



2024 South Cariboo Tourism Forum

Tues Nov 5th 8:00 - 4:30

Location: 100 Mile House Community Hall

~ a full day devoted to tourism ~

This event is generously sponsored by:



SOUTH CARIBOO
100 MILE HOUSE



DISTRICT OF
100 Mile House



Cariboo
Regional
District

South Cariboo
Chamber of Commerce



**CARIBOO
CHILCOTIN
COAST**



**Community
Futures**

Outcomes of the Day

- Create a shared understanding
- Encourage collaboration
- Generate enthusiasm
- Move strategy into ACTION!



Tourism Forum Itinerary

- Ice Breaker (activity)
- Community Tourism Plan (presentation)
- Who's Who in Tourism (presentations and facilitated discussion/Q&A)
- Lunch & Networking
- Tourism Topics (presentations and facilitated discussion/Q&A)
- Looking Ahead and Forum Wrap Up



Your Participation Today

There are lots of ways to participate today including:

- Group discussions
- One-on-one discussions
- Networking
- Asking questions
- Sticky notes on tables





District of 100 Mile House Community Tourism Plan

2024 South Cariboo Tourism Forum Presentation
Expedition Management Consulting Ltd.
November 5, 2024



DISTRICT OF
100 Mile House
expedition
MANAGEMENT CONSULTING

Funding for this Project Provided by the Community Tourism Planning Program



DESTINATION
BRITISH COLUMBIA®

With support from:



Pacific Economic
Development Canada

Développement économique
Canada pour le Pacifique

Canada 

Project Deliverable

A community tourism plan that sets the future direction for the development of the visitor economy in 100 Mile House and the South Cariboo.



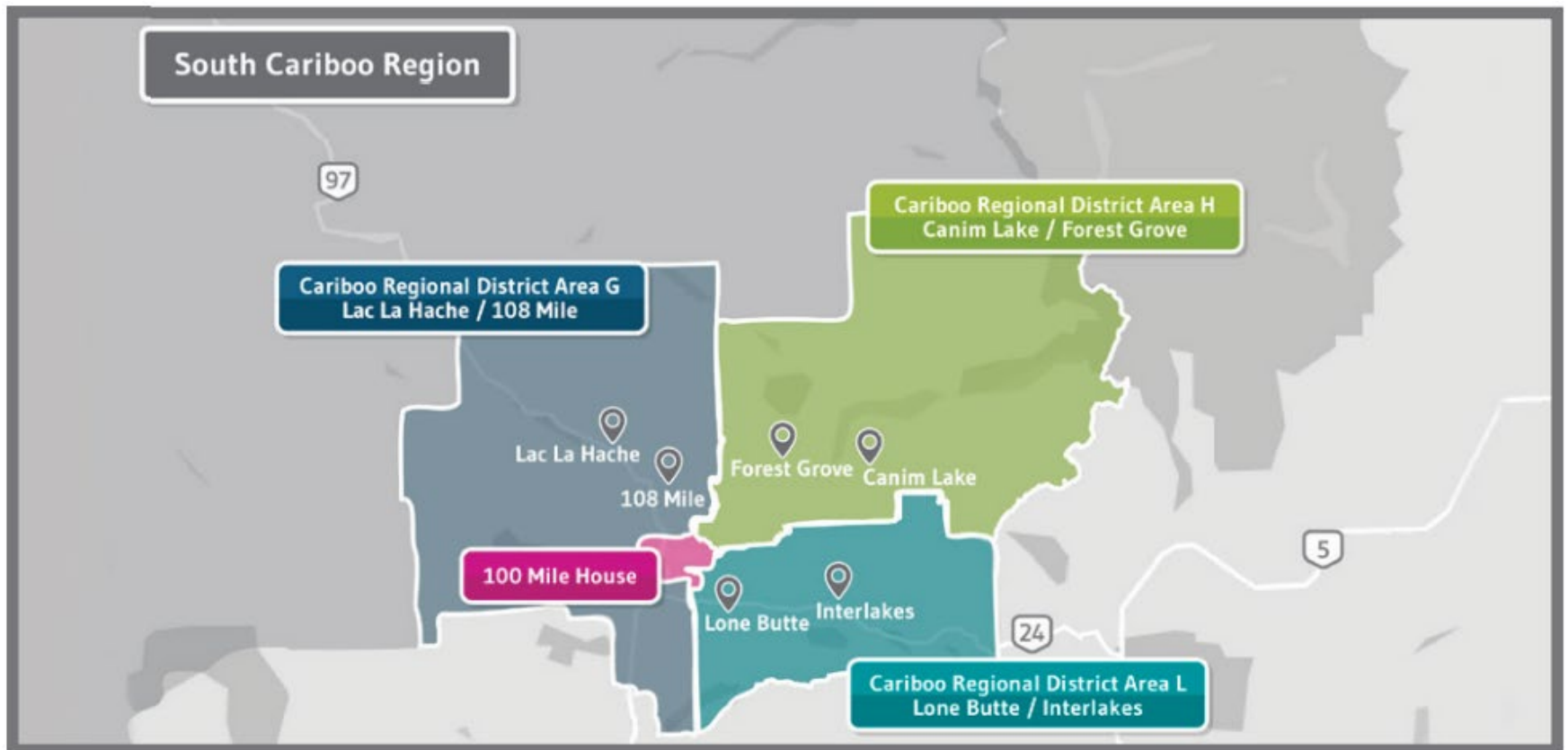
Why Invest in Tourism?

