

RAIL TRAIL READINESS

From Trail to Till: Turning Rail Trail Riders into Local Customers



**Business Development Guidebook
for the North Okanagan-Shuswap
Region**

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SECTION 1 — Executive Summary



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The **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail** is more than a recreational corridor. It is a once-in-a-generation catalyst for economic growth, small business innovation, and community connection across Sicamous, Splatins/Enderby, Armstrong, Spallumcheen, Mara Lake, and the many rural pockets that bind them together. As each new section of the trail opens, it brings with it the unmistakable pattern seen in rail trails across Canada and beyond: people arrive, they spend, and communities are strengthened by a steady flow of new visitors seeking food, rest, experiences, and connection.

This Business Development Curriculum is designed to help local businesses embrace that opportunity **not someday, but now**.

Between May and September 2025 alone, the Sicamous trail counter recorded **13,148 users¹**, averaging nearly **300 users per day**. And this is before the trail is even fully connected, before the Bruhn Bridge opens in 2027, and before anticipated surges tied to regional tourism recovery trends. Regional visitation data shows strong indicators: higher ADR and RevPAR² in accommodations, rising international stays, and a tourism workforce now exceeding 52,000 people in the Thompson Okanagan region. The market is there. The trail is becoming a defining asset of the region. And businesses that prepare early will lead.

This project has been designed deliberately as a **business readiness initiative**, not a tourism marketing campaign. Community Futures North Okanagan (CFNO) created the Rail Trail Readiness Project to equip local businesses with practical tools, sector-specific strategies, and collaborative frameworks that translate trail traffic into real economic outcomes. According to the project contract, the aim is clear: increase visibility, strengthen the customer experience, and support businesses in becoming trail-friendly through workshops, one-on-one coaching, and long-term strategy support.

At the centre of this work is the leadership of **Splatsin te Secwépemc**, whose vision, stewardship, and advocacy made the rail trail possible. Across the corridor, the trail is situated within Secwépemc territory, and the Splatins community's early leadership, investment, and long-term commitment remain foundational. This curriculum honours that leadership and offers practical pathways for businesses to build respectful, meaningful relationships with Indigenous partners.

¹ Shuswap Trail Alliance, 2025 Trailcounter Data

² ADR measures the average revenue generated per occupied room, while RevPAR assesses the hotel's ability to fill available rooms at the average rate

What This Curriculum Provides

This guidebook is an actionable, sector-friendly tool for every business along the corridor, from cafés and restaurants to lodging operators, retail shops, wineries, agritourism ventures, service providers, and emerging trail-based experiences. It includes:

- A clear overview of the Rail Trail Readiness Project and its purpose
- A practical introduction to Indigenous partnership and protocol
- A detailed explanation of the trail economy and spending patterns
- Trail user personas grounded in actual cycling and sector research
- Sector-specific business playbooks (F&B³, Lodging, Retail, Agritourism, etc.)
- Worksheets, simple diagrams, and implementation tools
- Winter-use insights and how businesses can adapt through all four seasons
- Marketing guidance, digital visibility strategies, and collaborative models
- A long-range roadmap reflecting future opportunities, including EV tourism trends
- Appendices summarizing maps, trail concept plans, business data, and partner contacts

Every chapter translates research into real-world strategies. This curriculum is not theoretical. It is built for immediate use, designed so that businesses can begin making changes the moment they finish reading.

Why This Matters for Local Economies

Trail users are high-value visitors. According to sector research, cyclists are motivated by scenery, food culture, safety, and accessible amenities. Their spending patterns are consistent: food and beverage, local retail, accommodations, experiences, and transportation. The Destination BC Cycling Sector Profile identifies cycling visitors as a growing, motivated market with above-average engagement in active travel, regional touring, and experiential activities.

Across Canada and the U.S., rail trails have demonstrated their ability to uplift rural economies. The Kettle Valley Rail Trail, Confederation Trail, and Le P'tit Train du Nord have shown that trail traffic supports restaurants, lodgings, shuttles, breweries, museums, rental shops, and even farmstands, an opportunity the SNO trail now mirrors with local permits available for on-trail farmstand vending.

The economic future is already visible in the Okanagan: EV tourism is rising sharply, and many cyclists now travel with EVs, planning trips around charging availability and trail access points. The synergy between EV travel and cycling is a significant growth market⁴.

³ Food & Beverage, A Glossary of Terms & Acronyms can be found on pages 106 to 108

⁴ Cycle & Charge: 8 Great Bike Trails

The Role of Splatsin te Secwépemc

In every workshop and throughout this curriculum, Splatsin is recognized as a central partner, rightful steward, and key leader of this corridor. Their governance role, cultural guidance, and economic development priorities are integral to the Rail Trail Readiness Project. The curriculum encourages businesses to build cultural understanding, develop welcoming practices, and learn how their operations can contribute to a respectful and collaborative trail culture.

A Note on Timing: The Opportunity Is Now

The trail is not yet complete, yet use is already high, helped by innovations such as the **Sicamous Ferry Society's shuttle loop**, connecting downtown Sicamous to the new rail trail section six days a week. This is a glimpse of what is coming. Each new bridge and section will add momentum.

Communities do not have to wait for full trail completion.

Trail users are already here. The opportunity is already here. The businesses that prepare now will define the next decade of local economic growth.

The message throughout this guidebook, for every business in every sector, is simple and urgent:

OWN IT



SECTION 2 — Introduction to the Rail To Trail Project



SECTION 2 — Introduction to the Rail To Trail Project

The **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail** is one of the most ambitious active transportation and recreation projects in British Columbia: a 50-kilometre non-motorized corridor connecting Sicamous, Splatsin/Enderby, Armstrong, and the rural landscapes between them. As each new segment opens, the trail is transforming the region from a set of separate communities into a connected, shared destination for walkers, cyclists, families, commuters, and visitors.

This introduction provides a clear overview of the vision, the project partners, the development timeline, and the unique context within which this Business Readiness initiative operates.

The message for businesses across the corridor is straightforward:

You do not need to wait until the trail is complete to benefit

The opportunity has already arrived.

2.1 Project Vision: A Regional Spine for Movement, Recreation, and Local Prosperity

The rail trail is being designed as a continuous, safe, accessible route supporting:

- Active transportation
- Local commuting
- Daily walking and recreation
- Tourism and cycle touring
- Community health and wellness
- Economic development tied to trail-based visitation

The trail follows the historic Sicamous–Armstrong rail corridor and has been shaped by extensive planning, community engagement, and inter-jurisdictional collaboration.

The **Trail Development Plan** and **Trail Concept Maps** illustrate the corridor’s nodes, access points, bridges, viewpoints, and future connectivity opportunities⁵.

The long-term vision is not simply a trail, it is a community connector that strengthens business corridors, supports agritourism, enhances Indigenous cultural visibility, and gives residents and visitors a safe, beautiful way to travel between communities.

⁵ Appendix A, Trail Concept Maps, Shuswap Trail Alliance

2.2 Project Partners and Governance

The rail trail is co-owned and guided by the partnership between:

- **Splatsin te Secwépemc**
- **Columbia Shuswap Regional District (CSRD)**
- **Regional District of North Okanagan (RDNO)**

Planning and development follow the Shuswap Trails Protocol, ensuring consistent attention to cultural values, ecological responsibility, and long-term stewardship. Trail design and operations have been coordinated with the Shuswap Trail Alliance and various community working groups, committees, and volunteers.

The Rail Trail Readiness Project, delivered by Community Futures North Okanagan, exists *because* the ownership partners recognized early that businesses need support to prepare for rail trail users. This readiness work is anchored in the 2025–2026 project contract, which identifies training, consultation, marketing guidance, on-site visits, and long-term strategy development as core deliverables⁶.

2.3 What the Readiness Project Does

Through three in-person workshops and one-on-one business consultations, the project:

- Helps businesses become **trail-friendly**
- Increases visibility and customer reach
- Improves the visitor experience
- Encourages collaboration among businesses, Chambers, and local governments
- Provides sector-specific strategies
- Builds long-term resilience across the corridor

CFNO designed this as a **business development** program and not a tourism marketing campaign. The aim is to help operators adapt, innovate, and respond to market opportunities driven by trail use.

2.4 Key Facts & Emerging Trends

Trail use is already strong and rising.

Between May and Sept 2025, the Sicamous trail counter recorded **13,148 uses**, averaging around **300 users per day**.

This is before full connectivity. Before major bridges reopen. Before the region begins coordinated trail-tourism promotion.

⁶ RTR Project Contract with First Journey Consulting Ltd.

Every signal points to exponential growth.

Sicamous ferry access has changed the game.

The Sicamous Ferry Society now runs a continuous shuttle loop from Martin Street Boat Launch to Sicamous Beach Park and the rail trail access point at 0.5 km, operating Monday–Saturday, 9:00–5:30.

This single piece of infrastructure creates:

- A clear access point for cyclists and walkers
- A new flow of visitors into downtown Sicamous
- A model for future mobility innovations across the corridor

Businesses should expect growing use patterns as transportation options expand.

The trail is opening in phases including major future milestones.

Notably, the **Bruhn Bridge section is projected to open in 2027**. This will create one of the most scenic and high-value trail sections, unlocking new cycling loops and strengthening connectivity.

Seasonal use will define new business patterns.

While winter maintenance (plowing, grooming) is currently not funded, the trail is still used in winter for walking, ice cleats, fat biking, and intermittent cross-country skiing. Snowpack varies along the corridor, but several recent winters have seen regular ski tracks set by locals in Sicamous and Enderby. As Phil McIntyre-Paul notes, communities can shape future winter programming if a funding strategy emerges and the trail should be seen as a **four-season asset** from the outset.

2.5 The Role of Business in the Trail's Early Years

The history of Canadian rail trails demonstrates a consistent pattern: businesses that adapt early grow fastest.

Even before full trail completion, towns can:

- Promote trail-to-town loops
- Create small, trail-friendly menus
- Offer bike storage and charging
- Partner to host events
- Add signage
- Develop on-trail farmstands (permits are available)
- Cross-promote with neighbouring businesses
- Launch simple packages (“Bike & Bite”, “Pedal & Pint”, “Ride & Rest”)
- Connect directly to the Splatstin community’s cultural offerings

The readiness project helps businesses recognize their position along the trail, anticipate user needs, and design offerings that match the pattern of contemporary active travellers.

2.6 The “OWN IT!” Approach

The central message to communities across the corridor:

OWN IT! Even before you are connected, you can buy in, sell the rail trail product, and use it to your advantage.

This mindset shift is critical. Economic benefit does not come from waiting for a ribbon-cutting ceremony. It comes from preparation, visibility, and early adoption.

2.7 How to Use This Curriculum

This guidebook complements the three in-person workshops, but it also serves as a standalone resource that:

- Businesses can work through independently
- Chambers and economic development officers can use to engage local operators
- Municipal and Indigenous partners can use to support planning and communication
- Future stakeholders can use to sustain the trail economy over time

Each chapter builds toward practical implementation, with worksheets, templates, diagrams, and a robust appendix.

The end goal is simple and shared:

A corridor where **communities thrive, Indigenous partnerships are respected, and local businesses benefit from every kilometre of trail.**

Splatsin te Secwépemc - Shuswap North Okanagan Rail Trail

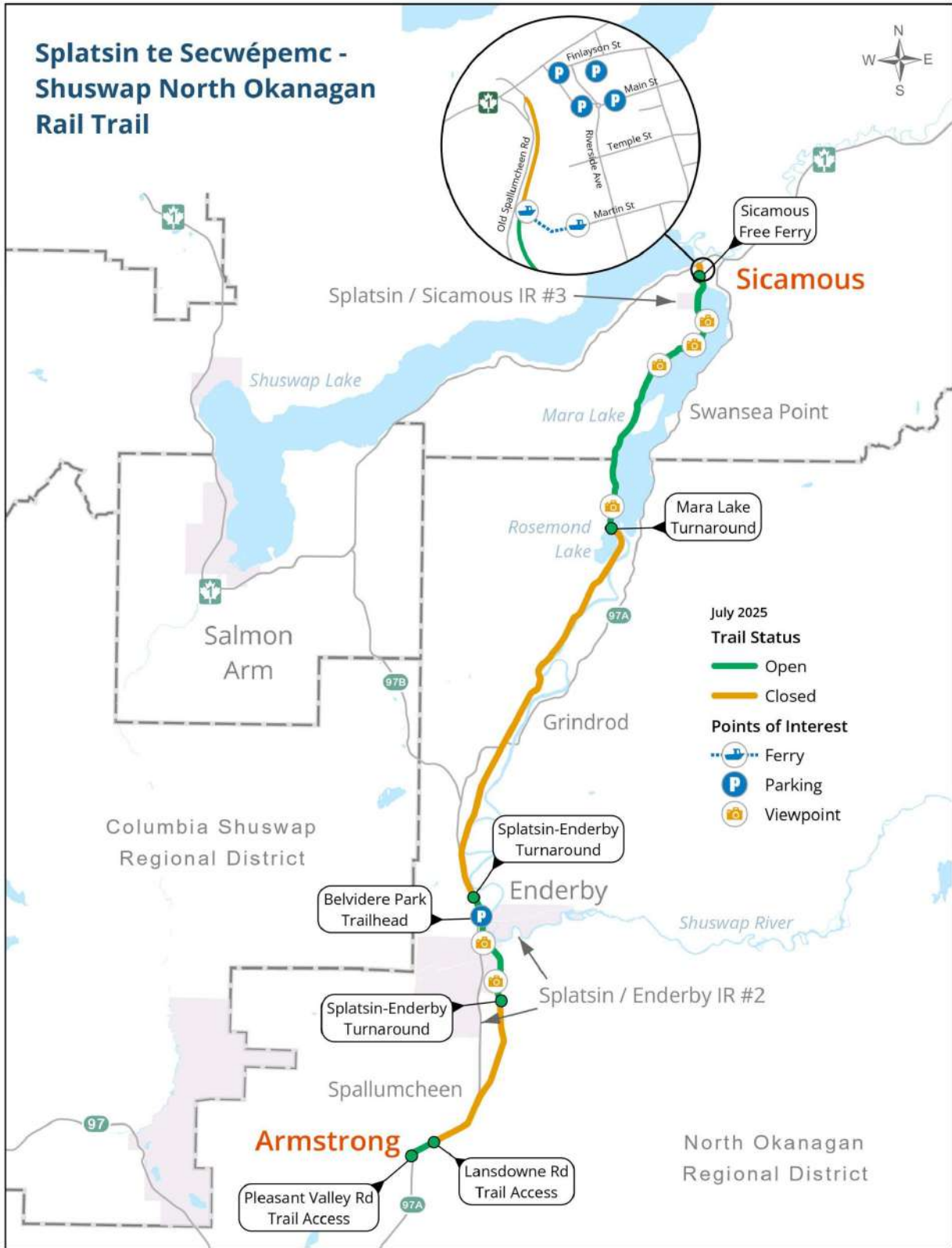


IMAGE: SPLATSIN TE SECWÉPEMC - SHUSWAP NORTH OKANAGAN RAIL TRAIL SICAMOUS TO ARMSTRONG (MAP BY SHUSWAP TRAIL ALLIANCE)

SECTION 3 — Indigenous Partnership & Protocol



SECTION 3 — Indigenous Partnership & Protocol

Honouring Splat sin te Secwépemc as Leaders, Partners, and Hosts

The **Splat sin te Secwépemc Shuswap North Okanagan Rail Trail** exists because Splat sin te Secwépemc led the way. Long before economic studies, business planning, or construction timelines, Splat sin envisioned a corridor that would reconnect lands, communities, and future generations. Their leadership was foundational in purchasing the rail corridor, advocating for its protection, and guiding its development in line with Secwépemc values.

Any business readiness work along this trail begins with that truth. This section offers a clear, respectful, and practical foundation for working with Indigenous partners, especially Splat sin, in a way that strengthens relationships, builds trust, and aligns with the long-term spirit of this project.

3.1 Splat sin Leadership: The Foundation of This Corridor

Splat sin te Secwépemc are part of the Secwépemc Nation, with deep ancestral ties throughout the Shuswap watershed. Their commitment to the rail trail has been central to every phase of planning, including:

- Asserting stewardship and cultural values
- Acting as co-owners in partnership with CSRD and RDNO
- Guiding the Shuswap Trails Protocol
- Bringing forward a long-term vision of connectivity, health, and community benefit
- Supporting cultural visibility and storytelling along the corridor

The **Splat sin press releases and leadership communications** consistently emphasize cultural protection, stewardship, and the importance of working collaboratively in Secwépemc territory.

