
STAN™ = Sustainable Travel Adventure Network



...Tahoe's New Currency

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I. Summary

Sustainable Tahoe is a Nevada 501c3 dedicated to helping more people enjoy the Lake Tahoe watershed without degrading it, by developing and demonstrating geotourism in the region.

Our **Geotourism Implementation Framework** focuses on:

1. Communities of Interest: bikers, hikers, birders, and similar groups who share a common interest.
2. Education and Training: to build geotourism curriculum and certification program
3. Financing: that serves local communities, economy, environment (+travelers)

To date, **Sustainable Tahoe** produced four unprecedented events:

2010 Lake Tahoe Stewardship Congress (Sept. 18th, 2010 at Sand Harbor)

<http://www.laketahoenews.net/2010/09/tahoe-sustainability-congress-to-congregate/>

2010 Lake Tahoe Green Networking (Nov. 18th, 2010 at Embassy Suites, SLT)

<http://www.tahoedailytribune.com/article/20101112/NEWS/101119905>

2011&2012 Tahoe Expo (connecting the water - South Lake to Pyramid Lake)

<http://tahoeexpo.com/>

This proposal seeks to further this mission using **Sustainable Travel Adventure Network/ STAN™** to further motivate and reward destination stewardship.

STAN™ *is a self-funding economic strategy to enrich the visitor experience of Tahoe watershed while promoting geotourism and business who benefit the places they visit.*

Visitor value- reconnects visitors to Tahoe's places, people and culture with 4-seasons of geotourism adventures, along with supporting businesses who benefit the water.

Business value- rewards businesses for their sustainability initiatives by providing them greater exposure to customers who value these efforts.

NGO and watershed value - shifting behavior toward actions that preserve our sensitive region ensure ongoing mitigation investment will be successful and sustainable.

STAN™ program is seeking seed capital necessary to build the infrastructure and launch the program Sept 2013. Operational expenses, and equipment, are outlined in the proposal, while in-depth financial documentation is available. Since the resources necessary to implement these practices require a constant and consistent supply, we are identifying and approaching manufactures and distributors whose customers benefit from the utilization of their goods and services for financial as well as in-kind support. The amount required to accomplish one year of operation is \$250,000.00.

II. Introduction

Sustainable Travel Adventure Network - STAN™ is enabling technology that connects visitors to activities, attractions and adventures via land to water transit, that enriches their experience of the area without degrading the water. Then direct them to 'eat/sleep/shop' businesses who demonstrate their commitment to sustainability.

STAN™ connects people who value stewardship to businesses that support those values with their actions, rewarding you with their business.

This plan seeks to attract visitors who value high-touch/low-impact adventures and prefer supporting business who share these values. The goal is to give visitors more reasons to: stay longer, return sooner and share stories that create an ongoing demand for Lake Tahoe. Our goal is to increase occupancy at resorts that lead by example, i.e.; Embassy Suites, Cedar House, 968 Park and Peppercorn.

Participating in STAN™ you support a value system of watershed stewardship seeking to:

- Motivate a shift in behavior towards acts of conservation to the watershed
- Promote 4 seasons of Tahoe magic **eliminating shoulder season**
- Elevate the "day trippers" to overnight guests
- Leverage *(Communities of Interest) into a value marketing strategy
- Provide Geotourism certification within the living lab of Tahoe

"Lines form"

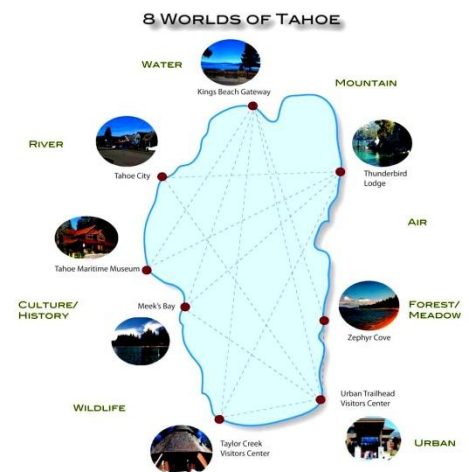
Tahoe Expo 2011 and 2012 proved we have the resources to move people, without cars, to guided geotourism adventures from South Lake to Pyramid Lake. We only lack vision and will.

The region-wide demonstration used TriNomics™ to collaborate over 60 agencies, organizations and businesses to host over 800 people.