- Tourism is a key driver of economic success across BC.
- Visitor spending has a high multiplier effect.
- Promotes investment attraction.
- Helps maintain and enhance quality of life in the region.
- Can contribute to the preservation of built and natural environments.
- Tourism is a resilient industry.

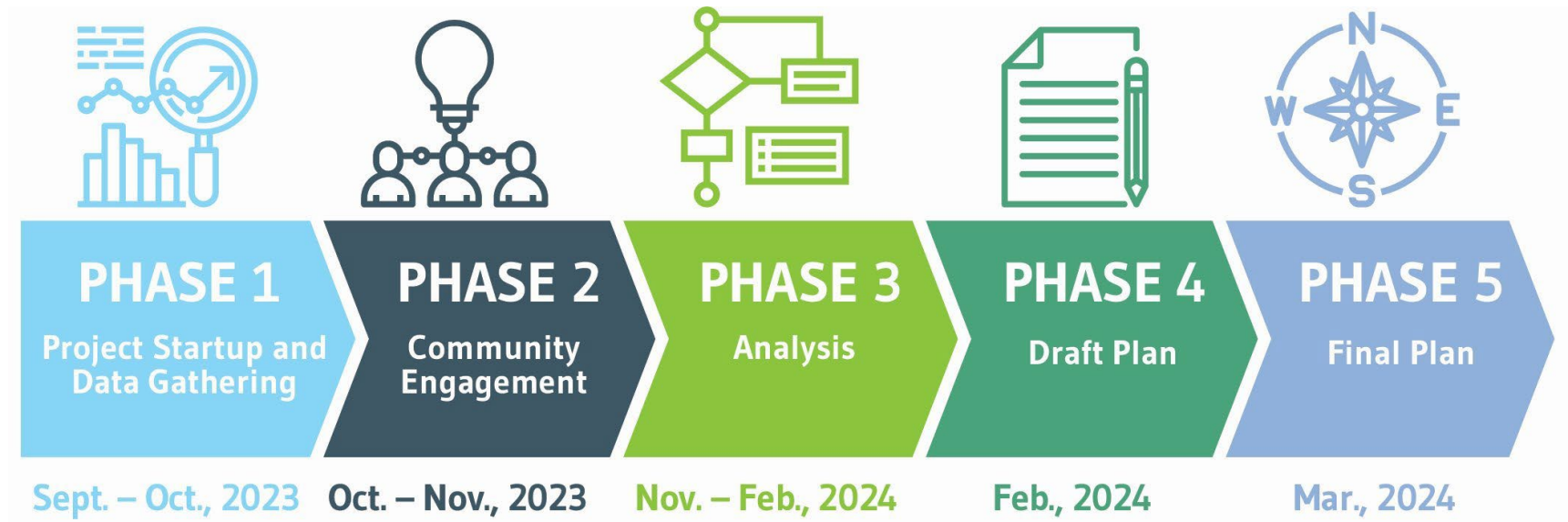


Study Area

The study area included: 100 Mile House and the South Cariboo.



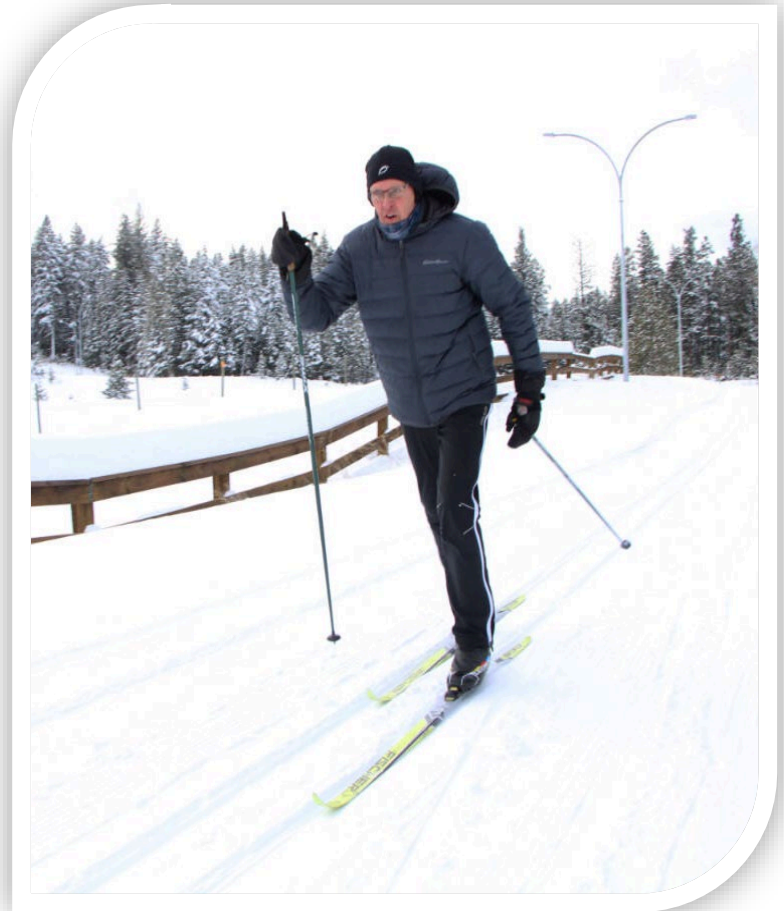
Project Process



Community Engagement Inputs

Key Activities

- Public Survey (139)
- Digital Input Workshops (9)
- Interviews (18)
- In total, the engagement process produced 166 touchpoints.



Current State

Strengths

- Stakeholder interest in tourism development.
- Strong fishing resort sector.
- Wealth of natural attractions.
- Regional service hub.

Growth Areas

- Collaboration among organizations.
- Market-ready experiences.
- Funding/capacity.
- Engagement in collaborative marketing.



Vision for the Future

“By 2034, 100 Mile and the South Cariboo will be recognized as the best place to go in the Cariboo Chilcotin to experience the great outdoors and connect with the welcoming people who call this amazing place home.”



Outcome Statements

By 2034, the following will be happening:

- Increased collaboration among tourism stakeholders.
- More market-ready tourism products year-round.
- Increased visitors to the area.
- Strengthened and new tourism operators.
- New investment in tourism ventures.
- Increase in regenerative tourism initiatives.