For businesses, this means the rail trail is not simply infrastructure, it is an expression of Indigenous leadership and reconciliation-in-action.

3.2 Why Indigenous Partnership Matters for Businesses

Indigenous partnership is not symbolic. It is practical, relational, and central to the success of the trail economy.

Working respectfully with Splat sin and other Indigenous partners:

- Builds long-term trust
- Strengthens regional identity

- Enhances the visitor experience
- Supports cultural revitalization
- Aligns with Canadian Truth and Reconciliation principles
- Creates opportunities for Indigenous business growth
- Demonstrates respect for the lands businesses operate on

Visitors increasingly look for authentic cultural experiences, respectful learning opportunities, and destinations that honour the local Indigenous communities. Businesses that understand and act on this will be better positioned to attract customers, especially travellers drawn by cycling, agritourism, and cultural tourism.

3.3 Operating on Secwépemc Territory: What Businesses Should Know

Every community in this project (Sicamous, Mara Lake, Grindrod, Enderby, Splat sin, Armstrong) is situated within Secwépemc territory. Recognizing this in day-to-day business operations can be simple, genuine, and impactful.

Examples of Good Practice

1. Use territorial acknowledgement meaningfully.

Acknowledge that your business operates on the traditional and unceded territory of the Secwépemc / Splat sin people.

Keep it short, sincere, and integrated into your operations (menus, websites, event openings).

2. Learn proper pronunciation and spelling.

This small step goes a long way toward respect and accuracy.

3. Use culturally respectful signage or décor.

If adding Secwépemc words or place names, consult Splat sin for correct usage. Avoid generic “Indigenous-style” décor.

4. Highlight Indigenous businesses and partners.

Feature Splat sin businesses, events, artists, or food producers.

5. Know the difference between celebration and appropriation.

Do not use Indigenous names, stories, or artwork without permission. When in doubt, ask.

3.4 Collaborating with Splatsin Businesses and Organizations

There are many ways to collaborate meaningfully:

- Hire Splatsin caterers, artists, or knowledge keepers for events
- Stock Indigenous-made products in retail or gift shops
- Promote Splatsin-led tours, workshops, or experiences
- Partner on youth initiatives or cultural programming
- Build relationships with the Splatsin Development Corporation

Collaboration builds trust and helps ensure economic benefits flow to Indigenous communities alongside neighbouring towns.

3.5 A Relational Approach: How to Engage Respectfully

Splatsin leaders often emphasize relationship before business. For non-Indigenous operators, this means slowing down, listening carefully, and approaching engagement without assumptions.

A simple approach works:

1. Introduce yourself and your intentions clearly.

Share why you want to connect and how it relates to the rail trail.

2. Ask how you can support existing Splatsin initiatives.

Indigenous partners are often asked to help others. Offering support first is powerful.

3. Be prepared for timelines to unfold differently.

Relationship-building is not rushed. Trust builds through respect, consistency, and patience.

4. Honour commitments.

Follow-through is essential. If you say you will show up, show up.

This aligns fully with the guidance found in best practices from the Rail Trail Readiness contract and from Splatsin communications.

3.6 Creating Culturally Welcoming Trail-Friendly Businesses

Visitors will increasingly look for businesses that reflect and respect the Secwépemc presence along the trail.

Simple, practical examples:

- Add land acknowledgements to your website or brochures
- Include local Indigenous history in staff training
- Display Indigenous artwork purchased directly from artists

- Offer information about Splat-sin community events
- Educate employees on respectful interactions
- List Indigenous businesses on your “partner links” page
- Avoid stereotypes in imagery, branding, or décor
- Include local Secwépemc words with correct spelling and context

Small steps create meaningful signals. They show visitors and Splat-sin community members that your business acknowledges the Indigenous leadership central to this corridor.

3.7 Indigenous Values Embedded in the Rail Trail Vision

The rail trail reflects core Secwépemc principles:

- **Respect for the land**
- **Connection between communities**
- **Stewardship across generations**
- **Health and wellness**
- **Moving through territory in a good way**

Businesses that operate along the corridor become part of this larger story. Aligning your operations with these values strengthens the regional identity and creates a unified experience for everyone using the trail.

3.8 A Working Protocol for Local Businesses

A simple model for respectful partnership

1. **Acknowledge the land and Splat-sin leadership.**
2. **Build relationships before seeking collaboration.**
3. **Ask respectfully when Indigenous content or language is involved.**
4. **Support Indigenous economic participation.**
5. **Include Indigenous stories only with permission, guidance, or partnership.**
6. **Celebrate Indigenous leadership without using culture as a commodity.**

This approach keeps businesses on solid ground and ensures the trail continues to be a place of mutual respect and shared prosperity.

3.9 Why This Matters for the Trail Economy

Indigenous-led projects across BC, including the SORCA–Squamish Nation MOU, Simpcw trail networks, and Skawahlook Adventure Park, show clearly that when Indigenous communities are centred in planning and development,

the result is stronger, more resilient tourism economies. Businesses benefit. Visitors benefit. Communities benefit.

The **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail** is already a model in this regard.

Businesses that align with Splatsin leadership will not only see economic benefit; they will participate in the deeper work of reconciliation and regional revitalization.



SECTION 4 — Understanding the Trail Economy



SECTION 4 — Understanding the Trail Economy

How Rail Trails Transform Local Business Corridors

If there is one truth that every rail trail in Canada and the world demonstrates, it is this: **when people move through a landscape under their own power, they stop, spend, and connect with local businesses in ways that car-based visitors rarely do.**

Rail trails don't just bring visitors, they bring the right kind of visitors: slow, intentional, curious, and ready to engage with small businesses.

This section explains the trail economy through data, real-world examples, regional market trends, and insights from cycling sector research. It is designed to help businesses understand *who* rail trail users are, *how* they spend money, and *why* becoming “trail-friendly” is such a powerful competitive advantage.

4.1 What Is a Trail Economy?

A trail economy develops when a recreational or active-transportation corridor (like the **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail**) attracts walkers, cyclists, families, tourists, EV travellers, and daily commuters, who then spend money on:

- Food and beverage
- Lodging
- Bike services and small retail
- Agritourism products
- Transportation, shuttles, ferries
- Experiences (tours, events, wellness, culture)
- Local goods and handmade products

Studies across BC, Canada, and the U.S. show consistent patterns: trail visitors spend more time in communities, support multiple businesses, and often return for multi-day trips. In many communities, trail-based visitors become a stable year-round economic engine.

4.2 Evidence From Rail Trails Across Canada

Rail trails such as:

- The Kettle Valley Rail Trail (BC)
- Confederation Trail (PEI)

- Le P'tit Train du Nord (QC)
 - The Georgian Trail (ON)
 - The Columbia & Western (BC)
- all demonstrate that trail-oriented travel is:

- **Low-impact**
- **High-value**
- **Seasonally diverse**
- **Well-connected to local businesses**

Cycling-specific research from Great Canadian Trails shows that multi-day cyclists consistently spend on meals, comfortable lodging, gear, repair items, and rest-day experiences. They value safety, scenery, hospitality, and ease of access. All attributes that define the SNO Rail Trail corridor once fully connected.

Insights from the multi-day cycling research

Cycling travellers consistently require:

- Quality food & beverage options
- Sunscreen, hydration, snacks, and repair kits
- Comfortable lodgings with bike-friendly amenities
- E-bike charging
- Flexible hours of operation
- Weather-proof stores (rain gear, gloves, layers)
- Health & wellness items (anti-chafe products, recovery items)

This is why restaurants, cafés, B&Bs, motels, breweries, corner stores, and agritourism operators often see immediate sales boosts when rail trails open.

4.3 Splantsin te Secwépmc Shuswap North Okanagan Rail Trail: Early Data Shows Strong Demand

Even without full connectivity, the numbers are strong:

- **13,148 trail uses recorded May–Sept 2025**
- **approx. 300 users/day in peak season**

This is preliminary data and not yet supported by regional marketing, tour operators, or full infrastructure. As each new section opens (including the Bruhn Bridge in 2027), use patterns will grow significantly.

Early indicators also include:

- Sicamous Ferry Society's new trail shuttle loop, operating six days a week
- Strong social media presence around opening segments
- Walking groups, families, and seniors using completed sections
- Regional Chambers planning marketing tie-ins
- Pent-up demand for long-distance cycling loops in the Okanagan and Shuswap
- Comparison with usage patterns on the Okanagan Rail Trail

When plotted against other BC rail trails, this early volume is a strong signal: **the SNO Rail Trail is on track to become one of the most visited corridors in the Interior.**

4.4 Visitor Spending Patterns: What Cyclists and Walkers Buy

Trail users typically spend money in three categories:

Category 1 — Essentials (high frequency)

- Food and beverage (coffee, lunch, ice cream, baked goods)
- Water and hydration
- Snacks and quick calories
- Sunscreen, gloves, layers
- Bike tubes, minor repair items
- Charging services (for phones, cameras, e-bikes)

Category 2 — Experience Enhancers (moderate frequency)

- Breweries, wineries, cideries
- Local produce, farmstands
- Small retail (outdoor goods, gifts)
- Ferry tickets, shuttle services
- Tourism passes or entry fees
- Guided experiences (i.e., cultural tours, yoga, wellness, art studios)

Category 3 — Big-ticket items (low frequency but high value)

- Accommodations (overnight, multi-night, group stays)
- E-bike rentals or repairs
- Agritourism experiences (farm visits, tastings)
- Local events tied to the trail

Rail trail spending accumulates across communities. A cyclist who starts in Sicamous, stops in Grindrod for lunch, and ends in Armstrong for dinner spreads economic benefit across the corridor.

4.5 Destination BC Cycling Sector Trends

The **Destination BC Cycling Sector Profile**⁷ identifies cycling travellers as a high-value market with strong motivations for scenic riding, safe routes, and cultural and food experiences.

Key insights include:

- Cycling is one of the fastest growing outdoor activities in BC
- Touring cyclists seek longer stays, multi-community loops, and good food
- Visitors prioritize authenticity, local culture, agritourism, and wellness
- Families and seniors increasingly choose cycling for health and safety
- E-bikes are expanding access to older travellers and intergenerational groups
- Trail accessibility drives repeat visitation

This aligns perfectly with the SNO Rail Trail's design and with the surrounding communities' strength in hospitality, food, and agritourism.

4.6 EV Tourism + Cycling: A Major Growth Market

The ChargeHub “Cycle & Charge” report shows a powerful emerging pattern: EV travellers plan trips around two things:

1. Charging locations
2. High-quality bike trails

EV driving and cycling complement each other. EV tourists are typically:

- Higher-income
- Environmentally conscious
- Experience-oriented
- Often travelling in pairs or families
- Looking for short charging-stop experiences
- Interested in flexible day trips and multi-day loops

Communities along the SNO Rail Trail with EV chargers (fast or Level 2) will naturally attract these visitors. Businesses close to chargers, or offering charging themselves, will see increased traffic.

⁷ Cited document: Destination BC Cycling Sector Profile V4 FINAL.pdf

4.7 Regional Tourism Trends: What the TOTA Snapshot Tells Us

The **TOTA Dashboard Snapshot (Sept 2025)** offers critical context:

Tourism employment is rising.

The Thompson Okanagan tourism sector grew to **52,300 jobs** in August 2025 (+7.7 percent) with F&B as the largest employer at **43.6 percent**.

Visitors are staying longer.

International stays increased by **20.1 percent** even as overall trips decreased slightly.

Accommodations are seeing higher returns.

ADR and RevPAR are rising, meaning fewer visitors, but more profitable ones.

Domestic trips are softening (-2.7 percent)

This signals a shift toward higher-value, international, and experience-driven markets, exactly the segment drawn to rail trails.

What this means for businesses

- Summer remains peak (June–Sept)
- Shoulder seasons offer growth opportunity
- Overnight stays are increasing in value
- F&B and retail see steady employment gains
- Trails support year-round visitation patterns

Well-prepared businesses can tap into that rising momentum.

4.8 Four-Season Use: The Trail Doesn't Shut Down in Winter

Phil McIntyre-Paul's winter-use guidance is clear:

The trail will not be plowed or groomed, but it *will* be used during winter months for:

- Walking
- Ice cleats
- Fat biking
- Occasional XC skiing / snowshoeing

Snowpack varies widely along the corridor. Some winters allow ski tracks along Mara Lake and Enderby; others are lean. But the opportunity is there:

Businesses can and should plan for four seasons.

This includes:

- Hot soup and warm drinks
- Winter-friendly menus

- Indoor seating and shelters
- Gear (gloves, traction cleats)
- Winter signage
- Cozy, post-ride experiences

Many rail trail economies thrive in winter because trails become scenic walking corridors, one of the most accessible outdoor activities for families and seniors.

4.9 The Early Business Advantage

The economic literature is consistent:

The businesses that prepare earliest see the biggest returns.

Through trail-to-town connections, food and beverage offerings, partnerships with Splatsin, and EV-cyclist strategies, the SNO Rail Trail corridor is primed for rapid growth.

When we combine:

- High-value cycling tourism
- Strong EV travel integration
- Rising international stays
- A growing regional tourism workforce
- Four-season opportunity
- 13,148 uses in one partial season of an unfinished trail
- Strong community identity
- Splatsin-led stewardship

The result is unmistakable:

The SNO Rail Trail will become a signature economic asset for the North Okanagan and Shuswap.

Businesses that invest early will shape the identity and benefit of the corridor for years.

SECTION 5 — Trail User Personas



SECTION 5 — Trail User Personas

Understanding Who Is Coming and What They Need

A powerful truth about trail economies: **you cannot serve trail users well unless you understand who they are, what motivates them, and what frustrates them.** Rail trails attract a more diverse mix of visitors than most businesses expect. The SNO Rail Trail will see everything from seniors on morning walks to long-distance cycle tourers, EV-driving families, and gravel cyclists hunting for their next big ride.

These six personas reflect the most significant user groups your business will encounter. Each persona is grounded in cycling sector research, visitor trends, and early trail usage patterns.

Persona 1 — The Day-Trip Family from Vernon

“Let’s ride a few kilometres, grab ice cream, and make it a fun day together.”

Profile

- Parents in their 30s–40s
- Kids 5–14, often on bikes or tag-alongs
- Travelling by vehicle with bikes
- Motivated by scenery, safety, and accessible experiences
- Choose short rides (2–12 km) with food stops

Motivations

- Safe, car-free riding for kids
- Easy access and parking
- A fun afternoon outdoors
- Ice cream, treats, kid-friendly food
- Short loops and rewarding stops

Spending Patterns

Research shows families spend consistently on:

- Lunches (pizza, burgers, wraps)
- Coffees and cold drinks
- Ice cream
- Extra socks, sunscreen, gloves
- Quick repair kits
- Small souvenirs
- Entrance fees or mini experiences

Pain Points

- No clear signage for amenities
- Long waits for food

- Washrooms lacking or far away
- Limited kid-friendly menus
- No indoor space on cold/hot days

Opportunities for Businesses

- Family-friendly combos (“Trail Lunch for 4”)
- Kid-sized snacks, drinks, and scoop options
- Fast service windows or grab-and-go counters
- Family washrooms
- Simple outdoor seating
- Bike racks visible from tables
- Social media posts targeting “Family Ride Days”

Day-trip families are *highly loyal*. If they love your business once, they’ll be back all summer.

Persona 2 — The Multi-Day Touring Couple

“We want scenery, comfort, local food, and a warm welcome at the end of the day.”

Profile

- Ages 45–70
- Often from BC, Alberta, or international (Europe, Australia)
- Experience with long-distance rail trails (KVR, Le P’tit Train du Nord, PEI Confederation Trail)
- May be riding e-bikes
- Plan trips in advance
- Seek quality food, comfortable accommodations, and curated experiences

Motivations

- Scenic multi-day loops
- High-quality food and lodging
- Authentic local culture
- Wine/beer tasting
- Safe, uninterrupted trail corridors

Spending Patterns

Averages from multi-day cycling research:

- \$150–400 per night on lodging
- \$60–120 per day on meals
- Snacks, bakery goods, beer/cider
- Bike repair or tube purchases
- Local tours (cultural, food, nature)
- Shuttles or luggage transfers

Pain Points

- Limited lodging availability or no bike storage
- No e-bike charging
- Unclear signage to town centres
- Restaurants closed early
- No breakfast options near the trail

Opportunities for Businesses

- Secure overnight bike storage
- E-bike charging stations
- Breakfast-for-cyclists menu
- “Cyclist Welcome Packages” in hotels
- Luggage transfer partnerships
- Trail-to-table dinners
- Multi-day ride-and-stay packages

This group brings **the highest per-trip spending** and sets the tone for the region’s reputation among touring cyclists.