Participants took buses, kayaks and water taxis to access interactive adventures that highlighted the 8 Worlds of Tahoe: Water, Plant, Land, Air, Wildlife, Culture, Heritage and Community. 90 people showed up to experience wildlife, demonstrating the desire of visitors who prefer to load their cameras (not their guns) to experience wildlife in the region.

*Communities of Interest (CI): bikers, hikers, heritage buffs, birders, etc., travel for their specific interest. Example: Bike events attract bikers to Tahoe twice a year to bike together around the Lake. The road they use doesn't leave after their ride – only the HOSTING leaves!

The state of New York realizes \$1.6 Billion a year in revenue hosting wildlife! Tahoe realizes \$0! While 'special events' may bring visitors in for a weekend ... (at a carbon-loading price), they rarely bring stewardship awareness and cost \$2.8B every ten years to clean up. Meanwhile, our region has 4 seasons of uncharted, unmatched unique assets...leaving \$Billion's in business revenue left laying on the ground.



III. Challenges (1960 tourism model)

The Tahoe Regional Planning Agency and science warns "without adequate public participation, ongoing restoration and mitigation investments cannot be successful or sustainable".



1. The Tahoe brand is still centered around a 20th Century car-dependent tourism model struggling to sustain itself on a 2- season economy, with activities that (according to 50 years of science), promote behaviors **not** conducive to sustaining or preserving Tahoe's pristine and sensitive habitat and long-term prosperity, therefore...
2. \$Billions in ongoing federal and state restoration investments are required to mitigate the effects of 150 years of human behavior. Without adequate public education and participation, \$2.7B of restoration every ten years cannot be successful or sustainable.
3. Regions within the watershed tend to compete against each other (Truckee vs. Tahoe, North vs. South etc), rather than collaborate to compete as one diverse Tahoe region. Competition & lawsuits between agencies, organizations & groups (who should be working toward the same objective) only create additional and unnecessary challenges.



While there are some organizations or events actively seeking to inspire the public toward behaviors that can reduce mitigation costs, there is minimal coordination between them region-wide. In addition, businesses committed to sustainability lack a region-wide coherent implementation strategy that measures and rewards results. New ideas require multiple steps to convey and digest considerable amounts of information. The public's awareness of the geotourism efforts in the region relies on an individual's ability to seek it out or recognize it on websites.

Below: sample of orgs. in region who do promote sustainable behavior with annual, monthly geotourism activities. The STAN™ mission is to better connect, coordinate and promote their geotourism effects.



IV. Solution (Prosperity with water clarity)

- 1) **21st Century sustainable Geotourism model:** Tahoe's 5M annual visitors provide an opportunity to shift in behavior towards geotourism by making it cool, fun and enriching.



2)

- 3) Make it easy for visitors to access, participate and support a 4 season 21st century geotourism menu conducive to sustaining or enhancing the region (guided by geotourism principles). This will ensure a sustainable flow of visitors for long term prosperity.
- 4) The result of utilizing docents to inspire visitors to actively sustain or enhance our area, makes preservation fun and profitable! Once business seeking to promote and groups seeking to preserve work together to host visitors, reducing the need for ongoing Federal and State restoration funds. In addition we reward companies who embrace sustainable practices that support the water.
- 5) Connect groups and businesses around the region to collaboratively create, fund and host this 4-season 21st century tourism model. This way we compete as a region vs. against each other.

80% of the Tahoe visitors come from San Francisco Bay area communities. Many of whom are familiar with and motivated by sustainable 'best practices', and their level of accessing travel information such as where to eat, sleep, shop or play via mobile app is becoming standard.

60% of the visitors come to Tahoe to recreate outdoors.

40% of the visitors come in groups like the Tour de Tahoe.

The current average occupancy rate in most Tahoe hotels year round is 50% with \$100 .00 average per room rate. We feel the STAN™ program can attract 1% of the 5M visitors by the end of the 2nd year. This would result in 50,000 visitors actively engaging the network of geotourism adventure travel, while becoming stewards for water clarity.

First Year Objectives

- Establish sales, accounting and management structure
- Create **STAN™** Directory based on geotourism principles.
- Design, build, test and launch STAN™ App, website and software.
- Generate Multimedia materials, web content and promotional events.
- Recruit members. Design profile pages for each STAN™ member.
- Construct a working business model to support longevity

V. STAN™ – Sustainable Travel Adventure Network

Links:

- **NGO's** who keep the Tahoe region a clean, healthy, desirable destination.
- **Businesses** who support the community & environment with best practices.
- **Visitors** interested in fun geotourism activities, attractions and supporting businesses who sustain or enhance their Tahoe experience.

