

# MOUNTAIN BIKE TOURISM AND COMMUNITY DEVELOPMENT

## RESORT DEVELOPMENT BENEFITS

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# COLLABORATION

- “creating new value together.”

(Kanter, 1994)

# WHY MOUNTAIN BIKE TOURISM?

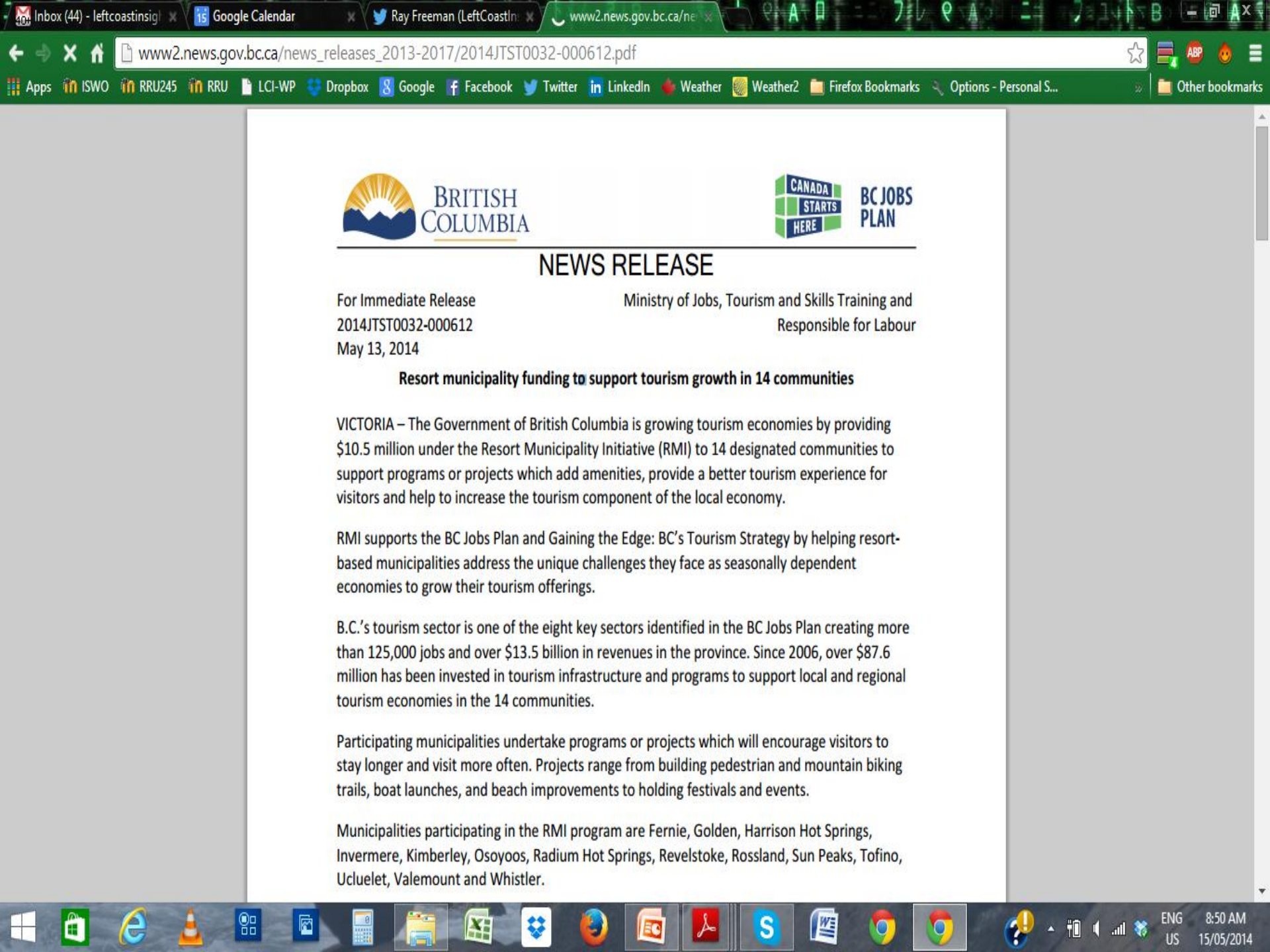
- gaining critical-mass globally
- cost-effective for development
- leverages partnerships
- community (resort) benefits

