



2025–2027 REGENERATIVE TOURISM ACTION PLAN

TOURISM CANMORE KANANASKIS



KEEPERS OF THE PEAKS

Tourism Canmore Kananaskis

2025-2027 Regenerative Tourism Action Plan



LAND ACKNOWLEDGEMENT

In the spirit of respect, reciprocity and truth, we honour and acknowledge the Canmore area, known as “Chuwapchipchiyan Kudi Bi” (translated in Stoney Nakoda as “shooting at the willows”) and the traditional Treaty 7 territory and oral practices of the Îyârhe Nakoda (Stoney Nakoda)—comprised of the Bearspaw, Chiniki, and Goodstoney—as well as the Tsuut’ina First Nation and the Blackfoot Confederacy comprised of the Siksika, Piikani, Kainai. We acknowledge that this land is also home to the Rocky View Métis District within the Battle River Territory. We acknowledge all Nations who live, work, play and steward this land, and honour and celebrate this territory.

TABLE OF CONTENTS

2	Message from the CEO and Board Chair
4	Introduction
6	Indigenous Knowledge Sharing Strengthens Strategy
7	Where Are We Today?
8	On the Trail to Regenerative Tourism
9	Strategic Pathways
10	Pathway 1: Decarbonize
11	Pathway 2: Advance Truth and Reconciliation
12	Pathway 3: Nurture Business and Community
14	Pathway 4: Protect and Restore Nature
15	Pathway 5: Inspire Through Storytelling
16	Coming Together to Drive the Triple Bottom Line
17	Creating an Ecosystem of Support
19	Making Sustainable Change Together
20	Tracking Progress, Measuring Impact
21	Acknowledgements

BUILDING A LEGACY OF REGENERATION



A Message from Our CEO & Board Chair

In Canmore and Kananaskis we are not just in the mountains; we are WITH the mountains. The mountains are everything here. They shape not just our landscape, but the very soul of Canmore and Kananaskis. What makes this place transformative is how our natural environment speaks to the human spirit.

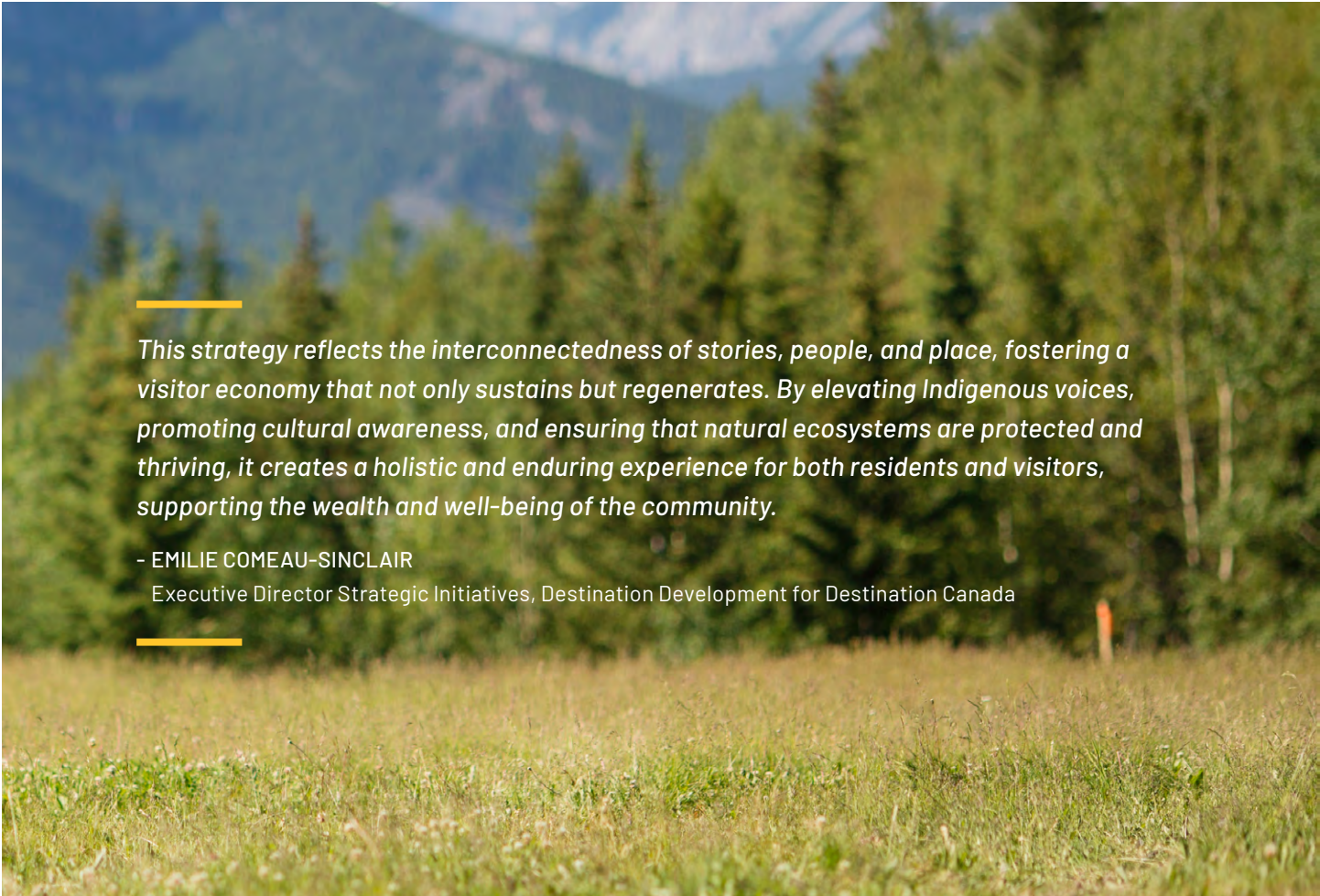
Each moment here carries its own magic: the morning light dancing across the Three Sisters, the golden tribute of larch trees in autumn, the triumph of reaching a summit above Spray Lakes in high summer, or the pristine silence of frost-kissed spruce trees during a cross-country ski. While these might seem like everyday scenes to those of us fortunate enough to call this place home, they never lose their power to move us. Even after countless sunrises over the Bow River, that view still stops us in our tracks and reminds us why we are here.

