An aerial photograph of a mountain town, likely Banff, Canada. The town is nestled in a valley, surrounded by dense evergreen forests. In the background, majestic, rugged mountains rise, their peaks and ridges partially covered in snow. The sky is blue with scattered white clouds. The overall scene is a classic representation of a scenic mountain resort town.

The Amenity Migration Phenomenon, Why It is Happening and Our Response ©

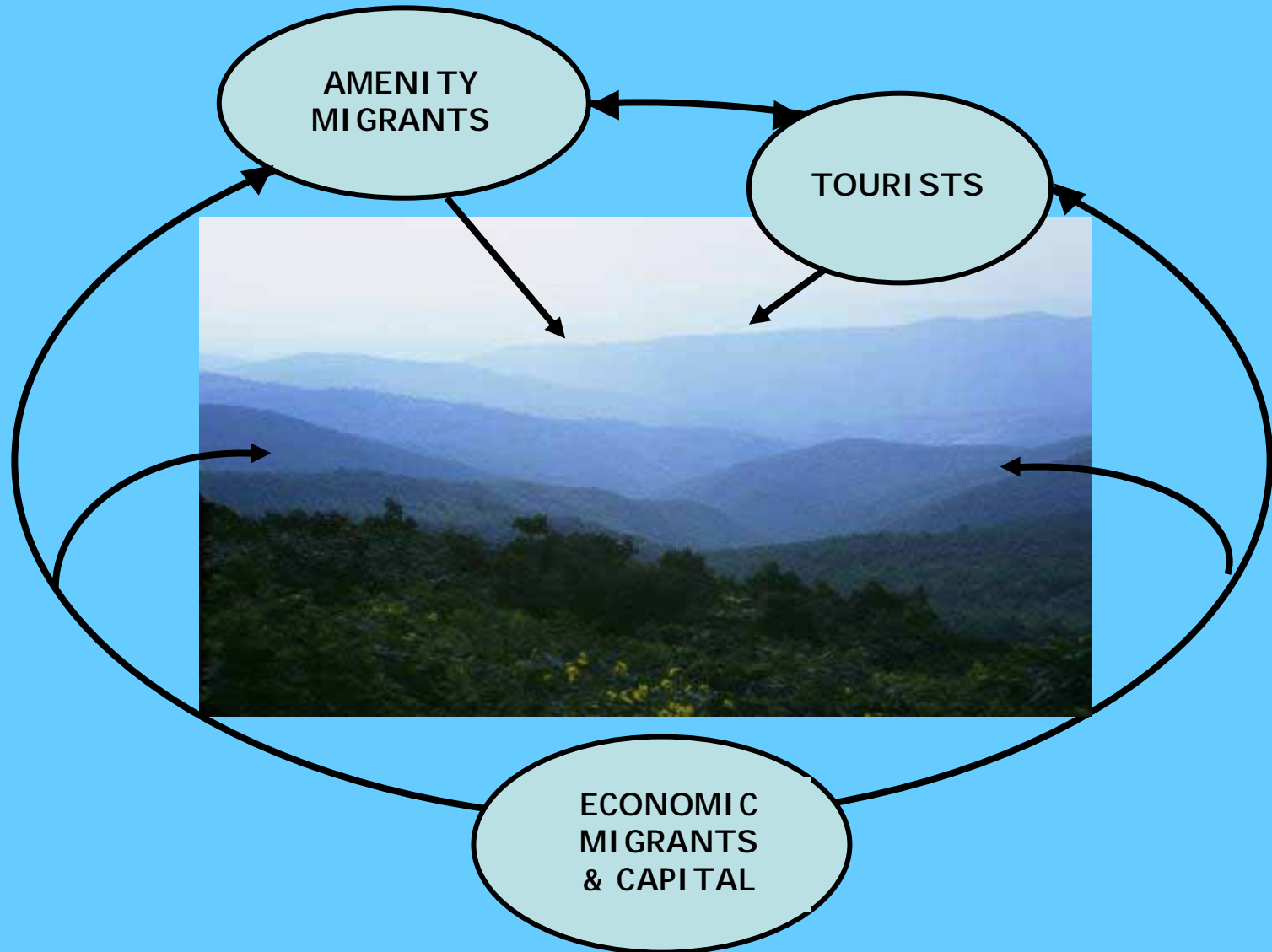
Laurence A.G. Moss

International Amenity Migration Centre
www.amenitymigration.org

What is Amenity Migration?

