

2.1.1 Setting

The Shuswap study area encompasses the Salmon Arm Forest District and Electoral Area D of the Columbia Shuswap Regional District. Altogether the study area includes the Districts of Salmon Arm and Sicamous and Subdivision C of the Columbia Shuswap Regional District which comprises Electoral Areas C (Sorrento), D (Falkland), E (Rural Sicamous/Malakwa) and F (North Shuswap). For purposes of this Tourism Opportunity Strategy, Enderby and area is excluded from the study's geographic catchment area.

The Salmon Arm Forest District is primarily comprised of the Shuswap Lake drainage system from Chase to Three Valley and Yankee Flats to Seymour Pass. Areas in the Columbia-Shuswap Regional District outside the Forest District extend south down the valley containing the community of Falkland. The countryside varies from lush valleys at approximately 350 meters (1,100 feet) through rolling hills to mountain peaks at 2,700 meters (9,000 feet). The valleys are utilized as farms, orchards and vineyards while the lower slopes provide grazing for cattle and habitat for many wildlife such as deer, moose, bear, goat and sheep as well as various bird and waterfowl. The timbered area consists of a variety of forest types consisting of Douglas fir, spruce, pines, cedar and hemlock. The large H-shaped Shuswap Lake (with approximately 1,000 km. of shoreline) is a principal feature of the region, and has many rivers running into it. The Shuswap lake and numerous other small lakes provide excellent opportunities for a variety of recreation activities such as boating, camping, fishing, windsurfing and water sports. The Monashee Mountains to the east are well known for their heli-skiing opportunities and all around one can find many ideal locations for skiing, hiking, and other land based activities.