



Supporting Wilderness Tourism

Wilderness tourism stakeholders fully understand the importance of maintaining a high quality environment to their success, and are developing environmental policies to reduce impacts on the environment. Many of these stakeholders also make a connection between tourism's economic contribution and the importance of redirecting some of that benefit directly to stewardship and conservation of the environment so that both can be sustained.

The tour costs/fees for your vacation help to protect the very places we all love to visit, live and work. $\frac{1}{2}$ – 1% of our revenues are given to the Wilderness Tourism Association of BC, which is an accredited environmental society through One Percent for the Planet (www.onepercent.org). On behalf of our stakeholders, the WTA directs these scarce funds to advocacy and stewardship projects and initiatives, ensuring the sustainable use of resources within the province of British Columbia, and protecting our precious environments and associated tourism experiences.

Our work includes:

- Leading initiatives and campaigns to protect BC's wild places, and our rich wildlife from harmful development and resource extraction projects;
- Conducting research to understand the impact of certain developments and activities on wildlife and tourism in BC;
- Working with forestry, mining, fisheries, oil and gas, and other resource sectors to secure scenic landscapes, wildlife habitat and wilderness recreation opportunities
- Participating in government led planning processes and environmental assessment processes and ensuring that the interests of ecological systems and wilderness tourism are addressed in provincial resource decisions; and
- Actively opposing certain industrial and resource extraction projects that will significantly impact our tourism industry.
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Thank you for making your tourism dollars and vacation choices truly make a difference and helping ensure that BC's wilderness and tourism opportunities are safeguarded for years to come.

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