Using internet networking technology and local community marketing STAN™ provides easy access to Tahoe's geotourism adventures and places to 'Eat, Sleep and Shop' that practice sustainability.

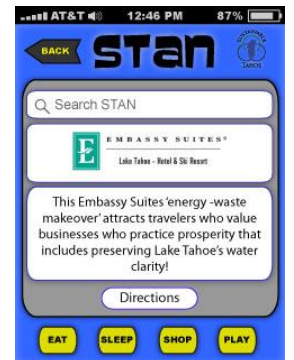
HOW IT WORKS:

- Member organizations with annual contributions, display network affiliation on their websites, social network sites, at their place of business with windows decals, and provide membership information to the public.
- Visitors sign up to utilize mobile apps and loyalty cards to receive benefits.
- STAN™ team maintains & promotes apps and online marketing that link activities, organizations and businesses in one place for residents & visitors, our customers.



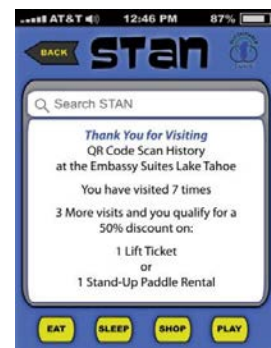
BUSINESS BENEFITS::

- 1) STAN™ Profile Page highlights business sustainability efforts on site connected to apps with GPS, marketing offers, and loyalty tracking.
- 2) Daily Adventure Track updates
- 3) Customer/member tracking of visits with daily report access
- 4) Ongoing promotion highlighting business sustainability efforts
- 5) Education and training around how to increase sustainability
 1. Navigation app direct customers to STAN™ businesses
 2. Opportunity to participate in reward program
 3. Recognition and rewards for your sustainability initiatives



VISITOR BENEFITS

1. STAN™ app value cards provide 24/7 access to Tahoe geotourism adventures
2. updates, tweets, etc. for geotourism adventures and business specials
3. Reward options: discounts to prizes for accruing STAN™ carbon credits
4. Discounted or free public transit during any Tahoe Expo or Adventure Track



VI. Marketing

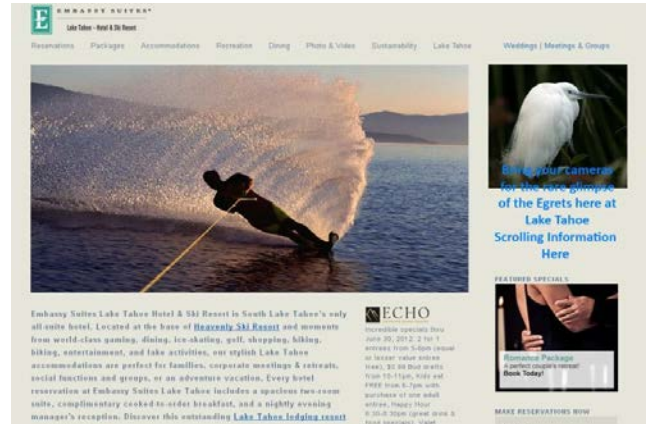
Social Media:

Target ***Communities of Interest** through NGO and Facebook sites where they seek information.

Promotion:

Each member carries a STAN™ iframe window on their website promoting the program. STAN™ events and award parties, along with updates on stewardship initiatives, and participating college programs will expand the reach.

***Communities of Interest:** groups with a common interest that come to Tahoe for a specific activity supported by a NGO or businesses seeking to benefit the water, land, air and wildlife we all share. (visitors we want to attract)