# BENEFITS OF REGIONAL COLLABORATION

- new recreation opportunities for visitors and residents
- destination resort awareness
- tourism revenue, taxation revenue
- spin-offs for direct and indirect businesses
- amenity infrastructure (ie: transportation)

# AMENITY MIGRATION

- recreation opportunities encourage real estate investment
- people are seeking a diversity of leisure activities
- diversity of revenue streams
- BC Government invests in resort communities



## NEWS RELEASE

For Immediate Release  
2014JTST0032-000612  
May 13, 2014

Ministry of Jobs, Tourism and Skills Training and  
Responsible for Labour

### **Resort municipality funding to support tourism growth in 14 communities**

VICTORIA – The Government of British Columbia is growing tourism economies by providing \$10.5 million under the Resort Municipality Initiative (RMI) to 14 designated communities to support programs or projects which add amenities, provide a better tourism experience for visitors and help to increase the tourism component of the local economy.

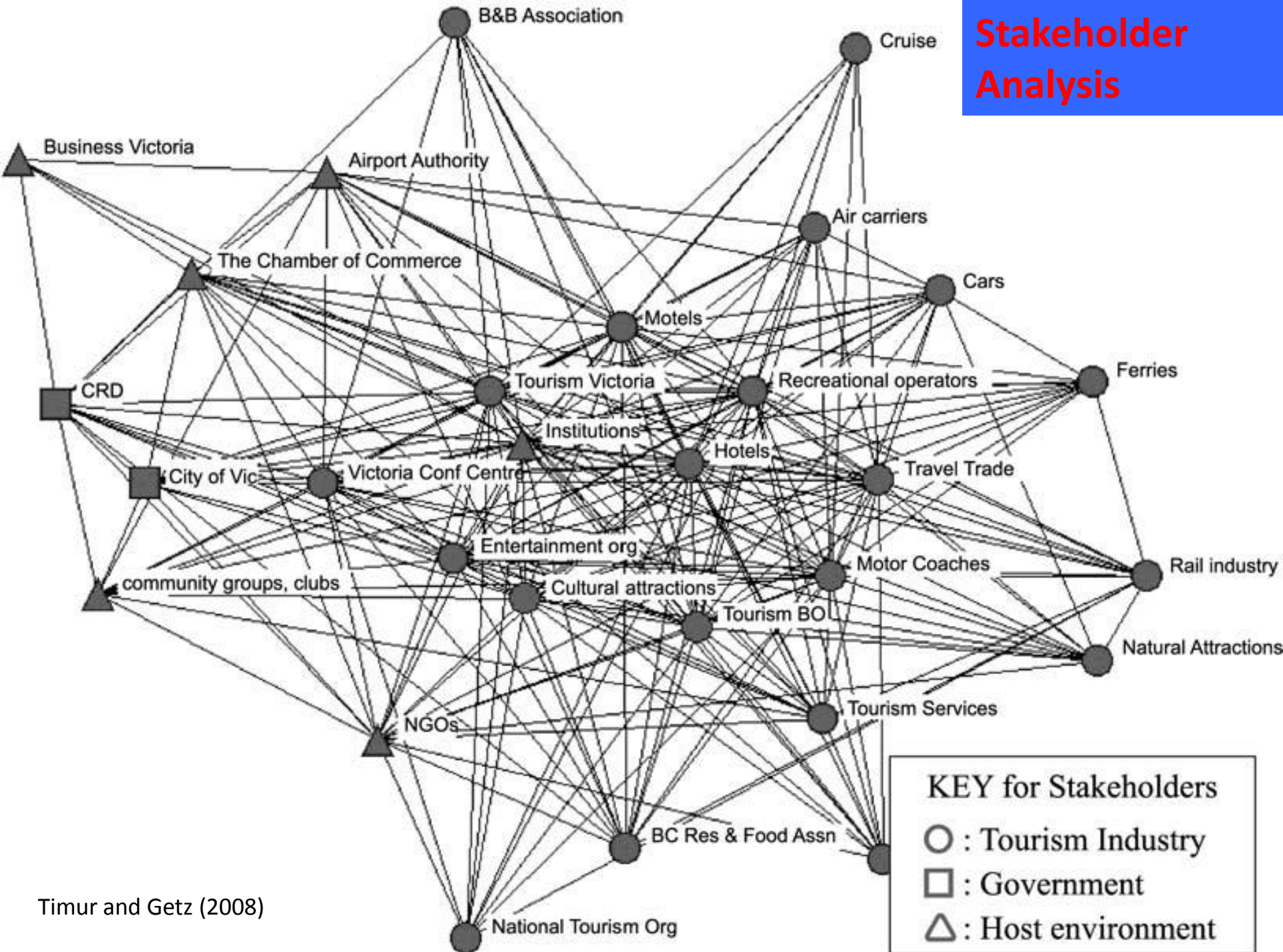
RMI supports the BC Jobs Plan and Gaining the Edge: BC's Tourism Strategy by helping resort-based municipalities address the unique challenges they face as seasonally dependent economies to grow their tourism offerings.

