



South Cariboo Tourism Forum
Stronger Together: Tourism Forum Series
Expanding Reach & Marketing Smarter
Feb. 2, 2026
Ck'ultenellcw Centre

Welcome by Facilitators Neale Ward and Beth Holden

Welcome Song by Floyd Dick

Representatives (27) from the following businesses / agencies attended the event.

<i>District of 100 Mile House</i>	<i>Days Inn by Wyndham</i>	<i>South Cariboo Visitor Centre</i>
<i>H5 Ranch</i>	<i>Cariboo Regional District</i>	<i>Berlinger Kabab Haus</i>
<i>Cariboo Chilcotin Coast Tourism Association</i>	<i>100 Mile & District Museum Society</i>	<i>Northern Secwepemc Cultural Centre</i>
<i>108 Historic Site</i>	<i>Pilot Farm & Forge</i>	<i>Fawn Lake Resort</i>
<i>Sheridan Lake Resort</i>	<i>South Cariboo Rec Centre</i>	<i>Simply Solar</i>
<i>New Pathways to Gold</i>	<i>South Point Resort</i>	<i>Dream Team Cleaning & North to South Management</i>
<i>Blue Cottage B&B</i>	<i>Cask & Cleaver Brewing</i>	<i>Cariboo Bonanza Resort</i>
<i>Cariboo Log Guest House</i>	<i>community member</i>	

Neale introduced the day by framing the purpose of the session today. Ground rules were outlined, along with an overview of what the forum is and is not. The purpose of the forum today is to discuss practical marketing tactics and collaboration.

Two peer success stories were presented – by Irene Meili from Fawn Lake Resort and Leanne Sallenback from South Point Resort.

Breakout tables were tasked with discussing shared challenges and patterns across businesses, and identification of practical ideas that are working or worth testing.

The 2 main questions to be discussed included:

- How can businesses collaborate to cross-promote or share advertising costs?
- How can we better highlight what makes the South Cariboo unique?

Colab Idea	Who?
- ad exchange ↳ rack cards, gift cards,	- business to business
- associations, VIC, partnerships - guide & stay (create experiences)	- vic, business to business
- minor sporting events etc. ↳ standard package give to visitors	- rec centre, vic, businesses sports clubs
- bring business to a new venue (ice cream @ resort, produce truck to IOB)	- business to business

What Makes The South Cariboo Unique?
<ol style="list-style-type: none"> highlight good news story (market, person, business) lakes/space niche of each business friendly small communities make one big one show up - events, volunteer, make & share good news stories four seasons
How to Communicate?
<ol style="list-style-type: none"> social media, Free Press, standing feature spread the word, agencies, social media locals → leave review, tell businesses you appreciate it visit in person, share experience businesses share on social media, show up @ events
Who can Amplify?
<ol style="list-style-type: none"> VIC, Chamber, businesses, paper, CCA " reviews, high school, every one every one, on social media ect.

Collaboration ideas centred on advertising exchanges, membership in associations like the Visitor Centre, minor sporting event package cooperation, and bringing business to a new venue. All these ideas centred on business-to-business collaboration, with support from the Visitor Centre, the Rec Centre, and sports clubs.

Discussion also took place around what makes the South Cariboo unique, how to communicate these unique characteristics, and who can amplify the messaging. Seven key features were noted that make the South Cariboo unique and a variety of options were listed on how to communicate these unique characteristics. Everyone, including tourism organizations, were thought to have a role in amplifying the messages.

A Roundtable: From Ideas to Action followed, to identify near-term collaboration opportunities (next 6-12 months), steps required, who should be involved, constraints, and one way to reduce barriers. Four ideas were brought forward for discussion, including more representation at the upcoming South Cariboo Outdoor Recreation Show, a passport tour weekend, collaboration with the movie theatre, and providing remote access to the Visitor Centre resources.



Round Table

Idea: South cariboo outdoor rec show
- more businesses & gather good news stories

1st Step: - someone to collect stories
- motivate businesses to attend

Who: businesses, story collector

Big Constraint: time & time of year

Reduce Barrier: ^o eat work together with other bus.
ie Hwy 29

Idea: resort work w theatre → more attendance
(all tourism businesses)

1st Step: - business will advertise
- sell discounted tickets

Who: resort & theatre
& tourism businesses

Big Constraint: communication → creating packages

Reduce Barrier: get together & talk

Idea: Passport tour weekend (sp)

1st Step: vic colab. source out business

Who: bus., vic, sports groups

Big Constraint: Who makes & deliver it

Reduce Barrier: we just do it.

Idea: vic info access not at vic

1st Step: - QR code w poster
- add on to vic membership

Who: vic, businesses, District

Big Constraint: coordination

Reduce Barrier: take small steps

The forum wrapped up with an invitation to attend the next session – scheduled for Monday, Feb. 9th (same location) at 10 am. The next session will focus on Adapting for Sustainable Year-Round Success.



F2 - PPT

MarketingVisColab (1)

