

Sheena Pate

Crown of the Continent Geotourism Council

April 12, 2016

MT Governor's Conference Breakout Session

# Organization of Presentation

- Program Overview
- Crown of the Continent Region
- Projects
- Tools
- National Geographic Features



# National Geographic Partnership

- Intact Ecosystem
- Rich culture and heritage
- Unique communities
- Experiences that cannot be had anywhere else in the world



## 3 Overarching Goals

- **Geotourism Business Development**
  - Establish destination that provides high-quality visitor experiences through sustainable tourism activities and operations.
- **Stewardship**
  - Provide visitors and residents opportunities to preserve and celebrate the environment, culture and history.
- **Communication and Education**
  - Expand networks, promote regional pride, and increase public awareness.

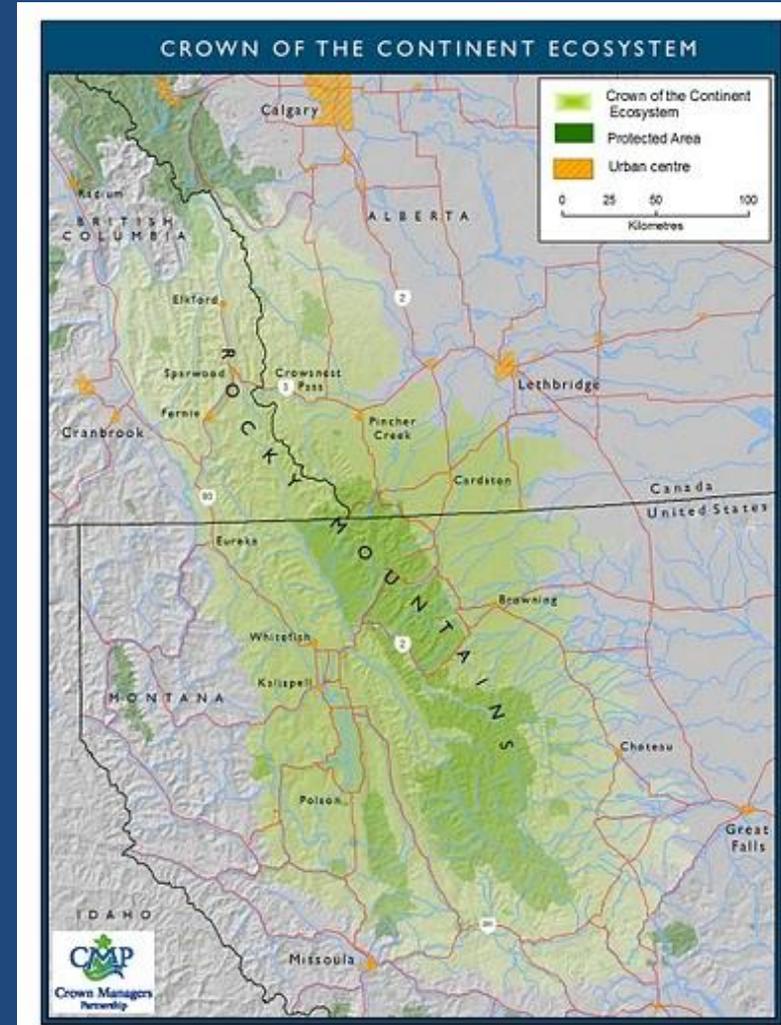
# Geotourism

- “Tourism that sustains or enhances the geographical character of a place- its environment, heritage, aesthetics, culture, and well being of its residents”

# Crown of the Continent Region

# Crown of the Continent

- One of the world's most diverse temperate ecosystems
- Ecological Crossroads
- 16,000 square miles
  - 18 million acres (7.3 million hectares)
- Transboundary tribal heritage
- First International Peace Park
- Two World Heritage Sites
- A Destination without Borders



# Montana



# Alberta



# British Columbia



# Special Projects

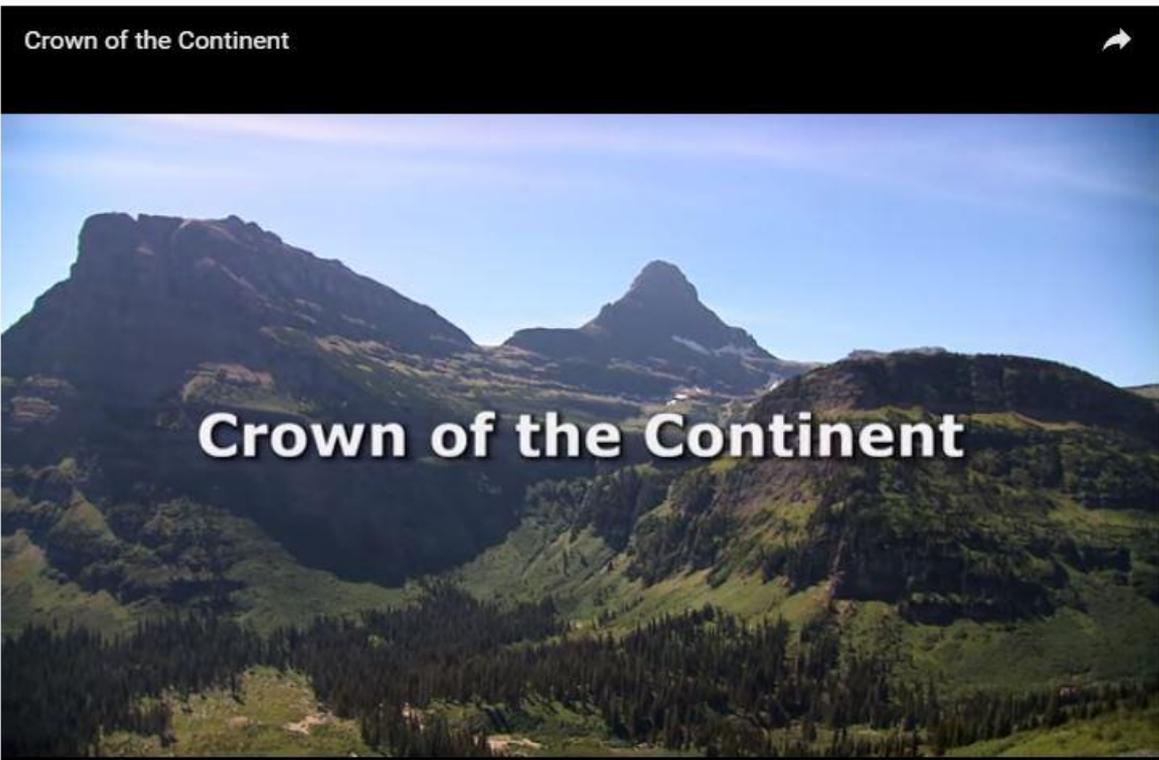
# KSPS Public Television Crown of the Continent Documentary