B.C.'s tourism sector is one of the eight key sectors identified in the BC Jobs Plan creating more than 125,000 jobs and over \$13.5 billion in revenues in the province. Since 2006, over \$87.6 million has been invested in tourism infrastructure and programs to support local and regional tourism economies in the 14 communities.

Participating municipalities undertake programs or projects which will encourage visitors to stay longer and visit more often. Projects range from building pedestrian and mountain biking trails, boat launches, and beach improvements to holding festivals and events.

Municipalities participating in the RMI program are Fernie, Golden, Harrison Hot Springs, Invermere, Kimberley, Osoyoos, Radium Hot Springs, Revelstoke, Rossland, Sun Peaks, Tofino, Ucluelet, Valemount and Whistler.

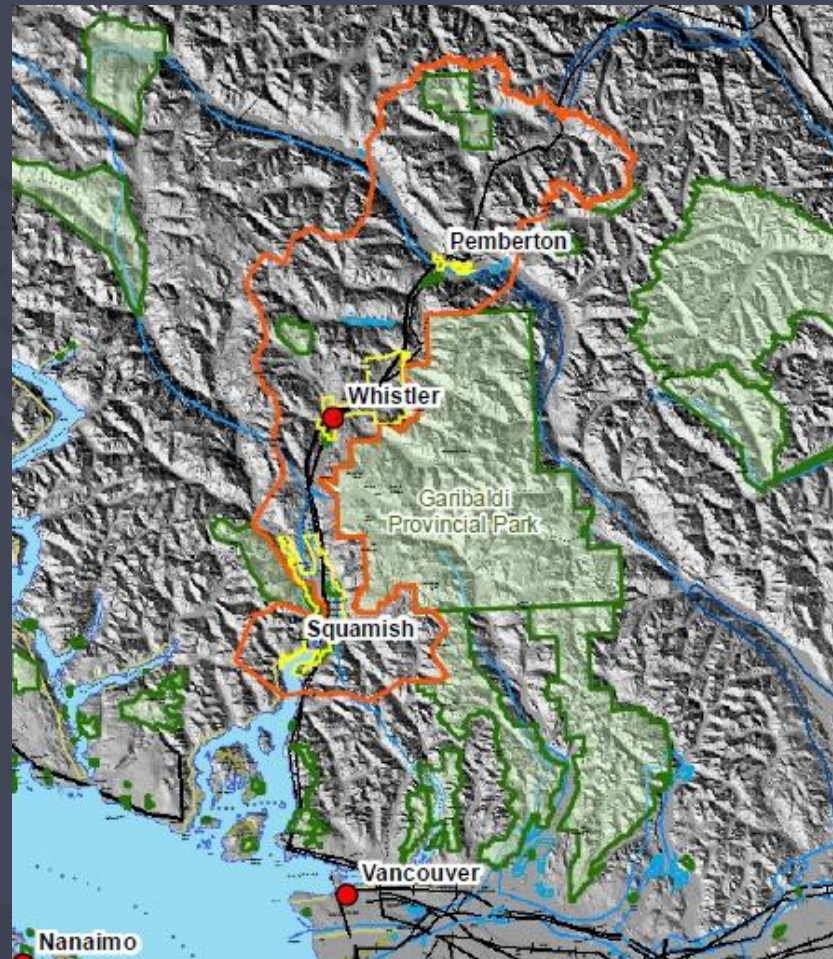