As acknowledged in the Town of Canmore's 2021 Regenerative Tourism Framework, we are all visitors here in the Bow Valley—whether for a weekend or

a lifetime. This place we are privileged to share will be passed down to future generations. It is our responsibility to protect these ecosystems that make Canmore and Kananaskis truly exceptional and the must-see destination that it is.

Our visitor economy and natural environment exist in harmony. The health of our local ecosystems enables us to offer transformative experiences, while sustainable tourism supports our community's wellbeing. We are in a reciprocal relationship with our environment. Nature is our foundation—without it, we could not provide the astonishing adventures that bring people back year after year. In turn, we must be steadfast stewards of our local ecosystems.

In 2024, the Rocky Mountains generated nearly 50 per cent of international visitor revenue in Alberta.¹ As the Province of Alberta aims to double the size of the visitor economy by 2035, Tourism Canmore Kananaskis (TCK) recognizes our opportunity to help



This strategy reflects the interconnectedness of stories, people, and place, fostering a visitor economy that not only sustains but regenerates. By elevating Indigenous voices, promoting cultural awareness, and ensuring that natural ecosystems are protected and thriving, it creates a holistic and enduring experience for both residents and visitors, supporting the wealth and well-being of the community.

- EMILIE COMEAU-SINCLAIR

Executive Director Strategic Initiatives, Destination Development for Destination Canada

drive this growth through business development and marketing strategies. We also understand that increased access will impact our natural environment.

Implementing this Regenerative Tourism Action Plan over the next two years is an important step towards the 10-year vision outlined in the 2019 Community Tourism Strategic Plan. By 2029, our goal is to be seen as a leader in sustainable tourism development, fully engaging visitors in our regenerative values and practices.

Ongoing funding and community collaboration will be the driving forces that enable us to make lasting change. To put this plan in motion and continuously improve sustainable practices, TCK is committed to advocating for funding to invest in the businesses, infrastructure, and communications strategies that form the bedrock of a regenerative visitor economy. To achieve our goals, all members of the community and those involved in the visitor economy must work together as a cohesive unit with a shared

commitment to the triple bottom line of people, planet, and profit.

We are proud to share this plan with everyone in our community. These mountains, waterways, plants, and animals will endure far beyond us. We've created this plan to ensure future generations can experience the inspiring majesty of Canmore and Kananaskis.

We hope you will join our regenerative tourism movement.

Sincerely,

Jen Marran
Board Chair
Tourism Canmore
Kananaskis

Rachel Ludwig
CEO
Tourism Canmore
Kananaskis

1. Canmore, Banff, Kananaskis key contributors to \$25 billion tourism goal. Jessica Lee. February 25, 2024. St. Albert Gazette.



WELCOME TO THE REGENERATIVE TOURISM ACTION PLAN

The 2025–2027 Tourism Canmore Kananaskis Regenerative Tourism Action Plan presents the steps we will take over the next two years to establish our region as a leader in sustainable tourism. It outlines practices that will drive the growth of our visitor economy while benefiting the people in our communities and the natural ecosystems that surround us—the triple bottom line.

What is Regenerative Tourism?

In its report, *A Regenerative Approach to Tourism in Canada*, Destination Canada defines regeneration as the natural world's inherent ability to continuously renew its vitality and self-heal. All living beings and ecosystems can regenerate and have organic cycles of renewal, keeping them healthy and thriving for years, centuries and even millennia.

A regenerative approach recognizes that humans are interwoven with nature. This means that not only do our actions impact the environment's ability to regenerate, but that our own systems of organization should be shaped by cycles of regeneration in order to function well. The idea

that humans are not only a part of nature, but that they are nature is not new. Many Indigenous cultures built their societies around this perspective and, for modern Indigenous communities, it's a worldview that still underpins their ways of life.

