



**COLLEGE OF  
THE ROCKIES**



**ATBO students learning about environmental stewardship at Columbia Wetlands Outpost**

**November 6, 2017**

**RE: Columbia Wetlands Outpost**

**To whom it may Concern,**

**As the Course Program Co-ordinator of the Adventure Tourism Business Operation Diploma Program (ATBO) for the College of the Rockies (COTR) Golden Campus, I would like to take this opportunity to affirm Columbia Wetlands Outpost's phenomenal ongoing support to the College of The Rockies.**

**As an integral part of the ATBO Diploma Program, it is important for our students to be educated not just in the classrooms, but learning first hand from our local businesses. Columbia Wetlands Outpost has generously donated their time in collaboration with our teachers to host many field trips for our students, providing opportunities to learn about entrepreneurship, marketing, sustainability, and outdoor adventure skills.**

**One of the key tenets we teach in our Environmental Stewardship class is that people will only look after and support those natural areas that they have formed a connection to. A key benefit to adventure tourism experiences, is that they offer a chance to give people a positive and enjoyable experience in nature, and to teach them a little bit about that environment. Once people appreciate, and care about the environment, they will be more inclined to help preserve it.**

**Columbia Wetlands Outpost has provided a vital asset to the care and stewardship of the Columbia Wetlands through their dedication of creating a connection to, and an education of, the Columbia Wetlands when sharing the wetland with its community and its visitors.**

**Sincerely,**

**Dave Wan**

**Coordinator, ATBO Diploma**

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September 5<sup>th</sup>, 2017

RE: COLUMBIA WETLANDS OUTPOST

To whom it may concern,

Tourism is one of three primary industries in Golden and CSRD Area A, generating an estimated \$70 million annually in visitor spend on accommodation, activities, dining, weddings and events, and other incremental spend in the local economy. It is a valuable in bringing tourist dollars, and creating employment in the community.

Most of our tourism businesses are small, owner-operated businesses, all of whom contribute to the range of experiences that Golden offers as a credible vacation destination. When we lose one or more of our products, it impacts the entire industry.

Our 2016 Visitor Study indicates that 9% of visitors cite nature and wildlife, and 3% cite weddings, as their primary reason to visit Golden. Furthermore, 8% of visitors' state that they visited the Columbia Wetlands during their visit.

Columbia Wetlands Outpost (aka, Columbia Wetlands Adventures, and Red Barn) provide not only high-quality experiences, accommodation, event venue that are therefore very valuable to Golden as a tourism destination, but do so in a manner that is sensitive and respectful of the unique wetlands environment in which they operate.

As members and stakeholders of Tourism Golden, they are extremely supportive of our PR efforts; regularly hosting media and travel trade groups, which results in increased awareness of Golden as a destination, increased visitation, and ultimately a broader education and understanding of the diversity, and incredible environmental importance of the Columbia Wetlands. To lose Columbia Outpost products, and the Teasedales as supporters and advocates for the tourism industry, would be a significant blow to the local tourism industry.

Yours sincerely,

A handwritten signature in black ink that reads "JSweet" followed by a stylized flourish.

Joanne Sweeting

Executive Director