# Stakeholder Analysis



# BENEFITS OF FOSTERING COLLABORATION

- Sharing leads to innovative offerings
- Collaboration can overcome political imbalances
- Collaborative efforts promote shared *ownership* of the results

# SEA TO SKY CORRIDOR CLUSTER



Source: <http://www.sitesandtrailsbc.ca/documents/sea-to-sky-trail-strategy.pdf>

# SEA TO SKY ECONOMIC IMPACT STUDY

- Visitors to the North Shore, Squamish, Whistler, Pemberton corridor
- \$10.3 M revenue (June 4 to September 16, 2006)
- Whistler Mountain Bike Park \$16.2 M
- Crankworx Mountain Bike Festival \$11.5 M
- **\$38 M** cumulatively
- Whistler: 1 millionth rider in 2011 (over 12 yrs)

Source: Mountain Bike Tourism Association, 2006

# SCOTLAND

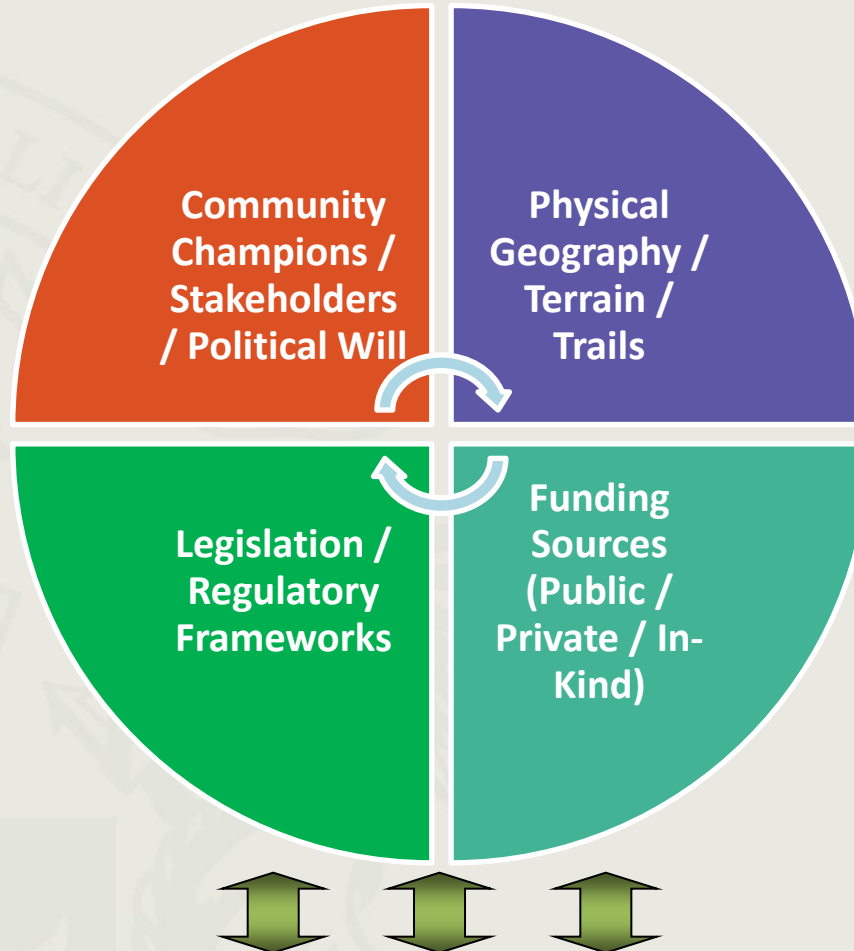
- Mountain biking generates \$119 million pounds per year in Scotland