A regenerative tourism industry focuses on enabling renewal in the ecosystems and communities that it touches. In turn, this renewal process helps visitor economies maintain their growth over a long period of time because the resources and community health that the economy depends on are regenerated instead of being depleted.



Our Focus

As the Destination Management Organization for Canmore and Kananaskis, TCK is primarily responsible for improving scores across the Supplier and Destination Management categories. This strategy outlines the path forward as we tackle the opportunities uncovered by the GDS-Index assessment.

INITIATING THE REGENERATIVE CYCLE

Our Vision for Regenerative Tourism

As tourism in the province expands and we welcome more full-time residents to our community, regeneration is key for supporting the people who come here to enjoy all our local ecosystems have to offer today, and in the future.

Like the changing seasons, regeneration is a continuous cycle. We've developed this Regenerative Tourism Action Plan to begin the regenerative process in our visitor economy. Our vision is to create a visitor economy that doesn't simply limit negative environmental impacts, but actively increases positive outcomes for the planet and for the community. In this regenerative visitor economy, guests can play a role in supporting the biodiversity of our region while learning how to respect the land wherever they call home.

Regenerative tourism also elevates Indigenous voices and experiences, essential for progress on Truth and Reconciliation. Our regenerative tourism approach will facilitate more meaningful conversations with Indigenous business owners and community members to ensure that their voice is heard when it comes to shaping the visitor economy here in Canmore and Kananaskis.

Building Our Regenerative Tourism Action Plan

The Regenerative Tourism Action Plan was informed by the Town of Canmore's Regenerative Tourism Framework. To build on the plan and provide a baseline for our goals, we engaged Global Destination Sustainability Movement (GDS-Movement) to assess our communities using the Global Destination Sustainability Index (GDS-Index), which is directly tied to the United Nations Sustainable Development Goals (UN SDG) for 2030.

With recommendations based on Canmore's GDS-Index rankings in hand, we created the Regenerative Tourism Advisory Taskforce, entirely made up of community members, experts in regenerative tourism and industry representatives, to give feedback and guidance. The result of that work is the Regenerative Tourism Action Plan you're reading right now.



INDIGENOUS KNOWLEDGE SHARING STRENGTHENS REGENERATIVE STRATEGY

Heather Black, whose ancestral name is O'takii Tsowakii, is a member of the Blood Tribe Kainaiwa Nation. As the entrepreneur behind Buffalo Stone Woman, she offers guided hikes and cultural experiences where she shares her Traditional Knowledge with guests.

Facilitating hiking tours is one of the ways Heather expresses her connection with the land and teaches others about the ways of walking in the world that her ancestors have practiced for thousands of years. "All our Indigenous people throughout Treaty 7 have utilized the mountains, prairies, and the rivers as medicine," Heather says. "The land is where we go to receive our blessings and our teachings. It's where we go to heal ourselves."

Heather believes that the visitor economy in Canmore and Kananaskis can provide a space for her community to showcase their culture, strengthen their connection to the land, and build their businesses. Part of her vision for Reconciliation is that her community receives

greater access to mentorship and business development support to help them seize opportunities for growth in the industry.

Heather also hopes visitor economy businesses will prioritize networking and partnering with Indigenous service providers, artists, and Knowledge Holders across the Treaty 7 Nations to enhance the experiences they offer guests. "It's not just about business," she says, "It's about building friendships with Indigenous tourism operators and entrepreneurs and being in community with them."

Participating in the visitor economy gives Indigenous Tourism guides like Heather the chance to transform guests' relationships with the natural world, increasing adoption of sustainable practices. "On hikes, I share the ways of our people," Heather says. "I have open conversations about creating respectful relationships with the plants and animals. I share how we can harmonize with the land and walk in balance with it."

WHERE ARE WE TODAY?

To establish a baseline for tracking the impact of the Regenerative Tourism Action Plan, we engaged the Global Destination Sustainability Movement to provide a third-party assessment of where we currently stand. The assessment also offered recommendations that guided the development of the strategy.

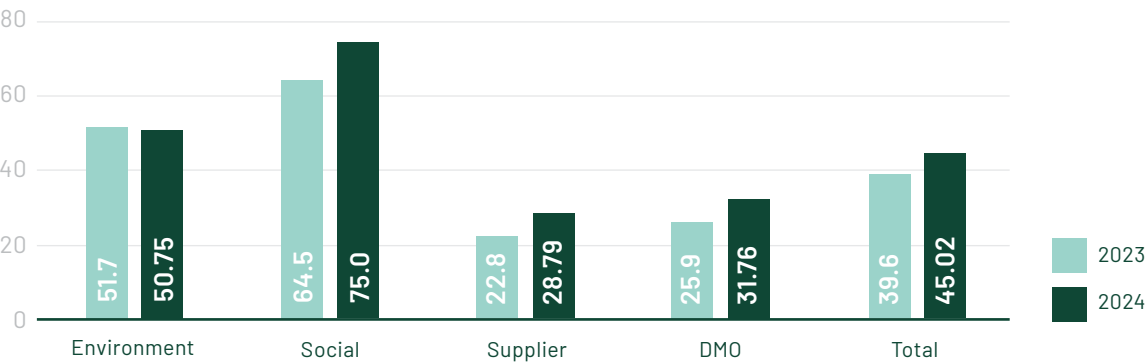
Assessing Our Current Progress

Measurement will be key for accountability and improvement as we work towards establishing Canmore and Kananaskis as a truly regenerative destination. We are using the Global Destination