Community of Interest	Non-profit steward (who could host activities)	Business steward
Actors	Trails and Vista, Shakespeare Festival	Summerfest
Alt. energy	UNR- Hydraulic Sciences	
Artists	Tahoe Arts Mountain Culture, Trails and Vistas,	
Bikers	Tahoe Bike Coalition, Tahoe-Pyramid Bike	Bike the West, Flume Trail
Birders	Tahoe Institute Natural Science	
Climbers	Gateway Mtn Center, Mtn Area Preservation	
Crafters	Gatekeeper Museum NLT Historical Society	Craft, weave, knit stores
Cultural	Explore Tahoe, Tahoe Maritime Museum	
Dancers	Inner Rhythms, River School, Trails and Vistas	Truckee Tribe, GBoze
Gardeners	Lake of the Sky Garden Club, Slow Food Tahoe	
Geocachers	Tahoe Geocachers	
Green Eng.. Tech	SIGBA, EV-Village.org	Rich's Auto body shop
Health - Wellness	Wellness Center KB	Elevated Tahoe
Heritage seekers	EDC historian/cultural, Thunderbird, Historical Society	
Hikers	Sierra Club Tahoe, Tahoe Rim Trail, Trail Safe NV	
Kayakers	Lake Tahoe Water Trails, Eco Sports, SLT Kayak	ADrift Tahoe, Kayak
Medicinal Plants	Sugar Pine, Tahoe CA Native Plant Society	
Music	River School, Toccata,	
Permaculture	Tahoe Slow Food, EDC Growers Assoc, Keep Sierra Green	Georgetown/Garden
Photographers	Tahoe Art Assoc	Jim Markle Photography
Rafting	American Rivers, Truckee River Fund, Ma Lode	
SUP	Paddlefest, Tahoe SUP Assoc, Tahoe Water Trails	Envirorents, ADrift Tahoe
Water	TERC, Tahoe Baikal Institute	
Water science	Tahoe Conservancy, Truckee River, Lahoton	
Wildlife -	Wildlife Care Center, Wild Horse Preservation, US Fish &	
Wellness	Friends of Nevada Wilderness, Tahoe Yoga Assoc	Elevated Tahoe
X-Country Skiers	Snowlands, Tahoe City x-country	Granlibakken

VII. Timeline

	Description of Work	Start and End Dates
Phase One	Build requirement document Release RFP to prospective software vendors Establish internal project team	1st month
Phase Two	Select vendor Begin development Signing up orgs and building organizational database Build adventure tracks and activity database	2 nd to 4 th month
Phase Three	Beta test STAN™ App/links, modify as needed Begin marketing phase to Communities of Interest	5 th month
Phase Four	Official STAN Launch, product launch, aggressive member marketing phase	6 th month

VIII. Budget

\$150,000.00 funds the first year, after which the operation is designed to be self-sustaining through member contributions and various other promotion methods.

	Description of Work	Anticipated Costs
Phase One	Build requirement document Release RFP to prospective software vendors Establish internal project team	
Phase Two	Select vendor Begin development Signing up orgs and building organizational database Build adventure tracks and activity database	\$75,000
Phase Three	Beta test STAN™ App/links, modify as needed Begin marketing phase to Communities of Interest	\$25,000
Phase Four	Official STAN Launch, product launch, aggressive member marketing phase	\$50,000
	Total	\$150,000.00

IX. Partners and Personnel

We have active partnerships with the following:

Bike the West – promoting bike riding /Tour de Tahoe bike ride
Crystal Range Associates – cultural and historic interpretation
Million Green Communities – creating residential fossil-free living
Nevada State Parks – permits, water taxi, and access
Ormat – creating renewable geothermal energy in NV and CA
Paiute Museum – Native culture and heritage
Shakespeare Festival – use of stage during Expo
Sierra Business Council – geotourism program
Sierra Nevada College: geotourism certification program
Sugar Pine Foundation – forest support and guidance
Sierra Heritage magazine – promoting heritage
Tahoe Resource Conservation District – building stewardship in recreation
Tahoe Regional Planning Agency: regulation and transportation support
Tahoe Institute Natural Science – guided avian adventures
Tahoe Bear League – wildlife leadership
Tahoe Historical Society – heritage support and guidance, and office space
Tahoe Water Trails – water recreation
Tahoe Rim trails – trail restoration education leadership
Tahoe Environmental Research Center – lake science education
Tahoe Water Suppliers Association – protecting the source
Washoe Cultural Committee – Native cultural and interpretation

Personnel - additional staff and talent to be recruited / contracted:

- o Project Manager Technical Development
- o Sales Director
- o Accounting – Bookkeeper/CPA
- o Communications Director –
- o Project Manager Tracks
Webmaster
- o Graphic Design
- o Media Coordinator –
- o Video Production Staff – includes pre and post production work
- o Intellectual Property lawyer –
- o Administrator –
- o Heritage Advisor –
- o Financial Planner –

X. Evaluation

STAN™ QR tracking system will enable all member organizations to track and measure participation, along with Yelp features for visitors to voice feedback.