Movement of people to places, permanently or part time, principally because of the actual or perceived higher environmental quality and cultural differentiation of the destination.

Migration Dynamic of High Amenity Places



Amenity Migration in Mountain Regions (2008)

MOTIVATORS

Natural & Cultural Amenities

- **Leisure**
- **Economic Gain**
- **Metropolitan Living Conditions**
- **Learning**
- **Climate Change**

FACILITATORS

Late Modern Political-Economy

- **Access**
- **Technology**
- **Discretionary Wealth**
- **Land Availability**
- **Discretionary Time**
- **Comfort Amenities**

U.S. Population Growth Rate (1990-2007)



Percentage Change Per U.S. Region

7.5% - Mid Atlantic	13.5% - West N. Central	29.9% - West S. Central
8.0% - New England	14.6% - East S. Central	32.8% - South Atlantic
10.3% - East N. Central	21.7% - Pacific	56.4% - Mountain

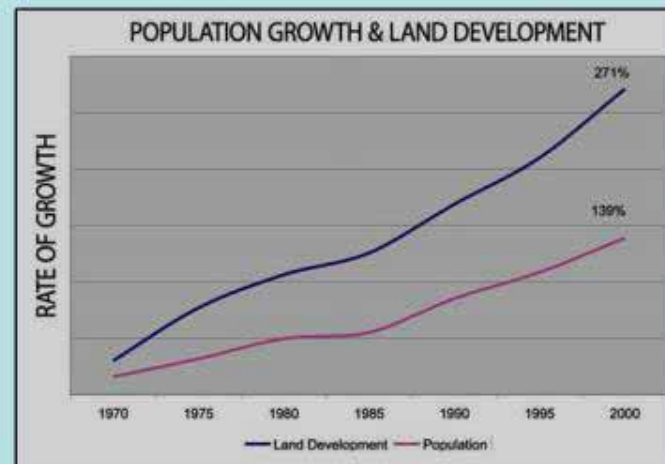
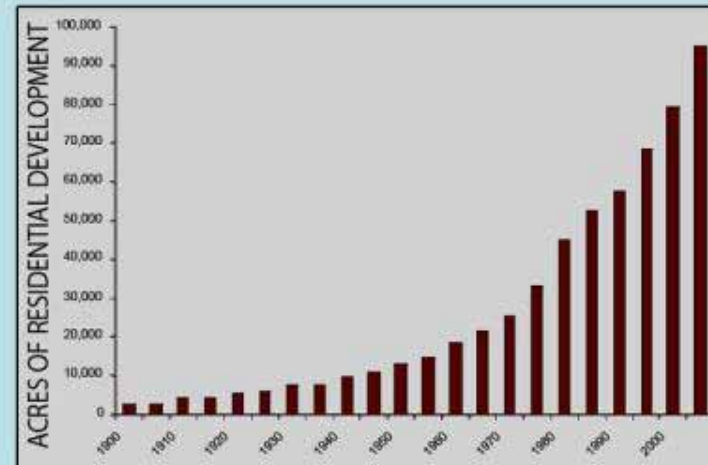
Scale