Sustainability Index (GDS-Index) to assess and track the environmental and social impact and measure the success of the Strategy. The GDS-Index assesses a city's performance in four key areas:

ENVIRONMENTAL PERFORMANCE	SOCIAL PERFORMANCE	SUPPLIER PERFORMANCE	DESTINATION MANAGEMENT
Climate, Energy and Emissions	UN SDGs Alignment	Hotels	Destination Strategy
Circularity and Waste	Corruption	Airports	Governance and Reporting
Water	Personal Safety	Agencies	Policy and Certification
Air Quality	Diversity, Equity, and Inclusion	Restaurants	Capacity Building
Transportation	Health, Safety, and Wellness	Venues	Measurement, Impact
Biodiversity	Accessibility	Attractions	Diversity, Equity, and Inclusion
Alignment with Tourism	Resident Engagement	Academia	Marketing and Communications
	Funding Mechanisms	Tourism and Event Businesses	Mobility
			Climate Action

Canmore and Kananaskis GDS-Index Ranking



ON THE TRAIL TO REGENERATIVE TOURISM

Our Guiding Principles

We believe that we're stronger together. The visitor economy in Canmore and Kananaskis is a kind of ecosystem. Strengthening the visitor economy benefits both residents and business owners in our growing community. Initiatives that enhance the community elevate guest experiences and boost tourism.

Every hotel, restaurant, retail store, and experience-based business relies on one another to create an unforgettable stay for our visitors. The visitor economy also directly impacts residents' everyday lives. It's the locals who bring warmth and colour to the experience of spending time in our town—they're our front-line workers and the friendly faces visitors encounter on the streets and out on the trails.

With this in mind, TCK has integrated a triple bottom line approach to our operations and initiatives, including this Regenerative Tourism Action Plan. The triple bottom line goes beyond prioritizing economic profit to include the impact on people and planet as a part of a holistic picture of our industry's success.

The triple bottom line approach guided the creation of the five strategic Pathways that make up our Regenerative Tourism Action Plan. These Pathways

will enable TCK, our members, our partners, and our community to ensure that the growth of the visitor economy in Canmore and Kananaskis has a positive, generative impact on the people who live and visit the region as well as our local ecosystems and the entire planet.

The Pathways directly address the nine pillars outlined in the Town of Canmore's Regenerative Tourism Framework. Each pathway incorporates multiple pillars to increase impact and strengthen support of the Framework's capstones—the essential elements that maintain the structure of our community—which are climate change and Truth and Reconciliation.

The five Pathways represent high-priority areas where we can make a meaningful change in the short term to lay the foundation for long-term benefits for people, planet and profit in Canmore and Kananaskis.

STRATEGIC PATHWAYS



PATHWAY 1: DECARBONIZE

Key Outcome: Reduce the environmental footprint of Canmore's local businesses and local economy



PATHWAY 2: ADVANCE TRUTH & RECONCILIATION

Key Outcome: Elevate the role of our Indigenous community, their culture and Traditional Knowledge



PATHWAY 3: NURTURE BUSINESS & COMMUNITY

Key Outcome: Enhance year-round profitability, foster collaboration, and strengthen inclusion and diversity



PATHWAY 4: PROTECT & RESTORE NATURE

Key Outcome: Safeguard and recover the region's biodiversity and natural resources for future generations



PATHWAY 5: INSPIRE THROUGH STORYTELLING

Key Outcome: Achieve recognition as a leader in regenerative tourism and set the standard for transformative travel





PATHWAY 1: DECARBONIZE

Reducing the environmental footprint of Canmore's local businesses and visitor economy

OUR GOALS

- 30% reduction in emissions from the visitor economy by 2030
- Establish a net-zero visitor economy by 2050

As we work to increase the number of visitors to Canmore and Kananaskis in line with the province's goal to double tourism, it's critical to limit the environmental impact of hosting more people in our region.

In 2023, the UN reported a new record high for worldwide greenhouse gas (GHG) emissions and stated that we're likely to exceed the global warming limit set in the 2015 Paris Agreement by 2030.² Reducing GHG emissions through decarbonization will enable our community to do its part to reduce global emissions in line with UN goals and help reduce the local impacts of climate-related disasters like flood and fire.

