



Outdoor Recreation
Council of BC

soare

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MADE HERE
KORE

BC
APPAREL
& GEAR



ADVENTURE
TOURISM
COALITION

Revelstoke, February 18, 2025

The Honourable David Eby, Premier of British Columbia
Via email to premier@gov.bc.ca

Re: Strengthening BC's Economy through Outdoor Recreation

Dear Premier Eby,

On behalf of the Outdoor Recreation Council of BC, the Sea-to-Sky Outdoor Adventure Recreation Enterprise (SOARE), the BC Apparel and Gear Association (BCAG), the Adventure Tourism Coalition, and the Kootenay Outdoor Recreation Enterprise (KORE), we are writing to emphasize the critical role of BC's outdoor recreation and adventure tourism economy and to express our strong support for the development of an economic impact model that quantifies its significance.

Outdoor recreation and adventure tourism is a powerful economic engine in British Columbia, contributing an estimated \$15 billion in economic benefits to British Columbians annually and supporting thousands of jobs across the province. This sector plays an outsized and vital role in economic diversification, workforce retention, and investment — especially in rural and resource-transitioning communities. Furthermore, it enhances public health, community well-being, reconciliation with Indigenous peoples, and environmental stewardship. However, despite its extensive benefits, outdoor recreation remains underrepresented in economic development strategies, land use planning, budget allocations and government policy.

To ensure this sector receives the recognition and strategic investment it warrants, a comprehensive economic impact model is essential. Such a model would provide crucial data to inform policy decisions, guide infrastructure investments, and support long-term economic planning. In addition, having concrete data on this sector will only encourage more entrepreneurship and local business growth, as it will add numbers to help justify what is already being felt: a thriving and quickly growing industry. Our organizations are eager to collaborate by contributing data, research, and expertise to ensure this model accurately reflects the diverse contributions of outdoor recreation and adventure tourism across BC.

Beyond this initiative, we see a tremendous opportunity to partner with your government in expanding BC's outdoor recreation and adventure tourism economy in alignment with key provincial priorities, such as rural economic development, workforce attraction, and land-use modernization. By fostering public-private partnerships, investing in outdoor infrastructure, and integrating outdoor recreation into BC's broader economic framework, we can unlock substantial economic potential while improving the quality of life for British Columbians.

We urge your government to prioritize the development of this economic impact model and allocate the necessary resources to see it through. We would welcome the opportunity to meet

with you and your team to discuss ways we can work together to strengthen and sustain BC's outdoor recreation and adventure tourism economy.

Thank you for your leadership and commitment to strengthening British Columbia's economy. We look forward to collaborating with you to ensure outdoor recreation remains a fundamental pillar of economic prosperity and community well-being across the province.

Sincerely,



Louise Pedersen, Executive Director, [Outdoor Recreation Council of British Columbia](#) (ORCBC), directly represents over 100 outdoor recreation associations and organizations and 100,000+ British Columbians.



Anirban (JoJo) Das, Executive Director of SOARE, the [Sea to Sky Outdoor Adventure Recreation Enterprise Society](#), with 120+ businesses in the Outdoor Recreation Economy in the Sea to Sky corridor



Powder Matt Mosteller, Board Chair, [Kootenay Outdoor Recreation Enterprise Society](#) (KORE Outdoors), BC's first rural economic development collective in the Outdoor Recreation Economy sector



Jocelyn Parent, Operations Coordinator at the [BC Apparel & Gear Association](#) (BCAG), a collective of apparel and gear professionals in B.C. supporting the Outdoor Recreation Economy through the creation and distribution of outdoor apparel and equipment.



Katherine MacRae, Executive Director, Commercial Bear Viewing Association, representing 27 operators and 300+ guides, welcoming 12,000+ international and domestic travellers annually. Co-Chair of the [Adventure Tourism Coalition](#), advocating for 19 sector organizations and a \$3B share of the \$22B tourism economy.



Scott Ellis, CEO, Guide Outfitters Association of BC, representing 160 operators and 2,500 employees, welcoming 3,000+ international and domestic travellers annually. Co-Chair of the [Adventure Tourism Coalition](#), advocating for 19 sector organizations and a \$3B share of the \$22B tourism economy.