

Brainstorming & Consensus Group Work Results – 10 July 2006

What do we want Bowen Island's tourism industry to look like in 5 years?							
Nature & Discovery	Programs & Packages	Health & Wellness	Community Acceptance	Positioning of Bowen	Community Facilities	Event Planning	Off Peak Times
Combine health & wellness with nature programs	Professional artist development programming	Bowen Centre for Healing Arts	Must appeal to residents	Unique selling proposition of spa services	Arts Centre exists	Consider participatory or passive	Develop off peak times
Define greenway park and trail system	Studio tours	Wellness facilities serving multi day visits focusing on nature & quiet	Limited impact on the resident population	Encourage sale of local crafts	Community centre exists	Self generating – entrance fees	
Nature Arts installation sites	Busker festival	Large % of the population working serving the wellness industry	Restricted areas, controlled, managed, organized	Showcase Bowen's innovators in wellness/spa			
	B&B's linking together for multi day visits	Wellness education programs	Local volunteers involved	Gateway community creativity reflected			
	Combo packages of spa services (multi-day)						
	Promoting local and other performances						
	'Living Right' new addict programs - Orchard						

KEY:

Green – Nature-based (ecotourism and adventure tourism)

Orange –Festivals and events

Blue – Spa & Wellness

Red – Arts, Culture and Heritage

Further Group Discussion on: How to accomplish the 8 vision areas identified

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<ul style="list-style-type: none"> • Develop dive sites • Planning – sensitive areas • Conservation • Education • GVRD acceptance 	<ul style="list-style-type: none"> • Initiating artisan tour – coordinating • Consider timeframes for programs – 1 or 2 times per season vs. regular hours (easier to commit) – e.g. East Vancouver – artisans tour over 1 weekend 	<ul style="list-style-type: none"> • Pre-zoning – for non-residential type development (e.g. educational and tourism) 	<ul style="list-style-type: none"> • Understanding the large visiting friends and relatives market • Communication & managing tourism • Research • Year round focus – not increasing summer • Parking • Sustaining the local businesses in our community 	<ul style="list-style-type: none"> • An island • The community • Vancouver Coast and mountains region – stay with Vancouver sub-region 	<ul style="list-style-type: none"> • In process • Need to be multi-use • Conference capabilities • Community programs • Outdoor components 	<ul style="list-style-type: none"> • Community benefits • Volunteer fatigue • Encourage some off-island organizers if volunteer fatigue 	<ul style="list-style-type: none"> • Focusing on activities and programs to strengthen the off-peak times