



The  
2005 Canadian Adventure Tourism  
Case Study

# Jumbo Glacier Resort



Rio Duthie

Sam Guenther

# The Issues

- Environmental Impact
- Economic Impact
- Social Impact

# Environmental Issues

- The Wildlife
- The Grizzly Bears
- Hiking
- Infrastructure
- Glaciers



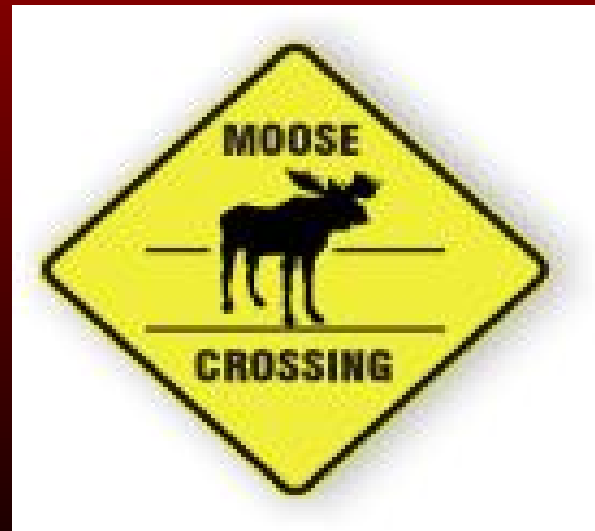
# Wildlife

- Elk, bear, mountain goat, moose, big horn sheep, deer, and other wildlife all inhabit Jumbo Valley.



# Wildlife

- The highway that will be built for access to Jumbo Glacier Resort will directly have an effect on the animals, as roadkill is the number one killer of wildlife in BC.



# Grizzly Bears

- Jumbo Valley is home to the endangered North American Grizzly Bear.



# Grizzly Bears

- In the 1998 Grizzly Bear Population Survey, for the Central Purcell Mountains, covering 4000 square km, 33 individual grizzly hair samples were found. Of the 33 found, 2 were found in the Jumbo Valley.



# Hiking

- Jumbo Valley is a very popular site for hikers, skiers, hunters, and outdoor enthusiasts. People fear the development of Jumbo Glacier Resort will ruin the pristine feel of the area.



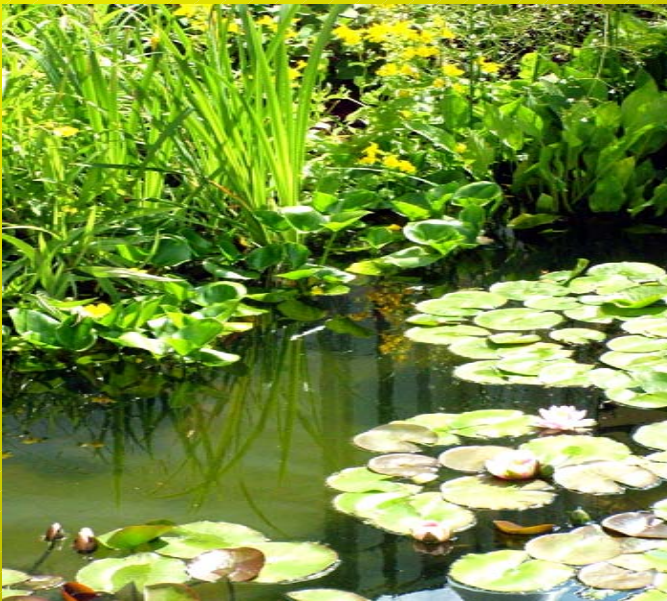
# Backcountry

- Jumbo Valley is widely used for backcountry skiing and snowboarding



# Infrastructure

- Environmentalists are worried about the effect the sewer management, water treatment, and erosion will have on the ecosystem.



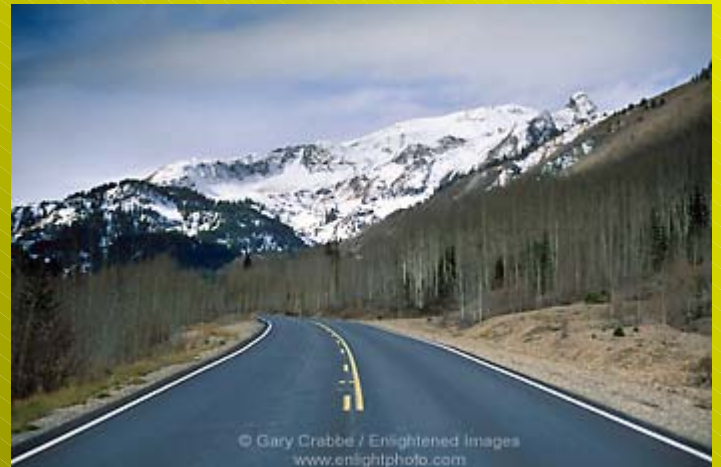
# Roads

- A new road will be required to be built, costing millions of dollars. The funds would have to come out of the taxpayers pockets.

Before



After



# Glaciers

- Jumbo Glacier Resort is going to access four large glaciers, Commander Glacier, Jumbo Glacier, Farnham Glacier and Glacier Dome.



# Glaciers

- Glacierologists fear that the rapid depletion of the glaciers will cause very few glaciers to be present in the next 50 years



Commander Glacier

# Glaciers

- This raises many questions and concerns about why a \$450 million resort would be built if the glaciers are going to be gone in half a century.



# Economic Effect

- The tourism industry is a major contributor to Canada's economy. According to Statistics Canada, tourism accounted for 2.3 % of Canada's total economy, making it larger than both agriculture and forestry.



# Tourism

- The province of BC alone had an economic impact of \$5 billion dollars from tourism in 2003.