Persona 3 — The Gravel Rider from Kelowna

“I’m here for a long ride, a good coffee, and a craft beer afterward.”

Profile

- Ages 25–55
- Fitness-oriented
- Rides 40–100 km
- Typically arrives by car
- Looks for scenic loops linking gravel, paved trails, and backroads
- Values good food, good beer, and efficient service

Motivations

- Fitness
- Exploring new loops
- Scenic photography
- A satisfying post-ride meal or beer
- Social rides with friends

Spending Patterns

- Lunch or dinner for 1–4 people
- Coffee and pastry stops
- Energy bars, hydration
- Repair tubes, multi-tools

- Brewery visits
- Occasional overnight stays

Pain Points

- Poor signage to trailheads
- Inconsistent business hours
- No bike racks or outdoor seating
- Lack of healthy options

Opportunities

- “Ride + Refresh” specials
- Quick counter-service for cyclists
- Drink-and-snack bundles
- Weekend brunch tied to high cycling traffic
- Gravel-route maps (simple printouts or QR links)

Gravel riders are **repeat customers**. They’ll return often if they feel welcomed.

Persona 4 — The EV-Touring Cyclist

“We planned our whole weekend around charging stations and bike-friendly amenities.”

Profile

- Ages 30–70
- Often travelling as couples or families
- Drives a fully electric vehicle
- Chooses destinations based on charger access and trail proximity
- Will stop where charging and cycling align
- A growing demographic across North America

Motivations

- Convenient charging near trailheads
- Scenic, flexible day rides
- Good food and bathrooms while charging
- Combination road trip + cycling experience

Spending Patterns

According to ChargeHub’s report :

- Food and beverage during charging windows
- Retail purchases while “killing time”
- Extra snacks and hydration
- Multi-day accommodations if chargers are accessible
- Tickets for experiences or tours

Pain Points

- Chargers not close to amenities
- No clear signage showing “charge + ride”
- No washrooms nearby
- Few indoor spaces while waiting

Opportunities

- Businesses near chargers can offer:
- Charge-and-dine specials
- Comfortable waiting areas
- Quick-turnaround meals
- Hotels can advertise EV charging + bike lockers
- Communities can coordinate “Charge & Ride hubs”

EV-tourism is expected to surge; businesses prepared now will lead.

Persona 5 — The Seniors Walking Group

“We love a safe, scenic walk followed by coffee and conversation.”

Profile

- Ages 60–85
- Often local or from neighbouring towns
- Prefer flat, accessible routes
- Walk in groups (4–12 people)
- Visit in mornings or early afternoons
- Value comfort, predictability, and hospitality

Motivations

- Daily wellness and social connection
- Scenic sections with benches or viewpoints
- Easy parking and bathrooms
- Friendly service and warm indoor spaces

Spending Patterns

- Coffee, tea, baked goods
- Light lunch
- Gifts or small local items
- Occasional group bookings for brunch

Pain Points

- Lack of benches and shaded rest areas
- No nearby washrooms
- Limited indoor seating on cold days
- Businesses closed before/after walking hours

Opportunities

- Morning hours tailored to walking groups
- Tea + scone specials
- Cozy indoor seating areas
- Loyalty cards for locals
- Senior-friendly signage and menus

Walking groups become **consistent, year-round customers** when welcomed well.

Persona 6 — The “Destination Cyclist”

“I came here specifically because this trail is becoming famous, show me what makes your town special.”

Profile

- Ages 25–75
- National or international visitor
- Drawn by media coverage, Google Maps visibility, and word-of-mouth
- Chooses communities with distinctive offerings
- Seeks memorable experiences: food, culture, scenery, hospitality
- Often travels with a partner or friend

Motivations

- Iconic views
- Signature meals or local products
- Unique agritourism or cultural offerings
- Trails that tell a story
- Indigenous partnerships and cultural presence
- Community character

Spending Patterns

- F&B (\$30–80 per person)
- Local products (honey, produce, crafts)
- Lodging
- Event admission
- Bike rentals or repairs

Pain Points

- Businesses not promoting local uniqueness
- Generic menus
- No connection to local culture, art, or Splatsin presence
- Poor online visibility
- Limited hours outside peak season

Opportunities

- Signature dishes or drinks (“Trail Ale”, “Cyclist Breakfast”)
- Partnerships with Splatsin artisans or storytellers
- Seasonal farmstand offerings
- Photo-friendly outdoor seating
- Trail-themed merchandise
- Maps, stories, and local history integrated into spaces

These visitors are **destination builders**, they are the ones who write reviews, post photos, and inspire others.

What These Personas Mean for Local Businesses

Across all personas, four themes repeat:

1. Trail users spend money consistently.

From coffee to dinners, repairs to lodging, their needs are predictable.

2. Convenience matters.

Hours, signage, bike racks, bathrooms, and simple grab-and-go food define trail friendliness.

3. Trail users move between communities.

Economic benefit spreads along the entire corridor and collaboration amplifies it.

4. Small upgrades create outsized impact.

E-bike charging, shaded seating, a welcoming sign, or a QR-linked menu can turn a casual stop into a loyal customer.

Personas help businesses match their offerings to real needs and anticipate how the trail economy will evolve.

SECTION 6 — Business Opportunity Mapping



SECTION 6 — Business Opportunity Mapping

Identifying Where Your Business Fits in the Rail Trail Economy

The first step in becoming trail-friendly is understanding *your position* along the corridor. Not all businesses will benefit in the same way and that's good news. Different locations offer different opportunities. A café beside a trailhead will have different strengths than a farmstand on a rural segment, or a B&B in town, or a winery a few kilometres away.

Opportunity mapping helps businesses understand three core questions:

1. **What kind of trail users pass near me?**
2. **What needs do those users have?**
3. **How can my business meet those needs in a profitable way?**

This section gives you a simple, practical framework and worksheets to map those opportunities clearly.

6.1 Why Location Matters: The Flow of Trail Users

Trail users move in predictable patterns. They:

- Start from major access points
- Ride/walk between town centres
- Seek food, rest, and amenities at natural stopping points
- Cluster around trailheads, bridges, lookouts, and ferry connections
- Spend more when businesses are clearly visible from their route

Early trail counter data from Sicamous already shows strong user flow: **13,148 trail users May–Sept 2025** (approx. **300/day**). Usage clusters around trailheads, viewpoints, rest areas, and amenities like the Sicamous Ferry Society loop, which connects the trail directly to downtown Sicamous six days a week.

Businesses that understand where these flows occur can position themselves to capture that demand.

6.2 Access Nodes and Natural Business Hubs Along the Trail

Although the rail trail is still developing, the **Trail Concept Maps** show key nodes where users naturally gather, reorient, or slow down:

- Sicamous (Ferry access + trailhead)
- Mara Lake viewpoints
- Grindrod rest areas
- Splatsin corridor near Enderby
- Enderby town centre access

- Armstrong trailhead and downtown connection
- Future Bruhn Bridge segment (opening 2027)

Each of these becomes a *trail economy magnet*, places where users stop, look around, and make decisions about food, shopping, and next steps.

6.3 The Five Trail-Proximity Zones

Every business along the corridor falls into one of these zones. Each zone comes with different opportunities.

Zone 1 — “On-Trail” Businesses (0–100 m from the corridor)

Includes: cafés, breweries, bike shops, corner stores, convenience retail, market vendors, farmstands.

Strengths:

- Highest visibility
- Strong spontaneous customer traffic
- Perfect for grab-and-go options
- Ideal for signage, bike racks, and shaded seating

Opportunities:

- Cyclist specials, ice cream windows, trail lunch boxes
- Water refills, charging stations
- Bike repair kits, sunscreen, electrolytes

Farmstand Permit Opportunity:

The region allows farmstands to operate on the trail corridor with permits, a huge opportunity for growers, artisans, and small producers.

Zone 2 — “Near-Trail” Businesses (100–500 m)

Includes: restaurants, B&Bs, motels, shops along Main Streets.

Strengths:

- Easily reached by cyclists and walkers
- Great for destination stops (lunch, dinner, specialty shops)
- Close enough for clear directional signage

Opportunities:

- Wayfinding signs (“Coffee → 250 m”)
 - Trail-friendly happy hours
 - Secure bike parking and shaded patios
 - Refill stations and bathrooms
-

Zone 3 — “In-Town” Businesses (500 m–2 km)

Includes: most businesses in Enderby, Sicamous, Armstrong.

Strengths:

- Offer full services (pharmacy, groceries, gear, dining)

- Benefit from pre/post-ride traffic
- Capture EV-touring cyclists who charge in town

Opportunities:

- Brunch menus for seniors walking groups
- Dinner reservations for multi-day touring cyclists
- EV charging + meal combos
- Downtown “Trail Passports” with stamp promotions
- Bundles with agritourism partners

These businesses gain the most from **collaboration**, not just individual efforts.

Zone 4 — “Destination Businesses” (2–10 km away)

Includes: wineries, cideries, farms, studios, spas, golf clubs, rural retreats.

Strengths:

- Appeal to touring cyclists, gravel riders, and EV visitors
- Offer memorable experiences
- Ideal for half-day or day-trip pairings

Opportunities:

- Ride-to-tasting packages
- Shuttle or pick-up options
- Picnics or pre-packed farm lunches
- Events: harvest tours, live music, slow-food evenings

Destination travellers (especially touring cyclists and EV visitors) actively seek these kinds of experiences.

Zone 5 — “Regional Anchors” (10+ km away)

Includes: major accommodations, attractions, festivals, large farms.

Strengths:

- Capture overnight stays
- Draw touring cyclists planning multi-day loops
- Provide shuttles and luggage support

Opportunities:

- Multi-day itineraries
- Partnerships with local Chambers
- Seasonal “Ride & Stay” promotions
- Inclusive family packages
- Cultural programming with Splatsin partners

These businesses help create a **destination identity** for the entire corridor.

6.4 Understanding Customer Flow Patterns

Trail users make decisions based on:

1. Proximity

If they can see your business from the trail, they will visit.
If they must guess, they often won't.

2. Momentum

Cyclists and walkers follow natural rhythms:

- Coffee and snacks early
- Lunch at midpoint
- Ice cream mid-afternoon
- Craft beer, winery, or restaurant visits as end-of-day reward

3. Amenities

Simple amenities (bathrooms, bike racks, charging) dramatically increase stop rates.

4. Weather

Hot days push people toward cold drinks, ice cream, and shaded patios.
Cold days push them toward soup, bakeries, and cafés.

5. Time of day

Walking groups come early.
Gravel riders mid-late morning.
Touring cyclists spread throughout the day.
Families often appear after lunch.

These patterns help determine when businesses should adjust hours and staffing.

6.5 Seasonal Changes and Opportunity Waves

Each season brings different user groups and needs:

Spring (March–May)

- Early walkers
- Seniors groups
- Gravel riders
- EV tourists on weekend getaways

Opportunities:

- Spring pastry menus
- Bike tune-ups
- “Season opener” promotions
- Early brunch hours

Summer (June–Sept)

Peak usage: families, tourists, touring cyclists.

Opportunities:

- Grab-and-go counters
- Ice cream windows
- Patio seating
- Extended hours
- Farmstands

Fall (Sept–Oct)

Wine/cider season + cooler temps.

Opportunities:

- Harvest events
- Warm drinks
- Local produce and gifts
- Cultural programming

Winter (Nov–Feb)

Trail used for walking, ice cleats, fat biking, occasional skiing.
The trail will *not* be groomed or plowed, but use continues.

Opportunities:

- Cozy indoor menus
- Hot soup, tea, and pastries
- Gear sales (cleats, gloves)
- Senior walking groups
- Holiday craft markets near trailheads

6.6 Opportunity Mapping Worksheet

Below is a simple framework businesses can use to map opportunities.

Trail Opportunity Mapping Table

Category	Your Business Notes
Which Zone Are You In? (On-Trail, Near-Trail, In-Town, Destination, Regional Anchor)	
Nearest Trail Access Point	
Distance from Trail	

Category	Your Business Notes
Primary Personas You Will Serve	Day-trip families / Gravel riders / EV tourists / Seniors / Touring couples / Destination cyclists
Peak Times You Can Expect	Morning / Lunch / Afternoon / Evening / Seasonal shifts
Amenities You Already Offer	Parking, patio, washrooms, water, bike racks, charging
Amenities You Can Add Quickly	Grab-and-go items, signage, seating, racks
Key Opportunities	Ice cream, bakery goods, quick lunches, tastings, workshops, retail
Partnership Possibilities	Splatsin partners, Chambers, other businesses, events
Seasonal Opportunities	Spring opener, summer peaks, fall harvest, winter walkers

6.7 What Opportunity Mapping Means for Your Business

Once your business completes this mapping exercise, you will:

- Understand your trail-friendly strengths
- See where small improvements create big returns
- Identify which trail personas you should target
- Know the ideal hours to serve trail users
- See partnership opportunities you may have missed
- Find the easiest wins for becoming trail-ready

Opportunity mapping turns theory into clear action and prepares you to compete for trail users *now*, not someday.

SECTION 7 — Sector Playbook: Food & Beverage



SECTION 7 — Sector Playbook: Food & Beverage

How Local Restaurants, Cafés, Bakeries, Pubs, and Producers Can Capture Trail Demand

Food and beverage businesses sit at the very heart of every successful trail economy. When people walk, ride, and explore, they seek nourishment, refreshment, and comfort. Trail visitors spend a disproportionate amount of their budget within this sector, not because they are big spenders, but because movement creates appetite, community, and curiosity.

BC's cycling research, tourism data, and rail trail examples across Canada are unanimous: **F&B businesses experience the earliest and largest increase in sales when a rail trail opens.** This playbook gives F&B operators the specific tools needed to turn trail users into repeat customers.

7.1 Why F&B Is the Cornerstone of Trail Economies

Trail travellers (families, seniors, touring cyclists, EV visitors, gravel riders) consistently seek:

- Coffee and cold drinks
- Breakfast and lunch
- Ice cream and baked goods
- Healthy options
- Grab-and-go snacks
- Post-ride meals and drinks
- Rest stops with shade and bathrooms

Cycling research shows multi-day riders can spend **\$60–\$120/day on food** and touring couples often spend **hundreds per trip** on meals and beverage experiences. Walkers, seniors, and families spend less per person but return more often, generating reliable year-round traffic.

The SNO Rail Trail's early use (**13,148 users between May and Sept 2025, approx. 300/day**) already demonstrates the scale of demand.

7.2 What Trail Users Want From Food & Beverage Businesses

Across all personas, six needs repeat:

1. Predictable Hours

Nothing deters cyclists like showing up to a locked door.

2. Fast, friendly service

Trail users are often hot, tired, or managing children. Efficiency matters.

3. Simple, fresh grab-and-go food

The biggest missed opportunity on most rail trails.

4. Clean bathrooms and water refill stations

The two most powerful traffic drivers for walkers and families.

5. Shade, seating, and bike racks

Even tiny patios become economic engines on hot days.

6. Trail-friendly menus and cyclist-appropriate portions

Cyclists and walkers burn calories quickly, portions and protein matter.

A business that meets even three of these needs is already trail-friendly. A business that meets all six becomes a trail destination.

7.3 The Four F&B Zones — and What Works Best in Each

A. On-Trail F&B (0–100 m)

Cafés, food trucks, ice cream stands, farmstands, market vendors.

High-value strategies:

- Ice cream windows
- Cold drink coolers
- Fast-serve kiosks
- Grab-and-go lunches
- Shade umbrellas
- Bike racks directly visible

Farmstand Opportunity:

Permits allow farmstands directly along the rail trail, ideal for produce, baking, preserves, honey, flowers, and artisan goods.

B. Near-Trail F&B (100–500 m)

Cafés, bakeries, pubs, and restaurants just off the corridor.

High-value strategies:

- Wayfinding signs (“Coffee → 250 m”)
 - Wraps, sandwiches, bowls, pastries
 - Outdoor seating
 - Quick coffee service
 - Trail-lunch menu
-

C. In-Town F&B (500 m–2 km)

Restaurants, pubs, breweries, diners, ice cream, grocery.

High-value strategies:

- Dinner specials or “post-ride happy hour”
 - EV-charging + meal promotions
 - Family-friendly menus
 - Brunch for seniors groups
 - Locally sourced menus
-

D. Destination F&B (2–10 km)

Wineries, cideries, breweries, fine dining, agritourism.

