

STRONGER TOGETHER

Expanding Reach & Marketing Smarter
Forum 2 of 3



South Cariboo Tourism Task Force

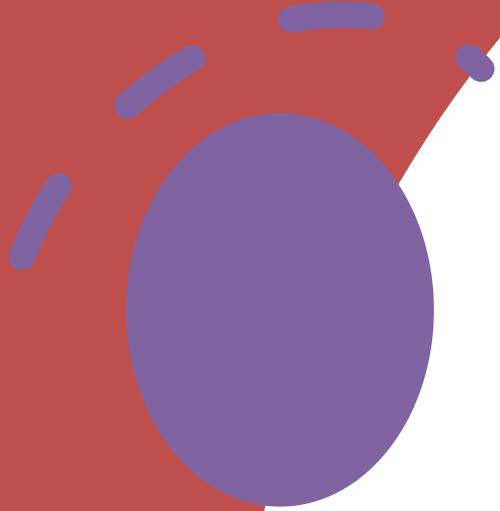




Welcome & Acknowledgement



Why This Forum Exists



What This Forum Is Not



Ground Rules

Agenda Overview

Welcome and Framing

Peer Success Story:
Affordable Local Marketing
(20 minutes)

Group Brainstorming & Collaboration:
What Works and Why
(60 minutes** & 10 Minute Break)

Facilitated Roundtable:
Collaboration opportunities
(20 minutes**)

Wrap-Up and Next Steps

Networking & Informal Idea Exchange
(If Time Permits)

