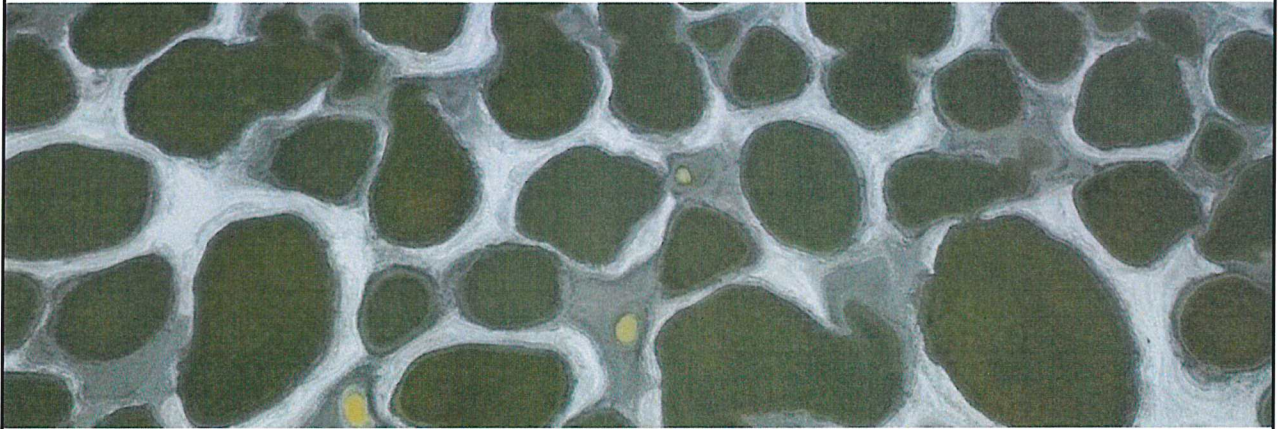
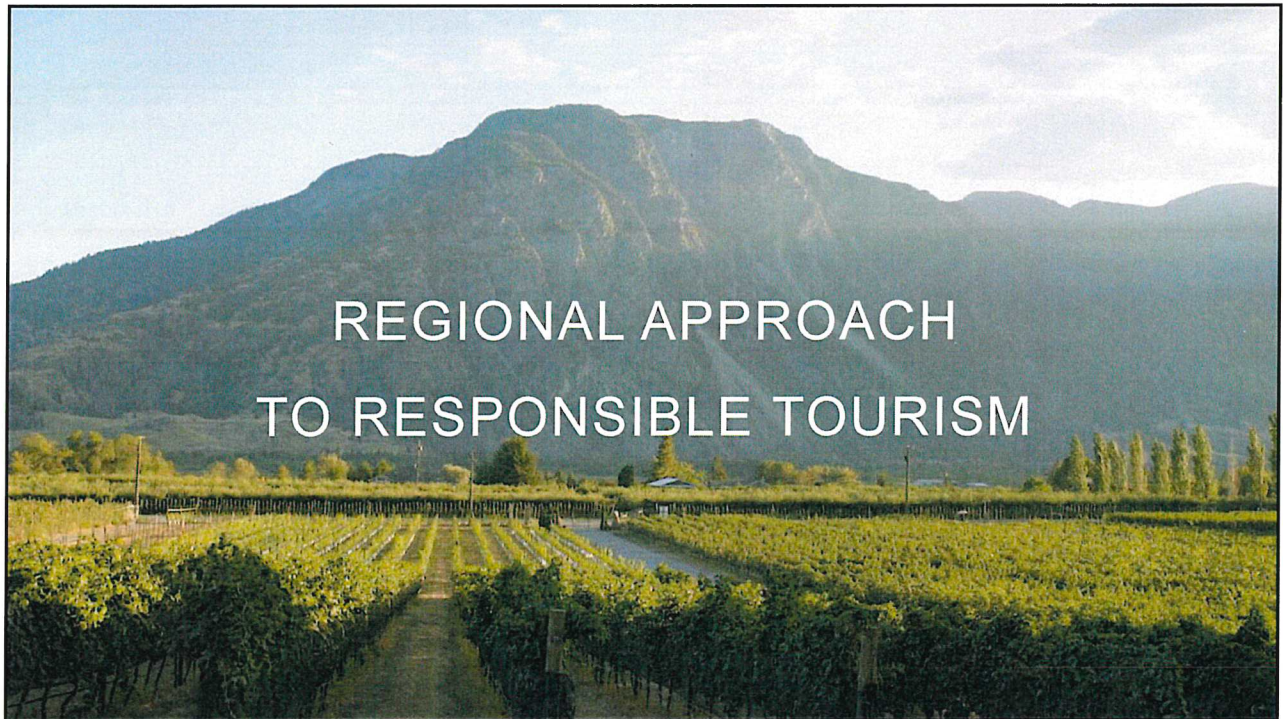