Decarbonization efforts in our visitor economy will support innovation and spur new business opportunities while positioning our region as leaders in sustainability. Offering decarbonized options as part of visitors' travel experiences – such as electric public transportation and facilities powered by renewable energy—will help Canmore and Kananaskis attract guests who are excited to invest their vacation budget in our eco-conscious economy.

Taking Action Over the Next Two Years

TCK is working with the Town of Canmore to align our Regenerative Tourism Action Plan with the Town of Canmore's Climate Emergency Action Plan. Current plans include developing a carbon removal plan, establishing targets for emissions reduction in the visitor economy and building strategies to manage vulnerabilities and climate hazards.

Funding is needed to enable businesses to invest in decarbonization upgrades in their operations. We will work with the Town of Canmore to implement a program to help businesses leverage funding initiatives for climate action and decarbonization.

We will sign up to the Glasgow Declaration on Climate Action in Tourism as a gesture of commitment and accountability to reducing emissions and planning to achieve net zero by 2050.

TCK will collaborate with the Town of Canmore to understand what portion of greenhouse gas emissions the visitor economy is responsible for and develop a baseline measurement we can use to benchmark our progress.

2. Broken Record. United Nations Environment Programme, 2023.

UN SDG ALIGNMENT





PATHWAY 2: ADVANCE TRUTH & RECONCILIATION

Elevating the role of our Indigenous community, their culture and Traditional Knowledge

OUR GOALS

- Double the number of Indigenous-owned experiences by 2027
- Offer annual cultural awareness training with a goal to train 75% of member businesses in Canmore and Kananaskis by 2027

Environmental sustainability is deeply interwoven with the health of our Indigenous communities. We plan to support and strengthen our local Indigenous communities by removing barriers and increasing opportunities for Indigenous-owned businesses in the visitor economy.

Greater participation from Indigenous community members in the Canmore and Kananaskis visitor economy will help ensure that the direction of our initiatives remain in alignment with Truth and Reconciliation efforts. It will also amplify Indigenous voices and Traditional Knowledge, improving our sustainability strategies and decision-making.

To effectively steward Indigenous participation in local tourism, it's critical that the wider tourism community continuously facilitate an inclusive culture in our region. Raising awareness about Indigenous heritage and the present-day lived experiences of Indigenous peoples will help cultivate trust and understanding within our community. This leads to more opportunities for collaboration and partnership, driving growth and resilience in the Canmore and Kananaskis visitor economy.

Taking Action Over the Next Two Years

We are committed to developing close relationships with Indigenous business owners and community members. TCK will leverage the Town of Canmore's existing events around National Indigenous People's Day and National Day for Truth and Reconciliation to facilitate relationship building.

TCK is partnering with Indigenous Tourism Alberta to begin development of an incubator program for Indigenous businesses. We will also partner with Indigenous businesses to support marketing efforts, including co-created campaigns that highlight Indigenous-owned experiences.

We are also partnering with Indigenous Tourism Alberta to sponsor and host Cultural Awareness Training for all TCK members and any businesses operating in the visitor economy in our region.

UN SDG ALIGNMENT





PATHWAY 3: NURTURE BUSINESS & COMMUNITY

Enhancing year-round profitability, fostering collaboration, and strengthening inclusion and diversity

OUR GOALS

Profitability

- Secure additional funding for regenerative tourism strategies by 2026
- 80% of businesses participate in the Regenerative Tourism Training Course
- TCK Mentorship and Support Program supports five businesses by 2026
- Increase high-value shoulder season visitation by 20%

Collaboration

- Develop a Regenerative Tourism Action Plan Working Group or Stewardship Committee
- Increase resident awareness of tourism benefits by 5% by 2027
- Provide opportunities for non-traditional tourism representatives to lead projects for the visitor economy
- Measure community impact

Inclusion and Diversity

- TCK offers annual Diversity, Equity, and Inclusion (DEI) Training to member businesses and 75% of visitor economy businesses have completed DEI Training
- Double the number of adaptive experiences by 2027

Our local businesses and community are the engine of the visitor economy in Canmore and Kananaskis. We believe business success in our region goes hand-in-hand with regenerative tourism. Our objective is to ensure that the visitor economy drives business growth and enhances our local culture and quality of life while preserving the natural areas that make this place so special.

TCK aims to directly support businesses by providing guidance and mentorship through the lens of regenerative tourism.

We will work with businesses to improve their operations in line with our sustainability goals and help them find new opportunities to boost their bottomline. We also plan to launch campaigns to help increase shoulder season travel.

The visitor economy intersects with residents' everyday lives and has an impact on important local issues, such as housing. It's important that residents understand the value of a thriving regenerative visitor economy to ensure their support and engagement around the growth of tourism initiatives.

Finally, we plan to help facilitate DEI training and provide support for businesses to offer more adaptive experiences for individuals with disabilities and diverse access needs, enhancing inclusivity to create more meaningful experiences for more types of visitors.

