

## BC Mountain Bike Tourism Symposium – Preliminary Schedule

October 26, 2008 Sunday		October 27, 2008 Monday		October 28, 2008 Tuesday	
time		time		time	
8:00		7:30	Delegate registration	7:30	Delegate registration
8:00		8:00	Breakfast & Keynote <b>Mitchell Scott</b>	8:00	Breakfast & Keynote
9:00		9:30	General Session: <b>Becoming a MTB Destination/Current Status of MTB in BC</b>	9:30	General Session: <b>Partnerships and Funding for Trails</b>
10:00	<b>Trail Development Workshop - Overview</b>	10:30	Coffee break	10:30	Coffee break
11:00	Symposium delegates may come early and see the results of the trail development workshop. Meet at entrance to resort lobby at 10am Note: Full workshop begins Saturday – for details go to <a href="http://www.shuswaptrailalliance.com">www.shuswaptrailalliance.com</a>	11:00	General Session: <b>BC's MTB Diversity</b>	11:00	Concurrent Sessions: A. <b>Bike Friendly Communities and Services</b> B. <b>Follow your Passion - Business Opportunities in Mountain Bike Tourism</b>
12:00		12:00	Lunch plus General Session: <b>Building the Foundation for a World-Class Trail System</b>	12:00	Lunch plus General Session: <b>Working Effectively with Aboriginal Peoples - Land use for Trails, Tourism and Recreation</b>
13:00		13:30	Concurrent Sessions: A. <b>Liability and Risk Management</b> B. <b>Elements of Writing a Great Trail Contract</b>	13:30	General Session: <b>Sector Development in BC - Challenges and Opportunities for Mountain Biking</b>
14:00	<b>Guided Rides</b> Bring your bike and join in on a spectacular ride with Kamloops Bike Camp and Tours (open to all symposium delegates)	14:30	Coffee break	14:30	Coffee break
15:00		14:45	Concurrent Sessions: A. <b>Bike Parks</b> B. <b>Economic Impact of Mountain Biking</b>	14:45	General Session: <b>Gaining Consensus on the Road to Destination Marketing</b>
16:00		16:00	Guided Rides	15:45	<b>Closing Remarks</b>
17:00		17:00		16:00	
18:00		18:00		18:00	
19:00	<b>Welcome Reception and Delegate Registration</b> Hosted by Shuswap Trail Alliance and Shuswap Tourism	19:00		19:00	
20:00		20:00	<b>Movie Night</b> Featuring productions by Ryan Leech and Bjorn Enga With added social networking events	20:00	
21:00		21:00		21:00	

## Speakers List:

(alphabetical)

Blair Baldwin – Pinnacle Consulting

Radek Burkat - PinkBike

Michele Carr – Ministry of Tourism, Culture and the Arts

Cameron Fulton - Valhalla Trails Ltd

Donna Green – Mountain Bike Tourism Association

Ken Hammel – Sun Peaks Resort

John Hawkings – Ministry of Tourism, Culture and the Arts

Rob Hood – Thompson Rivers University

Jay Hoots – Professional rider and skills park developer

Bob Joseph - Indigenous Corporate Training Inc

Danielle Kristmanson - Origin Design & Communications

Grant Lamont – Whistler Bike Guide/Cheakamus Challenge

Richard Lewis – Tourism British Columbia

Martin Littlejohn – Mountain Bike Tourism Association

Allison MacDonald – Squamish Lillooet Regional District

Bill Marshall – Ministry of Tourism, Culture and the Arts

Phil McIntyre-Paul – Shuswap Trail Alliance

Dean Payne – BC Bike Race

Jordan Petrovics – Kicking Horse Resort

Tom Prochazka – Whistler Gravity Logic

Frank Savage - Resort Municipality of Whistler

Mark Schmidt – IMBA Canada

Mitchell Scott – Adventure travel writer

Johnny Smoke – Bush Pilot Mountain Biking Tours

Stewart Spooner – Rossland/Seven Summits Trail

Gilles Valade – Thompson Rivers University

## Session Topics:

### Becoming a Mountain Biking Destination

To kick things off we will introduce a newly created handbook to help communities gauge if they have what it takes to become a mountain biking destination. The handbook is packed full of case examples from BC and elsewhere. It offers a step by step approach to becoming a mountain bike destination and will act as a map to guide through the following 2 days of sessions. This is your chance to receive your very own limited edition printed copy!

*Presenters:*

*Martin Littlejohn – Mountain Bike Tourism Association*

### Current Status of Mountain Biking in BC

We will ask experts to answer key questions about what's happening in BC in terms of tourism, support for trails, and current mountain bike industry dynamics.

*Presenters:*

*Robert Hood – Thompson Rivers University*

*Mark Schmidt – IMBA Canada*

*Jay Hoot – Hoots Inc*

### BC's Mountain Biking Diversity

BC's diverse landscapes represent diverse experiences and exciting opportunities in mountain biking. Major product areas for BC's mountain bike sector will be discussed with insights shared by key stakeholders in the industry.

