



Canada

Almost 10M km² of land¹ and 202,000 km² of coastline² for our 37M people to explore¹

7 in 10
Canadians
participate in
wilderness
activities

4 of them
self-report
poor
health,
but still
participate
in the
activities

44%
of outdoor activities are
hiking
and
backpacking³

over **15,000**
Search and Rescue
Incidents annually



each year Search and Rescue
program partners assist
25,000
people lost or in distress



When you go outdoors
leave a **trip plan.**

AdventureSmart



Get informed & go outdoors!

The information collected by the AdventureSmart Trip Plan App's **six step process** could be shared with authorities in case of emergencies and could reduce the amount of time spent on searches.

¹The World Factbook ²Statistics Canada Table 17-10-0005-01 Population estimates on July 1st, by age and sex
³Source: General Social Survey (Canadians at Work and Home), 2016



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