

# WTA Strategic Plan FY 2023 - 2026

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

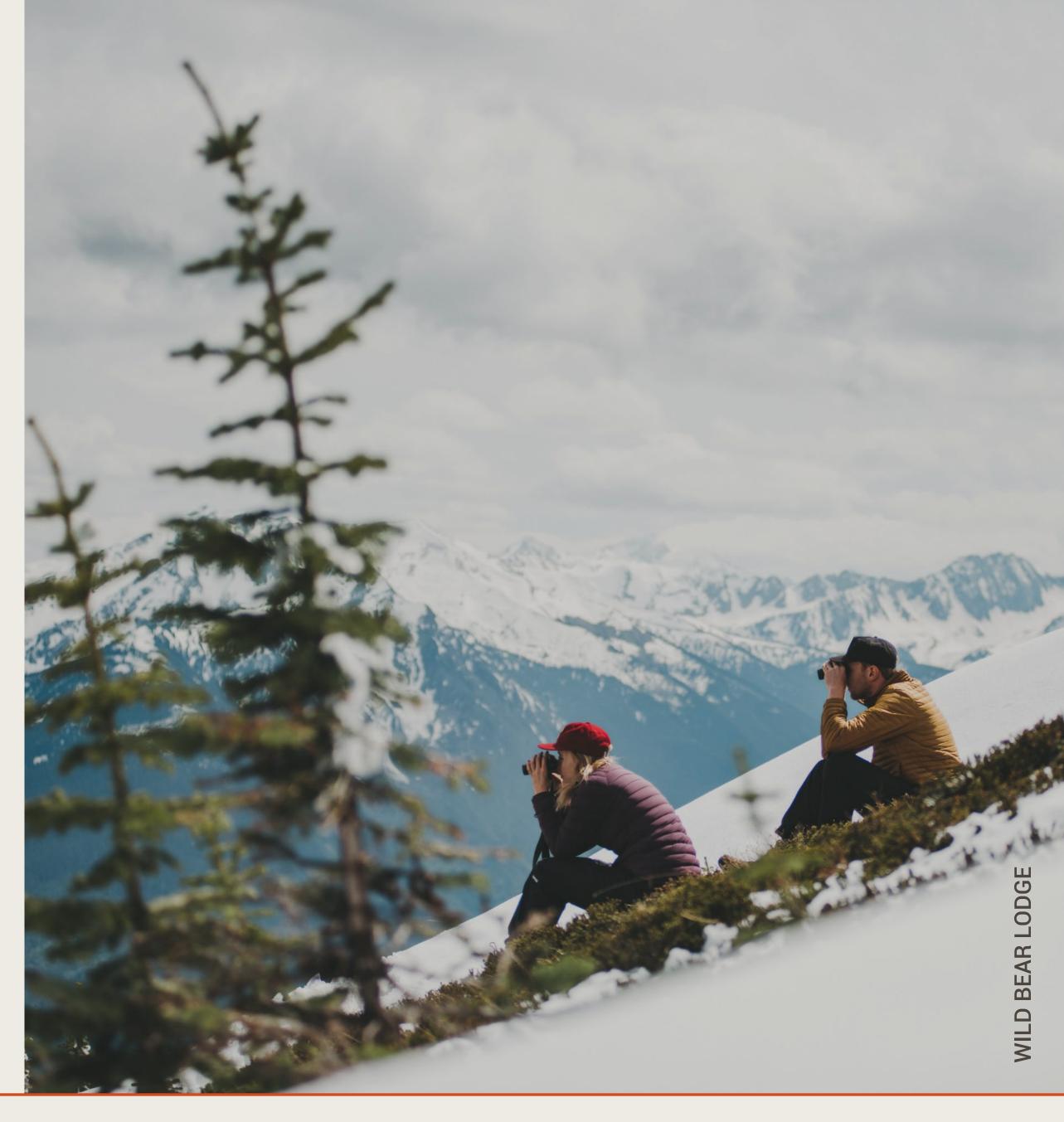


# **Understanding the Context**

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.