*Presenters:*

*Lift-access resorts: Jordan Petrovics – Kicking Horse Resort*

*Community-based trail networks: Stewart Spooner – Kootenay Columbia Trails Society*

*Outdoor tourism operators: Johnny Smoke – Bush Pilot Mountain Biking Tours*

### Building the Foundation for a World-Class Trail System

The Ministry of Tourism, Culture and the Arts, Recreation Sites and Trails Branch has been working on a number of initiatives that will provide a foundation for a sustainable, world-renowned network of trails, accessible to all, which foster benefits for trail users, communities and the Province. The Strategy outlines key actions and recommendations that will form the basis for developing a lasting trails legacy in BC. Additionally, a summary and update on the Mountain Bike Trails policy and other related initiatives that support trail based tourism development will also be presented.

*Presenters:*

*Bill Marshall – Ministry of Tourism, Culture and the Arts*

*John Hawkings – Ministry of Tourism, Culture and the Arts*

## **Economic Impact of Mountain Biking**

It has been 2 years since the Sea to Sky Mountain Bike Economic Impact Study was conducted, has it changed anything? The results of the study will be revisited with some anecdotal evidence of changes that have occurred since 2006. How can other communities and stakeholders benefit from the results?

*Presenters:*

*Donna Green – Mountain Bike Tourism Association*

*Martin Littlejohn – Mountain Bike Tourism Association*

## **The Importance of Bike Parks**

Bike parks offer a controlled environment in which the participants can improve and test their skills. We will examine the importance of bike parks in the tourism mix for both communities and resorts.

*Presenters:*

*Jay Hoots – Professional rider and skills park developer/Hoots Inc*

*Tom Prochazka – Whistler Gravity Logic*

## **Liability and Risk Management**

Listen to no nonsense advice from experts in the insurance and risk management fields. Learn how to overcome significant risk management challenges while improving your ability to deliver the experiences that both local mountain bikers and visitors are seeking.

*Presenters:*

*Gilles Valade – Thompson Rivers University*

*Ken Hammel – Sun Peaks Resort Corporation*

## **Elements of a Great Trail Contract**

This session will explore three different types of trail contracts and their specific elements. The session will explain how a great trail contract will attract qualified respondents, how it solicits accurate price estimates, and how they protect the client and the contractor after the contract has been awarded.

*Presenter:*

*Cameron Fulton - Valhalla Trails Ltd*

## **Partnerships and Funding for Trails**

Representatives of major trail initiatives will outline the scope of their projects and the support and vision behind them. Learn from their experience as they explain their approach to partnerships and how to gain access to funding.

*Presenters:*

*Blair Baldwin – Pinnacle Consulting*

*Phil McIntyre-Paul – Shuswap Trail Alliance*

*Allison MacDonald – Squamish Lillooet Regional District*

## **Bike Friendly Communities and Services**

What does it take to become a bike friendly community? Learn about the costs and the benefits from one of BC's foremost bike friendly communities, Whistler, BC. Find out how the community and businesses are meeting the needs of both local and visiting cyclists.

*Presenters:*

*Frank Savage – Resort Municipality of Whistler*

*Grant Lamont – Whistler Bike Guide / Cheakamus Challenge*

## **Follow your Passion - Business Opportunities in Mountain Bike Tourism**

What experiences do their clients seek and what do they look for in a destination? Some of BC's pioneers in commercial mountain bike tourism will share insights about their experience and what is needed to expand and enhance BC's product offering.

*Presenters:*

*Dean Payne – BC Bike Race*

*Johnny Smoke – Bush Pilot Mountain Biking Tours*

*Radek Burkat – PinkBike.com*

## **Working Effectively with Aboriginal Peoples; Land use for Trails, Tourism and Recreation**

At this session participants will have an opportunity to explore a range of potential issues associated with land use, Aboriginal rights, intercultural communications, tourism and mountain biking. Participants will also be offered practical hints, tips, and best practice suggestions for the development of mutually beneficial relations with Aboriginal Peoples in tourism and mountain biking.

*Presenter:*

*Bob Joseph - Indigenous Corporate Training Inc*

## **Sector Development in BC - Challenges and Opportunities for Mountain Biking**

Representatives from the Ministry of Tourism, Culture and the Arts and Tourism BC will outline programs and initiatives that increase market awareness and bring more visitors to your community.

*Presenters:*

*Michele Carr – Ministry of Tourism, Culture and the Arts*

*Richard Lewis – Tourism British Columbia*

## **Gaining Consensus on the Road to Destination Marketing**

As demand for experiential tourism grows, adventure-oriented destinations are receiving a leg up on their travel competitors. Mountain biking, like so many of its action sport predecessors is poised at the tipping point for broader-based appeal, and British Columbia, with its deep mountain bike roots, is ground zero. The key to penetrating destination markets, building awareness and driving tourism is

threefold: "co-opetition" - collaboration among competitors, compelling brand messages, and continuity in marketing. This session, lead by Danielle Kristmanson, the president and creative director of Origin Design & Communications, one of Canada's leading mountain sports and tourism marketing agencies, will explore the opportunities for brand building in BC's mountain bike community and strategies for marketing the brand to the world.

*Presenter:*

*Danielle Kristmanson - Origin Design & Communications*