

Geotourism project launches

The National Geographic Society has partnered with the Sierra Nevada Conservancy and Sierra Business Council to capture the history and heritage of the Sierra Nevada Region in order to create an interactive Web site and print map. The Sierra Nevada Geotourism Project seeks to celebrate the Sierra Nevada as a world-class destination, while contributing to the economic health of the region by promoting sustainable tourism.

History buffs and adventurers, backpackers and foodies, birders and sightseers can discover unique destinations based on recommendations from those who know best — residents of the Sierra Nevada.

Sierra residents and visitors, community organizations,

tourism stakeholders and local businesses will nominate sites for potential inclusion in a print MapGuide and interactive Web site. Unlike any other mapping project, a favorite local restaurant, farm, winery, hiking or biking trail, swimming hole, museum or artist gallery are samples of the type of nominations National Geographic and its project partners will be seeking.

The Web site will target a

variety of growing travel niches — adventure and nature tourism, cultural heritage travel and agritourism.

“The breadth of the beauty in the Sierra Nevada is tremendously unique. Lassen National Park, Lake Tahoe, Yosemite National Park, and Sequoia and Kings Canyon National Parks are incredible jewels in this 400-mile-long region,” said Steve Frisch, President, Sierra Business Council.