Geotourism: A. Challenges B. Solutions

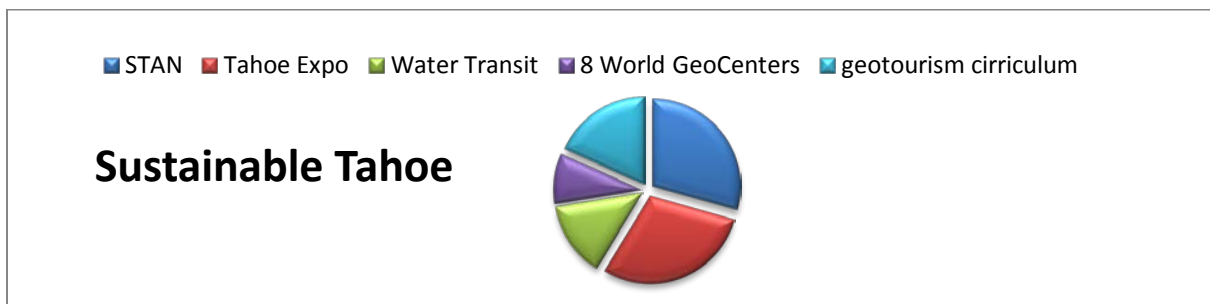
The Tahoe Regional Planning Agency and science warns “without adequate public participation, ongoing restoration and mitigation investments cannot be successful or sustainable”.

A. Tahoe’s 20th Century economic model

4. The Tahoe brand continues to center around a 2-season car-dependent tourism model unable to adequately sustain a year round economy, plus many activities promote behaviors **not** conducive to sustaining or preserving Tahoe’s pristine and sensitive habitat, therefore...
5. \$Billions in ongoing restoration are required to mitigate these behaviors (\$2.7B over next ten years) and still not adequate to reach clarity goals, without public participation.
6. Regions within our watershed compete against each other (Truckee vs. Tahoe, North Tahoe vs. South Tahoe, etc.), rather than work collaboratively to showcase an interlinked region.

B. 21st Century geotourism economic model

- 6) Make it easy for visitors (and locals) to participate and support activities and businesses conducive to sustaining or enhancing the region, using geotourism principles.
- 7) Build revenue generating partnerships between resorts seeking to maximize profit and groups seeking to maximize preservation. Utilize docents to enrich the visitor experience, while sustaining or enhancing the watershed they’re trying to protect.
- 8) Collaboratively build 4 seasons of geotourism adventures hosted by the local docents/stewards and compete as a region vs. against each other. *Direct* (and reward) visitors to activities and companies who embrace sustainable practices.



B. Geotourism Implementation Framework

Communities of Interest : Network people who share a geotourism value system demonstrated by their activity choices, i.e.: bike, kayak, birding, history, hiking, etc.

Education and Training: direct/ design geotourism curriculum, docent and internship programs at colleges, creating partnerships between academic and business. Training, access and standards for sustainability.

Financial: self-sustaining financial model to provide incentives and rewards for taking positive action steps in protecting Lake Tahoe. STAN™ app provides geotourism adventures and itineraries to accelerate a shift in behavior toward sustainable prosperity for the region.

Sustainable Tahoe is a vision we share

... the Tahoe Expo demonstrates how we get there!



WHAT: A geotourism showcase (actions that sustain or enhance environment, culture, history and local well being).

WHY: To demonstrate how collaboration of local expertise focused on environmental stewardship can create and sustain 4 seasons of economic prosperity **with...water clarity!** NY state realizes

\$1.6B annually from wildlife viewing. Tahoe = \$0

WHO: 15 organizations and 12 Agencies, supported by 35 business, committed to sustainable practices, plus 45 volunteers, hosted participants to 12 diverse geotourism Adventure Tracks, from South Lake to Pyramid Lake. (identified by dots in graphic above). Unprecedented 150-mile geotourism demonstration!



ADVENTURE TRACKS = 1 to 3 geotourism activities + transit + local sourced lunch.

RESULT (visitor feedback):

"This was our first visit to Lake Tahoe, and we were glad we experienced it the "right" way. The track opened our eyes to birds we never encountered before and bear tracks we would never have spotted on our own, and it made us aware of the nature and importance of conservation efforts. ... We wish you well for Tahoe Expo 2013!"

Jens and Jenny Happe, New Westminster, B.C.

