

REVELSTOKE.

TOURISM TALKS

THE KICKING HORSE CANYON PROJECT

By now, you've hopefully heard about the upcoming closures on Highway One through the Kicking Horse Canyon. This highway widening project will ultimately benefit residents and travelers on the Highway One corridor. The end outcome will be a highway that is safer, more efficient, and more pleasant to travel on. The construction project is slated to last until the winter of 2023/24, with intermittent closures until then.

The first 24/7 closure will begin in April, with detours via Highways 93 and 95. Throughout the summer, full closures may also occur, but only at night. Still, the publicity around the closures and the increased difficulty of travel will have an impact on visitors coming from Alberta.

To tackle this problem and help ensure that visitors have access to accurate and pertinent information, Tourism Revelstoke is spearheading the Kicking Horse Canyon Project. In 2019, we applied for \$20,000 in funding from Destination BC in partnership with Tourism Golden and Shuswap Tourism. This spring and summer, the funding will be used to promote accurate information surrounding the closures. We recently launched the microsite GetIntoBC.com, which has information about the project and closures, as well as tourism information pertinent to Golden, Revelstoke, and the Shuswap. Our central goal is to educate visitors about the closures and to promote the value of the region to ensure that visitors are not deterred.

We recognize the hesitation that our residents have with respect to travel reopening, and rest assured that as residents of the community ourselves, we do not intend to promote travel to our region until it is safe to do so. It has been an exceptionally difficult year for the tourism industry worldwide and we want to do what we can to mitigate the impacts of the closure on our local tourism businesses. With that in mind, we intend to spread the message that the highway will be open this summer and to provide pertinent information to help travelers avoid closures. This corridor is key to the recovery of our tourism sector.



A sample of content from the new GetIntoBC.com microsite.

Moving forward, we will share information about Highway One and promote it as a great touring route. Travellers on Highway One are rewarded with an abundance of recreation opportunities and superb views. We are excited about this opportunity to promote road tripping in our region, when it is safe to do so, in concert with our partners in Golden and the Shuswap.

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