Taking Action Over the Next Two Years

Our first priority is to secure funding for the work and resources it will take to bring this strategy to life. TCK will work with the Town of Canmore to secure additional funding from the provincial government to kick off Regenerative Tourism Action Plan initiatives. We will continue to advocate for ongoing access to funding for sustainability projects in the visitor economy.

A portion of initial funding will be used to set up a dedicated Tourism Action Plan Working Group or Stewardship Committee to drive and oversee the initiatives outlined in this strategy.

We will liaise with partners in key industry sectors to get buy-in and sign-off on the Regenerative Action Plan that underpins this strategy to ensure alignment on priorities. Additionally, TCK will work to extend collaboration with partners in other municipalities and communities in the province to exchange knowledge, develop programming, and take advantage of cross-promotion opportunities.

In an effort to increase the expertise in regenerative tourism practices in our business community, we will partner with SAIT to enhance the regenerative tourism curriculum and look into collaborating on an internship program. We will make updates to Peaks Academy to provide more education to front-line staff about regenerative tourism and set up a recognition program to incentivize participation.

TCK is working with Travel Alberta to increase engagement with its bi-annual resident survey to increase awareness and support of local tourism. We will also develop our own community engagement plan to gather insights and determine metrics for success around the impact of tourism initiatives.

TCK will increase involvement in the Town of Canmore's housing project priorities and advocate for a tourism-specific plan for housing that continues to support high-value overnight visitors.

We will also work to formalize DEI policies and processes and enable innovation around distinctive experiences that showcase diverse culture, heritage and nature-based attractions.

UN SDG ALIGNMENT





PATHWAY 4: PROTECT & RESTORE NATURE

Safeguarding and recovering the region's biodiversity and natural resources for future generations

OUR GOALS

- Ensure the visitor economy is integrated into Human-Wildlife Coexistence Implementation and Action Plan, and Canmore Trails Strategy
- Effectively gather data and measure success of the Pledge to the Peaks program of member businesses in Canmore and Kananaskis by 2027

Minimizing the environmental impact of tourism is at the heart of our Regenerative Tourism Action Plan. For many visitors to Canmore and Kananaskis, nature is the main event. Preserving the vitality of the natural world in our region is essential for the growth of our visitor economy and the health of our own community.

Both locals and visitors are responsible for supporting the ongoing protection of natural spaces. Our objective is to get more people to commit to acting with respect towards our local ecosystems by increasing awareness around and improving the Pledge to the Peaks Program.

We will partner with our local business and destination operators to further incentivize visitors to give back and invest in projects to rehabilitate ecosystems, reestablish natural habitats, and preserve areas that are culturally and spiritually significant to the Indigenous community.

Taking Action Over the Next Two Years

TCK is working to ensure that visitor economy activities are aligned with the 2024 Human-Wildlife Coexistence Implementation and Action Plan.

TCK will also engage with the Government of Alberta to ensure that our tourism community's voice is heard in discussions about the Canmore Area Trails Strategy and put forth recommendations for key actions that we can support such as improving signage and promotion.

We are working with local partners to get the Pledge to the Peaks in front of more visitors, such as at hotel check-ins, via public signage and through partner websites. TCK will actively track and report the level of engagement through each of these channels for continuous improvement.

UN SDG ALIGNMENT





PATHWAY 5: INSPIRE THROUGH STORYTELLING

Achieving recognition as a leader in regenerative tourism and setting the standard for transformative travel

OUR GOALS

- Increase educational content and marketing about regenerative tourism best practices by 20%
- Receive an award for regenerative tourism marketing and storytelling by 2027

Highlighting our commitment to regenerative tourism in our marketing storytelling will establish Canmore and Kananaskis as desirable destinations for our ideal visitor—curious, eco-conscious travellers looking for immersive, transformative experiences.

We will increase our focus on communicating the value of regenerative tourism and the steps we're taking towards a sustainable visitor economy. This serves a twofold purpose: building a culture of sustainability in our region and compelling visitors to get on board with our values before they arrive, increasing the likelihood that they'll play an active role in our regenerative tourism practices during their stay.

We will work with businesses in the community to create marketing campaigns and garner the attention of global sustainability and regenerative tourism organizations. Our aim is to earn international recognition as a leader in regenerative tourism and transformative travel.

Taking Action

TCK is partnering with the Interpretive Guides Association to run regenerative tourism education programs for local guides. We will also work with locals to collect authentic stories about sustainability to incorporate into guided experiences.

We will roll out a visitor campaign to entice visitors to become a part of our regenerative tourism journey. We'll be implementing education and community programs for visitors and increasing awareness around the Pledge to the Peaks.

UN SDG ALIGNMENT





COMING TOGETHER TO DRIVE THE TRIPLE BOTTOM LINE FOR BUSINESSES AND RESIDENTS

Michelle Earls-Faerden has been running Kananaskis Outfitters for 18 years, providing sports gear rentals and guided excursions for visitors in Kananaskis and the Bow Valley year-round.