# Economic Impact

- **\$450 million anticipated investment**
- **The projected annual tax revenues of over \$12 million**



# Economy

- **\$4 million annual direct spending in nearby communities after 3 years of operation.**
- **Total ongoing economic impact at Gross Domestic Product level after 5 years of operation is projected at \$32 million.**

# Jobs

- 20- \$25 million per year in construction activity for 20 years
- Jumbo Glacier Resort itself would create 750-800 new permanent full-time jobs along with 150-250 construction jobs.



# Unemployment

- The new jobs would be great for BC, especially the East Kooteney region as the unemployment rate of British Columbia is 8.2 % and a whopping 11.9% in the Kooteneys.



The background of the slide is a collage of US currency. It features several coins, including a quarter and a dime, and portions of paper bills. A prominent feature is a blue 50-cent coin in the upper right. The text 'SERIES 1999' is visible on a bill in the lower right. The overall theme is money and finance.

# Business

- Owners of service businesses such as restaurants, bars, clubs, gas stations, and souvenir stores are just a few of the businesses that would all benefit from the extra tourists attracted from Jumbo Glacier Resort.

# Social Impact

- Resort size
- Raise in cost of living for locals
- Support and rejection in the Kooteney Region of B.C
- R.K Heli-Ski land tenure dispute
- Effects of a four season glacier accessible resort on athletes



# Resort Size

- Jumbo Glacier Resort plans to have 5500 visitor beds and 750 employee beds at full build out.



# Resort Size Comparison

Ski Resort	Bed Units	Base Area (ha.)	Controlled Recreation Area (ha.)
Jumbo Glacier	6250	104	5926
Panorama	7084	336	816
Whistler Blackcomb	53500	12950	18950

# Resort Size

- This resort will offer access to 4 glaciers, year round skiing and the use of over 20 ski lifts.
- Jumbo Glacier Resort will give skiers access to a vertical drop of 1700m(5,500 feet) in the winter and 700m(2300 feet) in the summer, making it the highest vertical in North America.



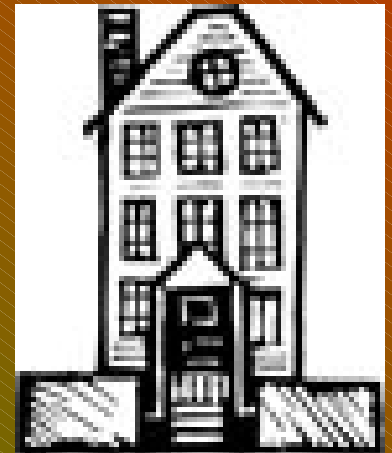
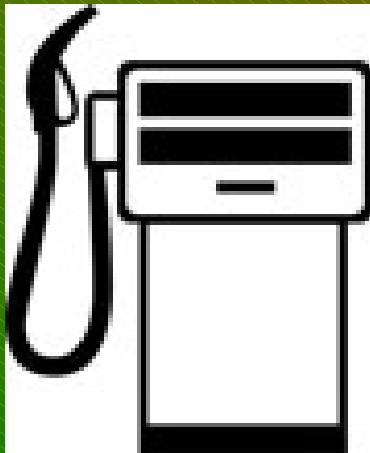
# Rise in Cost of Living for Locals

- There is currently a lack of affordable housing in Invermere.
- People fear that the idea of affordable housing could be depleted if another resort is built in the area.



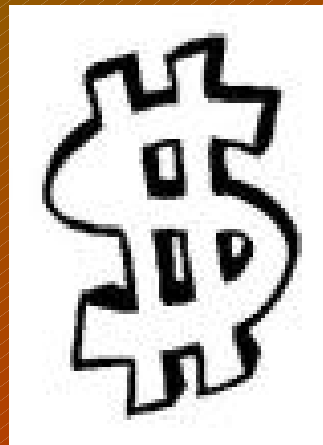
# Rise in Cost of Living for Locals

- The rise of tourists in high season will cause the demand and price of everyday living to increase.
- This rise in cost could force residents to leave.



# Rise in Cost of Living for Locals

- If the cost of living becomes too great for many residents the town could be turned into a “playground for the rich”, essentially destroying the social structure of the town itself.



# Support and Rejection in the Kooteney Region of B.C

- The town of Radium(10 minutes north of Invermere) has a council that has unanimously voted 5/5 for the project.



# Support and Rejection in the Kooteney Region of B.C

- The council of Invermere has voted 3/2 against the project.



# Support and Rejection in the Kooteney Region of B.C

- The local First Nations bands, the Kinbasket and the Shushwap have expressed their support and, according to the Jumbo Glacier Resort website, will become partners in the future.



# R.K Heli-Ski Land Tenure Dispute

- If the proposed Jumbo Glacier Resort is developed, it will use prize land that R.K Heli-Ski has rights to.



# Competition

- R.K Heli-Ski Company and other outdoor recreational businesses who deal with the same clients, fear that they cannot co-exist with Jumbo Glacier Resort.



# R.K Heli-Ski Land Tenure Dispute

- R.K Heli Ski also claims that if the public is given lift access to such terrain, it will outlaw any reason to pay for heli skiing.



# Effects of a Four Season Glacier Resort on Local Athletes

- The access to 4 glaciers in the summer is virtually unprecedented in Canada and will provide an excellent place for aspiring Canadian athletes to train in a four season skiing atmosphere.



# Effects of a Four Season Glacier Resort on Local Athletes

- Having ski access year round will have a positive effect on our national and provincial ski teams, aspiring Olympians and local outdoor enthusiasts, because there will be access to ski terrain year round.



# Acknowledgements



# Acknowledgements

- Canadian Academy of Travel & Tourism
- Aldo Papone Endowment
- Rocky Mountain School District #6
- Meredith Hamstead- Jumbo Wild Conservation Society