tourism businesses and organizations

OBJECTIVES

- Strengthen representation of and relations with Indigenous Nations, businesses and community members
- Broaden geographic representation & diversity of members
- Create relationships with organizations supporting underrepresented groups, like ITBC, ITAC and more
- Be a resource hub for members and provide more engagement opportunities
- Build on relationships with partner associations, travel organizations, environmental groups and companies



MOSAIC EARTH TRAVEL / KLAHOOSE WILDERNESS RESORT

Financial Resiliency

GOAL

Secure financial sustainability in order to ensure the longevity of the WTA

OBJECTIVES

- Double our membership by 2026
- Collect financial, employment and visitation statistics to build a robust WTA database
- Leverage our relationship with charitable organizations and like-minded groups
- Secure larger and longer term grants and funding
- Launch fundraising efforts as a revenue stream



Moving together toward a more vibrant future for wilderness tourism.

#ExploreWildBC

WEBSITE

INSTAGRAM

MEMBERSHIP

DONATE