...with the potential for another \$36 million pounds

Source: **Highlands and Islands Enterprise, 2013**

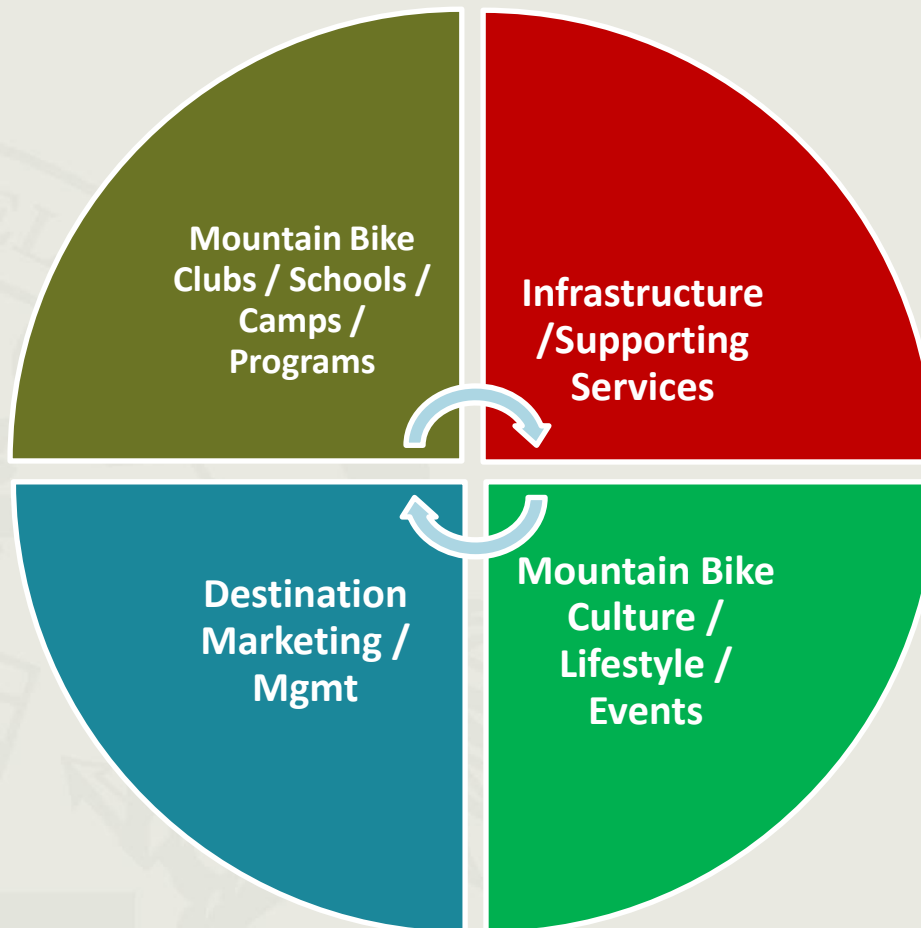
# Framework for Community-Based Mountain Bike Tourism Development

## Contingent Factors (Emerging Clusters)





**Non-Contingent Factors  
(Maturing Clusters)**



# How to Plan for Collaboration

- Successful Integration
  - ...is derived from Champions & Partnerships
- Partnerships
  - ...can reveal hidden opportunities (innovation in attractions)
- Strategic Planning
  - ...requires a collective vision, and consideration of Critical Success Factors
- It's been done before...
  - we don't need to reinvent the wheel!*

Thank you!

Questions?

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