As an adventure business owner, Michelle relies on the natural beauty of the Rockies to provide her guests with unforgettable experiences. “We’re in this wonderful location where we’re protected from mining and logging,” she says. “That means I can confidently build offerings knowing the trails I’ll be taking my guests on won’t be clear cut.”

A high priority for Michelle is supporting the ecological diversity and wild landscapes her guests want to immerse themselves in. Michelle sees communication around sustainable practices playing an integral role in ensuring that Kananaskis’ natural beauty continues to shine for generations of visitors to come. “We need more messaging around how to respect natural spaces. Raising awareness about leave no trace practices, including not

littering and staying on designated trails is essential because we’re seeing more inexperienced visitors recreating in the Park,” she says.

Far from being cynical about welcoming more visitors to our region, Michelle is passionate about the positive effects guests have had on her community. “Tourism has elevated the experience of living in Canmore for everyone,” she says. “We have award-winning restaurants and a vibrant arts scene. We also have health specialists like physiotherapists and osteotherapists who may not have otherwise opened a practice in a small town like ours.”

Michelle is committed to sustainability because of the long-term impacts it can have. “I’m willing to invest in regenerative tourism strategies because I want to make sure our children’s children can continue to run adventure businesses and enjoy this beautiful place,” she says. “To make a difference, everyone needs to be on board.”



CREATING AN ECOSYSTEM OF SUPPORT

Strategic Enablers

FUNDING

Taking this strategy and putting it into action requires dedicated investment in both the short- and long-term. TCK is working with the Town of Canmore to develop a case for additional funding from the provincial government to support regenerative tourism. We will work to create a sustainable funding model with the Town of Canmore to continuously enhance sustainability and regenerative tourism efforts.

We will also work with the Town of Canmore to implement a program to help businesses take advantage of funding initiatives for climate action and decarbonization, such as tax incentives for switching to renewable energy.

GOAL: Secure long-term funding for initiatives outlined in this strategy by 2026.

LEADERSHIP

To guide the process of achieving our goals, TCK will create a Regenerative Tourism Action Plan Stewardship Committee. This committee will review our plans and provide input on improvements and next steps. They will also ensure that collaborators

across key sectors and partners sign off on the Regenerative Tourism Action Plan.

GOAL: Establish at least three innovation or development projects facilitated by the Committee and taskforce.

COMMUNITY

The visitor economy impacts the residents of Canmore, and vice versa. We need residents' engagement and input to continue to develop sustainable strategies. We also need residents to work together as a community to advocate for and uphold sustainable and inclusive practices to make our vision for Canmore and Kananaskis a reality.

GOAL: Develop a community education and engagement plan that reaches diverse groups across different communities, areas, and industries. Gather insights and feedback from residents to uncover areas of opportunity and impact.

TRAINING AND MENTORSHIP

As part of our efforts to expand capacity and capability around regenerative tourism in our



community, we will help businesses and individuals increase their knowledge of sustainable practices and the benefits of regenerative tourism. In addition to supporting business owners and operators with guidance around regenerative business strategy, we will also work to better equip front-line workers with sustainability-centred training through the Peaks Academy.

GOAL: Ensure that all businesses in the visitor economy have completed DEI and Cultural Awareness training and mentorship around implementing regenerative tourism business practices.

COLLABORATION

Canmore and Kananaskis are an integral part of the larger visitor economy and the interconnected natural ecosystems here in Alberta and Canada. TCK will work to develop stronger relationships with other destinations and municipalities in the region such as Banff, Jasper, Calgary, and Edmonton. We will leverage these relationships to share

knowledge, develop mutually beneficial solutions, and cross-promote our sustainable marketing communications.

GOAL: Identify partnership opportunities and establish focus areas for collaboration. Integrate interested partners into the Committee taskforce.

EXPERTISE

To ensure the multigenerational success of today's Regenerative Tourism Action Plan, we will work to increase the expertise in our community around sustainable innovation, planning, and ecosystem stewardship. TCK will work with local academic institutions such as the Southern Alberta Institute of Technology (SAIT) to see where there are opportunities to strengthen their curriculum around regenerative tourism programming and research.

GOAL: Develop a regenerative tourism internship program in collaboration with local businesses and SAIT.

MAKING SUSTAINABLE CHANGE TOGETHER

Ways to Get Involved

Become a Tourism Canmore Kananaskis Member

Businesses in the visitor economy including hotels, restaurants, retail shops, and tourist experiences can join TCK to leverage our marketing channels and participate in our business development support initiatives.

Sign up to become a member →

Advocate for Regenerative Tourism Initiatives

Change happens when we work together. You can play a part in transforming Canmore and Kananaskis into one of the world's leading regenerative tourism destinations by engaging in sustainability initiatives and advocating for sustainability to remain a high priority in our community.

Enroll Your Staff in Peaks Academy

Front-line hospitality teams interact directly with visitors every day, providing tips and insights about things to do and see in Canmore and Kananaskis. Peaks Academy helps your staff give better recommendations so that visitors can get the most out of their stay in the mountains.