High-value strategies:

- Ride-to-Tasting packages
 - Shuttle or pickup services
 - Pre-booked cyclist meals
 - Outdoor tastings
 - Harvest and orchard events
-

7.4 Trail-Friendly Menu Design

Trail users need:

A. Quick Energy

- Muffins, scones, banana bread
- Smoothies, protein shakes
- Energy bars, date bars
- Fruit cups

B. Grab-and-Go Lunches

- Sandwiches
- Wraps
- Buddha bowls / grain bowls
- Pasta salads

C. Heat-Smart and Cold-Weather Items

Hot days:

- Frozen lemonade
- Iced tea
- Gelato
- Watermelon cups

Cold days:

- Soup
- Chili
- Hot chocolate
- Warm pastries

D. Kid-Friendly Options

Families from Vernon, Armstrong, and Salmon Arm consistently seek:

- Mini sandwiches
- Fruit boxes
- Simple hot dogs
- Small-scoop ice cream
- Hot chocolate

E. Dietary Inclusivity

Cyclists and touring visitors expect:

- Vegetarian / vegan options

- Gluten-free options
- Allergen awareness
- Lactose-free and oat milk

Destination cyclists and EV tourists value health-forward foods, salads, bowls, locally sourced items.

7.5 Service Essentials for Trail-Friendly F&B

Bike Racks

One bike rack = more sales.

A rack visible from tables = repeat customers.

Water Refill Station

One of the most important amenities for trail visitors.

Bathrooms

If you have bathrooms, you will get customers.

If you don't, consider installing a simple outdoor washroom.

Signage

Clear wayfinding transforms “maybe we'll stop” into “let's go there.”

Examples:

- “Ice Cream: 200 m →”
- “Cyclists Welcome — Secure Bike Parking”
- “Trail Lunches Available Here”

Shade & Seating

A tiny patio can generate thousands of dollars in hot weather.

Charging Outlets

Phone and e-bike charging have become essential for trail experiences.

7.6 Becoming a Trail Destination: F&B Packages and Specials

Create Themed Offers

- “**Ride & Refresh**” — iced drink + pastry
- “**Post-Ride Pint**” — cyclist happy hour
- “**Kids Trail Treat**” — small cone or juice box
- “**Trail Lunch Box**” — sandwich, fruit, bar, drink
- “**Hot Soup for Winter Walkers**”

Partner Offers

- Brewery × bakery collaboration
- Café × farmstand tasting flights
- Restaurant × winery pairings
- Splatsin artisan pop-ups
- EV-charger × café promotions

Touring Cyclist Packages

- Pre-ordered dinner for touring groups
- Packed lunches for next-day rides
- Breakfast baskets delivered to B&Bs

Touring cyclists love reliability. Give them the option to reserve meals ahead of time.

7.7 Hours of Operation: Matching Trail User Patterns

F&B businesses that align hours with user flows see an immediate sales increase.

Peak demand windows:

- **8:00–10:30 AM:** seniors walking groups, gravel riders
- **11:00–2:00 PM:** families, lunch riders, tourists
- **2:00–4:30 PM:** ice cream, cold drinks, baked goods
- **5:00–8:00 PM:** touring cyclists, EV travellers, dinner market

If your hours don't cross the key windows, you will miss most trail users.

7.8 Seasonal F&B Strategies

Spring

- Early-season brunch
- Fresh pastries
- “Season Opener” specials

Summer

- Ice cream windows
- Iced drinks
- Grab-and-go counters
- Extended patios

Fall

- Apple and pumpkin baking
- Harvest meals
- Warm drinks
- Winery / cidery events

Winter

The trail is not groomed or plowed, but people *do* use it for walking, fat biking, and occasional XC skiing.

F&B opportunities include:

- Soup and stew menus
- Cozy indoor seating
- Hot beverages
- “Winter Walk & Warm Up” promotions

7.9 Signature Trail-Friendly F&B Ideas for Each Community

Sicamous

- Ice cream & fruit stands near ferry access
- Trail-lunch counters
- Cold-drink stops for riders before Mara Lake

Grindrod

- Farm-fresh snacks
- Bakery goods
- Trail-to-farmstand collaborations

Enderby & Splatsin

- Indigenous-inspired dishes (with Splatsin partnership)
- Local produce
- Healthy lunches
- Bakery + coffee pairings

Armstrong

- Cheese, artisan foods, breweries
- Family-friendly restaurants
- Dinner destinations for touring cyclists

7.10 F&B Quick Checklist: “Are You Trail-Ready?”

Signage & Visibility

- Clear sign from trail
- Distance indicators (e.g., “200 m to Coffee”)

Amenities

- Bike racks
- Water refill
- Bathrooms
- Shade / seating
- Charging

Menu

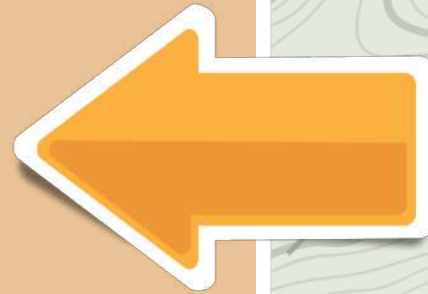
- Grab-and-go lunches
- Kid-friendly options
- Vegan/vegetarian options
- Quick-serve items
- Cold drinks / hot drinks

Operations

- Hours aligned with trail traffic
- Staff trained for cyclists & families
- Social media updates tied to trail traffic

Experience

- Outdoor-friendly packaging
- Welcoming language (“Cyclists welcome!”)
- Ability to pre-order meals
- Partnerships with other businesses



7.11 Why Trail-Friendly F&B Works

When you become trail-ready, you benefit from:

- Increased spontaneous traffic
- Higher daily transaction volumes
- Strong social media exposure
- Repeat visitation
- Cross-promotion from Chambers, CFNO, and trail partners
- More international cyclists (spending more per trip)
- Stronger shoulder-season sales
- Day-riding locals who return weekly

Food and beverage businesses are the **frontline ambassadors** of the trail economy. The better the experience you offer, the stronger the region becomes and the more people return.

SECTION 8 — Sector Playbook: Lodging



SECTION 8 — Sector Playbook: Lodging

How Hotels, Motels, Inns, B&Bs, RV Parks, and Campgrounds Can Become Trail-Friendly and Capture High-Value Visitors

Lodging operators stand to gain enormously from the **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail**. Cyclists, walkers, touring couples, EV travellers, seniors, and agritourism visitors need places to stay and they choose accommodations that feel safe, welcoming, and designed for people who move through landscapes under their own power.

Cycling tourism research is clear: **multi-day riders are among the highest-value visitors in rural tourism**, often spending more on lodging, food, and experiences than general road-trippers. For operators in Sicamous, Enderby/Splatsin, and Armstrong, the rail trail represents a long-term business advantage.

This playbook outlines exactly what lodging businesses can do to prepare, from simple additions to signature trail-friendly packages.

8.1 Why Lodging Matters in the Trail Economy

Rail trails create *movement corridors*, and movement corridors create **overnight demand**. Visitors who walk or cycle long distances:

- need comfortable beds,
- want secure bike storage,
- prefer early breakfasts,
- seek EV charging,
- and value local hospitality.

Destination BC's cycling sector research shows that touring cyclists prioritize **safety, cleanliness, reliable amenities, and convenient access to the trail**, often planning multi-day journeys that include multiple communities. These travellers consistently stay longer and spend more than average visitors.

The TOTA regional snapshot reinforces this: despite slight declines in overall domestic visits, **international stays increased 20.1 percent**, and **accommodations are seeing higher ADR and RevPAR** in 2025. That trend aligns perfectly with cycling tourism: fewer visitors, but *more profitable* per stay.

8.2 The Lodging Advantage in an Emerging Rail Trail Corridor

Even before full connection, the SNO Rail Trail already recorded **13,148 uses between May and September 2025**, averaging **300 users/day**. This is the earliest phase of the trail and lodging demand will intensify significantly as:

- the Bruhn Bridge opens in 2027,
- more multi-day loops become available,
- EV cycling tourism grows,
- Chambers promote trail-to-town packages,
- and international cyclists return at growing rates.

Lodging operators who prepare now will become the “anchor stays” that touring cyclists recommend to others.

8.3 What Trail Travellers Expect From Lodging

Across all cycling and walking personas, lodging expectations focus on the same essentials:

1. Secure Bike Storage

The single most important amenity for touring cyclists.

- Indoor locked room
- Outdoor cages or sheds
- In-room bike policy (if allowed)
- Clear signage: “Secure Bike Storage Available”

2. E-Bike Charging

E-bikes have exploded in popularity, especially among seniors and touring couples. Charging outlets (standard wall plugs) in storage areas are sufficient.

3. Early Breakfast or “Breakfast To-Go”

Cyclists start early. A rigid 8 a.m. breakfast misses half the market.

4. Laundry Access

Long-distance riders wash clothing regularly.

5. Trail Information

Maps, distances, elevation, rest areas: simple, clear, visible.

6. Soft Landing After a Day on the Trail

Cyclists want:

- showers,
- comfortable beds,
- cold drinks,
- quiet rooms,
- and friendly staff who understand their experience.

Trail travellers don’t expect luxury, they expect **care**.

8.4 Tiered Trail-Friendly Amenities for Lodging Operators

Below is a ladder of upgrades from quick wins to signature offerings.

Tier 1: Quick, Low-Cost Upgrades (Start Immediately)

These require little investment but create major impact:

- Secure bike racks
- Water refill station
- Basic bike repair tools (pump, hex keys, tire levers)
- Printed map with trail access points
- Early check-in / flexible check-out
- Visible “Trail Users Welcome” signage
- Towels for bike cleaning
- Shoe/boot drying area in winter
- “Breakfast to Go” (muffin, fruit, yogurt, granola bar)

Tier 2: Moderate Upgrades (High Return on Investment)

- Indoor locked bike room
- Keypad access for late-arrival cyclists
- Outdoor hose for muddy bikes (winter hikers + shoulder seasons)
- E-bike charging outlets
- Local food products (Splatsin artisans, cheeses, produce, preserves)
- Fire pit or communal seating area
- Drying room for clothing
- Partnerships with local cafés or restaurants

Tier 3: Signature Trail-Friendly Features (Destination Builders)

These turn your business into a cornerstone of the regional trail economy:

A. Cyclist Welcome Package

A pre-packaged welcome for touring riders, including:

- trail map
- bike cloth
- snack (local fruit, bar)
- list of nearby restaurants
- Splatsin cultural information or local history
- discount coupon for local café or brewery

B. Fully Equipped Bike Hub

Create a branded space:

- Pump
- Repair stand
- Basic tools
- Spare tubes for sale
- Charging ports
- Lockers

C. Luggage Transfer Partnerships

A simple but powerful tourism service:

transport bags between Sicamous, Enderby/Splatsin, and Armstrong.

D. EV Charger + Bike Hub Combo

EV tourism is rising quickly. The ChargeHub report emphasizes trail-adjacent chargers as a major attractor for cycling EV travellers.

If you offer EV charging and secure storage, you become the natural basecamp.

8.5 Lodging by Zone — Strategy by Location

Zone 1 — Near-Trail Motels & Inns (Walking distance)

Best opportunities:

- Overnight stays for touring cyclists
- Short stays for gravel riders
- “Ride and Rest” packages
- Bike storage + breakfast combos

Zone 2 — In-Town Hotels & B&Bs

Great for:

- Families
- Seniors
- EV travellers
- Multi-day itineraries
- Night-before stays for travellers starting their ride in the morning

Opportunity:

Strengthen partnerships with cafés, bakeries, breweries, and Splatsin tourism businesses.

Zone 3 — Destination Accommodations (2–10 km Away)

Includes: rural B&Bs, cabins, farms, campgrounds, and wellness retreats.

Best for:

- Touring cyclists looking for quiet, scenic stays
- Multi-night bookings
- Harvest, winery, or orchard experiences

Offer:

- Shuttles to/from trail
- Pre-booked dinners
- Local tasting experiences

8.6 Breakfast, Brunch, and Dinner Strategies

Breakfast (Cyclist Priority)

Cyclists prefer early starts. Offer:

- Breakfast from 6:30 a.m.
- Granola, fruit, yogurt
- Pastries
- Eggs, toast, oatmeal
- “Cyclist Pack-Up Breakfast” for early departures

Brunch (Seniors + families)

Walking seniors and families from Vernon, Salmon Arm, Armstrong, and Enderby love brunch after a morning on the trail.

Dinner (Touring cyclists + EV travellers)

Dinner is where lodging operators can partner with local restaurants to create:

- “Ride & Dine” packages
- Reservations included with nightly stays
- Shuttle or courtesy ride arrangements

International visitors especially appreciate structured evening meals.

8.7 Supporting Touring Cyclists (The Highest-Value Market)

Touring cyclists, often 45–70 years old, are the backbone of successful rail trails globally. They:

- stay longer
- park once and travel by bike
- return the next year with friends
- spend most on food & lodging
- write reviews and influence online reputation

Supporting them means:

- clean, comfortable rooms
- long showers, laundry, and drying racks
- quiet evenings
- direct access to amenities
- stored bikes
- charged batteries

They also love **local stories**: Splatsin history, orchard traditions, cheese-making, lakes, culture, and craft food.

These guests look for authentic experiences and will pay for them.

8.8 Partnering With Splatsin te Secwépemc

This playbook supports relational and respectful partnership.

Lodging operators can:

- Feature Splatsin artwork purchased from local artists
- Share accurate territorial acknowledgement in guest materials
- Provide brochures for Splatsin events and businesses
- Encourage respectful cultural engagement
- Include Splatsin place names with correct spelling
- Hire Indigenous caterers for events or retreats
- Collaborate with the Splatsin Development Corporation

This deepens the visitor experience and strengthens community relationships.

8.9 Seasonal Lodging Opportunities

Spring

- Pre-season training camps
- “Blossom Ride + Stay” weekends
- Gravel riding groups

Summer

Majority of rail trail traffic.

- Family packages
- Lakeside + trail stays
- Multi-night touring cyclist bookings
- Trail shuttle partnerships

Fall

Perfect for:

- Wine and cider tours
- Harvest cycling loops
- Photography experiences

Winter

The trail is not plowed or groomed, but winter walking and occasional skiing continue.

Winter lodging opportunities:

- Cozy winter packages
- Fire pits + hot chocolate
- Sauna or spa offerings
- Senior walking clubs
- Holiday stays

8.10 Lodging “Trail-Ready” Checklist

Essentials

- Secure bike storage
- E-bike charging
- Early breakfast
- Trail map in lobby
- Bike pump + tools
- Water refill station
- Drying area for clothing
- EV charging (bonus but high-impact)

High-Value Upgrades

- Luggage transfer
- Pre-booked dinners
- Cyclist welcome package
- Bike hub with tools
- Partnerships with cafés or breweries
- Seasonal promotions

Experience Enhancers

- Local products in rooms
- Splatsin cultural materials
- Quiet, comfortable common areas
- Shuttle to/from trail (optional)
- Photo-friendly outdoor spaces



8.11 Why Trail-Friendly Lodging Works

Trail-friendly lodging operators benefit from:

- Higher occupancy
- Longer stays
- Better online reviews
- Increased international bookings
- Strong shoulder-season revenue
- Partnerships with restaurants and attractions
- Repeat visitation from cyclists and EV travellers
- Higher ADR because cycling travellers spend more per trip

You're not simply providing a bed: you're providing comfort, recovery, local flavour, and a home base for trail exploration.

Lodging businesses that evolve now will become the **iconic stays** associated with the Rail Trail, the places people tell their friends about.

SECTION 9 — Sector Playbook: Retail



SECTION 9 — Sector Playbook: Retail

How Local Shops, General Stores, Outdoor Retailers, Pharmacies, and Artisans Can Benefit From Trail Users

Retail businesses along the **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail** corridor are in a unique position: unlike restaurants and lodgings, which satisfy immediate needs, retail shops influence how visitors remember their trip and what they bring home.

Trail users (walkers, cyclists, touring couples, families, seniors, EV travellers) all spend money on retail, but their needs differ from traditional highway or downtown shoppers. Their purchases are small, frequent, often unplanned, and tied directly to comfort, weather, hydration, and trail readiness.

Retail is the **quiet powerhouse** of trail economies. When trail use increases, retail sales rise steadily across essentials, outdoor goods, farm products, art, gifts, and local foods.

This playbook shows how every type of retail business, from pharmacies to outdoor shops to artisan boutiques, can become trail-friendly and profitable.