## THOMPSON OKANAGAN BIOSPHERE INITIATIVE



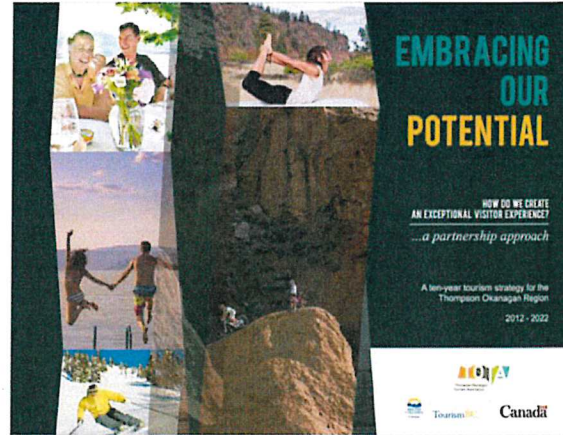
## REGIONAL APPROACH TO RESPONSIBLE TOURISM





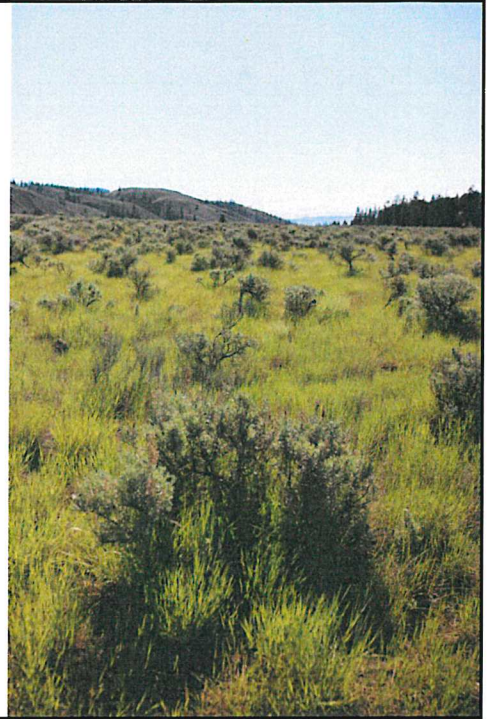
## THE THOMPSON OKANAGAN APPROACH

- Embracing our Potential – 10 year Regional Tourism Strategy
- Unanimous input from stakeholders – Charter of sustainability



WHAT DOES  
BEING A  
'SUSTAINABLE  
DESTINATION'  
MEAN TO US?

