

GPRTA PILLAR ATTRACTION IDENTIFICATION PROJECT

WHAT WE HEARD

Grande Cache Community Workshop . August 5, 2026

// **What makes Grande Cache special isn't what's been built. It's what's been left alone.**

Your answer, when we asked what's best about this place

WHAT'S ALREADY BEST ABOUT THIS PLACE



Willmore Wilderness Park

Remote, wild, and home to some of the most spectacular backcountry in western Canada.



Ecological Richness

Wildlife, plants, micro-climates and fresh springs that most visitors have never encountered.



Fur Trade & Indigenous History

The story that first opened Canada to the wider world starts here.



Outdoor Adventure & Equine Culture

Hiking, trails, ATV access, and a living backcountry horse tradition found nowhere else in the region.



The People Who Live Here

Named as one of the best things about this place, plainly and often.

The Big Idea

If one thing gets built next

Storytelling Through Outdoor Recreation. One experience woven from rafting, equine culture, trapping history, hiking and the story of the fur trade. The single investment your group agreed matters most.

HOW YOU RESPONDED TO THE SEVEN PILLARS

Listed in rank order. Each row carries a short plain-language sentiment label in place of a vote count, since Grande Cache's dot votes were not reliably visible in the workshop photography.

1

Resonated most

Unfiltered Wilderness & Backcountry Trails

"Willmore is a huge asset and key attraction."

2

Strongly affirmed

Historical Arts & Heritage Districts

"Connecting the stories of communities is important."

3

High-value, needs support

Indigenous Cultural Immersion & Truth

"Indigenous led tourism can lead to high value experiences."

4

Wants more

Festivals, Entertainment & Event Hosting

"Create more."

5

Real potential, low awareness

World-Class Experiential Paleontology

"A story wanting to be told."

6

Most divided

Motorized Off-Highway Vehicle (OHV) Tourism

"Willmore Wilderness is non-motorized."

7

Honest pass

Agri-Tourism & Culinary Experiences

"No land in Grande Cache for this."

WHAT YOU'RE ASKING FOR



Tell our story

No one is telling Grande Cache's story at scale yet, and there are people ready to do it.



Make us easier to reach

Transportation, packaged day trips, and a connection along the Alaska route.



Someone to lead

A platform to coordinate, and a clear answer to who leads.



Grow without losing ourselves

Slow tourism built for quality, without losing what makes this place special.

Thank you for being part of this.

Your input joins the Sexsmith workshop to shape the GPRTA regional tourism pillar strategy. Have more to share? Reach out to GPRTA. Your voice still matters here.