9.1 Why Retail Thrives Along Rail Trails

Cyclists and walkers stop frequently. They:

- adjust clothing layers
- replace forgotten or broken items
- buy local products
- grab snacks and hydration
- browse while EVs charge
- look for gifts to take home
- shop while waiting for food or family

Canadian cycling research (Great Canadian Trails) shows that trail users consistently need essentials like sunscreen, gloves, headwear, hydration supplies, anti-chafe products, and weather layers, especially on multi-day rides.

Retail operators who understand these needs become **trail essentials providers**, a high-value role that leads to repeat business.

9.2 What Trail Users Buy: The Retail Essentials

A. Hydration & Nutrition

- Electrolyte powders
- Energy bars
- Trail mix
- Fruit cups
- Reusable water bottles
- Light snacks for walkers and cyclists

B. Sun & Weather Protection

- Sunscreen
- SPF lip balm
- Buffs and bandanas
- Sunglass straps (frequently lost!)
- Lightweight caps
- Rain ponchos
- Windbreakers

Sun and weather protection are among the most frequently purchased items by cyclists, according to sector research.

C. Cycling Repair Basics

Every trail community needs at least one store carrying:

- Inner tubes
- CO₂ cartridges
- Patch kits
- Bike pumps
- Chain lube
- Multi-tools
- Gloves
- Handlebar phone mounts

Walkers and cyclists *constantly* break or lose small parts.

D. Health & Wellness Items

- Anti-chafe cream (top seller)
- Electrolyte tabs
- Muscle rub
- First aid kits
- Blister bandages
- Rehydration packs

E. Clothing & Layers

Cyclists often misjudge weather. They buy:

- Lightweight layers
- Socks
- Gloves
- Base layers
- Simple waterproof covers

F. Family Items

Families need small, inexpensive, high-turnover items:

- Sunscreen sticks
- Kids' snacks
- Frozen treats
- Hats
- Bug spray
- Band-aids

G. Local Goods, Gifts & Art

Destination cyclists love buying:

- Local honey, jams, vegetables
- Splatsin artisans' work
- Locally made soaps, textiles, or jewelry
- Trail-branded merchandise
- Postcards and small prints

These purchases create emotional ties to place and repeat visitation.

9.3 Retail by Zone — Strategies for Each Location Type

Zone 1 — On-Trail Retail (0–100 m)

Includes: kiosks, farmstands, small outdoor shops.

High-Value Items:

- Cold drinks
- Ice cream
- Sunglasses & straps
- Sunscreen
- Fruit
- Snacks
- Quick bike items
- Handmade goods
- Splatsin crafts

Farmstand Opportunity:

Permits allow farmstands *directly on the trail corridor*, opening huge opportunities for produce, flowers, baked goods, preserves, and artisanal items.

Zone 2 — Near-Trail Retail (100–500 m)

Examples: hardware stores, outdoor shops, small groceries, pharmacies.

Winning Strategies:

- Clear directional signage

- “Cyclist Essentials” display rack near front door
- Hydration + repairs bundled kits
- Ice cream or cold drinks for summer crowds
- Winter traction cleats for walking groups

Zone 3 — In-Town Retail (500 m–2 km)

Examples: gift shops, artisan galleries, clothing stores, bookstores, farm markets, general retail.

High-Value Approaches:

- Seasonal window displays based on trail traffic
- Map showing distance from trail
- “Trail Passport” stamp campaigns
- Gift bundles for touring couples
- Art & cultural products (Splatsin partnerships encouraged)
- EV traveller specials (“Shop While You Charge”)

EV tourists in particular love browsing during charging windows, according to the ChargeHub report.

Zone 4 — Destination Retail (2–10 km)

Includes: wineries, cheesemakers, cideries, studios, farms, galleries.

Major Opportunities:

- Ride-to-Tasting packages
- Seasonal farm gate markets
- Workshops (art, food, agriculture)
- Splatsin cultural experiences with artisans
- Picnic products for cyclists

Destination cyclists actively seek out these experiences.

9.4 Creating a Trail-Friendly Customer Experience in Retail

A. Trail Essentials Display (High Impact)

Create a small, visible section near the entrance:

- water bottles
- bars
- sunscreen
- electrolytes
- sunscreen
- gloves
- buffs
- repair kits

- postcards
- local produce

Label it “**Trail Essentials — Cyclists & Walkers Welcome.**”

B. Pricing & Convenience

Trail users buy convenience.

Single-serve snacks, travel-size sunscreen, and pre-assembled kits sell extremely well.

C. Staff Training

Train staff to:

- greet cyclists warmly
- offer quick directions
- provide trail tips
- help choose essentials
- suggest local businesses

D. Signage

Directional signage increases foot traffic dramatically.

Examples:

- “Trail users welcome — water and essentials inside!”
- “Forgot something? We’ve got you covered.”
- “Ice cream + cold drinks 150 m →”

E. Outdoor-Friendliness

Provide:

- bike racks
- shaded area to rest
- a bench or two
- water refill options

Even if your business is not food-based, water refill alone brings customers in the door.

9.5 Retail Strategies for Different Trail User Personas

Families

Top purchases: snacks, sunscreen, hats, bandages, small treats.

Touring Couples

Top purchases: repair kits, layers, gifts, local foods, Splatsin art.

Gravel Riders

Top purchases: tubes, tools, gloves, hydration, nutrition.

EV Travellers

Top purchases: browsing items while charging — gifts, books, décor, local foods.

Seniors Walking Groups

Top purchases: sun protection, snacks, greeting cards, gifts, traction cleats, comfort items.

Destination Cyclists

Top purchases: high-quality local products, artisan goods, branded merchandise.

9.6 How Retail Can Benefit From Seasonal Trail Patterns

Spring

- Outdoor gear
- Light layers
- Sunglasses
- Snacks

Summer

- Ice cream
- Hydration
- Sun protection
- Lightweight clothing

Fall

- Local foods
- Harvest products
- Warm layers
- Gifts and craft items

Winter

Trail is still used for walking and occasional skiing/fat biking.

Opportunities:

- Hot drinks (if applicable)
- Socks, gloves, winter hats
- Ice cleats
- Local gifts for holidays
- Cozy indoor browsing

9.7 Suggested Retail “Bundles” That Sell Extremely Well

Cyclist Quick Fix Kit

- Tube
- Patch kit
- Tire levers
- CO₂ cartridge
- Mini tool
- Bar or gel

Trail Comfort Bundle

- Sunscreen
- Lip balm
- Water bottle
- Buff
- Electrolyte packet

Kids Adventure Kit

- Sunscreen stick
- Small snack
- Sticker or postcard
- Hat

Harvest or Local Products Bundle

- Honey or jam
- Local produce
- Handmade soap
- Splatsin art (if partnership-based)

EV Traveller “Shop While Charging” Pack

- Combination of gifts, snacks, reading materials
-

9.8 Building Retail Partnerships

Retail thrives when businesses collaborate:

- Cross-promote farmstands and local producers
- Share signage (“browse + lunch + ice cream loop”)
- Create a “Trail Shopping Passport” with stamps
- Offer discounts to customers who show trail photos
- Partner with Splatsin artisans for curated cultural products
- Integrate with Chambers for themed shopping events
- Join seasonal community markets near the trail

Retail partnerships turn communities into **trail towns**. The moment where trail use and local business culture become inseparable.

9.9 Retail “Trail-Ready” Checklist

Visibility

- Directional signage to store
- Visible bike rack
- Window display referencing the trail

Essentials

- Hydration products
- Nutrition (bars, snacks)
- Weather protection
- Repair kits
- First-aid basics

Local Culture

- Feature Splatsin artisans (with permission)
- Seasonal local products
- Trail-branded items

Experience

- Staff trained to welcome walkers/cyclists
- Seating or a bench outside
- Water refill station
- Browsing while EV charging



9.10 Why Trail-Friendly Retail Works

Trail-friendly retail increases:

- spontaneous stops
- browsing time
- EV charging customers
- per-person spend
- shoulder-season traffic
- community identity
- repeat visits
- online reviews
- word-of-mouth

When people explore by bike or foot, they have time to stop and look around and they are more emotionally connected to the communities they move through. Retail businesses help shape that connection.



SECTION 10 — Sector Playbook: “Various” Category



SECTION 10 — Sector Playbook: “Various” Category

How Services, Agritourism, Wellness, Culture, Tours, Shuttles, and Creative Businesses Can Thrive Along the Rail Trail

The “Various” category is often overlooked in tourism planning, but it is one of the most powerful and diverse groups in a trail economy.

This category includes:

- Agritourism
- Farms & farmstands
- Wineries, cideries, breweries
- Shuttle operators
- Tour guides
- Art studios, galleries, makers
- Wellness providers (yoga, massage, saunas, spas)
- Cultural experiences (Splatsin-led)
- Outdoor services (gear rentals, repair, e-bike rentals)
- Event organizers

These businesses don’t always sit directly on the trail and they don’t need to. Many of the most successful offerings in trail towns around the world are experiences a few kilometres away. What matters is **connection**, **visibility**, and the ability to offer something that feels rooted in local identity.

10.1 Why “Various” Businesses Matter in a Trail Economy

Research from Destination BC and Great Canadian Trails shows that cycling travellers and walkers seek more than food and lodging. They crave experiences, things that enrich the story of their trip.

Trail visitors look for:

- Local agriculture and food
- Outdoor wellness
- Indigenous culture and stories
- Unique retail and creative spaces
- Workshops and tastings
- Nature immersion
- Lakes, farms, and sustainable rural life

Each community along this corridor has deep strengths in this category. Sicamous, Splatsin/Enderby, Grindrod, and Armstrong all have distinct agrarian, cultural, and artistic identities that pair beautifully with a rail trail.

10.2 Agritourism: The Sleeping Giant of the SNO Rail Trail

Agriculture is one of the region's greatest assets. Farms near the trail, even without direct access, can become powerful attractors.

High-Value Agritourism Opportunities

- Farmstands (trail-adjacent or on-trail with permits)
- Pick-your-own berry or orchard experiences
- Cheese, yogurt, or dairy tastings (Armstrong)
- Honey tastings and apiary tours
- Farm dinners + live music
- Harvest festivals
- Pumpkin patches and fall family events
- Flower farms and bouquet workshops
- Lavender or herb farms
- Petting zoos or demonstration farms

On-Trail Farmstands (Permit Available)

According to the Rail Trail Info documents, **farmstands can be permitted directly on the trail corridor**, one of the most significant micro-business opportunities in the region.

Farmstands can sell:

- produce
- eggs
- fruit
- preserves
- baked goods
- local crafts
- honey
- flowers
- Indigenous-made goods (with proper partnership)

This is simple, low-cost, and high-impact.

10.3 Splat-sin-Led Cultural Experiences

The corridor runs through **Secwépemc territory**, and the Splat-sin community is a co-owner and leader of the trail. Respectful, relationship-based cultural tourism can support Splat-sin's goals, create local jobs, and strengthen the visitor experience.

Potential Splat-sin-led experiences may include:

- Cultural storytelling walks
- Language-learning workshops (Secwépemctsin words and phrases)
- Drum-making or craft workshops
- Guided history tours

- Cultural food tastings
- Seasonal events
- Carving demonstrations
- Traditional ecological knowledge walks (if appropriate and led by Splatsin experts)

For non-Indigenous operators:

Do not offer Indigenous-themed experiences without Splatsin partnership.

Instead, partner respectfully, promote Splatsin-led offerings, and support Indigenous economic participation.

10.4 Art, Creative Spaces & Makers

Artistic and creative experiences pair naturally with cycling and walking.

Opportunities include:

- Artist studios with open hours
- Pottery workshops
- Printmaking classes
- Community galleries
- Pop-up art markets
- Outdoor art installations near the trail
- Splatsin artist spotlights
- Trail-inspired merchandise

Cyclists love art, it helps them connect emotionally to the places they visit.

10.5 Wellness & Nature-Based Experiences

Cycling and walking visitors often look for restorative experiences, especially multi-day travellers.

Examples:

- Yoga studios
- Outdoor yoga in summer
- Fitness classes
- Massage therapy
- Saunas or cold-plunge stations
- Lakeside meditation
- Nature therapy walks
- Guided birdwatching
- Wellness retreats

Businesses offering wellness services should strongly consider **pre-booking options** for touring cyclists.

10.6 Shuttle, Ferry, and Mobility Innovations

The new **Sicamous Ferry Society shuttle loop** has already changed movement patterns. It runs Monday–Saturday and connects downtown Sicamous to the trailhead and beach parks, providing ideal access for walkers and cyclists. This is a model other communities can build upon.

Future mobility opportunities include:

- Shuttle services between Sicamous–Enderby–Armstrong
- Bag/luggage transfers for touring cyclists
- E-bike rental and drop-off
- “Ride one way, shuttle back” services
- Event shuttles
- Boat + bike pairings
- Gravel route shuttle services (Kelowna–Enderby/Armstrong)

Shuttles dramatically increase the corridor’s value for multi-day travellers.

10.7 Outdoor Services: E-Bike Rentals, Repairs, and Guided Rides

As cycling tourism increases, demand rises for:

- e-bike rentals
- helmet rentals
- guided trail rides
- repair services
- tune-up workshops
- custom cycling tours
- photo tours

In many trail communities, a single rental operator becomes an economic engine, partnering with lodging, cafés, and agritourism.

10.8 Experience-Based Packages That Sell Extremely Well

Below are sample combos that businesses can implement immediately or in partnership with others:

Ride + Farm Lunch

- Visit farm
- Taste produce
- Picnic meals available

Ride + Wellness

- Morning trail ride
- Afternoon yoga or massage

Ride + Culture

- Splatsin-guided experience
- Local food tasting
- Cultural storytelling

Ride + Art

- Studio visit
- Workshop or lesson
- Trail-inspired mini sketchbook

Ride + Taste

- Winery or cidery tasting
- Cheese pairings
- Agricultural tours

Ride + Shuttle

- Bike one way
- Shuttle home

These packages support multi-day planning and community collaboration.

10.9 Winter Experiences: Untapped Potential

The rail trail is not plowed or groomed, but winter use still occurs for walking, ice cleats, fat biking, and occasional cross-country skiing when snowpack allows.

Winter creates:

- Holiday markets
- Farm light festivals
- Warm beverage pop-ups
- Sauna + cold-plunge events
- Guided winter walks
- Snowshoe rentals (if snow occurs)
- Slow-food dinners
- Indoor art workshops

Winter experiences diversify revenue and keep businesses active year-round.

10.10 Collaboration: Why This Category Depends on Partnership

The “Various” sector benefits most from **cross-promotion**, **shared signage**, and **multi-business packages**. Strong collaboration makes communities feel alive to travellers.

Recommended partnerships:

- Splatsin cultural leadership
- Local farms (produce + flowers)
- Wineries, cideries, breweries
- Bakeries + cafés
- Lodging operators (overnight packages)
- Chambers & municipal partners
- Seasonal event organizers
- Artists & makers
- EV charging hosts

Together, these businesses create a regional identity, a sense that each community brings something unique to the table.

10.11 “Various” Category Trail-Ready Checklist

Visibility & Access

- Clear directional signage
- Online visibility (Google Maps, GBP, social)
- Trail-friendly hours
- Website updated with trail offerings
- Easy booking for tours/experiences

Amenities

- Water refill
- Seating or rest area
- Bike racks
- Trail map available

Agritourism

- Farmstand ready for summer
- Seasonal harvest experiences
- Safe parking for cyclists
- Picnic or tasting areas

Culture & Wellness

- Splatsin partnerships (where appropriate)
- Workshops and classes
- Accessible and family-friendly options

Shuttles & Services

- Bike pick-up/drop-off
- Luggage transfers
- EV charging integration

Winter

- Indoor experiences
- Cozy spaces
- Holiday markets
- Hot drink offerings



10.12 Why the “Various” Category Is a Major Economic Driver

This category brings:

- authenticity
- character
- local flavour
- culture
- agriculture
- creativity
- experience-based spending
- partnerships
- shoulder-season revenue
- multi-day itinerary building

These businesses help visitors understand the region, not just pass through it. They are where guests slow down, stay longer, and emotionally connect to the place.

The “Various” category is the soul of the trail-town identity, and one of the most important drivers of the rail trail economy.

SECTION 11 — Marketing & Visibility Essentials



SECTION 11 — Marketing & Visibility Essentials

How Local Businesses Can Be Found, Chosen, and Remembered by Trail Users

Visibility is one of the most decisive factors in the rail trail economy. You can have incredible food, beautiful lodging, a meaningful cultural experience, or a well-curated retail space, but if trail users don't know you exist, or can't find you quickly, the opportunity evaporates.