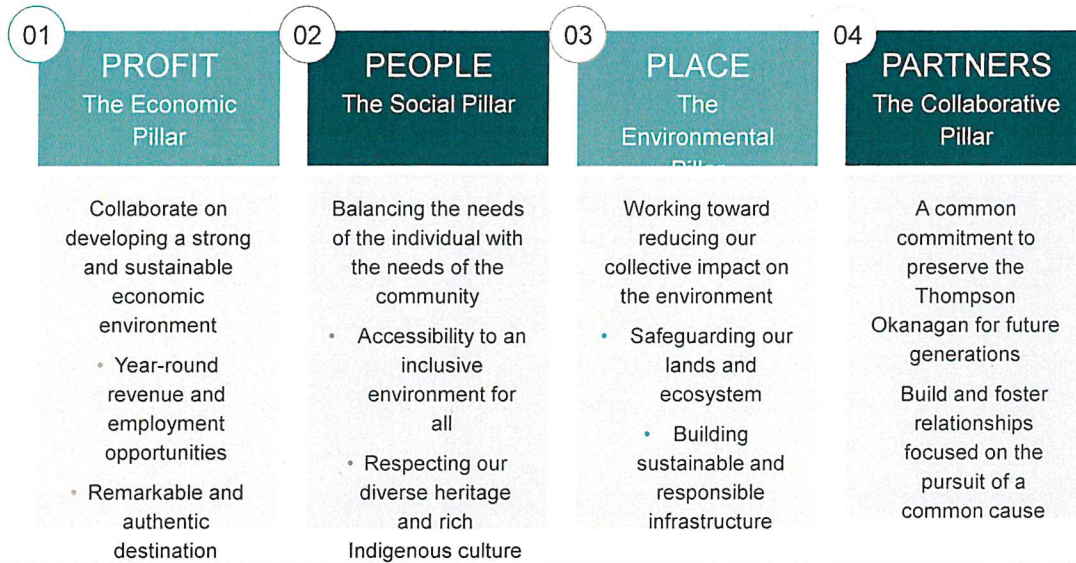
THE THOMPSON OKANAGAN IS  
COMMITTED TO CREATING A  
STRONG AND HEALTHY TOURISM  
ECONOMY WHILST MINIMIZING  
THE IMPACT ON OUR NATURAL  
AND CULTURAL RESOURCES BY  
PROMOTING SUSTAINABLE  
BUSINESS PRACTICES AND  
RESPONSIBLE TRAVEL.



