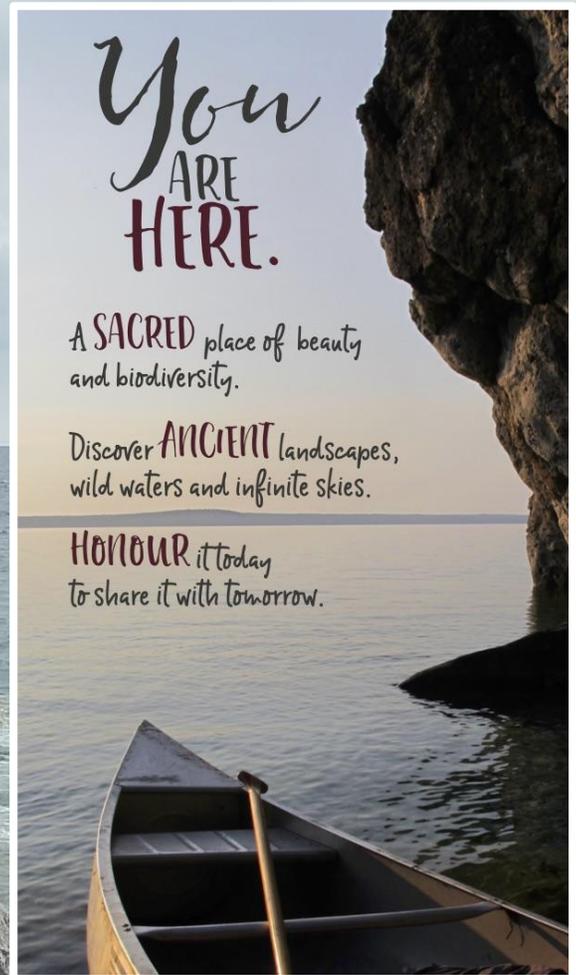


# Introducing the Northern Bruce Peninsula Sustainable Tourism Action Plan

Over the past few years, the Bruce Peninsula has experienced a lot of change - the exponential increase in visitors has caused overcrowding, and in some cases, water and sewer systems, roads and landfills have become overburdened. While there are economic benefits to this tourism growth, there are also impacts on public safety, quality of life of local residents and the environment.

With support from Regional Tourism Organization 7 (RTO7), Parks Canada, the Municipality of Northern Bruce Peninsula and the County of Bruce, with expertise from Twenty31 Consulting, and with valuable contributions from the Bruce Peninsula Environment Group, Tobermory Chamber of Commerce, the St. Edmunds Property Owners and the Saugeen Ojibway Nation, we developed the **Northern Bruce Peninsula Sustainable Tourism Action Plan.**

The plan is an important starting point for a longer term effort to manage tourism in a way that maximizes the benefits and minimizes the negative impacts. Now, it is up to us, as a community, to make it our own and put it into action!



The “Peninsula Manifesto” campaign reminds visitors of how special the peninsula is and how to visit responsibly.

**Sustainable tourism is... an approach for managing tourism that encourages simultaneous economic, social and environmental well-being.**

## Plan Funding Partners:



Parks  
Canada

Parcs  
Canada



\*Note that the plan has not been officially endorsed by the Municipality of Northern Bruce Peninsula at this time.

# What does the plan say?

While the plan goes into more detail, in short, it calls for the following key next steps:

## 1. Engaging the community and tourism industry.

- Establishing a “Tourism Advisory Group” (or similar group) to make sure all the necessary voices are at the table and working towards the same goals.
- Hiring a tourism manager or other dedicated staff in order to coordinate these key actions.

## 2. Developing high-quality experiences that are low impact and encourage longer and repeat visits, and disperse visitation geographically and into the shoulder months.

- Encouraging guided experiences to disperse visitors from congested areas or sites that are at capacity while ensuring that visitors have minimal impacts.

## 3. Securing stable funding sources that will help pay for ongoing tourism management.

- Identifying long-term, sustainable revenue streams to pay for better infrastructure, services and staff, such as paid parking, municipal accommodation tax or visitor amenity fee.

## 4. Branding the peninsula as a sustainable tourism destination.

- Communicating this brand to visitors in order to encourage more responsible visitor conduct. The Peninsula Manifesto campaign is a start. Other countries like Iceland and Palau have adopted similar initiatives.
- Supporting business in adopting more sustainable practices like reducing waste, energy and water consumption.
- Exploring transportation options and thoughtful community design to reduce congestion and make roads more friendly to pedestrians and cyclists.

## 5. Monitoring economic, social and environmental impacts on an annual basis.

- Using the Limits of Acceptable Change framework to establish visitor capacities at key locations (i.e. downtown Tobermory, Devil’s Monument, Lion’s Head Provincial Park, Black Creek Provincial Park).

**You can find the plan online at:**

<http://rto7.ca/RT07/media/RT07-Public-Documents/NBP-Sustainable-Tourism-Management-Plan-June-22.pdf>

**Maintaining a healthy, liveable and sustainable community depends on everyone working together. So, we need your help! Read the plan and find a recommendation that you want to help implement.**

**We look forward to meeting in the fall to begin taking the next steps!**