Cyclists and walkers make decisions rapidly:

“Is it close? Is it open? Is it welcoming? Does it have what I need?”

This section gives you the tools to answer those questions clearly and consistently. It contains practical, low-cost marketing techniques any business can implement even with limited time, staff, or budget.

11.1 Why Visibility Matters More in Trail Economies

Unlike car-based travellers, **trail users aren't browsing road signs**. They're following a linear corridor, making decisions on the move. Research from cycling destinations (KVR, Great Allegheny Passage, Le P'tit Train du Nord) shows:

- Businesses with clear, simple visibility see dramatically higher visitation.
- Businesses without signage or online clarity may see *no* trail visitors, even if only 300 metres away.
- Google Maps visibility is the digital “trail sign.”
- Hours of operation and menus/photo accuracy directly predict customer conversion.

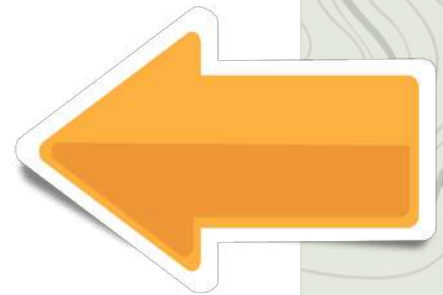
With **13,148 trail uses recorded May–Sept 2025** (approx. **300/day**) on a partly finished trail, the opportunity is already substantial.

11.2 The Foundations of Trail Visibility

There are five pillars:

1. **Google Business Profile (GBP)**
2. **Trail-Specific Signage**
3. **Online Trail Presence (websites, tourism listings)**
4. **Social Media Micro-Content**
5. **Partner & Network Visibility**

Master these five, and your business becomes discoverable to every trail user, local or international.



11.3 Google Business Profile (GBP): The #1 Tool for Trail Users

Most cyclists and walkers rely on Google Maps to decide:

- Where to eat
- Where to shop
- Where to stay
- Where to charge their EV
- Where to refill water
- Where to find washrooms
- Where to repair their bike

A well-maintained GBP is the **most important** marketing investment for any trail-facing business and it's free.

Checklist: Optimize Your GBP Today

- Correct location pinned accurately
 - Accurate hours (especially seasonal hours)
 - Holiday hours scheduled in advance
 - High-quality photos of:
 - outdoor seating
 - bike racks
 - food
 - interior ambiance
 - signage
 - List “popular times” and staff availability
 - Add “Amenities” tags:
 - bike parking
 - washroom
 - water refill
 - EV charging (if applicable)
 - Add “Highlights”:
 - locally owned
 - family friendly
 - outdoor seating
 - Add “Accessibility” details
 - Write a 1–2 sentence description referencing the rail trail
 - Activate messaging (optional but powerful)



Examples of Strong GBP Descriptions

Café Example

“Locally owned café 300 m from the **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail**. Fast grab-and-go lunches, fresh baking, and shaded outdoor seating. Cyclists welcome.”

Lodging Example

“Bike-friendly motel with secure storage, e-bike charging, and early breakfast for touring cyclists. Easy access to the Rail Trail, Enderby River trails, and Splatsin cultural experiences.”

11.4 Make Your Business “Trail Searchable”

This means including keywords in your online presence that cyclists commonly search for, such as:

- “near rail trail”
- “bike-friendly”
- “cyclists welcome”
- “e-bike charging”
- “grab-and-go food”
- “trail access”
- “family-friendly trail stop”

Update your:

- website
 - social media bios
 - Tripadvisor listing
 - tourism listings
 - Expedia/Booking/AirBnB listings (for lodging)
-

11.5 Trail-Facing Signage: A Simple, Inexpensive Revenue Driver

Directional signage from the trail to your business has outsized impact.

Effective Example Signs

- “Coffee + Cold Drinks → 250 m”
- “Ice Cream 3 min walk →”
- “Lunch + Patio Seating → Downtown 400 m”
- “Cyclists Welcome — Bike Parking Available”
- “EV Charging + Food Options →”

Signs should be:

- simple
- bold
- clear

- durable
- placed at decision points (intersections, trailheads, ferry landings)

This is one of the most cost-effective visibility upgrades for any business.

11.6 Use the Cycle Touring Map of BC

Cycle & Charge insights show that EV + cycling travellers plan trips around:

- charging stations
- trailheads
- cycle networks
- quality food stops
- lodging options

The **Cycle Touring Map of BC** (Destination BC) is one of the most important online tools for these travellers. Make sure your business appears on all relevant regional maps and listings.

11.7 Integration With Regional Tourism Platforms

Businesses along the SNO Rail Trail should be visible through:

- Shuswap Tourism
- Tourism Vernon
- Armstrong Spallumcheen Chamber
- Visit North Okanagan
- Columbia Shuswap Tourism
- TOTA itineraries
- Indigenous Tourism BC (for Splatsin-led businesses)

Checklist: Do These 10 Things Immediately

- Register/update your listing on Shuswap Tourism
- Add your business to Destination BC's tourism portal
- Ensure correct categories (food, lodging, retail, agritourism)
- Upload new photos
- Reference the Rail Trail in your description
- Use local tags (#shuswap, #railtrail, #splatsin)
- Cross-promote regional partners
- Share your seasonal hours early
- Respond to all reviews
- Keep a consistent tone: friendly, clear, welcoming



11.8 Low-Effort, High-Impact Social Media Strategy

Trail users respond extremely well to quick, authentic posts. You don't need a complicated strategy.

Post Types That Work Best With Trail Users

- Daily/weekly features (“today’s baking,” “soup of the day”)
- Trail conditions (“cooler day, perfect for a ride”)
- Patio or shaded seating photos
- New grab-and-go items
- Splat-in cultural acknowledgements
- Behind-the-scenes staff moments
- Pets (cyclists love dogs)
- Seasonal farm or orchard updates
- EV travellers charging + enjoying your business

Use Short Captions

Examples:

- “Hot day? Cold lemonade waiting for you — 200 m from the trail.”
- “Trail riders, we’ve added bike racks!”
- “Fresh baking today. Cyclists welcome.”
- “Walking group friendly — open at 7:30.”
- “E-bike charging available while you eat.”

Short, friendly, human. No marketing jargon.

11.9 How to Make Your Business Appealing to EV Travellers

EV tourists are one of the fastest-growing segments in BC tourism. According to ChargeHub, they choose destinations based on:

- charger locations
- food options
- scenic cycling routes

If You Have a Charger

You become a natural “basecamp.”

Promote:

- “Charge & Dine”
- “Charge & Shop”
- “Charge & Ride”
- “Charge & Explore — Rail Trail 5 min away”

If You Don't Have a Charger

Partner with a business that does.

11.10 Trail-Town Branding: Building Local Identity

A trail town is a place where trail users feel welcomed at every turn.

Businesses can help by:

- displaying rail trail maps
- hosting seasonal events
- using trail-themed merchandise
- featuring Splatsin artwork
- promoting one another's offerings
- sharing common colours, imagery, or taglines
- providing rest spaces, benches, or shade

Consistency builds a sense of place.

11.11 Marketing Templates for Immediate Use

A. Sample Trail-Friendly Business Description (for websites & GBP)

"We are a locally owned business located just steps from the **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail**. We offer trail-friendly hours, cyclist-welcoming amenities, and locally inspired food/products. Bike parking, water refill, and shaded seating available."

B. Sample Social Media Bio Update

"Family-run café in Enderby. 300 m from the Rail Trail. Grab-and-go lunches, fresh baking, patio, bike parking. Cyclists welcome."

C. Sample Seasonal Post

"Cooler weather rolling in: perfect day for a trail walk. Hot soup and bread ready when you are."

Google Business Profile

- Accurate hours
- Updated photos
- Rail Trail added to description
- Amenities listed

Signage

- Clear directional signage from trail
- Visible sign at entrance
- Trail icon or cyclist-welcome message

Online Presence

- Website updated with trail offerings
- Local tourism listings updated
- Relevant hashtags used
- Cross-promotion with partners

Social Media

- Simple weekly posts
- Photos of amenities
- Trail-weather tie-ins
- Staff trained to take/approve photos

In-Person Visibility

- Bike racks
- Water refill
- Map of the trail
- Seating or rest space



11.13 Why Marketing Matters for Trail-Friendly Businesses

Marketing is not about perfection, it's about connection. Trail users do not need elaborate campaigns. They need clarity, simplicity, friendliness, and consistency.

When your business is easy to find, easy to understand, and easy to love, you gain:

- more customers
- stronger online reviews
- more word-of-mouth
- more partnerships
- more repeat visits
- more off-season stability
- a stronger regional rail trail identity

Visibility makes trail readiness work.

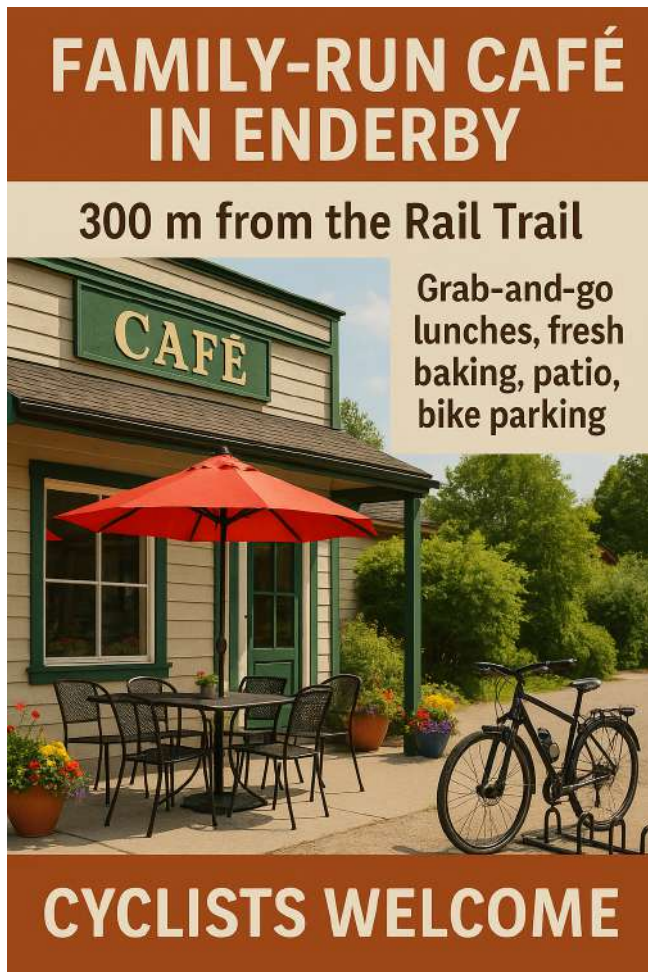


IMAGE: SAMPLE SOCIAL MEDIA POST

SECTION 12 — Accessibility & Inclusive Service



SECTION 12 — Accessibility & Inclusive Service

How to Welcome More People, More Often and Build a Trail Community That Works for Everyone

A rail trail is, at its heart, an accessibility project. It creates a safe, predictable, car-free corridor where **people of all ages, abilities, and backgrounds can move through the land at their own pace**. A business that understands accessibility doesn't just attract more customers, it helps create a more welcoming, inclusive region.

This section explains how accessibility and inclusion translate into simple, practical steps that any business can adopt. These improvements make your business better not only for visitors, but for local residents, families, seniors, and Splatstin community members who use the trail daily.

Accessibility is not an add-on. It is how businesses demonstrate respect, hospitality, and care.

12.1 Why Accessibility Matters for the Rail Trail Economy

The **Splatstin te Secwépemc Shuswap North Okanagan Rail Trail** already attracts a broad mix of users:

- Seniors walking groups
- Families with children
- E-bike riders
- Visitors with mobility limitations
- People recovering from injuries or illness
- EV travellers needing safe amenities
- Splatstin community members accessing the corridor
- New Canadians drawn to easy outdoor experiences
- Multi-day touring cyclists
- People who simply prefer a low-stress environment

The trail invites everyone in, so businesses should too.

Accessibility and inclusion create:

- more customers
- longer stays
- stronger loyalty
- better online reviews
- a safer, more welcoming corridor
- alignment with Splatstin values of community and care

Inclusivity is both good business and good community building.

12.2 Principles of Inclusive Trail-Friendly Service

Four principles guide the most welcoming businesses:

1. Comfort

People want spaces where they can rest, refresh, and feel at ease.

2. Clarity

People need simple, easy-to-understand information.

3. Safety

People need to move through your business without barriers.

4. Dignity

People need to be welcomed without assumptions, judgment, or pressure.

These principles reflect both western hospitality and Secwépemc values of respect and relational care.

12.3 Inclusive Service for E-Bike Riders

E-bike riders include seniors, people with mobility challenges, and travellers who need extended battery range. They often feel vulnerable if a business does not understand their needs.

What E-Bike Riders Need

- safe charging outlets
- space to walk bikes
- stable ground (pavement, packed gravel)
- friendly staff who understand e-bikes
- no stairs at main entrances
- accessible washrooms
- clear signage

Charging is especially important. Even a single outlet can make your business a go-to destination.

12.4 Welcoming Seniors and Walking Groups

Seniors make up a significant portion of early trail users, especially in spring and fall. They arrive in groups, return often, and appreciate consistency.

Simple Improvements for Seniors

- open morning hours
- clear menus
- larger print
- comfortable seating

- railings or stable steps
- shade and rest areas
- patient, friendly service
- winter traction cleats for sale

Seniors are loyal. Once they feel welcomed, they return weekly.

12.5 Families With Children: The Most Frequent “Local Repeat” Users

Families combine cycling, walking, beach access, ferry use, and town visits. They generate high-frequency, moderate-spend traffic.

Family-Friendly Essentials

- kids’ menu items
- safe bike parking
- water refill station
- public washrooms
- shaded seating
- small treats (ice cream, popsicles, fruit cups)
- clear directions from the trail

Parents choose businesses based on how easy they make life with kids.

12.6 Accessibility for Visitors With Mobility Limitations

Many people who use the trail have:

- mobility impairments
- chronic pain
- arthritis
- balance issues
- sensory sensitivities
- temporary injuries
- diverse abilities

You don’t need to renovate your entire building. Start with small steps that make your business easier to navigate.

Quick, Low-Cost Accessibility Improvements

- a stable entry mat
- portable ramp (where appropriate)
- at least one barrier-free path through your business
- low service counters or willingness to serve from table
- chairs with backs, not just stools
- menus available in print and online
- staff trained to offer help without overstepping

Inclusive businesses build trust.

12.7 Cultural Inclusion: Welcoming Splat-sin Community Members

Businesses along the corridor operate within Splat-sin te Secwépemc territory. Inclusive service includes cultural respect.

How Businesses Can Be Culturally Inclusive

- learn correct pronunciation (Splat-sin, Secwépemc)
- share territorial acknowledgement sincerely
- display Splat-sin artwork purchased respectfully
- avoid clichés or stereotypes
- collaborate on cultural experiences (with permission)
- hire Indigenous staff
- feature Indigenous-owned products

These steps create a welcoming environment and strengthen relationships.

12.8 Language Access & Clear Communication

International trail users, specially cycling tourists, are increasing. The TOTA Snapshot shows rising international visitation (+20.1 percent) despite domestic declines.

Ways To Improve Language Accessibility

- simple, clear signage using icons
- multilingual basics (hello/thank you)
- QR-linked translated menus
- maps with simple visuals
- staff training on communicating slowly and clearly

Cyclists value clarity more than complexity.

12.9 Mental Health & Neurodiversity Inclusion

Many travellers, especially cyclists, use trails for mental wellness. Some visitors may be:

- anxious
- overwhelmed
- sensory-sensitive
- overstimulated
- navigating trauma
- recovering from difficult life events

Businesses can support them with:

- quiet seating areas
- predictable and calm service
- patient communication
- a respectful, unhurried atmosphere
- simple signage and instructions

Small gestures create safety and belonging.

12.10 Winter Accessibility

The trail is **not plowed or groomed**, but winter use continues for walking, ice cleats, and occasional skiing or fat biking when snowpack allows.

Winter-Friendly Accessible Practices

- clear paths at business entrances
- non-slip mats
- hot drinks
- warm indoor seating
- ice cleats for sale
- gloves, hats, socks
- accessible winter hours (early afternoon warmth)

Winter accessibility helps build year-round stability.

