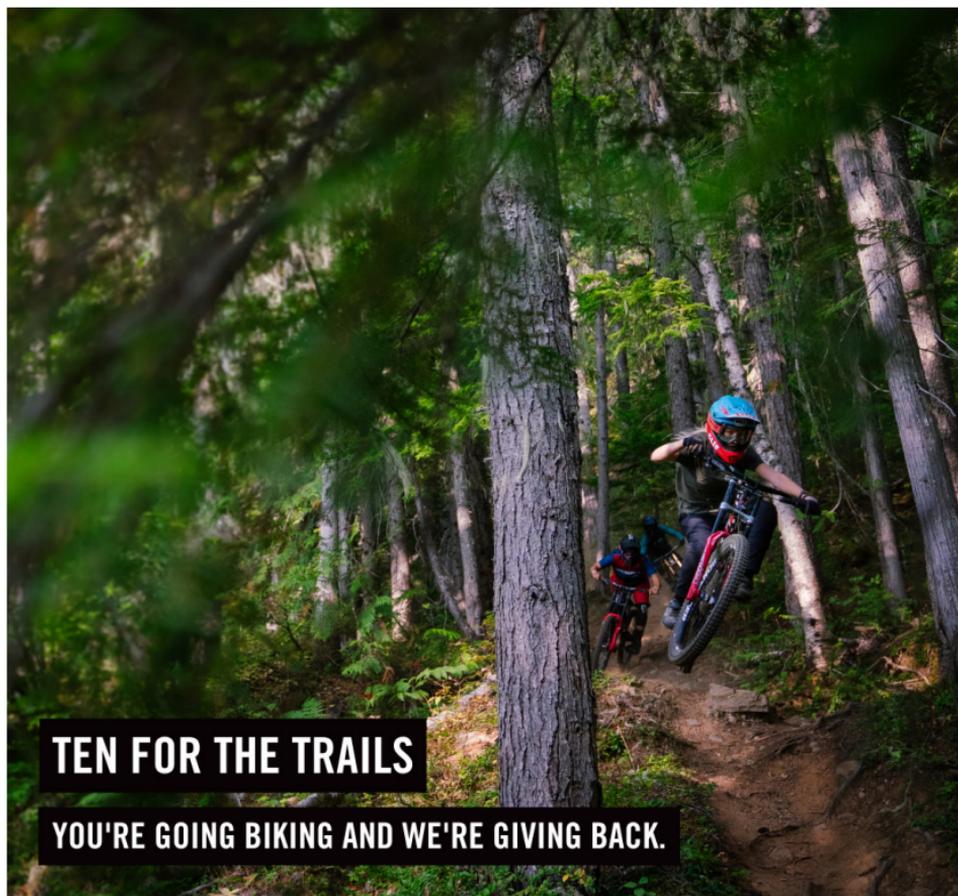


REVELSTOKE.

TOURISM TALKS

This summer, Tourism Revelstoke is launching a campaign to help support trail maintenance and construction in Revelstoke. For every visitor who comes to Revelstoke to mountain bike and stays two or more nights in one of our partner accommodations, Tourism Revelstoke will donate \$10 to the Revelstoke Cycling Association.

The idea of the campaign is threefold: to drive longer stays and direct bookings, to ensure that the work of the RCA, a non-profit that relies on donations and fundraising, is benefiting from the increased ridership in Revelstoke, and to educate visitors about the origins of our trails and to encourage them to donate to local trail associations wherever they ride.



TEN FOR THE TRAILS

YOU'RE GOING BIKING AND WE'RE GIVING BACK.

Mountain biking is exploding in popularity, particularly with the growth in outdoor activity throughout the pandemic. It is wonderful to see so many people getting out and exploring the great outdoors; however, the increased ridership has strained the capacity of our trails. Unlike nordic skiing or other activities that require a trail pass, many mountain bikers see riding as an essentially free activity. Once they have made the investment in a bike, the trails are there to be accessed at will. Tourism Revelstoke wants to educate mountain bikers about the importance of supporting local cycling clubs who carry the burden of doing essential maintenance on trails. The RCA has explored the idea of a trail pass system, but with so many points at which riders can access the trails and limited funds for enforcement, the honours system model is currently the most practical option.



REVELSTOKE CYCLING ASSOCIATION

This is a reminder to Revelstoke residents as well as visitors - whether you're riding, running, or hiking, support our local club, the Revelstoke Cycling Association, by buying a membership. When you visit other communities to ride, buy a membership or make a donation. Your contribution is an invaluable investment in the future of our trails.

To read previous Tourism Talks columns, check out seerevelstoke.com/about-tourism-revelstoke/