A Note on Time

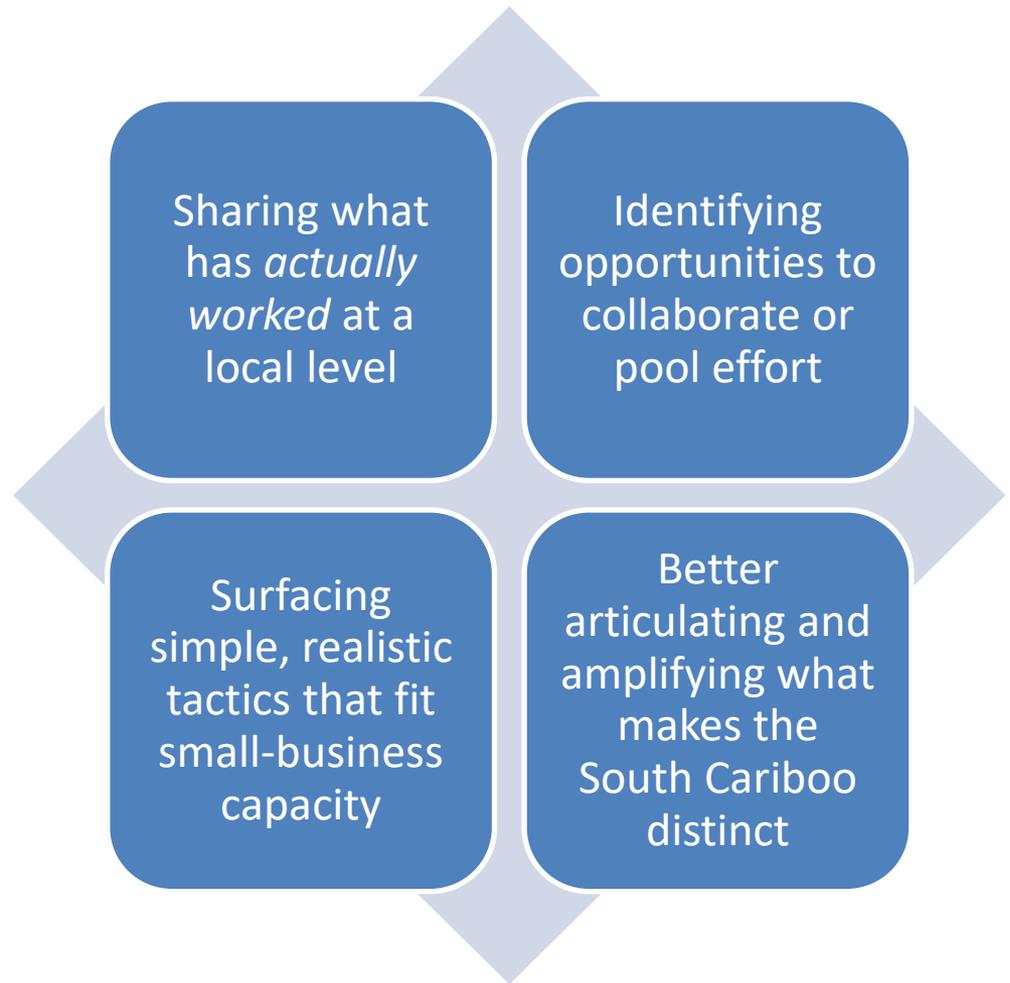
We have a full agenda and limited time

Facilitators may interrupt or redirect to keep us on track

This is about respecting everyone's time in the room

Thank you in advance for your flexibility

What Today Is About





Irene Meili
February 2, 2026



Repeat
Guests

Quiet
Wilderness

Meet or Exceed expectations

- Accuracy of information
- Accountability of service
- Invest in infrastructure
- Quality of equipment
- Enviro friendly
- Source locally
- Quiet wilderness experience





BC – AB – WA – OR
*Steal from
competitors or
attract new!*

- Consumer Shows
- Print advertising
(Travel Guides,
Backroad
Mapbooks,...)
- Social media (own
organic,
partnerships/members
hips)
- Website (own &
listings)

24 BRITISH COLUMBIA

OUTHOUSE RACES

SUNDAY, FEBRUARY 15, 2026
IRON HORSE PUB HWY 24
RACES START AT 11AM

BREAKFAST BUFFET AT THE IRON HORSE FROM 10AM
 (no reservations, first come-first served)

FUN SNOW GAMES
BONFIRE · PRIZES
FOOD

www.fishinghighway24.com www.facebook.com/the...

Collaborate & Volunteer

- Fishing Highway Tourist Assoc. / Land of Hidden Waters / Cariboo Chilcotin Coast TA / Tourism Task Force
- Event organization & sponsoring
- Memberships (Visitor Info Centre, Fishing BC)
- LakeKeepers

24 BRITISH COLUMBIA

10th ANNUAL ICE FISHING DERBY

FRIDAY, February 7, 2026 , 7 AM - 2 PM ON SHERIDAN LAKE
LOCATION: SHERIDAN LAKE RESORT

TICKETS SOLD FOR CASH ONLY
JUNIOR TICKETS (6-16YRS): \$5.00
ADULT TICKETS: \$10.00

Tickets sold at:
 Lone Butte Sporting Goods,
 The Country Pedlar,
 Interlakes Rona,
 Interlakes Market,
 Screamin' Reel - 100 Mile House,
 on Derby day at Sheridan Lake Resort

PLEASE NOTE:
 Follow BC Fishing Regulations Region 5
 Fish has to be handed in for weighing
 before 2pm at Sheridan Lake Resort.
 NO vehicles on the lake
 (snowmobiles & ATVs allowed).
 Pictures of participants & fish may
 be publicized.
 Fully Insured Event
 Participants are required to sign a waiver.

1ST PRIZE: \$1000 RETAIL VALUE
2ND \$500 RETAIL VALUE
3RD \$300 RETAIL VALUE
MANY DOOR PRIZES

PRIZES AWARDED AT 2:15 PM
AT SHERIDAN LAKE RESORT. WINNERS MUST BE PRESENT

FOOD & BEVERAGE VENDOR ON SITE
PICTURES OF PARTICIPANTS & FISH MAY BE PUBLICIZED
FOR ACCOMMODATION OFFERS VISIT
WWW.FISHINGHIGHWAY24.COM/WRITER-RECOMMENDATION
WWW.FISHINGHIGHWAY24.COM
WWW.FACEBOOK.COM/THEFISHINGHIGHWAY24

GARMIN

Marketing & Communications

Leanne
Sallenback



Today



Being Authentic
& Storytelling



Social Media



Leaning into your
Business Niche



What works for
us



Storytelling & Authenticity

Bought the resort in 2019.

2019 No Bookings. Rebrand.

2020 Covid.

2021 Covid/Wildfires.

2022 Don't Remember.

Starting out...



