

# REVVY. TOURISM TALKS

At Tourism Revelstoke, we are increasingly focusing our efforts destination management and sustainability. The pandemic has given us the opportunity to take a breath and reimagine the future of tourism in Revelstoke. It's important to us that tourism benefits our community as a whole. To that end, we are working towards a Destination Management Framework and furthering our efforts to educate travellers about responsible visitation. Each month this summer, we will share messaging and content on a variety of sustainability topics. We've partnered with different community organizations to help develop this information, all of whom are featured on our Sustainability page.

## SUSTAIN THE STOKE.

### USE GREEN TRANSPORTATION.



This campaign's purpose is to educate visitors about how easy it is to select green transport in Revelstoke; whether by bike, foot, public transit, or EV, we want to encourage locals and visitors to use green transit where possible, especially to visit our local arts and culture attractions.

### PRACTICE RESPONSIBLE VAN LIFE.



In recent years, we've seen a trend towards visitors staying in their vans and trying to save money by camping for free. We want to educate van lifers that it's important for them to benefit our community by contributing to our economy, our community, and by being respectful.

### KEEP OUR WILDLIFE WILD.



In Revvy, we're close to nature, and that can lead to close encounters with wildlife. We want to ensure that visitors and locals understand the consequences of feeding wildlife, either accidentally or on purpose, and are equipped to deal with wildlife encounters should they occur.

### LEAVE NO TRACE.



The seven Leave No Trace principles are well established practices that we hope to see our locals and visitors following, particularly in the backcountry. As part of our Leave No Trace campaign, we will also be promoting education information about stopping the spread of invasive species.

We look forward to furthering our sustainability initiatives and helping Revelstoke thrive as a community. We care deeply about the place where we live, work, and play, and we want it to remain in tact and healthy for future generations.

To read previous Tourism Talks columns, check out [seerevelstoke.com/about-tourism-revelstoke/](http://seerevelstoke.com/about-tourism-revelstoke/)