Source: US Census Bureau

Gallatin County, Montana

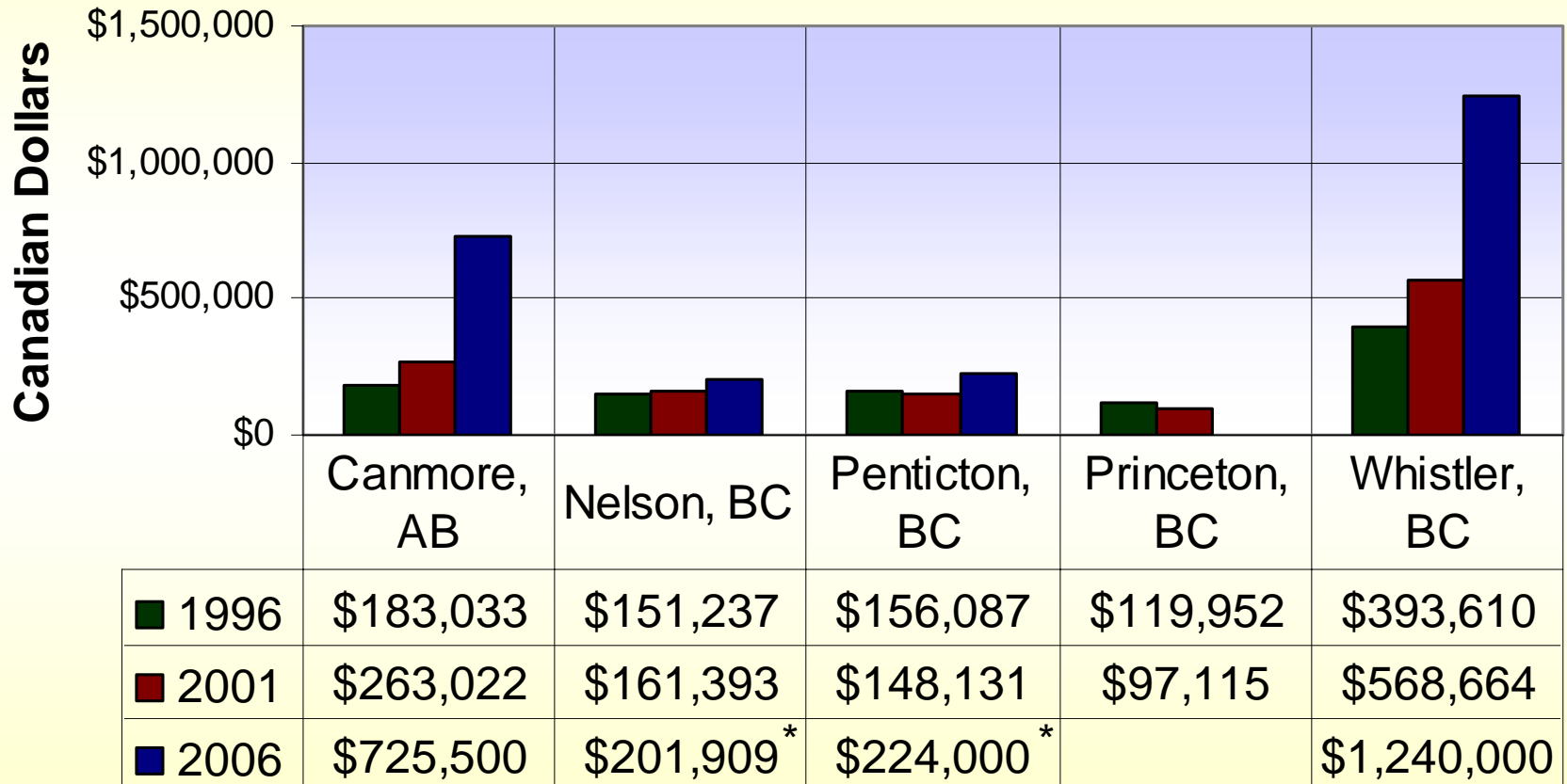
Population Growth & Land Conversion







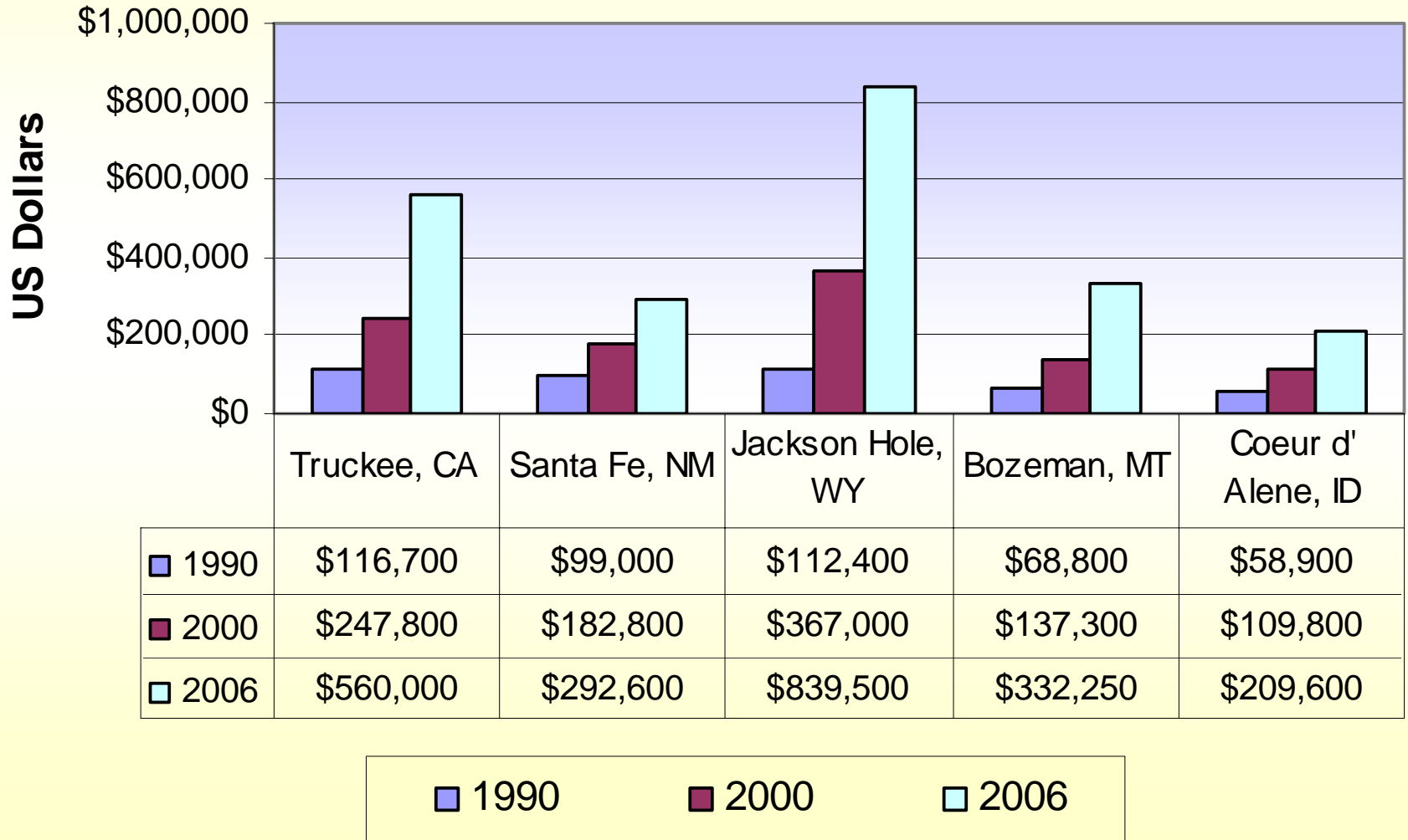
Some High Amenity Canadian Towns Average Housing Cost (All Types)



* From building permits.

■ 1996
 ■ 2001
 ■ 2006

Some High Amenity US Towns Median Housing Cost (All Types)





RESPONSE TO AMENITY-LED MIGRATION: REACTIVE → PROACTIVE

PRESENT

- little understanding or slow realization
- unstrategic, piece meal & reactive response
- anti-planning ethic with change being ratified not guided

EMERGING

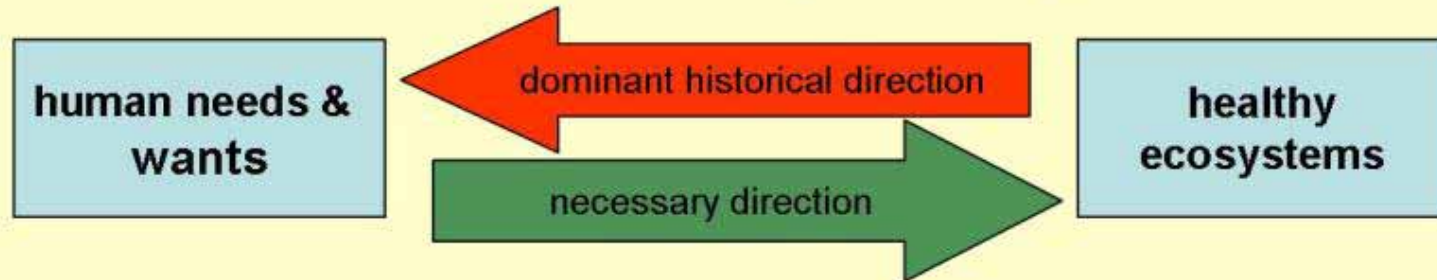
- growing local opposition to degrading environmental & cultural change
- more planners understanding pattern & significance
- increasing search for means to address the phenomenon



Source: Sonoran Institute (2006) Gallatin County's Future: It's Our Legacy

STRATEGIC MEANS FOR MOUNTAIN ECO-LIVING

- Reverse the human-ecosystem adaptation equation



- Govern through collaborative partnership of citizens, public representatives and private sector in bio-regional context
- Organize economic base to sustain communities & their amenities, focusing on development, not growth



- Plan based on norm of change, uncertainty and pro-action
= Multiple Scenarios Strategic Planning