Storytelling & Authenticity

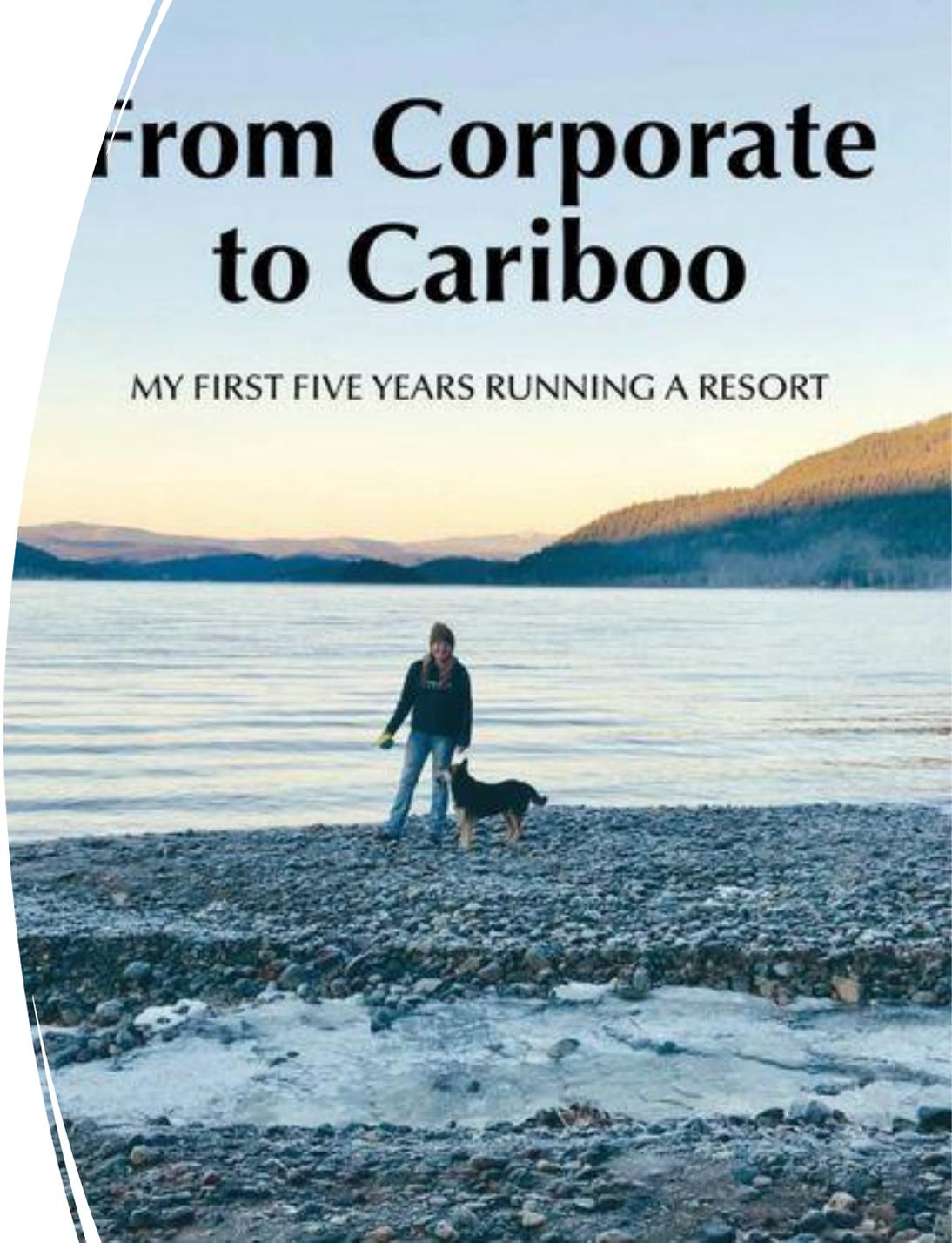
Telling the stories – From Corporate to Cariboo.

Explaining failures, challenges and all the emotions.

Be authentically you.

From Corporate to Cariboo

MY FIRST FIVE YEARS RUNNING A RESORT





South Point Resort on Canim Lake

3.2K likes • 3.7K followers

The hottest Cariboo venue for weddings, reunions, retreats and camping! With a capacity for up to 100 guests, make this the venue for your next big event. Voted the #1 Resort and #1 Wedding Venue in the South Cariboo - we can't wait to host you!

📍 Campground \$

Dashboard

Edit

Followers Mentions More

Retreats
Retreats

South Point Resort on Canim Lake
September 10, 2025

This wedding had it all. Hard to sort through all the pics for my favs. Here's the highlights! Congrats again you tw...



South Point Resort on Canim Lake
June 17, 2025

Lakeside ceremony, cedar forest, creeks, docks, beaches, patio party - the amazing decor of the Tack Shed.



Social Media

South Point Resort on Canim Lake
July 17 at 1:11PM · 🌐

Jing Update! 🍷❤️👉



South Point Resort on Canim Lake



[View insights and ads](#)

Boost post

104

13 comments 13 shares

-
1. Boost your posts
 2. Paid ads
 3. Contests / engagement

Duration ⓘ

Run this ad continuously
Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end

Days: 7 ⌵ ⏩

End date: Feb 3, 2026

Run this ad during business hours ⓘ
People will only see your ads during our recommended business hours.

