

### 3.3.1 Electoral Area F (North Shuswap)

The communities of the North Shuswap are situated on the scenic, and somewhat more remote, north shore of the north arm of Shuswap Lake. The area comprises several smaller communities, which extend along approximately 100 km of shoreline. Due to its proximity to Adams Lake, the North Shuswap has natural westward connections to Chase and Kamloops.

In the past, the North Shuswap was a series of isolated communities, and while a collective sense of community has evolved in the region, each community still regards itself as an independent entity. The communities are generally characterized by privately owned waterfront properties, and limited public access to the water. The Columbia Shuswap Regional District is now initiating a planning phase for zoning, land use and building inspection, but there are no regional or community plans in the making for public facilities such as public wharves. Given the distance between the communities of the North Shuswap, there is little incentive to jointly develop tourism facilities or infrastructure that would benefit only one community.

The North Shuswap enjoys close proximity to alpine/sub-alpine terrain, which lends itself to a range of summer and winter outdoor recreation activities. The western communities -- in particular, Scotch Creek -- realize the greatest benefits of tourism, due to the popularity of Shuswap Lake Provincial Park and its close proximity to Trans Canada Highway #1. Other attractions, such as the golf course at St. Ives, attract tourists and recreationists further east, but the good road runs out east of St. Ives. Further north and west, up the Seymour, recreation access is largely by boat.

**Table 3.3-1: Tourism SWOT Summary of the North Shuswap**

<b>STRENGTHS</b>
<ul style="list-style-type: none"> <li>• Close to snowmobiling, ATV, hiking, horseback riding and mountain biking opportunities.</li> <li>• Popular Shuswap Lake Provincial Park draws visitors to the region. Some infrastructure in place (e.g., Scotch Creek) to support tourism.</li> <li>• Close to Adams River (present spin-offs during the salmon run and for mountain biking are minimal).</li> <li>• Seymour Arm has a 100 year old hotel. Mining history throughout the North Shuswap.</li> <li>• Active agricultural sector.</li> </ul>
<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>• Shoreline communities lack public wharves to accommodate a pocket cruise or shuttle.</li> <li>• Private properties along the shore restrict public access to water.</li> <li>• Lack of developed outdoor recreation/tourism products.</li> <li>• No regional organization to address and plan tourism.</li> </ul>
<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• Potential for bike touring if road is widened to include a bike path.</li> <li>• Development opportunities for snowmobiling, ATV, hiking, horseback riding and mountain biking.</li> <li>• Bicycle path link between Scotch Creek and Shuswap Lake Provincial Park.</li> <li>• Linkages between outdoor rec and heritage development and interpretation.</li> <li>• Agricultural tours.</li> <li>• Water cruises, if wharves are developed.</li> </ul>
<b>CHALLENGES</b>
<ul style="list-style-type: none"> <li>• Series of small communities spanning a large geographic area is an obstacle to regional tourism</li> </ul>

development.

- Distance from Trans Canada Highway (TCH) #1.
- Perception that the recreation resource does not contribute to the economy