

Tourism Business Opportunities in Tumbler Ridge, BC

The District of Tumbler Ridge is located in an extremely beautiful and accessible wilderness area in Northeastern BC with an abundance of trail systems, lakes and rivers, spectacular views, and other natural assets conducive to tourism. The community is strategically located at the junctions of Highways 29 and 52, only a 1.25 hour drive from Mile Zero of the Alaska Highway at Dawson Creek and less than one hour from Highway 97 at Chetwynd, providing direct highway accessibility to Prince George and Southern BC.

Local natural environment attractions and features are primarily hiking trails which have been developed by the Wolverine Nordic Mountain Society with the support of volunteers and the District. The extensive system of trails, waterfalls, provincial parks and other natural features of the region are ideal for all forms of outdoor adventure and recreation activities and would be well-suited to commercial front-country and back-country recreation operations.

Based on Tumbler Ridge's established recreational infrastructure and natural assets, there are a wide variety of opportunities for commercial outdoor adventure/recreation and ecotourism operations.

These include:

- Guided hiking and backpacking tours and expeditions (day and multi-day), making use of the region's extensive trails systems (currently there are 37 developed trails in the immediate area);
- Guided day and multi-day trail rides by horseback into the backcountry;
- River rafting, kayaking, canoeing, river boating and jet boating day tours and excursions and multi-day expeditions;
- Nature and wildlife-viewing excursions and photography (including large mammal species, such as grizzly bears);
- Birding excursions (species from the western and eastern sides of the Rockies converge in the Tumbler Ridge area);
- Mountaineering and orienteering trips;
- Alpine wildflower photography;
- Mountain biking excursions and heli-hiking expeditions;
- Cross-country skiing (front country and backcountry ski touring);
- Snowmobile and dog-sledding day tours and multi-day expeditions;
- Snowshoeing excursions and possible heli-skiing, and;
- Ice climbing (due to the multitude of waterfalls)

Other tourism-based business opportunities include:

Backcountry Adventure/Ecotourism Lodge - These would be small-scale facilities accommodating 10-20 persons in rustic lodge and cabin-type accommodation. They should be geared to soft adventure ecotourism experiences

by providing comforts such as ensuite bathrooms and on-site dining facilities. These could be developed in several locations throughout the region, particularly in proximity to major natural attractions and features such as trail systems, provincial parks and waterfalls. Such facilities could be developed hand-in-hand with commercial backcountry recreation operations that would cater to a similar market.

Additional roofed accommodation facilities within community

These should include smaller-scale accommodations such as:

- **Additional small full-service inns (10-20 rooms/units).** Specifically the design of such inns would benefit from a being themed to the locale, featuring use of natural materials such as wood and stone and a contemporary or traditional design that fits into the mountain community setting. All guest rooms should have en suite bathrooms and there should be a small restaurant on the premises that would at least provide meals for in-house guests, and possibly also be open to the general public. A meeting/gathering space on the premises could be a useful additional amenity, along with some type of recreational feature such as a small fitness room, hot tub, or sauna.
- **Additional bed and breakfast operations.** Bed and breakfasts are an ideal way of expanding the accommodations base when needed, particularly during the peak summer tourist season when there is a shortage of accommodations.
- Visitors in the snowmobile and ATV markets have also requested accommodations that possess secure parking and storage.

Please contact the **Community Development Office** for more information, including:

- Market trends (local and regional visitation)
- Tourism resource inventory (infrastructure and attractions)

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