



Announcing the BC Mountain Bike Tourism Symposium

October 25-28, 2008 at Talking Rock Resort, Chase, BC

Presented by:

- *Western Canada Mountain Bike Tourism Association (MBTA)*
- *BC Ministry of Tourism, Culture and the Arts*
- *Thompson Rivers University*

Hosted by:

- *Shuswap Trail Alliance, Tourism Shuswap and partners*

British Columbia has become synonymous with mountain biking and offers a full spectrum of experiences to satisfy this emerging tourism sector. Adventure tourism operators, community leaders, land managers, park planners, bicycle industry representatives and trail advocates will gather October 26-28, 2008 at the Talking Rock Resort near Chase (approximately 1 hour east of Kamloops on Highway 1) to discuss topics and opportunities associated with mountain bike tourism. The focus will be on BC, but will include lessons learned from other jurisdictions. Topics include market research, economic impact, liability and risk management as well as developing bike friendly communities and services, partnerships and funding for trails, mountain biking tourism business opportunities and marketing community based mountain biking experiences.

The symposium will feature new announcements for Provincial Trails Strategy initiatives by the Ministry of Tourism, Culture, and the Arts and the launch of the new Community Based Mountain Bike Tourism Handbook published under Tourism BC's Business Essentials program. The Shuswap Trail Alliance will be conducting a pre-symposium trail development workshop on the 25th and 26th open to symposium participants or those simply interested in all aspects of recreation trail development. There will also be plenty of opportunities to ride the amazing mountain bike trails located in the area with the opening day featuring rides with Kamloops Bike Camps and Tours.

Cost for the symposium will be \$175 per person and includes breakfast and lunch daily (dinner and lodging not included). Room reservations at the Talking Rock Resort can be made by calling toll free 1-877-663-4303.

Information and details on how to register are available through the Western Canada Mountain Bike Tourism Association (MBTA)'s web site at www.mbta.ca Information on the Shuswap Trail Alliance, Trail Development Workshop on October 25th and 26th can be found at www.shuswaptrailalliance.com

For inquiries on how to become involved or to submit a proposal on making a presentation, please email info@mbta.ca



BRITISH
COLUMBIA



THOMPSON RIVERS
UNIVERSITY
KAMLOOPS, BC

