Jumbo Glacier Resort Master Plan

Appendix 2-B

Excerpts from
The British Columbia Rocky Mountain Tourism Region,
a study prepared under the auspices of the
Tourist Industry Development Subsidiary Agreement (TIDSA)

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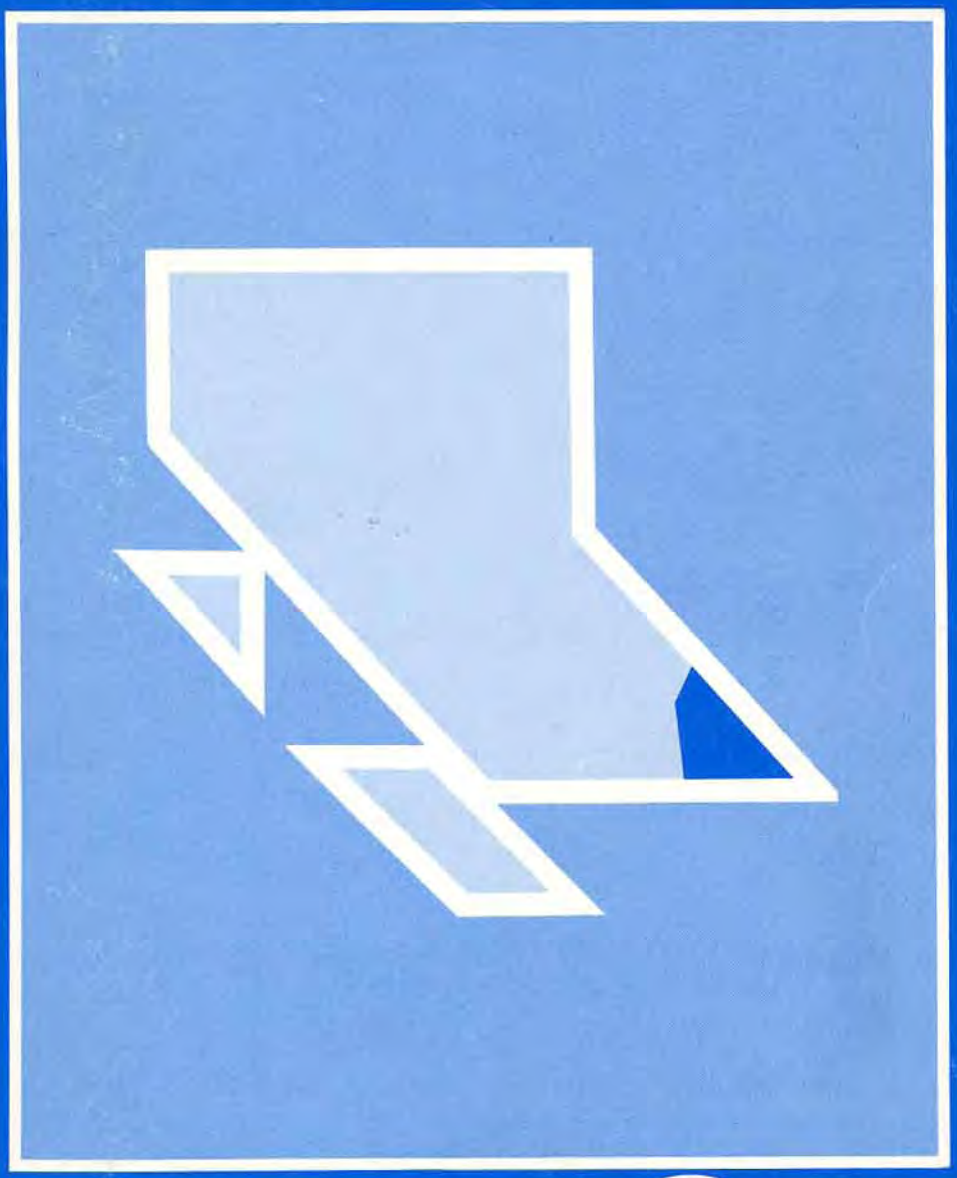
The B.C. Rocky Mountain Tourism Region

A Canada - British Columbia
Travel Industry Development Subsidiary Agreement
Regional Tourism Study



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6.4.2.5 Panorama Four Season Destination Resort

Provincial and international alpine ski developments are one of the major themes associated with the Columbia/Windermere Lakes Destination Area and expansion of Panorama is to serve, in part, that requirement. Development of this and other provincial and international class resorts will compete with and capitalize on the North American market awareness of Banff and Jasper. Development of Panorama would increase the market awareness of the entire Columbia Valley.