12.11 Accessibility & Inclusion Checklist

Physical Space

- Clear, obstacle-free entrance
- Ramp or flat entry (where possible)
- Comfortable seating
- Accessible washroom (full or partial)
- Stable flooring
- Bike parking that does not block doors

Service

- Staff trained in inclusive customer service
- Friendly, patient communication
- Early hours for seniors and walking groups
- Accommodation for mobility limitations
- Cultural respect integrated into service

Amenities

- Water refill station
- Charging outlets
- Shaded/indoor seating
- Large-print menu option

Digital

- Simple website
- Clear maps and directions
- Accessible Google Business Profile
- Hours accurate and consistent

Cultural

- Accurate territorial acknowledgement
- Splat-sin collaboration where appropriate
- No appropriation or stereotypes
- Indigenous-made products highlighted respectfully



12.12 Why Accessibility & Inclusion Pay Off

Inclusive and accessible businesses benefit from:

- more customers
- stronger word-of-mouth
- better reviews
- deeper community ties
- partnerships with Splatsin
- loyalty from families and seniors
- improved reputation along the trail
- more repeat visits
- increased winter use
- resilience across all seasons

Accessibility is not about compliance. It is about hospitality, the kind that builds community and strengthens the entire rail trail corridor.

SECTION 13 — Collaboration & Cross-Promotion



SECTION 13 — Collaboration & Cross-Promotion

How Businesses, Chambers, Splitsin, and Municipal Partners Can Work Together to Build a Strong, Connected Rail Trail Economy

The **Splitsin te Secwépemc Shuswap North Okanagan Rail Trail** is not just a transportation corridor. It is a **shared economic platform**. No single business, no matter how excellent, will succeed alone. Trail economies thrive when businesses collaborate, share visibility, and build a unified trail identity.

Collaboration strengthens community, amplifies marketing, increases trail traffic, and ensures the benefits of the trail flow to Splitsin and all neighbouring towns. This section shows how to work together in ways that are simple, respectful, and profitable.

13.1 Why Collaboration Matters in a Linear Trail Corridor

Rail trails are different from typical tourism settings.

They are linear.

They connect communities.

Visitors move through multiple towns in one day.

This means:

- Customers are shared, not owned.
- Economic impact spreads along the corridor.
- The experience is collective, not isolated.
- A poor experience in one community affects the entire route.
- Good collaboration strengthens all three communities.

On a linear corridor, **your neighbour's success is your success.**



13.2 Core Partners in the SNO Rail Trail Economy

Splitsin te Secwépemc (Lead Indigenous Partner)

The Splitsin community is a co-owner, cultural leader, and steward of the trail. Their leadership shapes the tone of the corridor. Collaboration with Splitsin strengthens cultural visibility, supports reconciliation, and adds depth to the visitor experience.

Local Chambers of Commerce

- Sicamous Chamber
- Enderby & District Chamber
- Armstrong Spallumcheen Chamber

These are critical hubs for business coordination, promotion, and cross-community initiatives.

Municipal + Regional Government Partners

- CSRD
- RDNO
- City of Enderby
- City of Armstrong
- District of Sicamous

These partners support signage, parking, access, events, and policy.

Community Futures North Okanagan (CFNO)

Provides business training, coaching, readiness support, and long-term economic development strategies.

Shuswap Trail Alliance & Technical Operations Committee

Lead trail planning, maintenance guidance, and development timelines.

“Family-run café in Enderby. 300 m from the Rail Trail. Grab-and-go lunches, fresh baking, patio, bike parking. Cyclists welcome.”

Together, these partners form the **ecosystem** of the rail trail economy.

13.3 How Businesses Benefit From Collaboration

Advantages include:

- shared marketing
- lower advertising costs
- stronger Google presence
- packaged experiences (Ride + Taste, Ride + Stay)
- consistent hours and service expectations
- easier wayfinding
- stronger SplatSIN inclusion
- smoother visitor flow
- repeat visitation
- higher-quality visitor experience

Collaboration also supports regional storytelling, essential for becoming a recognized “trail town” destination.

13.4 Trail Corridor Cross-Promotion: Practical Examples

These examples are simple, low-cost, and high-impact.

A. Cross-Business Promotions

Food + Retail

- “Grab lunch here, show receipt, get 10 percent off at ____.”
- “Trail Treat Combo” between café and ice cream shop.

Lodging + Agritourism

- “Stay & Taste” packages with cideries, farms, or wineries.
- Offer discounted tasting flights for lodging guests.

Wellness + Food

- “Ride & Restore” special: yoga + smoothie.

Farmstands + Restaurants

- Menus featuring local farm products.
- “Meet the Grower” mini events.

Small, generous gestures build strong visitor loyalty.

B. Community-Wide Promotions

These amplify the trail experience across entire towns.

Trail Passport Program

Visitors collect stamps at participating businesses.

Prizes could include gift baskets, meal vouchers, or local products.

Cyclist Happy Hour Weeks

Trail-facing restaurants coordinate specials during peak season.

Kids Ride Free Days (in partnership with ferry or shuttle)

Perfect for Sicamous, leveraging the ferry connection.

Walkers’ Mornings

Discounts for seniors walking groups before 10 a.m.

Harvest & Orchard Season

Workshops, tastings, and family-friendly events.

C. SplatSIN Partnerships and Collaborative Offerings

Meaningful SplatSIN partnerships strengthen cultural visibility and deepen the experience for visitors.

Examples:

- Splatsin-artisan pop-ups in businesses
- Splatsin-guided cultural walks offered through Trail Passport
- Businesses featuring Splatsin-made products
- Co-created seasonal cultural events (with community approval)
- Businesses hiring Splatsin youth for seasonal roles
- Supporting Splatsin tourism development initiatives

Such partnerships honour Indigenous leadership and build stronger relationships between communities.

13.5 Trail-Friendly Community Events

Events create identity, attract media attention, and build momentum.

Examples:

Community Ride & Dine Nights

A casual, inclusive ride ending at a restaurant or brewery.

Trail Opening Celebrations

As new segments open — especially the Bruhn Bridge in 2027 — all businesses can participate.

Farm & Trail Festival

Family-friendly activities, tastings, market booths.

Winter Walk Celebrations

Hot drinks, soup tastings, winter gear demos.

EV Traveller Week

Highlight businesses with EV chargers; pair with cycling loops.

Events help towns **OWN IT** long before full corridor completion.

13.6 How to Build an Informal “Trail Business Network”

A formal structure isn't necessary at first. You can start small:

Step 1 — Create a WhatsApp or Facebook Messaging Group

Include cafés, restaurants, shops, farms, lodging operators, Splatsin partners, and Chambers.

Step 2 — Share Key Info

- seasonal hours
- events

- closures
- specials
- trail condition notes (non-technical)
- busy times
- supply chain needs

Step 3 — Create Shared Mini-Campaigns

- “Trail Tuesday”
- “Saturday Farm Loop”
- “Seniors Walk Morning”

Step 4 — Present a Unified Voice to Municipal Partners

When businesses speak collectively, they receive better support for signage, access, and placemaking infrastructure.

13.7 Using Chambers as Collaboration Catalysts

The Chambers in Sicamous, Enderby, and Armstrong can:

- coordinate shared marketing
- create trail-specific business directories
- help align opening hours
- host networking events with Splatsin
- manage seasonal signage strategies
- support cross-town itineraries
- share trail development updates from the TOC
- build regional packages
- handle press inquiries

Chambers should be seen as **hubs of collaboration**, not merely membership organizations.

13.8 Municipal + Regional Government Support

Local governments can amplify cross-promotion by supporting:

- consistent trail signage
- temporary wayfinding signs (sandwich boards, banners)
- on-street bike parking
- pop-up farm markets
- placemaking (benches, shade, washrooms)
- trail-to-town connectors
- tourism promotions through staff or council initiatives
- access to public space for events

Partnership with government partners ensures trail users feel welcomed at every point of entry.

13.9 How Collaboration Supports Seasonal & Winter Use

Even though the trail is **not plowed or groomed**, winter use continues for walking, ice cleats, fat biking, and occasional skiing.

Winter collaborations can include:

- “Winter Walk & Warm Up” promotions
- Joint holiday markets
- Hot drink specials
- Cozy indoor partner events
- Winter farm celebrations
- Co-branded “Winter Trail Map” with safe routes

Shared storytelling builds confidence in winter visits.

13.10 Cross-Promotion Checklist

With Other Businesses

- Share hours
- Share menus / specials
- Cross-promote on GBP and social
- Provide reciprocal discounts
- Create package deals

With Splatsin

- Promote Splatsin businesses
- Feature Indigenous-made products
- Respectfully co-host events (with permission)
- Include cultural acknowledgements

With Chambers

- Update listings
- Participate in seasonal marketing
- Engage in business directory updates
- Attend networking events

With Municipal Partners

- Request signage support
- Help shape trail-to-town connections
- Join town-wide promotions
- Collaborate on events



13.11 Why Collaboration Works

Collaboration creates:

- collective identity
- shared economic uplift
- more consistent visitor experiences
- stronger marketing reach
- a united, trail-forward brand
- resilient year-round business
- deeper respect for Splatsin leadership
- a corridor that feels alive, connected, and welcoming

A trail is not just a path. It is a **relationship system** between communities, businesses, cultures, and visitors. Cross-promotion is how that relationship becomes visible and vibrant.



IMAGE: SAMPLE CROSS-PROMOTION SIGN

SECTION 14 — Implementation Toolkit



SECTION 14 — Implementation Toolkit

Practical Templates, Worksheets, and Step-by-Step Tools to Make Your Business Trail-Ready

The Rail to Trail Business Readiness Project is about action.

This toolkit gives you everything you need to start implementing changes **today** even before the full rail trail is complete.

You'll find:

- 30-day action plan
- Quick-start checklist
- Staff orientation sheet
- Customer journey mapping tool
- Partner outreach worksheet
- Event readiness guide
- Cyclist essentials inventory
- Seasonal planning worksheet
- Simple diagrams to help visualize your strategy

These tools are designed to be **printed, scribbled on, shared at staff meetings, and posted behind your counter.**



14.1 Quick Diagram: “How Trail Users Find You”

A simple visual to help businesses understand how a trail user actually ends up at their door.

How Trail Users Find Your Business

Understanding the complete journey and where you can improve



Each arrow represents a decision point or moment where trail users choose whether to visit your business. Excellence at each stage compounds your success.

14.2 The 30-Day Action Plan

A 30-day roadmap for becoming trail-ready without overwhelm.

Week 1 — Visibility

- Update Google Business Profile
- Add “Rail Trail” to your business description
- Upload clear, fresh photos
- Add hours, amenities (bike parking, water refill, patio)
- Install or update signage from trail
- Add trail map inside your business

Week 2 — Amenities & Access

- Install bike rack(s)
- Add water refill station
- Ensure washrooms are clearly marked
- Check accessibility (entrance, mats, seating)
- Add shaded or indoor seating
- Set up charging outlets for phones/e-bikes

Week 3 — Menu/Offering Enhancements

- Add grab-and-go items (F&B)
- Add trail-friendly items (retail)
- Add “breakfast to go” (lodging)
- Offer Splatsin-made goods (with permission)
- Create one trail-specific special or package

Week 4 — Partnerships

- Join Chamber trail initiatives
- Connect with neighbouring businesses
- Explore Splatsin collaboration (where appropriate)
- Join messaging group (WhatsApp/Facebook)
- Prepare for seasonal cross-promotion

14.3 Quick-Start Trail-Friendly Checklist

This is the “bare minimum” list for businesses who want fast results.

Visibility

- Clear signage from trail
- Updated Google Business Profile
- Trail keywords in online listings
- Active hours posted everywhere

Amenities

- Bike parking
- Water refill
- Bathrooms (or clear info on nearest option)
- Charging outlets
- Shade/indoor seating

Offering

- Grab-and-go food
- Family-friendly options
- Cyclist essentials
- Local/Splatsin products
- Seasonal specials

Service

- Staff trained to welcome trail users
 - Friendly, patient, predictable
 - Simple directions to/from trail
-

14.4 Staff Orientation Sheet

Post this in your staff room or give to new hires.

Who Uses the Trail?

- Families
- Seniors
- E-bike riders
- Touring cyclists
- Gravel riders
- EV travellers
- Splatsin community members
- Locals walking daily

What Do They Need?

- Welcome
- Water
- Food/snacks
- Directions
- Bathrooms
- Shade
- Charging
- Bike parking

What Staff Should Do

- Say “Welcome — are you out on the trail today?”
- Show water refill station
- Point out bike parking
- Provide directions to trail access
- Be patient with mobility limitations
- Be sensitive to cultural visitors
- Use clear, simple communication with international guests

What Never To Do

- × Make cyclists feel unwelcome
- × Question where people are from
- × Use stereotypes
- × Rush seniors or families with kids

14.5 Customer Journey Mapping Template

Map the experience of a trail user interacting with your business.

Stage	What They Do	What They Feel	What They Need	Your Opportunity
Discover	See signage/ Google	Curious, unsure	Clear hours, signals	Directional sign
Approach	Ride/walk towards you	Hot, tired, hopeful	Shade, safety	Clean entrance
Enter	Step inside	Decision time	Friendly greeting	Warm welcome
Select	Choose items	Hungry/thirsty	Simplicity	Grab-and-go
Purchase	Pay	Ready to leave	Speed	Efficient service
Experience	Eat/rest/shop	Comfortable	Seating, water	Patio, shaded area
Share	Tell others	Happy/proud	Memory	Ask for review
Return	Come back	Loyal	Consistency	Consistent hours

Use this table to spot gaps.

14.6 Partner Outreach Worksheet

A simple template for starting cross-promotion.

1. Potential Partners

- Café/bakery
- Winery/brewery/cidery
- Farmstand
- Lodging operator
- Splatsin artisan or cultural leader
- Retail/gift shop
- Orchard/farm
- Shuttle or EV charging host

2. What You Can Offer

- Discount
- Joint event
- Shared signage
- Package deal
- Trail passport stamp
- Product for their store

3. What You Need From Them

- Cross-promotion
- Visibility
- Seasonal collaboration
- Supplies (e.g., local produce)

4. First Action Step

Write one email:

“Would you like to collaborate on a simple trail-friendly promotion this summer?”

14.7 Event Readiness Guide

Events are powerful on trail corridors. Here's how to get ready.

Before the Event

- Update hours
- Ensure extra seating
- Add two or three temporary bike racks
- Stock ice, water, grab-and-go food
- Post event details on GBP and social
- Coordinate with Splatsin (if culturally relevant)
- Set up shade tents

During the Event

- Staff at outdoor station
- Friendly greeter
- Water refills
- Quick-serve menu
- Encourage social media tags

After the Event

- Collect emails (optional)
- Share photos
- Thank collaborators
- Debrief and improve for next time



14.8 Trail-Friendly Inventory List

Keep this behind the counter.

Food & Beverage

- Water bottles
- Grab-and-go lunches
- Fruit cups
- Pastries
- Electrolytes
- Ice cream

Retail

- Sunscreen
- Socks
- Gloves
- Rain ponchos
- Sunglasses/straps
- Bug spray

Cycling

- Tubes
- CO₂ cartridges
- Patch kits
- Chain lube
- Tire levers
- Multi-tools

Wellness

- Anti-chafe cream
- First-aid kits
- Blister pads
- Electrolyte tabs

Winter

- Ice cleats
- Hats
- Gloves
- Hot packs



14.9 Seasonal Planning Worksheet

Spring

- Brunch for walking groups
- Start of gravel riding
- New signage
- Splash of colour on patios

Summer

- Ice cream window
- Outdoor seating
- Extended hours
- Festivals and farm events

Fall

- Harvest menus
- Local produce promotions
- Cozy indoor spaces

Winter

- Hot soups and drinks
 - Holiday markets
 - Indoor workshops
 - Accessibility upgrades
-

14.10 A Simple Diagram: “Your Trail Opportunity Funnel”

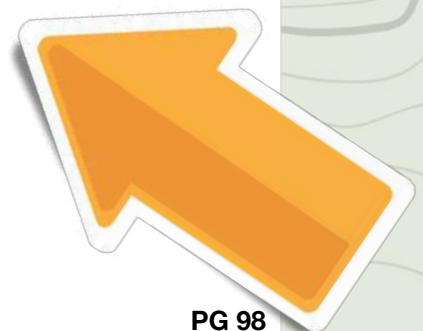
Visibility → Amenities → Service → Experience → Loyalty → Word-of-Mouth → Repeat Visits

Every upgrade strengthens the funnel.

14.11 “OWN IT” Implementation Reminder

Your readiness today shapes the entire corridor’s future.

TRAIL USERS ARE COMING. OWN IT.



