



Dave Butler, RPF, RPBio  
Director, Land Resources

## Moving Towards Sustainability Volume II Winter 2006/07 – An Overview

As we continue on the journey toward our goal of becoming the leading sustainable tourism operator in North America, it is clear to me that we have embarked on a trip that is both daunting and exciting.

To be a sustainable tourism company, we must simultaneously address the environmental, social and fiscal aspects of our business. This means taking care of the special mountain places in which we operate; working hard to remain an employer of choice in tourism; and continuing to be an active participant in the communities in which we work and play. It also means being fiscally responsible; looking for growth opportunities and effectively managing our expenses, while maintaining our commitment to safety and creating exceptional experiences for our guests. This is not an easy task.

I invite you to learn more about our progress, challenges, and future direction by reviewing *Moving Towards Sustainability: Volume II* available on-line (to help reduce unnecessary printing) at: [www.CanadianMountainHolidays.com/stewardship/](http://www.CanadianMountainHolidays.com/stewardship/)

Key highlights from the report include:

- **Energy Conservation:** Over the past two years we have installed our first micro-hydro generator at Galena Lodge, an innovative composting system at Cariboo Lodge, and many other improvements that are helping to conserve energy, manage fuel, and reduce waste
- **Protecting Wildlife:** CMH is working with external scientists and government to help recover the Mountain Caribou, a species-at-risk in British Columbia, through research and establishment of effective operating procedures in caribou habitat
- **Community Contributions:** We are proud to support many non-profit organizations and community projects that enrich the communities where we operate and live
- **Creating a Culture of Stewardship:** You'll meet the winners of our annual President's Awards for Environmental and Community Stewardship, individuals who are leading a culture of stewardship at CMH
- **Second Nature Committee:** Our Second Nature staff committee has renewed their commitment by expanding so that our membership reflects all aspects of our operation and so that individual committee members embrace personal accountability for results.

We have made much progress towards sustainability, and yet there is so much more to do. Each one of us at CMH is on the front lines of this exciting challenge. We're committed to ensuring that all staff understand and are involved in achieving our goals and will continue to look at communications and training opportunities in the next few years. We'll also work to ensure that our expectations and standards are clear for decision-makers in every part of our company, as a way of building greater personal accountability into our management systems.

As always, we appreciate your interest in our operation and welcome your input and questions. We'd also appreciate your feedback on our report and any suggestions that will help us in our journey to be the leading sustainable tourism operator in North America.

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CANADIAN  
MOUNTAIN HOLIDAYS

CMH HELI-SKIING / CMH HELI-HIKING



## Our vision for sustainability

Canadian Mountain Holidays (CMH) will be the leading sustainable tourism operator in North America.

We will:

- Be responsible stewards of the environments and communities in which we live, work, and play.
- Strive to improve environmental performance in all of our operations.
- Be a leader in sustainability in our professional organizations and the broader tourism sector.
- Educate staff, guests, and suppliers about our sustainability goals and initiatives, and encourage personal action.
- Operate in a manner that is compliant with all government laws and regulations.
- Support research and education programs to improve our sustainability practices.
- Contribute to the economic and social well being of our local communities.
- Deliver strong financial results to ensure a sustainable future for our company.

### About CMH

Canadian Mountain Holidays (CMH) is the largest helicopter skiing and hiking company in the world, with 12 operations located throughout the Columbia Mountains of southeastern BC.

Our uniquely personal approach to guest service was shaped by founder Hans Gmoser and is legendary in the industry. Combined with a team of professional mountain guides; beautifully appointed facilities, and a respect for the spectacular mountain places that we call home, CMH offers a wide range of mountain adventures that inspire, challenge, and rejuvenate the soul. CMH is an active member of the Association of Canadian Mountain Guides, HeliCat Canada, Tourism Industry Association of Canada, Council of Tourism Associations of BC, International Ecotourism Association and Adventure Collection.

### Canadian Mountain Holidays Moving Towards Sustainability Volume II

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Available online at [www.CanadianMountainHolidays.com/stewardship](http://www.CanadianMountainHolidays.com/stewardship)

For more information on sustainability initiatives at Canadian Mountain Holidays, please contact Dave Butler at [info@cmhinc.com](mailto:info@cmhinc.com) or 1-800-661-0252.

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