Enroll in Peaks Academy →

Sign and Promote the Pledge to the Peaks

The Pledge to the Peaks helps increase awareness around ways that residents and visitors can practice sustainability while spending time here in the Bow Valley. Sign the pledge and share it with your staff, guests, and community members.

Sign and share the Pledge to the Peaks →

Get Your Business Certified

Earning a sustainability certification for your hotel, restaurant or experience-based business will help us increase our GDS-Index scores and ensure that you're engaging in sustainable best-practices as you grow your business.

Hotels/Accommodations →

Become Certified →

Tour Operators: GSTC Industry Criteria →

Restaurants: Home – LEAF →

TRACKING PROGRESS, MEASURING IMPACT

This Strategy is based on our Regenerative Tourism Action Plan, the internal working document produced with the help of the Tourism Taskforce. We will use this to guide the projects that our community will undertake over the next 18 to 24 months, and beyond. The Action Plan will be reviewed by our partners and we will establish a Stewardship Committee to lead the actions we've outlined.

Gathering Data

What isn't measured, isn't managed. TCK will work with the Town of Canmore, Travel Alberta, Destination Canada, Indigenous Tourism Alberta, and our regional partners to gather data about the key areas of improvement. We will work to strengthen reporting processes, which include:

- » Generating more engagement with residents to get better feedback about the impact of the visitor economy
- » Breaking out tourism from the Town's GHG measurements to establish a baseline for visitor economy contributions to emissions
- » Conducting a pilot project to measure the ecological footprint of the visitor economy and develop a report on the sustainability of major events in Canmore and Kananaskis
- » Setting up scientific assessments of the impact that growth in the visitor economy has and will have on our climate goals
- » Encourage businesses to purchase renewable energy certificates (RECs) to help prove and track the adoption of renewable energy in the community.

Long-term Outcomes for People, Planet, and Profit

The actions outlined under the five Pathways in this strategy are in line with the UN SDGs for 2030, which aim to build a healthier, safer and more sustainable planet for generations to come. Playing our part in the UN SDGs will help Canmore and Kananaskis increase our GDS-Index, which is simply an indication that we're creating a resilient, cohesive and regenerative visitor economy that both residents and visitors can enjoy.

In Canmore and Kananaskis, the main attractions are nature's beauty, the rich heritage of our Indigenous community, and our genuinely warm and welcoming locals. Focusing on regenerative tourism will help ensure that our visitor economy has a positive impact on the people and the ecology of the Bow Valley that make this place a must-visit destination.

Over the long term, taking action on this Regenerative Tourism Action Plan will establish Canmore and Kananaskis as a mecca for transformative travel and sustainable experiences, ultimately boosting the triple bottom line of people, planet and profit.

SEEING THE FOREST FOR THE TREES

Thank You to the Teams Involved in the Development of This Strategy

Consultants & Advisors

GDS-Movement

ConnectSeven

Regenerative Tourism Advisory Taskforce

Eleanor Miclette

Jaryd Manastyrski

Cameron Spence

Tanya Peacock

Laura Dowling

Jamie McCulloch

Jenny Spurr

Gareth Thomson

Norbert Meier

Caitlin Van Gaal

Mike Hay

Rhonda Frazee

Ian O'Donnell

Michael Roycroft

Melanie Gnyp

David Huggill

Pamela Horne

Heather Black

Rose Foster

Tourism Canmore Kananaskis Team

Rachel Ludwig - CEO

Bruce Marpole - Director of Communications, Marketing, and Business Development

Lindsey Killoran - Business Development Manager

Leia Cathro - Marketing Manager

Virginie Bitterlin - Digital Visitor Services Specialist

Laurie Cantello - Operations Manager

Tourism Canmore Kananaskis Board

Jen Marran, Chair - Director, Communications and Culture, Spring Creek

Andrew Shepherd, Past Chair - General Manager, Malcolm Hotel

Greg Allan, Vice Chair - Assistant General Manager, Stoney Nakoda Resort & Casino

Dave Atkinson - General Manager, Drake Inn

Alexandre Bourque-Labbe, Treasurer - Relationship Manager, Commercial Markets at RBC

Kateri Cowley - Kananaskis Improvement District Councillor, Owner/Operator Rafter 6 Ranch

Laura Dowling - Owner/Operator, Canadian Rockies Experience

Pamela Horne - General Manager, Cornerstone Theatre

Tory Kendal - Managing Agent, Glacier Holdings Ltd.

Chris Kern - General Manager, Lodges of Canmore

Sean Krausert - Mayor, Town of Canmore

Chris McIntosh - GM, Canmore Rocky Mountain Inn

Danielle Spooner - Vice President of Operations, Basecamp Resorts

Richard Stobbe - Partner, Field Law



CANMORE KANANASKIS

TOURISM CANMORE KANANASKIS

P.O. Box 8608

Canmore, Alberta, Canada

T1W 2V3

explorecanmore.ca



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TourismCanmore



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