



South Cariboo Tourism Forum
Stronger Together: Tourism Forum Series
Adapting for Sustainable, Year-Round Success
Feb. 9, 2026
Ck'ultenellcw Centre

Welcome by Facilitators Neale Ward and Beth Holden

Representatives (25) from the following businesses / agencies attended the event.

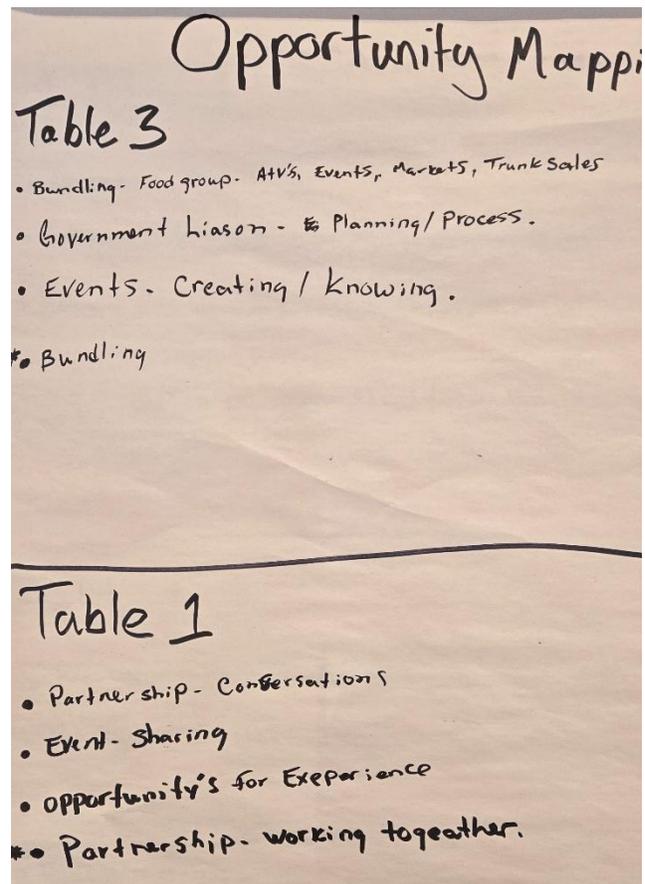
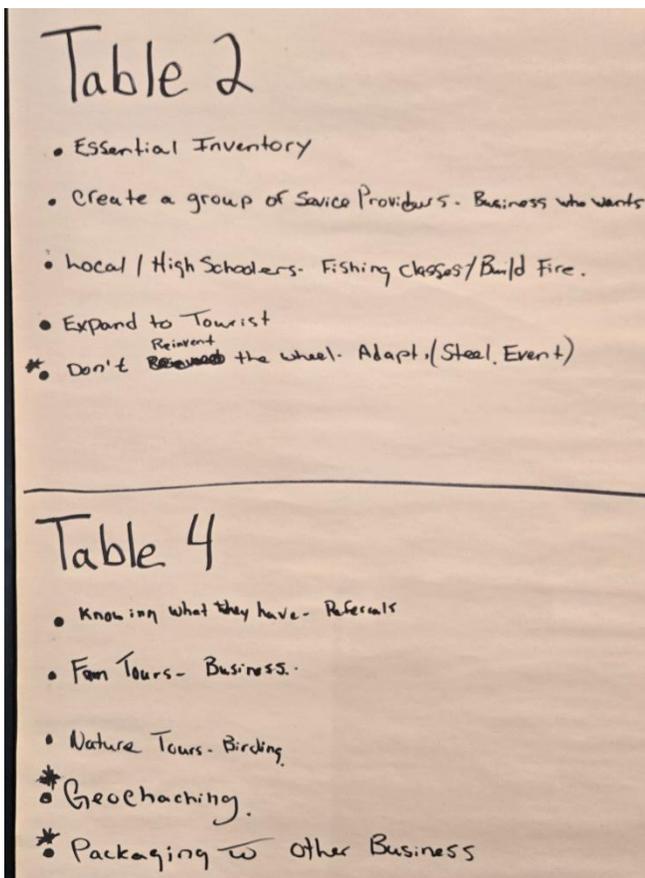
<i>District of 100 Mile House</i>	<i>Days Inn by Wyndham</i>	<i>South Cariboo Visitor Centre</i>
<i>H5 Ranch</i>	<i>Cariboo Regional District</i>	<i>Laughing Raven Resort</i>
<i>Cariboo Chilcotin Coast Tourism Association</i>	<i>Lone Butte Fishing Adventures</i>	<i>Northern Secwepemc Cultural Centre</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>100 Mile & District Museum Society</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>	<i>Wettstone Guest Ranch</i>
<i>108 ATV Club</i>	<i>Go2HR</i>	

Neale introduced the focus of today's session as practical, stemming from shared experience, and what the forum is and is not. The purpose of the forum today is to explore how the off-season can become a strategic asset rather than a constraint and how tourism businesses are working to adapt into the shoulder seasons.

Tammi Midgley of Sheridan Lake Resort presented her ongoing experience in working toward year-round operations. She highlighted efforts that worked and a few that didn't, some of the challenges, including some that were external issues outside of her control.

Breakout tables were tasked first with some personal reflection on what peak season and off-season months look like, then collecting insights around finding opportunity in the off season. These exercises fuelled a vision board activity where participants imagined a stronger, more resilient off season. The 4 main questions to be discussed included:

- What would it look like if the off season worked for my business instead of against it?
- What would need to change to move in that direction?
- Ideas or concepts that emerged in the discussion?
- Which ideas felt most realistic or immediately actionable?



A collective group social followed, and participants were thanked for their contributions, honest conversations, and willingness to work together.



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YearRoundSuccess.ppt