Focus Areas and Goals



Organizational Development

Goal: Establish a framework for stakeholder collaboration and invest in organizational capacity to support tourism development.



Product Development

Goal: Develop more market-ready experiences that will attract visitors.



Marketing and Promotional Development

Goal: Expand and enhance tourism marketing activities.



Destination Development

Goal: Enhance the capacity of operators/communities to develop tourism and strengthen resiliency.

Action Plan

The Action Plan includes:

- Prioritized actions
- Timelines
- Quick wins
- Roles
- Funding sources
- Evaluation procedures
- Performance measures



Organizational Considerations

Host Organization

- Effectively moves the plan forward in a cohesive manner.

Tourism Development Task Force

- Champions of tourism that act as a forum to collaborate and communicate tourism initiatives.

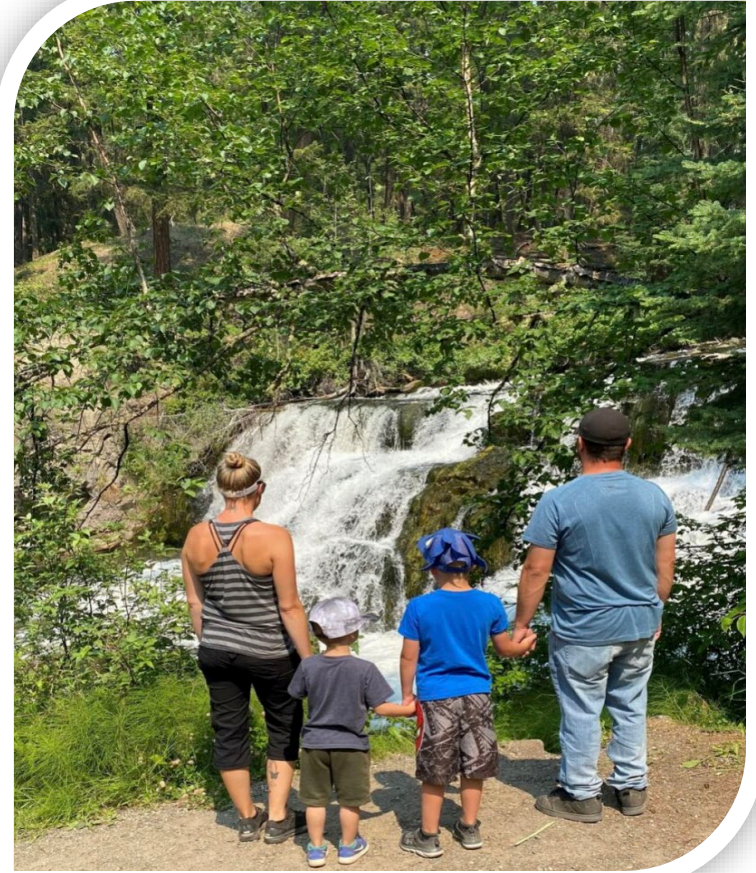
Tourism Coordinator or Contracted Resource

- New human resources to help develop tourism in 100 Mile and the South Cariboo.



Top 10 Actions

1. Establish the District of 100 Mile House as the Host Organization. Strike Task Force.
2. Allocate resources to implement the plan.
3. Collaborate with Cariboo Chilcotin Coast Tourism (including a high impact marketing campaign).
4. Invest in human resources to increase capacity.
5. Host a South Cariboo Tourism Forum.



Top 10 Actions

6. Rebrand the SCVC and position as the go-to tourism organization locally.
7. Develop a Tourism Product Development Plan.
8. Develop and implement a Tourism Business Retention and Expansion Program and a Tourism Entrepreneur Attraction Strategy.
9. Provide grant writing support to tourism operators.
10. Develop a Tourism Emergency Communication Plan.



What's Been Happening?