SECTION 15 — Long-Term Strategy & Future Opportunities



SECTION 15 — Long-Term Strategy & Future Opportunities

Positioning Your Business and Your Community for the Next Decade of Rail Trail Growth

The **Splatsin te Secwépemc Shuswap North Okanagan Rail Trail** is still in its early stages. But the long-term opportunity is immense. Rail trails gain value every year as segments open, signage improves, cultural visibility strengthens, and visitor flows increase. The communities that prepare now will become the recognized “trail towns” of the region.

This section offers a five- to ten-year view of what’s coming, and how your business can take advantage of it.

15.1 Understanding the Growth Curve of Rail Trails

Across Canada (KVR, Le P’tit Train du Nord, Confederation Trail) the same pattern emerges:

Year 1–3

- Early local adoption
- Curiosity visits
- Initial spending increases
- First touring cyclists arrive
- Strong family use

Year 4–7

- The trail becomes a destination
- Tour companies begin offering packages
- Specialty businesses open or expand
- Media coverage increases
- Accommodation demand rises
- International cyclists discover the route

Year 8–10

- The trail has a defined reputation
- Visitor volume stabilizes at high levels
- Strong return visitation
- Destination identity solidifies
- New business openings accelerate
- Off-season becomes viable

The SNO Rail Trail is already entering the phase where early adopters (families, walking groups, gravel riders) are generating sustained use.

15.2 Key Infrastructure Milestones That Will Shape Growth

2025–2026: Business Readiness & Visibility Work

- F&B, lodging, retail, and “Various” sectors become trail-friendly
- Splatsin partnerships strengthen
- Winter-use concepts begin emerging
- Event culture starts forming
- The ferry loop continues boosting Sicamous access

2027: Bruhn Bridge Opening

One of the region’s most iconic future assets.

The **Bruhn Bridge segment**, projected to open in 2027, will:

- unlock a highly scenic stretch of trail
- draw photographers, families, and cyclists
- become one of the “signature” nodes of the entire corridor
- attract long-distance touring riders

This will significantly increase both day-use and multi-day travel.

2028–2030: Completion Momentum

As the rail trail nears full connectivity:

- Tour operators will offer packaged trips
- International cycling tourism will rise
- Businesses near access points will become “corridor anchors”
- EV charging + cycling integration will increase
- Agritourism along the corridor will become more popular
- Splatsin-led experiences will gain prominence

Beyond 2030

- The corridor becomes a recognized provincial asset
- Annual events draw thousands
- A full trail identity emerges (branding, signage, story)
- Regional mobility improvements (shuttles, ferries, e-bike networks) mature
- Multi-day loop networks with Okanagan Rail Trail grow in popularity

15.3 Long-Term Business Strategies (5–10 Years)

Below are the strategies that will position businesses for sustained success.

A. Develop Signature Products & Experiences

Signature offerings become part of the region’s identity:

- “Trail Ale” / “Cyclist Breakfast”
- Splatsin artisan collaborations
- Trail-inspired merchandise
- Seasonal harvest meals
- Ride-to-farm experiences
- Gravel-riding specialty services
- Multi-day cycling packages

Signature products differentiate your community from every other trail in BC.

B. Build Deeper Partnerships With Splatsin te Secwépemc

Collaboration with Splatsin is not just culturally important, it is a long-term economic strength.

Opportunities include:

- Splatsin-led cultural tours
- Youth employment and training
- Seasonal cultural events
- Co-created experiential tourism
- Indigenous-produced products and food
- Integration of Secwépemc stories in signage and interpretation

A rail trail that honours its Indigenous hosts grows with integrity and attracts a more respectful, engaged visitor.

C. Prepare for Multi-Day Cycling Traffic

Cycling sector research shows touring cyclists stay longer and spend more than nearly any other visitor group.

Long-term strategies:

- secure bike rooms
- luggage-transfer partnerships
- EV charging + bike storage
- booking partnerships with tour companies
- preferred rates for multi-night stays
- “Ride One Way, Shuttle Back” services
- curated multi-day itineraries between Sicamous–Enderby–Armstrong

When the route fully connects, this becomes one of the most attractive rail trail itineraries in Western Canada.

D. Lean Into Agritourism as a Regional Strength

Agricultural tourism will become a major economic driver.

Over the coming decade:

- farmstands
- pick-your-own operations
- orchard tours
- cheese and dairy experiences
- cidery/winery expansions
- farm dinners
- harvest celebrations

These experiences create an emotional sense of place — something cyclists value deeply.

E. Improve Winter Use and Year-Round Stability

While the trail is **not groomed or plowed**, winter walking will increase year by year.

Long-term winter strategies:

- warm indoor seating
- hot soup and beverage menus
- winter farm and artisan markets
- Splatsin winter cultural gatherings (with partnership)
- snowshoe or fat-bike rentals (when conditions allow)
- “Winter Walk & Warm Up” campaigns

Year-round use builds year-round business.

F. Become Part of an EV + Cycling Tourism Network

The ChargeHub report highlights a massive market intersection: EV travellers + bike trails.

Businesses with chargers, or partnerships with chargers, can:

- promote “Charge & Explore” packages
- capture high-value overnight travellers
- attract families during charging stops
- anchor multi-day ride itineraries

EV infrastructure is one of the most powerful long-term attractors.

G. Strengthen Regional Identity Through Joint Branding

The rail trail corridor will succeed as a unified identity:

- shared colours
- shared icons
- shared “Cyclists Welcome” language
- consistent signage
- local stories integrated into wayfinding
- regional maps, posters, and brochures
- Splatsin presence in branding and interpretation

Unified branding = a recognized trail destination.

15.4 Future Opportunities for Businesses

1. Integrated Shuttle Networks

One-way rides, luggage transfers, and EV-based shuttle loops become mainstream.

2. Cycle Touring Operators

Tour companies will begin offering:

- guided tours
 - self-guided tours
 - multi-day itineraries
 - luggage support
 - farm-to-table cycling trips

3. Festivals & Events

The corridor will become a natural venue for:

- community rides
 - cultural festivals
 - harvest trails
 - bikepacking gatherings
 - winter walk events

4. Regional Signature Experiences

- Splatsin cultural tours
- Armstrong cheese + cider trails
- Sicamous ferry + lakeside loop days
- Mara Lake scenic morning walks

5. Clustered Business Developments

As usage increases, clusters will form near major access points:

- cafés
- bakeries
- farmstands
- bike rental hubs

- cultural spaces
- shaded plazas

These areas become “trail villages.”

6. Long-Term Governance & Policy

Municipalities and Splatsin may collaborate on:

- trail-to-town connectors
- integrated mobility plans
- cultural interpretation
- winter programming strategies
- business permitting near trailheads

15.5 Long-Term Strategy Checklist

- ❑ Invest in amenities that last (bike storage, seating, signage)
- ❑ Build a relationship with Splatsin leaders
- ❑ Develop signature experiences tied to your community identity
- ❑ Prepare for international touring cyclists
- ❑ Strengthen your winter offerings
- ❑ Partner with EV chargers
- ❑ Join or help create a Trail Business Network
- ❑ Use seasonal and monthly planning tools
- ❑ Watch for emerging trail nodes (Bruhn Bridge, ferry access)
- ❑ Position your business as a long-term anchor of the corridor



15.6 Final Strategic Advice

Trail economies favour businesses that:

- collaborate
- welcome diverse visitors
- support their Indigenous hosts
- think in seasons, not weeks
- innovate small but consistently
- stay visible
- keep hours reliable
- build memorable experiences
- own their identity

And most importantly:

TRAIL USERS ARE COMING. OWN IT.



SECTION 16 — Glossary of Terms & Acronyms & Appendices



SECTION 16A — Glossary of Terms & Acronyms

This glossary provides definitions of key tourism, business, and rail-trail terms to help navigate the concepts and acronyms used throughout the guidebook.

FJC — First Journey Consulting

Page 2

Consulting company delivering the Rail Trail Business Readiness Project.

EV — Electric Vehicle

Page 3

A battery-powered car. EV tourism is relevant because trail visitors often plan stops around charging access.

TOTA — Thompson Okanagan Tourism Association

Page 3

Regional tourism organization providing data, dashboards, and research used throughout the guidebook.

SNO — Shuswap North Okanagan

Page 4

Refers to the broader region the rail trail travels through and the Rail Trail partnership governance area.

CFNO — Community Futures North Okanagan

Page 8

The project funder and coordinator; supports regional business development.

CSRD — Columbia Shuswap Regional District

Page 13

Co-owner of the Rail Trail corridor.

RDNO — Regional District of North Okanagan

Page 13

Co-owner of the Rail Trail corridor.

RTR — Rail Trail Readiness (Project)

Page 14

Short form for the Rail Trail Business Readiness Project.

SORCA — Squamish Off-Road Cycling Association

Page 22

Referenced as a case study for Indigenous agreements and trail stewardship.

TOC — Technical Operational Committee

Page 107

Rail Trail committee responsible for operational coordination, including policy discussions around commercial use.

RV — Recreational Vehicle

Page 55

Refers to RV travellers visiting the valley and possibly using the trail.

CEO — Chief Executive Officer

Page 138

Title for leadership roles

Specialist Terms & Phrases

Rail Trail

Page 1

A recreational corridor built on former railway right-of-way. Usually low-grade, accessible, and ideal for cycling and walking.

Non-Motorized Corridor

Page 1–2

A trail where motor vehicles are not permitted; designed for walkers, cyclists, and other human-powered uses.

Active Transportation

Page 2

Movement powered by human energy—cycling, walking, running, etc.—in contrast to vehicle-based transportation.

Amenity Migration

Page 20

Movement of people to rural communities because of lifestyle qualities: trails, scenery, small-town culture. Important for economic development and housing pressure discussions.

Trailhead

Early chapters

The starting point of a trail; often includes parking, signage, and amenities.

Gravel Riding / Gravel Cyclist

Page 16–18 (Personas section)

Cycling on unpaved, compact gravel roads or rail trail surfaces. A major growth segment in cycling tourism.

E-bike

First appears near the Personas and EV Tourism sections

An electric-assist bicycle. Extends range and accessibility of rail-trail users.

Bikepacking

Page 17–19

Multi-day, lightweight bicycle touring with soft bags (not panniers). Popular among rail-trail travellers.

Placemaking

Appears in business development and signage sections

Designing spaces (including trails and community nodes) to strengthen connection to place, culture, and identity.

Wayfinding

Appears in signage + visitor experience section

Directional signage and cues that help visitors navigate trails, towns, and amenities.

Fat biking

Winter-use section

Cycling on wide tires designed for snow or sand. Mentioned as a current informal use of the trail in winter.

Destination Cyclist / Touring Cyclist

Personas section

A visitor who travels specifically to ride the trail, typically staying multiple nights and spending more per trip.

SECTION 16B — Appendices

Maps, Data Tables, Checklists, Worksheets, Contacts, and Supporting Documents

These appendices provide the full set of resources, citations, and tools used in the Rail to Trail Business Readiness Curriculum. They ensure the printed guidebook stands alone as a complete reference document for businesses, Chambers, municipalities, and Splatsin partners.

16.1 Rail Trail Maps & Concept Plans

A. Rail Trail Concept Maps

From: <https://shuswapnorthokanaganrailtrail.ca/wp-content/uploads/2021/02/Appendix-A-Trail-Concept-Maps.pdf>

Contains:

- Full rail corridor overview
- Key access points
- Trailheads
- Viewpoints
- Bridges
- Future Bruhn Bridge segment
- Distances between nodes
- Community connectors
- Proposed signage plan

B. Sicamous Access Points & Ferry Loop Map

From trail info and ferry operations document.

From: <https://shuswapnorthokanaganrailtrail.ca/sicamour-ferry-to-rail-trail/>

Includes ferry route from:

- Martin Street Boat Launch
- Sicamous Beach Park
- Rail Trail Access (0.5 km point)

C. Regional Connectivity Overview

From: <https://shuswapnorthokanaganrailtrail.ca/maps/>

- Sicamous–Mara Lake–Grindrod–Splatsin–Enderby–Armstrong
- Highway access points

- Future opportunities to integrate with Okanagan Rail Trail
- Potential long-distance touring loops (2027+)

16.2 Trail Use Data (2025)

Data taken from the provided *Rail Trail Info* document.

Trail Counter Results: Sicamous Trail Section May–Sept 2025

- Total recorded uses: **13,148**
- Average daily uses: **~300/day**
- Highest-use months: July & August
- Majority: walkers, families, seniors, gravel riders

Interpretation:

This is *early-phase* usage — before full trail completion, before Bruhn Bridge opening (2027), and before major marketing.

With each new section opening, usage will rise significantly.

16.3 Economic & Tourism Data Tables

Based on regional tourism snapshot (TOTA) and Destination BC research.

A. Thompson Okanagan Tourism Snapshot (Sept 2025)

Indicator	Value	Notes
Tourism Employment	52,300 (+7.7%)	Food & beverage = 43.6% of sector
International Overnight Visits	+20.1%	Spending per visitor increased
ADR & RevPAR	Up year-over-year	Strong recovery
Domestic Overnight Trips	-2.7%	Shift toward higher-value international market

B. Cycling Tourism Trends (Destination BC)

Category	Key Insights
Demographics	Strong growth in 45–70 cycling travellers; rising seniors/e-bike market
Motivations	Scenery, safety, food, culture, wellness
Spending	\$60–120/day on meals for touring cyclists
Growth	Provincial cycling participation rising annually

C. EV Traveller Behaviour (Cycle & Charge Report)

Key Factor	Impact
Charging proximity	Major trip driver
Combined EV + bike tourism	Growing fastest among 30–70 demographic
Trip planning	EV drivers plan visits around food + chargers + scenic cycling

16.4 Seasonal Use Reference

Winter Use Guidance

From: *Winter Use of Rail to Trail Corridor.pdf*

Key Points:

- Rail trail is **not plowed or groomed**
 - Winter use still active: walking, cleats, fat biking
 - Occasional XC skiing when conditions allow
 - Communities can shape winter programming through events, warm-up spaces, and coordinated communication
-

16.5 Business Sector Playbook Summaries

One-page summaries for quick orientation.

Food & Beverage (F&B)

High returns from:

- Grab-and-go lunches

- Ice cream & cold drinks
 - Patio seating & shade
 - Visible signage
 - Breakfast for cyclists
 - Family-friendly items
 - E-bike charging
-

Lodging

Key investments:

- Secure bike storage
 - Early breakfast
 - Laundry/drying space
 - EV chargers
 - Luggage transfer partnerships
 - Cyclist welcome packages
-

Retail

Top sellers:

- Sunscreen
 - Gloves
 - Tubes & repair kits
 - Local foods
 - Splatsin-made goods
 - Cold drinks & quick snacks
-

Various (Agritourism, Wellness, Culture, Experiences)

Opportunities:

- Farmstands (permits available)
 - Splatsin-led cultural tours
 - Wellness classes
 - Shuttles & bike rentals
 - Workshops (art, food, craft)
 - Winter events
-

16.6 Regional & Governance Contacts

Splatsin te Secwépemc

- Official website
- Splatsin Development Corporation
- Cultural engagement contacts

Community Futures North Okanagan (CFNO)

- Project Lead: Leigha Horsfield
- Business Coaching Contacts

Municipal & Regional Governments

- CSRD
- RDNO
- City of Enderby
- City of Armstrong
- District of Sicamous

Chambers of Commerce

- Sicamous
- Enderby & District
- Armstrong Spallumcheen

Shuswap Trail Alliance

- Trail operations & stewardship
- Technical Operational Committee (TOC) summaries

About The Author



Thomas Schoen is the CEO of First Journey Consulting and has spent more than 30 years planning and building trail networks across British Columbia in partnership with Indigenous communities. Based in Williams Lake, he immigrated from Germany in 1993 and has since become a leading advocate for trails as tools for reconciliation, rural revitalization, and community health. His work has supported the growth of trail-based tourism across the province, from the Cariboo to the Interior, helping communities leverage recreation assets to diversify their local economies and strengthen cultural visibility.

Schoen's tourism background includes developing the Xats'ull Heritage Village as one of BC's early Indigenous tourism destinations and collaborating with regional partners to integrate trails into broader visitor experiences. His ongoing work with the Indigenous Youth Mountain Bike Program brings youth training, local employment, and new tourism opportunities into Indigenous communities through trail development.

He has also contributed to the cultural fabric of the Cariboo through long-standing arts and culture leadership. His current documentary project, *Dirt Relations*, created with Patrick Lucas, explores how mountain biking and trail building foster understanding and collaboration between Indigenous and non-Indigenous communities. His experience at the intersection of recreation, tourism, and community development shapes the vision behind the Rail Trail Business Readiness Project and this guidebook.





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Rad!

RAT
RAD