## OUR REGIONAL FOUR "P'S"

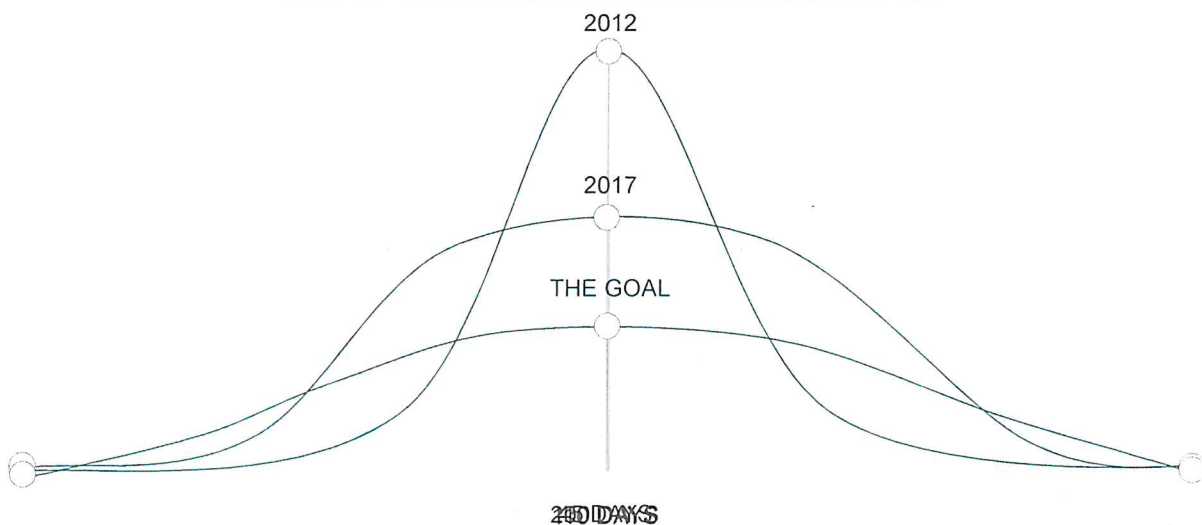


## SUSTAINABLE TOURISM: WHAT IT MEANS TO US



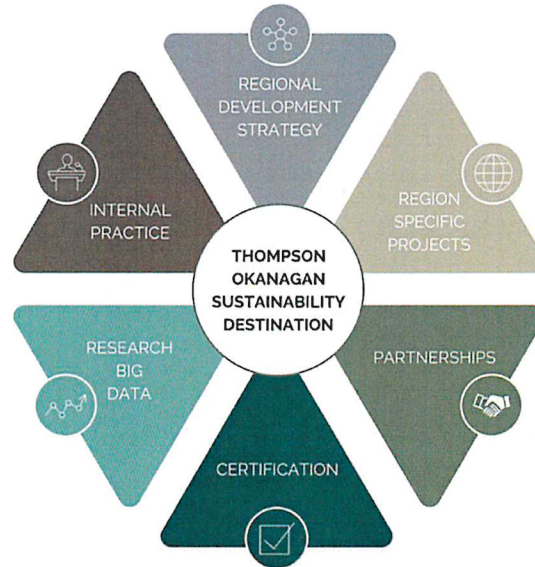
## DRIVE FOR SUSTAINABILITY

80% OF REGIONAL REVENUE GENERATED





## THE THOMPSON OKANAGAN APPROACH



**BIOSPHERE**  
certified destination

## BIOSPHERE-CERTIFIED DESTINATION

On November 2, 2017, the Thompson Okanagan Region was officially certified as the first destination in the Americas to have successfully achieved the Sustainable Tourism Destination accreditation from Biosphere International and the Responsible Tourism Institute