Daily budget ⓘ

Introducing daily budget for boosting ×
Get more control over your ad spend by setting the average amount you want to spend each day on your boosted content. [More about daily budget](#)

Estimated 373 - 1.2K impressions per day

\$ 6.00 ✎

\$1.00 ————— \$500.00

People in your local area

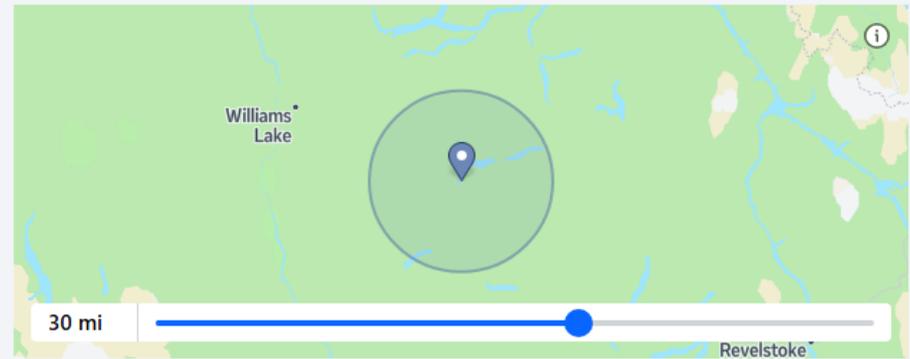
 ⓘ

Audience details

Location: Canada: 7405 Canim Lake Rd S, Cariboo-Armstrong (+30 mi) British Columbia

Age: 18 - 65+

Estimated audience size: 17.1K - 20.2K





Search Facebook

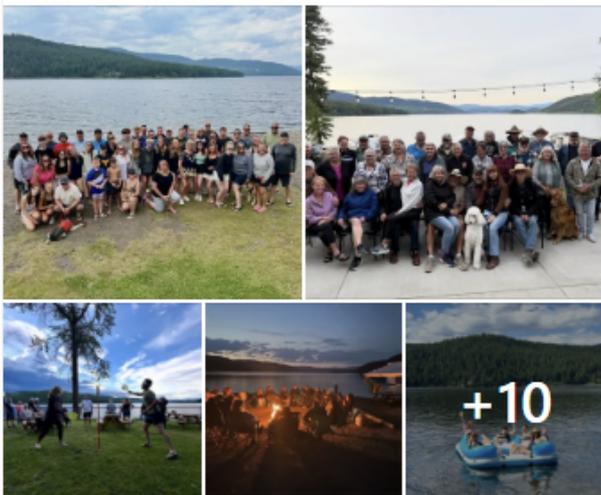


Your profile
← **Post insights**



South Point Resort on Canim La... ...
January 25 at 3:42 PM · 🌐

Are you still pondering a FAMILY REUNION, anniversary or celebration this year? Well guess what... we have options! Share this in your family chats and camping groups! ... **See more**



South Point Resort on...

Send message

29

5 8

6,388 Views ⓘ



75.1% Non-followers
24.9% Followers

Viewers

42 Interactions ⓘ



29

Reactions



8

Shares

How people find your content ⓘ

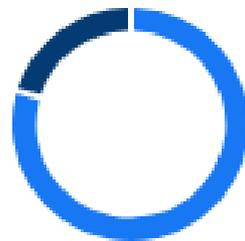
SOUTH POINT RESORT

Can-Imagine Wedding Contest

Win \$3000 OFF!



23,101 Views ⓘ



80%

Non-followers ●

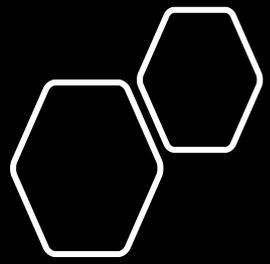
20%

Followers ●

THE 2025 CANIM LAKE

MELT

SOUTH POINT RESORT



Social Media

Quick wins and things to note:

- Boost post with high engagement
- Boost posts/stories that emphasize your niche market
- Keep your website fresh and update content often – you'll rank higher in search engines
- Know that Meta dollars are always in US dollars when setting daily budgets
- When people like your posts, invite them to like your page