The development of this mountain resort community would provide for both summer and winter recreational opportunities (golf, grass skiing, tennis, equestrian, hiking, etc., are proposed for the summer and shoulder seasons) and include a complete range of accommodation requirements. It is recognized that, at the time this plan was being prepared, a comprehensive document on Panorama had been presented to E.L.U.C. and, as a result, the following comments should be considered general in nature and are not intended to be prejudicial to decision-making concerning the plan.

The comments regarding this mountain, in light of other existing and planned developments in the Columbia/Windermere Lakes area, are:

1. Establish a four-season resort community at Panorama attractive to a complete range of alpine market sectors. The complex would have a specific theme, and include an adequate mix between short and long-term rental accommodation and second home ownership opportunities. Initial recommendations call for the development of 4600 beds of commercial accommodation. Encourage the development of a second base and village area and substantially upgrade existing lodge facilities, while undertaking major improvements to the alpine ski runs and lifts.

2. The development of summer attractions to support commercial accommodation including an executive golf course, grass skiing, tennis, fishing, hiking and trail riding, are considered imperative from a tourism perspective to provide a year round appeal for the resort community. The resort must provide high-quality recreational facilities and services if this mountain resort community is to be in demand on a year round basis by the vacationing public, as opposed to being simply a winter recreational suburb.

3. Determine the feasibility of using the accommodation plant in the summer as a headquarters for high altitude interpretive programs with helicopter access into the Purcells. Specific areas would include Lake of the Hanging Glaciers and other unique environs.

4. Encourage additional heli-skiing operators to use Panorama as a base in the southwest Purcells. This action would increase the market awareness of Panorama and enable heli-skiers to take advantage of alpine skiing opportunities during inclement weather.

5. Ensure adequate snow conditions through installation of snow-making equipment at the lower elevations.

6. The lack of good road access into Panorama tends to discourage the recreational use of the area. Major improvements to the road are required between Invermere and Panorama with specific attention to avalanche control.

6.4.2.6 Purcell Mountains International Class Alpine Destination Resorts

Many of the mountains in the East Kootenay and other parts of the province developed by private clubs for alpine skiing are located in close proximity to communities and have good highway access. Because of the high capital investment, facilities have not been developed on many of the mountains most suited to alpine skiing.

It is proposed that feasibility investigations be undertaken to determine the suitability of the terrain in the Stockdale and Jumbo Mountain areas in the upper reaches of Toby and Horsethief Watersheds for the establishment of two international class alpine ski resorts.

These resorts would be established following the substantial development of Panorama and after appropriate market investigations are completed. Should the terrain and other factors prove the sites to be feasible, these mountain destination resorts would be designed to compete with the well-known alpine resorts in Europe and North America. Although these developments are considered a number of years into the future, it is considered important to reserve the future use of these crown lands for ski developments and, therefore, reduce multiple-use resource conflicts; and to guide the development of Panorama so that regional development objectives are realized.

Major elements of these destination resort communities are as follows:

1. Examine in detail the feasibility of establishing two international class alpine ski resorts on the upper reaches of Toby and Horsethief watersheds capitalizing on the market awareness of Panorama and other Canadian Rocky Mountain ski resorts, in particular, the Bugaboo Area.

2. These resorts would be planned to provide quality food, accommodation and services to a high-expenditure international market. Opportunities for summer recreation would require special investigation, but consideration of high alpine vacations tied to interpretive values of the area are proving to be an emerging market.

3. Examine potential of establishing remote lodges adjacent to the resort communities capitalizing on the remoteness and elevation

of the area. Restricted auto access would be permitted during the summer; winter access would be by means of aerial passenger way as in the case of Sunshine Village in Banff National Park. These two resorts would be designed to accommodate "exclusive" clientele interested in high altitude skiing. There would be limited second-home ownership in these resorts since emphasis would be on developing commercial accommodation.

