

Visitor Information Centre Supports Business-Led Tourism Collaboration in the South Cariboo



Dec. 19, 2025– For Immediate Release

Dec. 19, 2025

100 Mile House, BC – The Visitor Information Centre is continuing its role as the central hub for tourism information and coordination in 100 Mile House and the South Cariboo, supporting new efforts led by local tourism and tourism-adjacent businesses to strengthen collaboration and create new tourism and business opportunities.

This work began following the South Cariboo Tourism Forum held in November 2024. Since that time, local business owners and tourism operators have continued conversations behind the scenes, identifying shared challenges and opportunities within the local tourism market. That process led to the formation of a business-led Tourism Task Force in Fall 2025, working through the Visitor Centre with support from the District of 100 Mile House and the Cariboo Regional District.

The Visitor Centre serves as a point of connection for both residents and visitors, as well as a coordinating hub for tourism operators, groups, and associations. By working through the Centre, the Tourism Task Force is focused on practical collaboration, information sharing, and identifying ways to strengthen tourism activity across the region.

“This work has been intentional and collaborative,” said representatives of the Visitor Centre. “Local tourism and tourism-adjacent businesses are helping shape how we support the sector, while the Visitor Centre provides a central place to connect, coordinate, and share information.”

As part of this ongoing effort, the Visitor Centre will be supporting a series of business-focused tourism forums in the coming months. These sessions are designed to bring operators together for practical discussion around topics such as staffing and operations, marketing reach, and planning for seasonality. More information on these forums will be shared shortly.

Tourism and tourism-adjacent businesses, groups, and associations are encouraged to stay connected with the Visitor Centre to learn more about upcoming opportunities and ways to get involved.

For more information, please contact:

Visitor Centre

Julie Gilmore, Manager

250-395-5353

southcaribootourism@100milehouse.com