Help tell the story of what is special about this place. Nominations open now!

Helena, Montana

About the

**Crown of the Continent**



**Crown of the Continent**

0:04 / 8:32

CC YouTube

Crown of the Continent KSPS Documentary

Get a printed mapguide by mail



The  
**WILDEST  
ROCKIES**

FINDING COMMON GROUND  
*in the CROWN  
of the CONTINENT*

STEVEN GNAM

# #CROWNTRAVERSE

THE  
NORTH  
FACE

Outside  
LIVE BRAVELY

KOOTENAY • COAST

MOUNTAIN CULTURE

MAGAZINE

BANFF  
MOUNTAIN  
FILM FESTIVAL  
WORLD TOUR  
2015



# Social Media Partners



# Crown Tools



# National Geographic Features

# Website

[www.crownofthecontinent.natgeotourism.com](http://www.crownofthecontinent.natgeotourism.com)

# Integrated NG Program

# Window Cling



**NATIONAL  
GEOGRAPHIC**

**Geotourism  
Destination**

***crownofthecontinent.  
natgeotourism.com***

# Link Badge



A travel guide to the places most respected and recommended by locals.



## CROWN OF THE CONTINENT

PLACES TO GO WHERE TO STAY THINGS TO DO

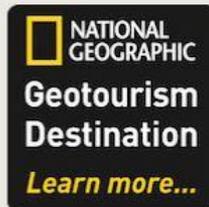
Trip Plans Regions Local Voices About

Informational Pages

### National Geographic Link Badge for Your Website

1 of 1

- ▲ About the Region
- ▲ About Geotourism
- ▲ About the Geotourism Council
- ▲ Nominating Places to the Site
- ▲ Stories of the Crown
- ▲ Project Supporters



Geotourism Destination link badges for your website – National Geographic



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# Embed Widget

The image displays two examples of National Geographic Maps embed widgets. The top widget is for the Southwest Wine Center at Yavapai College, featuring a large photograph of a modern building at sunset, a map snippet, and a brief description. The bottom widget is for the Going-to-the-Sun Road, featuring a photograph of three hikers on a trail, a map snippet, and a brief description. Both widgets include the National Geographic logo, a search bar, and navigation links. The background shows a portion of the National Geographic Maps website interface, including the top navigation menu and a seasonal menu.

**NATIONAL GEOGRAPHIC MAPS**

Home Trail Maps Travel Maps Wall Maps Books, Atlases & Globes

Home → MapGuide Gallery Widget Sedona Verde

**NATIONAL GEOGRAPHIC** Places most respected and recommended by locals.

WHITEFISH, MONTANA LODGING, DINING & OFFICIAL VISITOR INFORMATION

SPRING SUMMER FALL WINTER

**WHITEFISH**  
• MONTANA •

STAY DINE DO SHOP GET HERE

SEARCH

If You Only Have a Day

**NATIONAL GEOGRAPHIC** Places most respected and recommended by locals.

Going-to-the-Sun Road

1 of 11

**Southwest Wine Center at Yavapai College**

The Southwest Wine Center at Yavapai College is an industry scale teaching vineyard, winery and grapes under cultivation at the college. ...

READ FULL STORY

**NATIONAL GEOGRAPHIC** MAPS

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**Going-to-the-Sun Road**

An engineering marvel completed in 1932, the cliff-hugging Going-to-the-Sun Road traverses the Continental Divide. A drive along the Sun Road is the most popular highlights of the park. The road...

WEB CAMS GET A TRAVEL GUIDE VISIT US ON f t i TRIP PLAN

# Field Expert



**Heidi Eijgel**

## Latest Contributions

- ▲ Allison Creek Cross-Country Ski Trails
- ▲ Police Outpost Provincial Park
- ▲ Payne Lake Provincial Recreation Area

## Favorite Saying

"In the universe, there are things that are known, and things that are unknown, and in between, there are doors." William Blake

## Favorite Activities

Hiking, being a part of wild places, riding and training horses, anything to do with frogs and wetlands, the night sky, taking pictures, writing, telling stories, eating good food, enjoying great coffee, learning about our landscape.

## Travel Style

Slow travel - horseback, train, bicycle, foot, canoe or kayak.

## Expertise

Protected areas, rocks, flowers, invasive species, grassland, wildlife and stories of SW Alberta!

▲ Northwest Montana

The best travel advice



Supporting Partners





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