

The Voice for Visitor Experience in Canada's Mountain National Parks

Formed in 1997, the Association of Mountain Parks Protection and Enjoyment (AMPPE) is a member-driven advocacy association that represents businesses (such as hotels, restaurants, tour companies, recreationists, transportation companies, etc.) that employ 5,000+ employees in Canada's Rocky Mountain National Parks. We promote high-quality visitor experience, enhanced accessibility, and local decision-making within Canada's Rocky Mountain National Parks communities of Banff, Jasper, and Canmore. AMPPE consistently refers to its core mandate of fair and balanced policies, approaches, and multi-partisan engagement across the federal, provincial, municipal, and Indigenous communal leadership spaces.

- The Rocky Mountain National Parks account for 60% of the visitors to all of Canada's 48 national parks, marine conservation areas and historic sites.
- Between the mountain towns of Canmore, Banff, and Jasper, \$2.3 billion in visitor expenditures were generated in 2019, contributing to a total of \$2 billion in GDP, 23,600 jobs, and \$308 million in taxes to the economy.
- Banff, Jasper, and Canmore host about 13% of Alberta's visitors.

1 Coordinated Government Support to Help Rebuild Jasper National Park

- The Government of Canada, in coordination with the province of Alberta and the Town of Jasper, should implement a holistic, forward-thinking approach that integrates communication, community needs, and resilience to best support post-fire restoration and infrastructure rebuilding in Jasper's National Park.

2 Openness, Transparency & Accountability

- Establish an independent appeal board to review Parks Canada decisions, ensuring fairness and transparency in park management.
- Improve public consultation and stakeholder engagement for policies affecting park decision-making.

3 Sustainable Tourism & Infrastructure Investment

- Reinvest in park infrastructure, including roads, trails, and visitor facilities.
- Support operational funding for Parks Canada to ensure Parks Canada's dual mandate can be fulfilled.

4 Parks Canada Management & Policy Reform

- Strengthen collaboration with local businesses and communities to ensure policies support both economic sustainability and conservation.
- Advocate for a holistic, clear, long-term strategy on public access and visitor experience management.
- Address budget constraints impacting park maintenance, visitor services, and ecological protection.

4 Transportation & Access Solutions

- Expand public transportation options to reduce congestion and environmental impact in high-traffic areas.
- Support the growth of sustainable transit, including electric and low-emission shuttle systems.
- Improve connectivity and emergency response by expanding cell service along key routes, such as the Icefields Parkway.