



## BC's Mountain Bike Sector Expands Tourism Opportunities through Experiences BC® Program

**Vancouver, BC, May 10, 2009** – Tourism British Columbia is pleased to announce the development of a new partnership with the Western Canada Mountain Bike Tourism Association (MBTA) aimed at engaging BC's Mountain Bike sector stakeholders in Tourism British Columbia's **Experiences BC®** sector development program.

The **Experiences BC®** program is designed to assist tourism product sectors in the development of an overall sector tourism marketing plan that is province-wide in scope. Tourism BC, working in partnership with a variety of key mountain bike sector stakeholders, including regional & city destination marketing organizations, commercial operators, resort operators, trail groups and government agencies will all work together on several initiatives to create further awareness of British Columbia as a destination of choice for mountain biking. "The MBTA is pleased to see this support from Tourism BC for the mountain biking tourism sector," said Martin Littlejohn, Director, Western Canada Mountain Bike Tourism Association. "British Columbia has a tremendous opportunity to build onto its reputation for adventure tourism and its long standing mountain biking culture. BC's diverse landscapes and high standards for trail development have the potential for world-class mountain biking experiences that are unmatched anywhere on the planet."

Initial meetings will be held in each of the province's six tourism regions. These meetings will be administered by a Tourism BC appointed facilitator and are intended to bring mountain bike and tourism stakeholders together to collect information and explore the fundamental issues involved in building a provincial sector development tourism marketing strategy.

From these meetings, representatives from each of BC's six tourism regions will be identified and invited to participate in a provincial working committee. The goal of the committee will be to develop and implement a comprehensive provincial mountain bike tourism marketing strategy that will work to enhance product utilization, increase incremental tourism revenues and promote integrated marketing.

Tourism British Columbia is a Crown corporation that operates under an industry-led board of directors and is responsible for marketing the **Super, Natural British Columbia®** brand to the world. To access comprehensive information about the business of tourism in British Columbia and Tourism British Columbia's programs, visit [www.tourismbc.com](http://www.tourismbc.com).

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