

2017 FRESHWATER FISHING TOURISM SYMPOSIUM



WORKING TOGETHER TO GROW THE FRESHWATER FISHING TOURISM SECTOR

The 2017 season was definitely one of the most challenging in recent memory for fishing tourism stakeholders in the Interior of BC.

Many resorts and angling guides lost a significant portion of their operating season due to a combination of evacuation orders, alerts, road closures, and air quality concerns.

Fishing tourism is known as one of BC's pioneering tourism sectors and that spirit of resiliency will be tested in the weeks, months, and years ahead.

The 2017 Freshwater Fishing Tourism Symposium is an opportunity for stakeholders to gather and discuss how we can work together to recover and subsequently grow freshwater fishing tourism in BC.

The symposium's overlying focus will be on tourism but will also feature a diverse set of topics ranging from habitat conservation and fisheries research to tourism marketing and First Nations consultation.

We look forward to meeting all of you at the event.

Matt Jennings
Executive Director
BC Fishing Resorts and Outfitters Association



Photo: Jeremy Koresky

When and Where:

Dates:

November 8th and 9th, 2017

Location:

Kamloops, British Columbia

Cost:

FREE (Lunch provided on Nov 9th)

Host Venue:

Sandman Signature Kamloops Hotel

Phone: (250) 377-7263

Web: www.sandmanhotels.com

Location: 225 Lorne St, Kamloops, BC V2C 1W2

Please Quote "Fishing Tourism Symposium" to receive event accommodation rates starting at \$110. Reservations must be made before October 17th to guarantee availability.

SCHEDULE DAY 1 (NOV 8TH)

THEME: INDUSTRY STAKEHOLDERS

- 13:00-13:30** **WELCOME AND FISHING TOURISM INDUSTRY UPDATE**
Speaker: Matt Jennings, Executive Director, BC Fishing Resorts and Outfitters Association
- 13:30-13:50** **FIRST NATIONS ENGAGEMENT AND CONSULTATION**
Speaker: Nathan Matthews, Chief, Simpcw First Nation
- 13:50-14:10** **ADVENTURE TOURISM COALITION AND STRATEGY**
Speaker: Brad Harrison, Executive Director – Backcountry Lodges of BC Association
- 14:10-4:30** **PANEL DISCUSSION: MANAGING OUR LANDBASE FOR RECREATIONAL AND TOURISM VALUES**
Participants: TBD
- 14:30-14:50** **NETWORKING BREAK**
- 14:50-15:10** **PROVINCIAL RECREATIONAL FISHERIES ISSUES**
Speaker: Mike Ramsay, Associate Director: Fisheries Management (FLNRO)
- 15:10-15:30** **HEALTH OF INTERIOR'S SMALL LAKES**
Speaker: Steve Maricle, Small Lakes Biologist Region 3 (FLNRO)
- 15:30-15:50** **INVESTING LICENCE DOLLARS IN BC'S FRESHWATER FISHERIES**
Speaker: Andrew Wilson, CEO, Freshwater Fisheries Society of BC
- 15:50-16:10** **CONSERVATION AND TOURISM: HOW HCTF INVESTMENTS IN FISH AND FRESHWATER HABITATS BENEFIT TOURISM IN BC**
Speaker: Brian Springinotic, CEO, Habitat Conservation Trust Foundation (HCTF)
- 16:10-16:30** **CITIZEN SCIENCE WITH THE ANGLERS ATLAS MOBILE APP**
Speaker: Sean Simmons, Angler Atlas
- 16:30-18:00** **EVENING SOCIAL (APPIES AND CASH BAR)**

SCHEDULE DAY 2 (NOV 9TH)

THEME: TOURISM MARKETING

- 9:00-09:45** **EMERGENCY PREPAREDNESS AND WILDFIRE RECOVERY UPDATE**
Speaker: Amy Thacker, Cariboo Chilcotin Coast Tourism Region
- 9:45-10:15** **BC'S DESTINATION DEVELOPMENT PLANS**
Speaker: Jody Young, Coordinator, Destination Development, Destination BC
- 10:15-10:30** **NETWORKING BREAK**
- 10:30-11:00** **DESTINATION BC CO-OP MARKETING PROGRAM UPDATE**
Speaker: Kim Hood, Manager, Marketing Co-Op Programs
- 11:00-11:30** **FISHING BC MARKETING INITIATIVE 2016/17 RECAP**
Speakers: Matt Jennings, Marketing Manager, Fishing BC Marketing Initiative
- 11:30-12:15** **LUNCH & KEYNOTE (BC'S TOURISM INDUSTRY UPDATE)**
Speaker: Walt Judas, Executive Director, Tourism Industry Association of BC
- 12:15-13:00** **FISHING BC MARKETING INITIATIVE 2017/18**
Speaker: Matt Jennings, Marketing Manager, Fishing BC Marketing Initiative
Speaker: Krista Morten, Align Consulting (Fishing BC Market Research Contractor)
Speaker: Amy Thompson, Juniper Digital (Fishing BC Digital Marketing Contractor)
- 13:00** **SYMPOSIUM WRAP UP**
- 13:30-16:30** **BCFROA AGM (BCFROA MEMBERS)**

WHO SHOULD ATTEND

The Freshwater Fishing Tourism Symposium is an event for anyone with an interest in growing freshwater fishing tourism in BC.

Suggested Attendees:

- Fishing Resorts Owners and Angling Guides
- Regional Tourism Associations
- Destination Marketing Organizations (DMO's)
- Related Tourism Sector Associations
- Regional Districts, Municipalities, and First Nations
- Provincial Government Representatives (MLA's, Ministers, and Ministry Staff)
- Fishing Industry Representatives (Tackle, Boat, and Outdoors Product Dealers)
- Fishing Media Companies (Magazines, TV Shows, Web and Social Media)
- Fish and Wildlife Conservation Organizations
- Post Secondary Institutions (Tourism Program Faculty and Students)



Photo: Jeremy Koreski Location: Clearwater River

SYMPOSIUM SPONSORS AND EXHIBITORS



Northbridge Insurance is the underwriter for the BCFROA's Industry leading insurance program. The BCFROA insurance program offers coverages and extensions designed specifically for needs of fishing resorts and angling guides. Many of these coverages are exclusive to the program and not offered by any other insurance provider.





HOST VENUE

**Signature Sandman
Kamloops Hotel**
225 Lorne Street



BCFROA PHONE

250-374-6836



BCFROA EMAIL

matt@bcfroa.ca



WEBSITE

bcfroa.ca/symposium

REGISTRATION

IF YOU ARE INTERESTED IN ATTENDING THE FRESHWATER FISHING TOURISM SYMPOSIUM PLEASE RSVP BY NOVEMBER 4TH, 2017.

PLEASE CONTACT SIGNATURE SANDMAN KAMLOOPS HOTEL TO MAKE HOTEL RESERVATIONS. QUOTE "FISHING TOURISM SYMPOSIUM" TO RECEIVE EVENT ACCOMMODATION RATES STARTING AT \$110.

RESERVATIONS MUST BE MADE BEFORE OCTOBER 17TH TO GUARANTEE AVAILABILITY.

Event Fees:

Symposium

No Charge

(coffee breaks and lunch included)

Evening Social

Cash Bar

Appies Included