

## CALLING ALL TOURISM OPERATORS

### Invasive-Wise Tourism Program

**December 9, 2022**

BC's tourism industry is ranked as the most important sector to the economy – generating billions of dollars annually. Much of the industry's success relies on BC's amazing biodiversity and variety of healthy, natural landscapes. Invasive species can damage BC's unique ecosystems and native wildlife – the very things that attracts visitors. Tourism is also recognized as a major pathway for the spread of invasive species. To address these issues, the Invasive Species Council of BC (ISCBC) has partnered with a diverse group of tourism industry professionals to develop the Invasive-Wise Tourism program. ISCBC is seeking a range of operators to take part in this project.

In addition to receiving FREE training, support, and resources, becoming an Invasive-Wise Tourism partner is a great way for businesses to stand out. After they implement the program, Invasive-Wise Tourism Operators will be promoted through ISCBC media releases, social media channels, newsletters conferences, and events.

Invasive species pose one of the largest threats to biodiversity. It is this biodiversity that must be sustained in order to sustain the tourism industry in BC. If you are a tourism operator and you are interested in taking part in this program, please contact the Outreach Coordinator through the information provided below.

It is of the utmost importance that those who work in tourism understand the possible impacts that invasive species can have and to be conscious of tourism activities that could spread invasive species. By ensuring wide-spread understanding, the tourism industry can be better prepared to protect our natural environment and make our tourism industry more sustainable.

ISCBC looks forward to hearing from you.



**Erin Springinotic**  
Outreach Coordinator  
**Invasive Species Council of BC**

Workdays: Monday – Friday

✉ [espringinotic@BCinvasives.ca](mailto:espringinotic@BCinvasives.ca)

🌐 [BCinvasives.ca](http://BCinvasives.ca)

*The Invasive Species Council of BC gratefully acknowledges the territories of the Indigenous Peoples of BC where we live and work to maintain healthy ecosystems for all.*