



February 5, 2010; Vancouver, BC

**New BC Mountain Bike Tourism Sector Marketing Plan soon to be released.**

To all BC Mountain Bike Tourism Stakeholders,

Over the past year feedback has been collected from mountain biking stakeholders across the province through a series of regional meetings to develop a new province-wide marketing strategy for mountain bike tourism through partnership with Tourism British Columbia's Experiences BC® program. An advisory committee comprised of key stakeholders representing all regions has been working with the information gathered earlier from the broader sector and will be releasing the final marketing plan by mid March 2010.

The plan will set in motion an extraordinary opportunity for BC communities, resorts and tourism operators to come together with a common vision and message, ***"to have BC recognized as the most diverse mountain biking destination in the world."***

We believe the timing could not be better. First, the attention on BC for the 2010 Winter Olympics provides an international showcase of our amazing natural environment and will draw unprecedented interest in BC's outdoor adventure tourism opportunities. Second, the Provincial Trails Strategy, lead by the Ministry of Tourism, Culture and the Arts continues to make great progress in establishing a world class trail network in BC which will provide further opportunities and benefits for communities and mountain biking tourism. And third, there are many jurisdictions elsewhere that have successfully capitalized on mountain bike tourism; we believe BC has what it takes to be the next big thing in mountain bike tourism!

The plan is very dynamic and will include a number of ways in which stakeholders can participate in marketing tactics. The plan is also progressive and will lay out a governance strategy to ensure momentum continues in the years ahead based on broad sector participation and representation.

On behalf of everyone who has contributed to the completion of the marketing plan, we encourage you to review the plan as soon as you receive it (mid March 2010) and consider how you or your organization can help support and participate in marketing BC's diverse mountain biking experiences to the world.

In the meantime, if you have any questions or comments, please reply to [info@mbta.ca](mailto:info@mbta.ca)

Thank you very much!