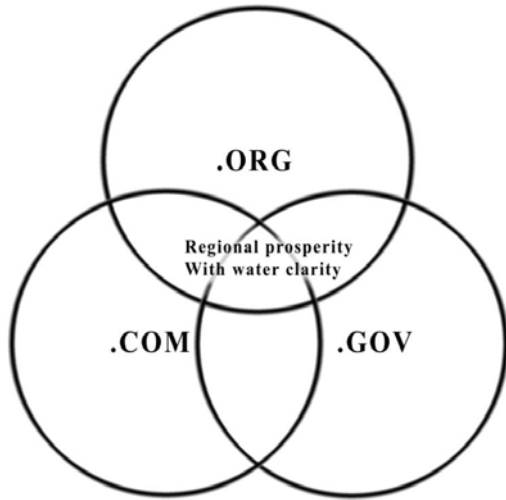


"Scott Terrel's green home, it gives us all an incentive to reduce our foot print and he offered to help answer any questions along the way. The growing dome was awesome, great that it provides

food for Project Mana, and I am encouraged to have my own dome."

[Participant's in Tahoe Expo 2012]

"We learned about the catch and release program in the Tahoe Basin. Also the fundamentals of fly fishing. I had a fly rod and reel and now my wife is hooked."



TriNomics™ (graphic to left) created by **Sheri Woodsgreen** of **One Globe Foundation**, maps collaboration between 3 key groups vested in a common outcome (the project(s) in the middle). This model has been successful enabling community transformation where traditional strategies fail.

Non-Profit .org seek to educate/protect - can provide expertise
Business .com seek to promote/profit - can provide investment
Agencies .gov seek to regulate/maintain - can provide access

The Tahoe Expo demonstrates the **TriNomics™** system to fulfill individual and collective objectives.

“Adventure Track” example of TriNomic™ collaboration:

2012 ‘Marsh to Meadow’ geotourism ‘Adventure Track’ Each agency, organization and business contributed to this geotourism Adventure Track. The guided Track increased visitors connection and understanding of the critical stewardship work being done by local orgs and agencies + local business who lead by example, all while reducing their carbon impact !

- 1) .org: Tahoe Conservation Resource District guides the kayakers into upper Truckee River
- 2) .org: Tahoe Conservancy provides access to rim of marsh
- 3) .gov: USFS provided access and guides to a meadow restoration
- 4) .com: Kayak Tahoe provided equipment (kayaks)
- 5) .com: Reno Tahoe Limo provided transit (shuttle - reducing VMT's)
- 6) .com: Grassroots provided local organic lunch (used local produce and compostable wrapping).



Agencies (.gov) will allow access to sensitive areas if guided by .org stewards to ensure protections, while .com businesses provide transit, equipment, food, supplies (eat, sleep shop) etc. These connections provide a stronger sense of place for the visitors, giving them more reasons to:

- Stay longer
- Return sooner
- Migrate stories that increase demand for the area

The Expo demonstrates a TriNomic™ model of collaboration to create, motivate and ensure:

- 21st century tourism menu
- Restoration efforts are successful and sustainable

8 worlds of wonder, 4 distinct seasons, 1 majestic watershed

making preservation profitable

Northeast Kingdom www.travelthekingdom.com/geotourism.php

CHALLENGE

50 towns, 3 counties and 2 cities, 9 chambers and 150 businesses located in rural, recreation and retreat environment. 3-4 yrs. ago promotion was based on 'looking out' to stay competitive, at the risk of damaging our uniqueness. Our dairy farms were losing \$92K a year because they couldn't compete with corporate farming.

"Star struck by National Geographic, we started a deliberate amplification of this message to businesses: a table to table buzz awakened the real value of this geotourism journey: exploring what is important to us. We asked each other:

What do I love about my home?

What do I care about and want my children to be able to experience?

What one thing can I do to move in this sustainable direction?"

RESULT

Geotourism is **Actionable** vs. giving up when it looks bleak.

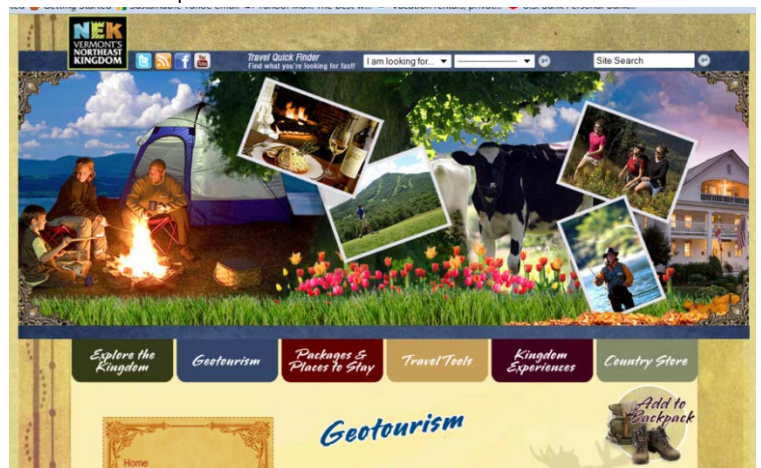
- We now 'look in' and find our way based on what we value
- *We understand; if we love it... visitors love it!*
- Our economy is built on what honors our heritage and identity in rural farming, landscapes, primitive skills and intelligent development
- People care more about their home, community, deliberate sustainable growth
- Instead of looking for a competitive package – we look to our passion

Local Ski Resorts put local farm food on their menu, with photos of the farmers on their walls.