## BIOSPHERE CERTIFICATION

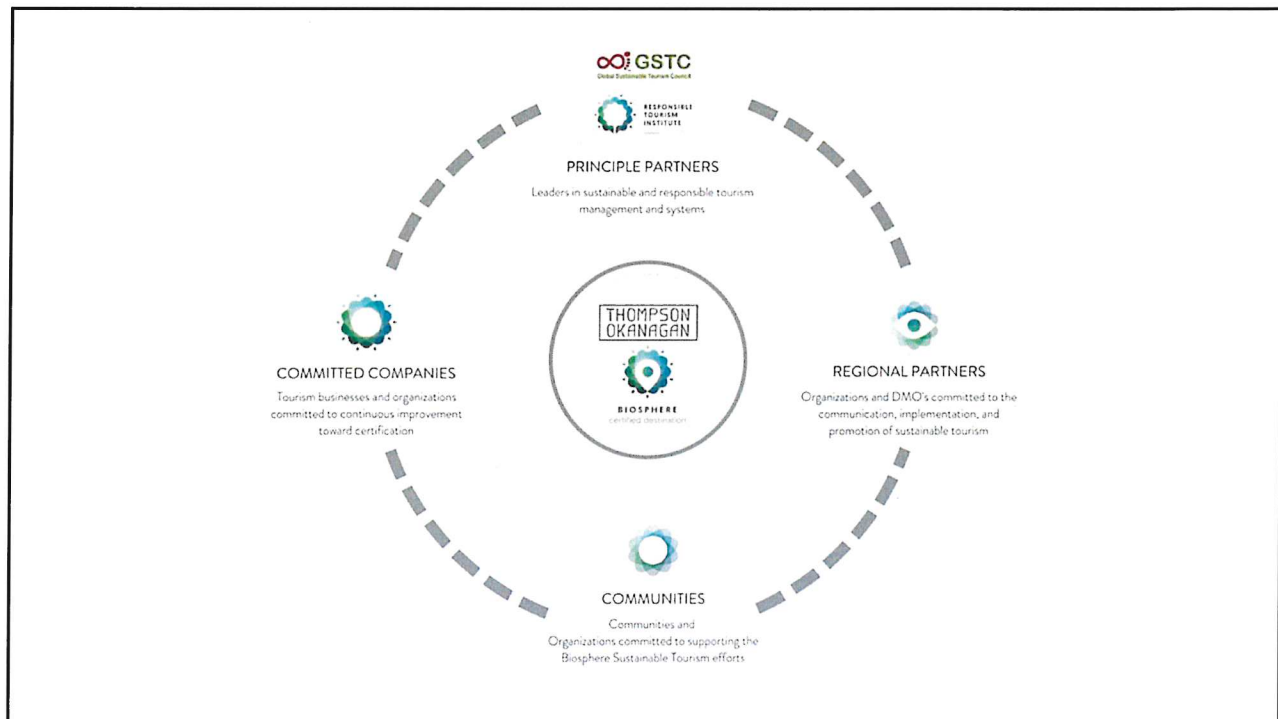


## BIOSPHERE INTERDEPARTMENTAL COMMITTEE

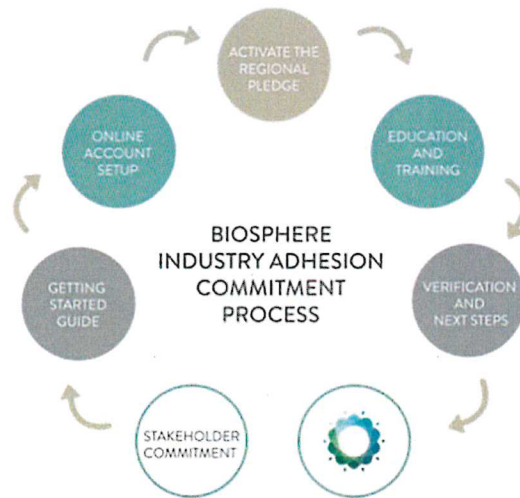
Representation  
Includes:



- City of Kelowna
- Okanagan Collaborative Conservation Project
- Ministry of Tourism, Arts, and Culture
- BC Hotel Association
- Summerhill Pyramid Winery
- Central Okanagan Regional District
- Tourism Kamloops
- Tourism Kelowna
- Women's Resource Centre
- Agriculture Advisory Committee
- Interior Health
- Central Okanagan Economic Development Corporation
- Recreation Sites and Trails BC
- Indigenous Tourism British Columbia
- Tourism Wells Gray
- Destination British Columbia
- Okanagan College
- University of British Columbia Okanagan
- Fortis BC
- Okanagan Basin Water Board
- Sustainable Wine Growing BC



## BIOSPHERE BUSINESS ADHESION PROGRAM



## BIOSPHERE ADHESION PROGRAM

SUCCESSFULLY COMPLETED YEAR-ONE REQUIREMENTS



BIOSPHERE  
committed entity





## BIOSPHERE ADHESION

SUCCESSFULLY COMPLETED YEAR-ONE REQUIREMENTS



BIOSPHERE  
committed entity



SUCCESSFULLY CERTIFIED



Certified  
Company



## REGIONAL PLEDGE ADVISORY COMMITTEE



- Susanne Becken, *Professor, Griffith University*
- Rochelle Turner, *Research Director, WTTC*
- Dianne Draper, *Professor, University of Calgary*
- Lian Dumouchel, *Principal Lecturer and Chair, Thompson Rivers University*
- Patricio Azcarate, *General Manager, Biosphere Tourism/RTI*
- Jane Summers, *Associate Professor, University of Southern Queensland*
- Randy Durband, *CEO, GSTC*
- Marsha Walden, *CEO, Destination BC*
- Fiona Jeffrey, *Founder and Chair, Just a Drop*
- Anna Pollock, *Conscious Travel, Founder*
- Laura Thurnheer, *Associate Dean, Okanagan College*
- Angela Nagy, *CEO, Greenstep Solutions*
- Scott Boswell, *Program Manager, OCCP*
- Greg Hopf, *Indigenous Specialist, TOTA/ITBC*
- Frank Antoine, *Co-Chair, ITBC*
- Ben Sherman, *CEO, World Indigenous Tourism Alliance*

## COMMUNITY SUPPORT BADGE

PROUD SUPPORTER OF  
**THOMPSON  
OKANAGAN**



**BIOSPHERE**  
certified destination

For further information  
contact:

Mike Overend  
[industrysupport@totabc.com](mailto:industrysupport@totabc.com)