

TUMBLER RIDGE GLOBAL GEOPARK

BOOSTING YEAR-ROUND VISITATION IN NORTHERN BC

The Tumbler Ridge Global Geopark is one of five UNESCO-designated geoparks in Canada, spanning 8,478 square kilometres around the community of Tumbler Ridge.

The destination welcomes visitors year-round for activities such as hiking, snowmobiling, snowshoeing, fly fishing, and exploring the Dinosaur Discovery Gallery. Recently, local mountain bike enthusiasts added mountain bike trails and northeastern British Columbia's only pump track to the mix.

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By expanding Tumbler Ridge's tourism infrastructure, along with its tourism and scientific programs, the Tumbler Ridge Global Geopark boosts visitation year-round, in turn supporting economic development and increasing employment in the area.



TUMBLER RIDGE | Photo: Marty Clemens



TUMBLER RIDGE | Photo: Jesaja Class

With a keen understanding of the value of tourism and the outdoor recreation economy, the Tumbler Ridge community, local government, and businesses leveraged funding through destination development initiatives including the Province of B.C.'s [Targeted Regional Tourism Development Initiative](#) and the [Community Economic Recovery Infrastructure Program](#) to enhance infrastructure to benefit residents and visitors. This includes the pump track and new mountain bike trails, accessible washrooms, and wayfinding and interpretive signage—including Indigenous interpretive signage—that will be installed in 2024.

Funding also supported the development of a new Geo-Interpretive Centre, which will open in spring 2024. Located in the middle of Tumbler Ridge, the centre will offer interactive opportunities for visitors while bringing more people into the downtown core throughout the year.



PROJECT APPROACH

The Tumbler Ridge Global Geopark, the Geo-Interpretive Centre, and associated projects initiated by the community and funded through destination development initiatives are strong examples of the effectiveness of collaboration between tourism organizations and associations, local governments, businesses, and residents.

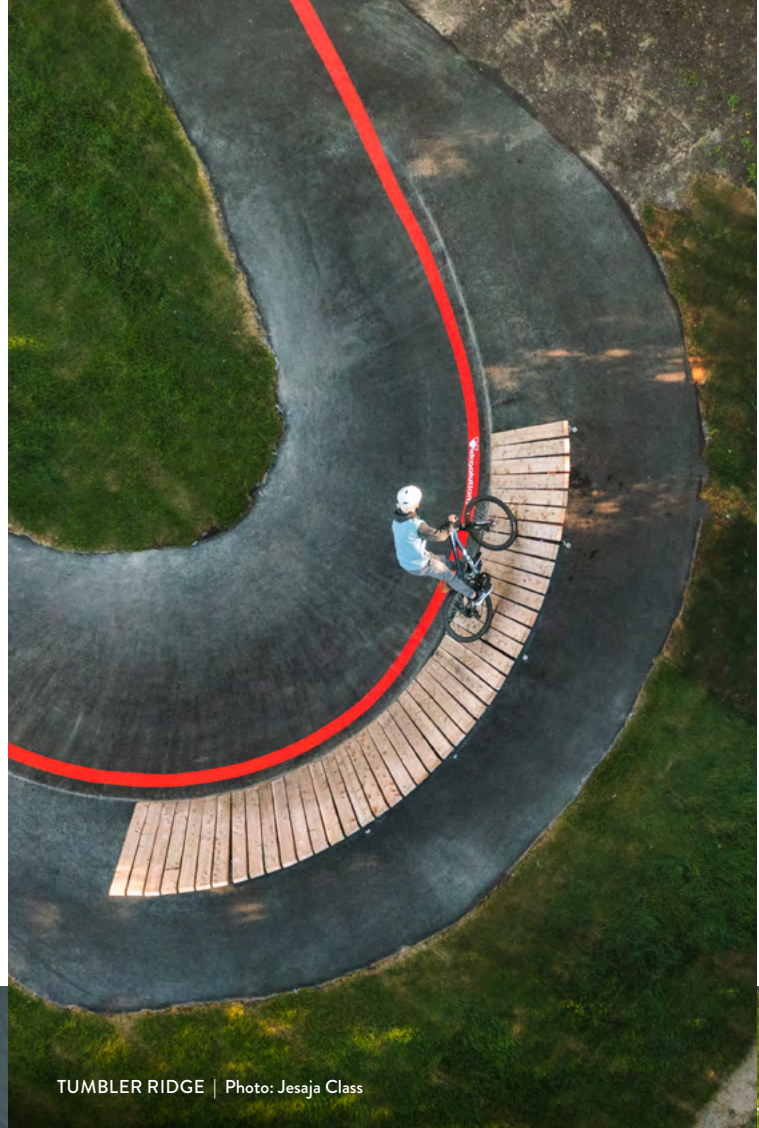
To realize each of these projects, the Tumbler Ridge team focused on developing and maintaining committed relationships with key

partners. They also clarified a shared vision—a key element to any successful project involving multiple partners.

Since there were many areas of focus for the Geopark, it was important to manage community engagement to avoid burnout. There were also specific requirements related to funding that needed to be followed. Finally, the team remained dedicated to incorporating Indigenous perspectives throughout every aspect and part of the project.

PROJECT CONSIDERATIONS

The Tumbler Ridge Global Geopark and associated projects involved multiple partners and contributors, which meant communication efforts required considerable teamwork, dedication, and collaborative effort. The team proactively planned for additional time to solicit and incorporate valuable feedback from everyone involved.



TUMBLER RIDGE | Photo: Jesaja Class

PROJECT RESULTS

By expanding Tumbler Ridge's tourism infrastructure along with its tourism and scientific programs, the Tumbler Ridge Global Geopark boosts visitation year-round, in turn supporting economic development and increasing employment in the area.

Since the Geopark was designated as a UNESCO Global Geopark in 2014, tourism has increased significantly. The addition of the Geo-Interpretive Centre will further enhance the visitor experience, leading to even more benefits for the community.