4. It is proposed that parts of the resorts and lodges could be initially developed as heli-ski remote base areas, and therefore could be considered for development within the very near future.

6.4.2.7 Athalmer Beach Provincial Park

Athalmer Beach is located at the north end of Windermere Lake and is a popular day use recreation area for tourists and local residents. With a shortage of public land with suitable beaches for water-based recreation, it is proposed that the park be expanded in area and a master plan be prepared with specific attention given to the recreation requirements of tourists. The proposals for Athalmer follow:

1. Undertake a comprehensive park master plan with specific objectives of increasing shore-based intensive recreation opportunities and to extend shoreland areas as required.

2. Develop a campground and boat launch facilities. The campground (100 to 200 units) would be developed outside the park boundaries and for use by campers and the general public for water and land-based recreation.

3. Establish a large day use area with a full range of facilities to accommodate visitation from the nearby land-based resort communities.

Provincial Strategy and Regional Application

Planning Strategy

The abundance of natural resources combined with the proximity to the international gateway city of Calgary and the markets of Southern Alberta suggests a resource orientation in planning at the regional level. A resource orientation is also discussed along the major travel corridors: the Invermere-Kimberley-Fernie areas and Highway 93 to Banff, due to the large number of natural resource opportunities of which only a few have achieved any significant level of development.

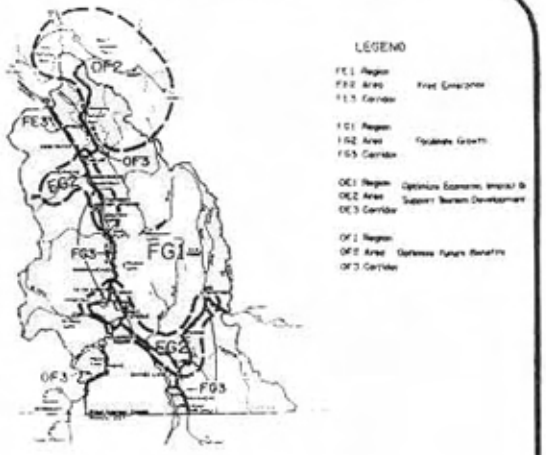
Resource Orientation Sub Strategy

- The intent is to identify high quality and high capability tourism resources and to use their capability and proximity to other resources to develop major tourism/recreation development nodes or destination areas.
- Resource characteristics will determine the intensity of future developments and resource deterioration is to be minimized

Development Strategy

The Provincial Tourism Strategy identifies specific development concepts for consideration at the regional scale. Presented below is the concept assigned to the B.C. Rocky Mountain Tourism Region.

The proposed development strategy is to "develop the diverse tourism resources in order to accumulate a complete range of market segments. Access will be provided through the International gateway centres of Calgary and Spokane for package tours to four season destination resorts. Future development will be limited in the Rocky Mountain parks. New developments should incorporate and broaden the appeal of the existing resorts in the Invermere area and the Kimberley - Fort Steele - Fernie areas by providing alternative four season resort opportunities to the Banff - Jasper area."



Implementation Strategy

The implementation strategy for this region is extremely important due to existing development pressures. On a regional basis, a strategy that facilitates tourism growth is presented. This policy should also be applied to the major development corridor at Highway 93, the Kimberley - Fernie and Windermere - Invermere areas. Reconsideration of this strategy may be required following the study presently being undertaken by F.I.D.C. If local attitudes suggest that an implementation strategy that optimizes future benefits may be appropriate in the Invermere area.

The intent of the "Facilitate Growth" sub-strategy is to stimulate free enterprise involvement through the identification of development opportunities and the support of applications that are in accordance with the provincial development strategy. Efforts would also be made to secure intergovernmental cooperation to ensure that the necessary infrastructure development (water, road, electric, sewage services, etc.) is given substantial priority in overall government programs.

The "Optimize Future Benefits" method suggests a conserver approach and thus FIDSA funding would be available only for local initiatives related to tourism. This implementation sub-strategy would be most compatible where a conserver planning approach has been adopted.

B.C. Rocky Mountains
Regional Tourism Development Strategy

Figure 1.3.3(a)
Provincial strategy
and regional application