This **Farm to the Table** initiative became a successful marketing ploy for Jay Peak, and gave our authentic rural farms a future.

A Sheep farmer who clips, cleans, and dyes her own wool, enrolls visitors to help with chores... and they love it!

Artisan Cheese making workshop sold out on the first day! Fiber weaving courses and Primitive skills use tourism to the benefit of visitor and community well-being.



This journey is not a race, less about marketing and more about employing tourism as a way to grow your economy and protect what you value. The Map was not the end. This is now part of our schools, community and planning at the local, regional and state level.

Gloria Bruce 802 626-8511 director@travelthekingdom.com

Increasing occupancy hosting geotourism

Appalachia

<http://www.nationalgeographic.com/appalachia/>

CHALLENGE

Appalachia Mountain Region Tourism Council = 13 states, 74 development districts, Federal partner, 1500 miles. Each Mountain Range, Park or Site had **areas suffering from overuse**. We needed to **spread visitors out & overcome negative perception** in certain areas.

We used National Geographic's geotourism program to identify what **united us across 13 states** along with the Map Guide Project. The nomination process involved people talking about what they were proud of that highlighted our uniqueness.

RESULT

90 of 100 businesses surveyed reported an increase in business from the Map

- Spread visitor traffic out
- Changed negative perception to positive and curious
- Created new business opportunities
- Renewed sense of community pride

Our Federal Co-Chair, Ann Pope, pointed out how this process was the beginning of re-branding Appalachia.

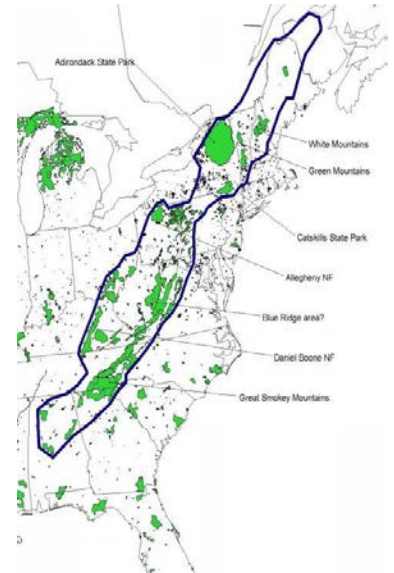
The Crooked Road in Virginia (10 counties, 3 cities, 10 towns, 5 regional planning districts, 4 state agencies and 2 tourism org.), leads to **Carter Fold** Heritage site where June Carter family made original country music recordings in 1920. Opening this up to visitors lead Ralph Stanley, a local performer, to donate memorabilia to a museum. The Crooked Road is a top 10 Place You Should Take Kids, and features local talent Sat night.

Coon Dog Cemetery in rural Alabama, where locals honored dogs with huge monuments, brought visitors into a previous un-discovered area, increasing economy.

Hallelujah Trail, driving tour to country churches, harnessed energy in counties visitors had not previously known about, while enhancing local economies.

We've done 2 maps and looking forward to a third. Having 1M maps inserted into the Traveler magazine, runs about 10 cents per touch. These maps have 3 year shelf life. The quality and brand National Geographic brings...even longer. Plus every time a map is inserted, you get showcased in the magazine.

John Cartwright 202 884-7709



Hosting heritage to increase revenue

Crown of the Continent www.crownofthecontinent.net

CHALLENGE

10 million acres of dramatic geography, native prairies, and distinctive towns in British Columbia, Alberta and northern Montana. **Needed gateway communities to better understand their distinctive and diverse heritage while embracing strategies to manage growth that would protect the character of our place.**

Stakeholders included; landowners, public land managers, travel industry, business community, tribes and First Nations, conservationists, historic societies, etc. I became MapGuide coordinator, using; forums, workshops, media and stakeholder consultation during site nomination phase, and a **Crown of the Continent Stewardship Council** to work with National Geographic on the Map Guide. Twenty-two U.S. and Canadian organizations helped with the outreach and product funding.

