

# CROWN OF THE CONTINENT GEOTOURISM

Alberta • British Columbia • Montana

- CELEBRATE AND ENHANCE THE UNIQUE CHARACTER OF PLACE
- promote regional appreciation
  - encourage sustainable businesses
  - provide outstanding visitor experiences

## 2007

- Geotourism project established with National Geographic Society and regional partners.
- 14-month process: presentations, meetings and workshops generating over 700 nominations
- KSPS debuts PBS Crown of the Continent Documentary

## 2008

- Transboundary Geotourism Council established
- Crown MapGuide and Website launch events in Washington DC, Helena MT, Calgary AB and Cranbrook BC
- Ad campaign in western Canada featuring COTC region, MapGuide, website and MT itineraries
- U of MT Institute for Tourism and Recreation Research (ITRR) leads study to benchmark Geotourism awareness

## 2009

- COTC Council strategic business plan
- MT Governor's Partnership Award
- COTC Council Coordinator position created

## 2010

- Alberta Geotourism Gap and Opportunity Analysis

## 2011

- UnCommon Sense program in the Crown

## 2012

- Pathways to Prosperity Research Report

## 2013

- Transboundary marketing meetings

## 2014

- Mapguide re-design aligned with new National Geographic Society format

## 2015

- National Geographic Society restructures
- Crown is 2nd geotourism project to upgrade to new WEB 2.0 platform
- Project proposals private partnerships (Xanterra and COTC Discovery Centre)
- Social media coverage for Crown Traverse Expedition

**2**  
UNESCO  
World Heritage Sites



World's **1<sup>st</sup>**  
International  
Peace Park

Regional Partner Groups

**53**

Communities, tourism bureaus, conservation and business groups, educators, First Nations, government, and foundations

**447,842** Unique  
Website Visitors since 2008

**166** Field Experts  
contribute web content

**620,000**  
MapGuides  
distributed



**43,755**  
Newsletter  
Subscribers

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

