



To: Minister of Tourism, Arts, Culture and Sport, Lana Popham  
Province of British Columbia  
TAC.Minister@gov.bc.ca

Cc: Mark Sager  
Mayor, District of West Vancouver  
mark@westvancouver.ca

February 14, 2024

**Subject:** Support for Potential Horseshoe Bay to Whistler Trail

Dear Minister Popham,

We are writing to express our strong support for the potential multi-modal active transportation trail between Horseshoe Bay and Whistler, which the District of West Vancouver has been working on. As advocates for sustainable transportation initiatives, this trail holds immense potential for our community and the broader region.

The concept of this trail is indeed promising. Not only does it offer the opportunity for a longer-distance connection between Horseshoe Bay and Whistler, but it also has significant implications for tourism and recreation. There is immense potential for cycle tourism along the Sea-to-Sky corridor, with mountain bike tourism already generating \$38 million in revenue.<sup>1</sup> By investing in infrastructure like the proposed active transportation trail, we can further capitalize on this demand, attracting more visitors and stimulating economic growth in our region.

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<sup>1</sup> [Mountain Bike Tourism and Community Development In British Columbia: Critical Success Factors for the Future](#)



Your **Cycling** Connection



With the rise of e-bikes, longer cycling trips like this one are more accessible. E-bikes reduce barriers such as hills, time constraints, and fitness limitations. E-bikes enable riders of all ages and abilities to explore scenic routes like never before, opening up the possibilities for cycle tourism to a broader demographic.

The provincial government's recent introduction of e-bike rebates, which were immediately oversubscribed, underscores the growing demand for electric assist bikes in British Columbia.

Given these developments, we believe that now is an opportune time to explore the potential of the proposed trail between Horseshoe Bay and Whistler, as well as to continue our dialogue on cycle tourism in general. We would appreciate the opportunity to meet with you in person to discuss these topics further.

In conclusion, consider the significant benefits that an active transportation trail between Horseshoe Bay and Whistler would bring to our community and the province as a whole. By supporting this initiative, we can create a more sustainable and vibrant future for generations to come.

Thank you for your attention to this matter.

Sincerely,

Laura Jane  
Executive Director  
HUB Cycling  
[laura@bikehub.ca](mailto:laura@bikehub.ca)

Mike Koski  
Executive Director  
BC Cycling Coalition  
[mike.koski@bccycling.ca](mailto:mike.koski@bccycling.ca)