

# Wilderness Tourism Association



BRITISH COLUMBIA | CANADA

---

PO Box 423 • Cumberland, BC • V0R 1S0 • (250) 336-2862 • [www.wilderness-tourism.bc.ca](http://www.wilderness-tourism.bc.ca)

## **Extended Tenure Terms for the Tourism Industry**

### **For Immediate Release**

(Cumberland, BC; April 8, 2015) The BC Government’s announcement of extended tenure terms for tourism operators is supported by the tourism industry. “We applaud government for the updates to their Adventure Tourism Policy,” says Jim DeHart, President of the Wilderness Tourism Association of BC. “This is another step towards accessing conventional financing”

“This is a good start but we still have a ways to go,” said DeHart. “The tourism industry tabled several tenure related issues with government that still need to be addressed to improve business certainty. These are major issues of concern for the industry, and have been raised with several ministers and their staff over the years. Some of these issues have been addressed in the recent Adventure Tourism Policy updates, however, many of these issues remain unresolved including: tenure termination provisions, tenure overlaps with other resource sectors, and conflicts with public recreation.”

Tourism is a key contributor to British Columbia’s GDP and a significant private sector employer for BC. It has also been identified as a growth sector able to make a significant contribution to jobs and wealth creation in the future. Direct tourist expenditures on nature based tourism products in BC is approximately \$1.5 billion dollars and provides the equivalent of over 26,000 full time jobs. Nature based tourism is also a major driver of BC’s \$13 billion plus tourism industry.

- 30 -

### Contact:

Brad Harrison, WTABC Vice President, 250-819-9774, [colwest@shaw.ca](mailto:colwest@shaw.ca)

Evan Loveless, WTABC Executive Director, 250-336-2862, [evan@wilderness-tourism.bc.ca](mailto:evan@wilderness-tourism.bc.ca)

### **About the Wilderness Tourism Association**

The Wilderness Tourism Association of BC (WTA) represents approximately 900 stakeholder businesses and associations operating in BC. Direct tourist expenditures on wilderness tourism products in BC is approximately \$1.5 billion dollars and provides the equivalent of over 26,000 full time jobs. Wilderness tourism is also a major driver of BC’s \$13 billion plus tourism industry.

“Ensuring a sustainable future for BC’s wilderness tourism industry through leadership, advocacy, and stewardship.”