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## Press Release –

### **Successful BC Mountain Bike Tourism Symposium**

*Over 100 participants from across BC gathered to discuss BC's potential for becoming a world class mountain biking destination.*

Vancouver, BC, October 30, 2008: The Western Canada Mountain Bike Tourism Association (MBTA) in cooperation with the BC Ministry of Tourism, Culture, and the Arts and Thompson Rivers University held the BC Mountain Bike Tourism Symposium at Talking Rock Resort (Chase, BC) October 26-28, 2008. British Columbia has gained much attention worldwide for its significant role in mountain biking. Industry experts and key stakeholders shared vital information on how to capitalize on the province's mountain biking reputation, diverse landscapes and enthusiastic communities to make BC a world class mountain biking destination.

The Symposium was geared towards British Columbia community leaders, land managers, park planners, destination marketing organizations and adventure tourism operators. Over 15 workshops and sessions covered topics ranging from sustainable trail development to how to market this emerging tourism product.

"Initial feedback from delegates about the symposium has been very positive and consensus is building toward the creation of a working group to develop a province-wide marketing plan to make BC one of the world's top mountain biking destinations", said Martin Littlejohn, Director, MBTA.

The Ministry of Tourism, Culture and the Arts Provincial Trail Strategy was presented to delegates as part of the Symposium. The Strategy outlines the importance of properly managed trails to communities and a policy framework for developing authorized mountain bike trails on crown land. Delegates also received the recently published Mountain Bike Tourism Business Essentials Guide. The guide, funded by Tourism BC, outlines a process for communities wishing to develop market ready mountain bike tourism experiences. The symposium was preceded by a Trails development workshop put on by the Shuswap Trail Alliance and led by the International Mountain Bicycling Association (IMBA) Canada.

The organizing committee would like to thank the following organizations for their tremendous support:

- Columbia Shuswap Regional District
- Shuswap Tourism
- Little Shuswap Indian Band
- Venture Kamloops

- IMBA Canada
- Ryders Eyewear
- Watson Gloves
- Tourism Rossland
- Trailpeak.com
- Lighthouse Brewing Company
- Bike Parks BC
- Whistler Mountain Bike Park
- RJH Production Group

For more information visit the Western Canada Mountain Bike Tourism Association website at [www.mbta.ca](http://www.mbta.ca) or email [info@mbta.ca](mailto:info@mbta.ca)