- Hosting the Tourism Forum.
- Rebranding the South Cariboo Visitor Centre's marketing plan and materials.
- Revising the South Cariboo Marketing Program to better align with operator needs.
- Updating the Tourism Asset Inventory.



How Can You Become Involved?

- Participate in collaborative marketing to amplify your marketing dollars.
- Work with other businesses to build experiences.
- Share information about your business and cross promote.
- Plug into initiatives and watch for opportunity during this period of growth.
- If you are SUPER motivated, join a task force!

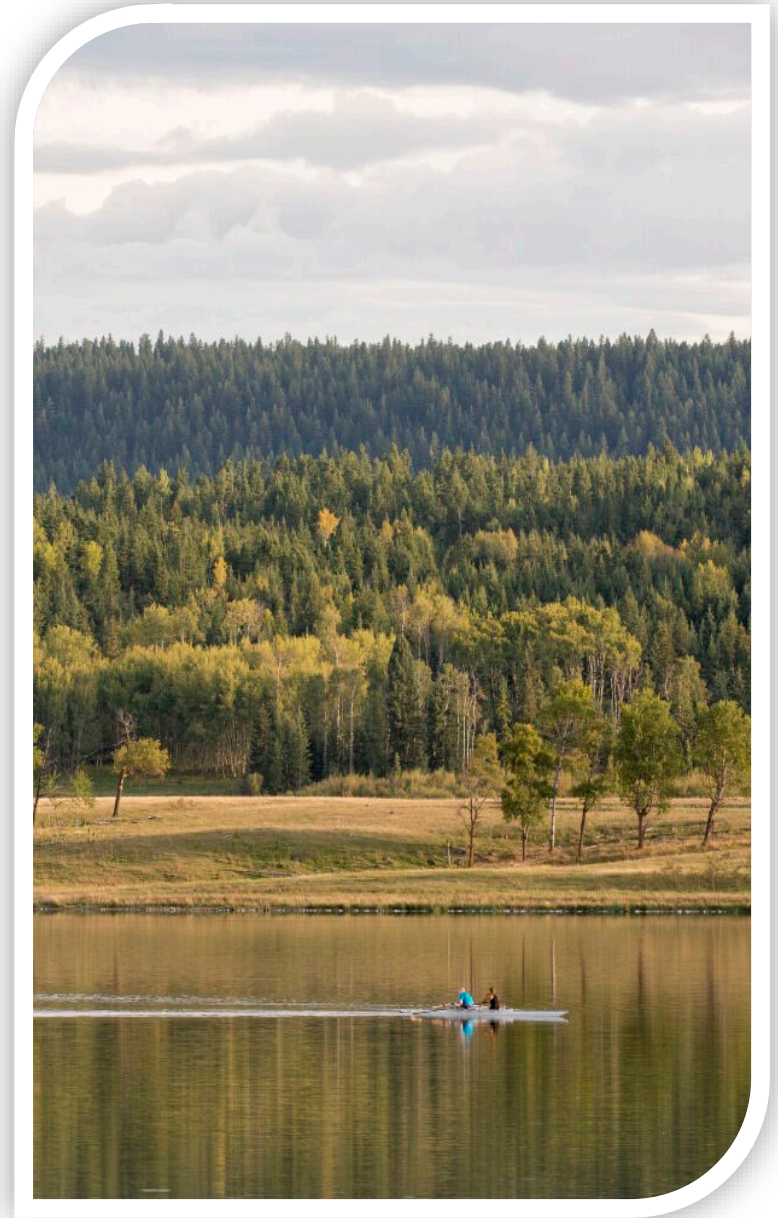


Questions?

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Thank You

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MANAGEMENT CONSULTING

EXTRA SLIDES

Your Challenges

- Rising operating costs.
- Marketing to the right audience.
- Seasonality.
- Collaboration.
- Infrastructure (signage, roads, trails, access).
- Wildfire communication.
- Staffing.



The Power of Collaborative Marketing

The Power of COLLABORATIVE MARKETING