RESULT

Strengthened our cultural and political commitment to serve the geotourism market Develop innovative stewardship strategies

- 640 nominations received, 130 on the Map Guide, hundreds on website
- Expanded regional capacity for collaborative stewardship
- Enriched visitor experience, community well-being, and economy
- Won 2009 Tourism Partnership of the Year award!

Tourism and recreation is one of Montana's leading industries. In 2008, 10 million people visited Montana spending \$3 billion during their stay. Nearly 45,000 jobs are directly and indirectly supported by nonresident travel, resulting in over \$1 billion in total personal and proprietors' income for Montana residents.

The MapGuide became a pivotal catalyst for the process. We're in our 2nd printing, just ordered 160,000 more copies and the online map is off to a solid start.

Dylan Boyle Project Coordinator
(406) 599-7929



\$2.5M to kill Bears....\$70M to photograph them!

From: Dean Wyatt [mailto:dean@grizzlytours.com]

Sent: Thursday, September 08, 2011 7:55 PM

To: 'earthgym@yahoo.com'

Subject: Grizzly Hunt in BC

Jacque Chandler:

Your email to West coast Expeditions was passed on to one of my guides who has passed it to me.

Check us out on www.grizzlytours.com to find out more about us.

There are a lot of statistics out there about bear hunting and viewing and you have to be careful what you look at. Our business group in Canada focused on the amount of revenue grizzly hunting provided to the BC economy vs. viewing.

As of right now I would guess that **Grizzly hunting in BC generates around \$2. – 2.5 million per year in revenue** and **viewing is close to \$7 million**. The real numbers are in the actual benefit that bear viewing provides to the BC economy. We have a masters paper showing that **our revenue** has a **10 times multiplier effect on our economy**. People who come to see bears will not come if they cannot get the dates they want so we are the focal point of their travels. As we do around \$3 million a year in revenue you can see that **the actual benefit to the economy is closer to \$30 million from us alone!**

Our community can be found on the CBVA(Commercial Bear Viewing Association) website and it has good info. Contact Phil Bergman in my office about Peter Swain's thesis and we are happy to help in any way we can.

Tell me more about what you do. We can always work together to drive market.

Regards

Dean Wyatt

President/Owner

Knight Inlet Grizzly Tours Ltd.

Db a Knight Inlet Lodge

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Heritage Attracts Travelers Who Spend Money in Oregon Communities



Cultural and heritage experiences are important factors in attracting travelers to visit Oregon. Once here, these cultural heritage travelers spend nearly 60 percent more than the national average for cultural heritage travelers.

Those are two of the findings in an October 2012 study of cultural heritage travelers organized by the Oregon Heritage Commission. The Oregon Cultural Trust provided funds for the study, while Travel Oregon provided technical assistance.

"Cultural and heritage organizations have believed for many years that their work was important for their communities and for the tourism industry," says Kyle Jansson, coordinator of the Oregon Heritage Commission. "This study proves that cultural heritage travelers spend hundreds of dollars for lodging, restaurants, transportation and other services, and that means jobs for Oregonians."

The study, conducted by Mandala Research LLC, showed that Oregon's cultural heritage travelers spend nearly 60 percent more per person than they do nationally. These travelers contributed an estimated \$19.6 billion to the state economy on their most recent trip to the state, according to the study's findings.

A cultural traveler is defined as "a person who travels to experience the places, people, activities and things that authentically represent the past and present, including cultural, historic and natural resources." This means they visit historic sites, arts venues, state and national parks, ocean beaches and other places also enjoyed by Oregonians.

A far higher percentage of Oregon travelers than those elsewhere said cultural heritage activities were important to their destination choice. They like to engage in a range of activities, including partaking in regional foods and wines, appreciating the authenticity of what Oregon has to offer. The report concludes the importance for Oregon to capture the past sense of place, and to weave this iconic place into the present and future.

\$1.9 billion	Amount of dollars spent by heritage travelers on their most recent visit to Oregon
83%	Percentage of leisure travelers in Oregon who consider themselves culture and heritage travelers
\$47.5 million	Number of people who are cultural and heritage travelers within Oregon and its feeder markets
\$1,618	Average dollars spent by a cultural heritage traveler on a leisure trip to Oregon. This is nearly 60% higher than the amount spent nationally
45%	Percentage of Oregonians who spend more on cultural heritage activities while they are visiting
39%	Percentage of travelers willing to pay more for lodging that reflects the cultural and heritage destination they are visiting
1,200	Number of cultural heritage organizations in Oregon