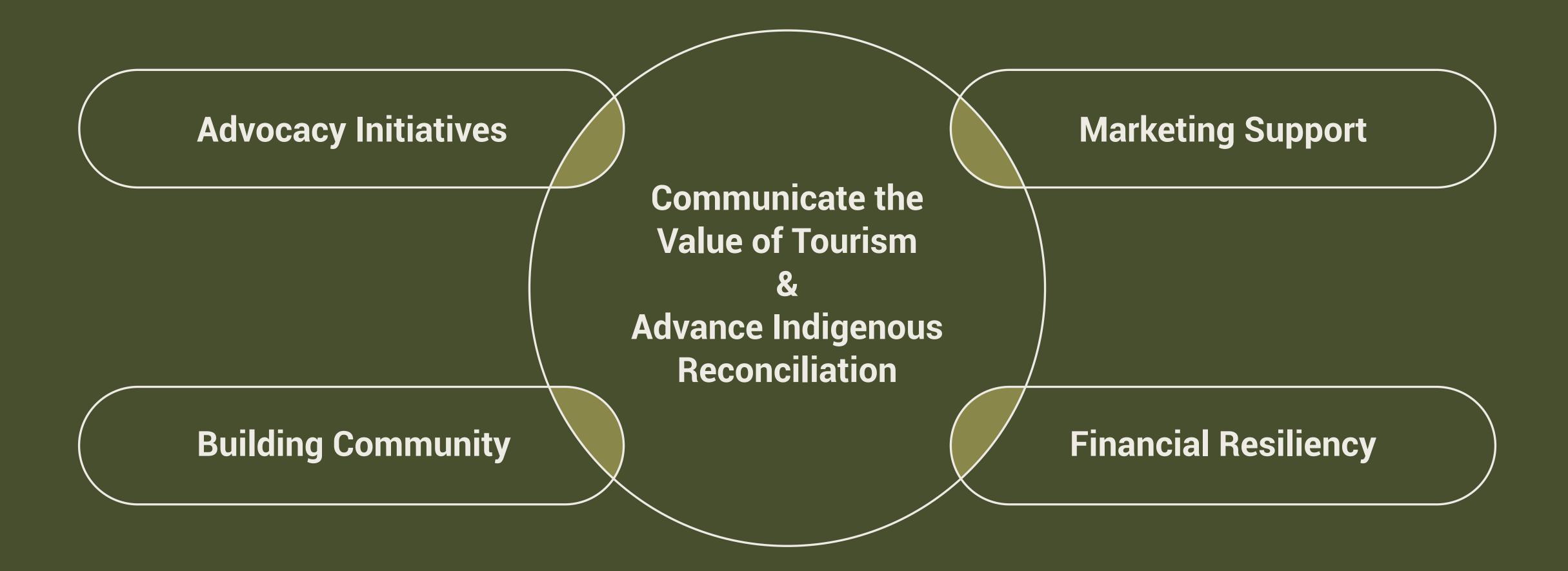
# **Mission**

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



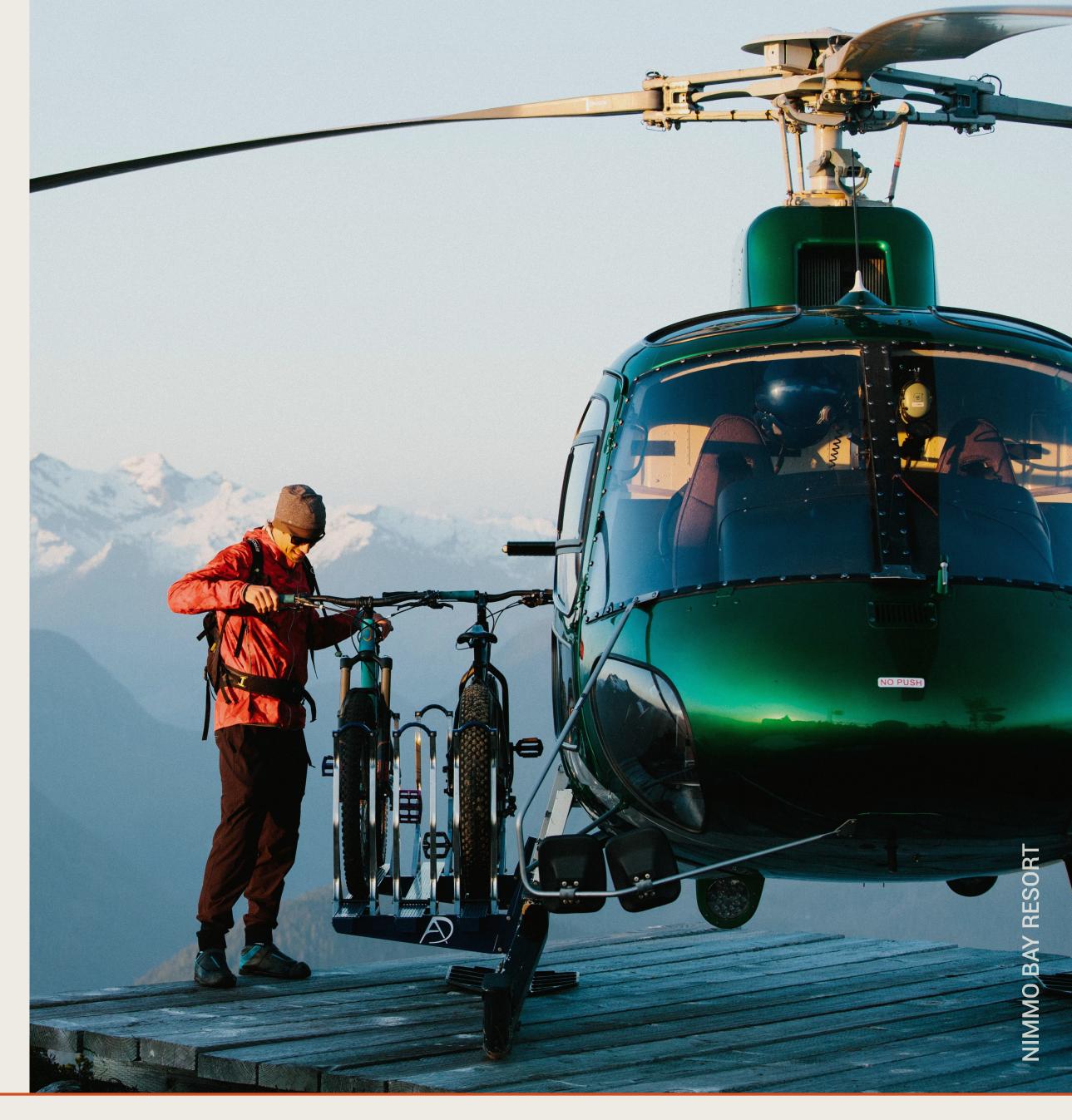
# **Marketing Support**

### **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



# 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