SOUTH POINT RESORT
Sunday June 29th 3pm-6pm

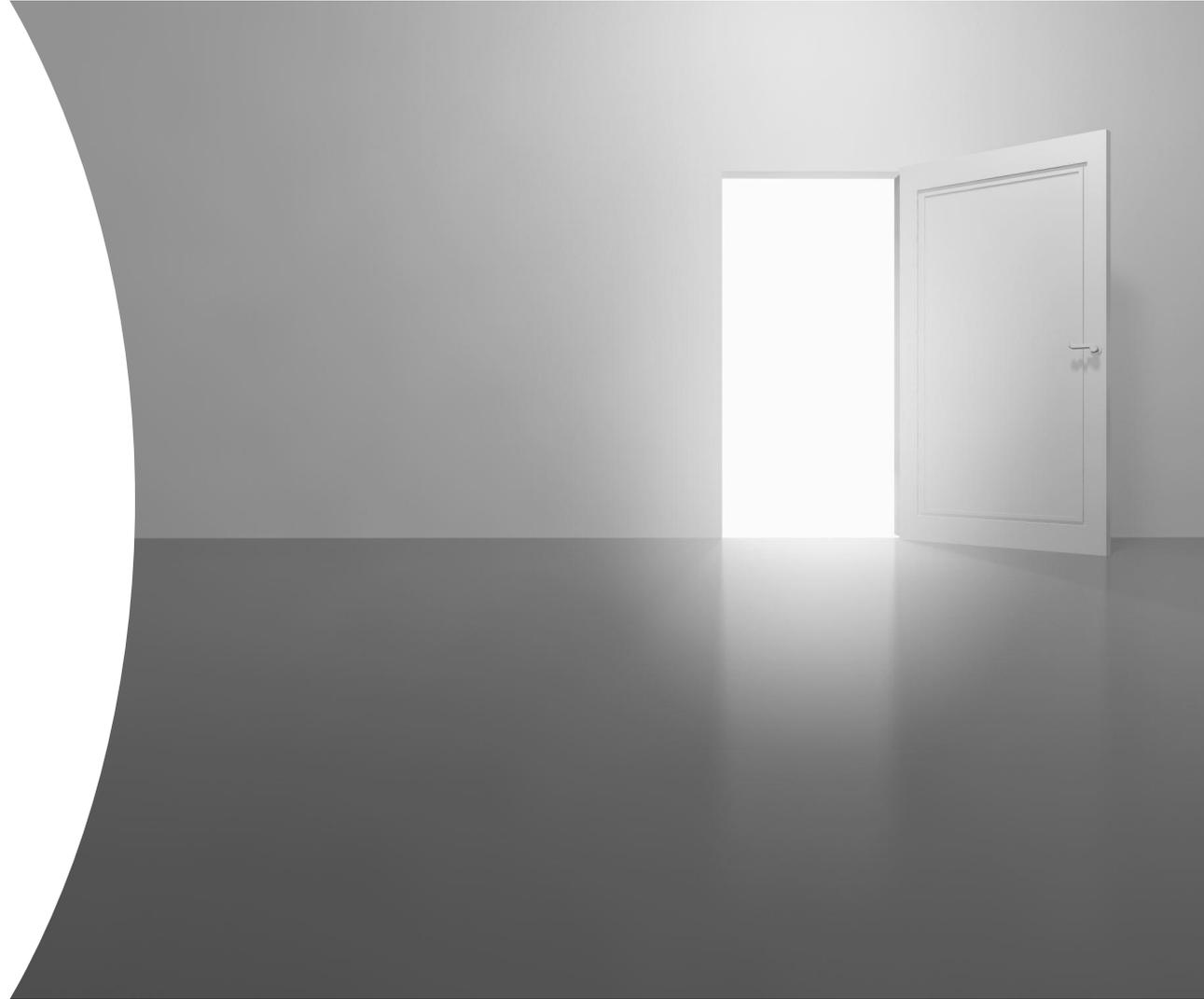
**Canim Lake
Community
Market**



20+ Vendors & Food!



Leaning into
your niche



Identifying your niche?

01

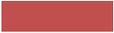
Do you know your niche? What do you want it to be?

02

What type of business do you have?

03

How can you capture part of the market that hasn't been captured? Are there opportunities?



That's your marketing message

Blast it from the rooftops.



What
works for
us?



Group Brainstorming, Shared Insight & Collaboration

1

Discover shared challenges and patterns across businesses

2

Identify practical ideas already working—or worth testing

3

Learn from each other, not solve everything today

Break



Please take a short
break



Refreshments and
washrooms as needed



We will reconvene
promptly

Facilitated Roundtable From Ideas to Action

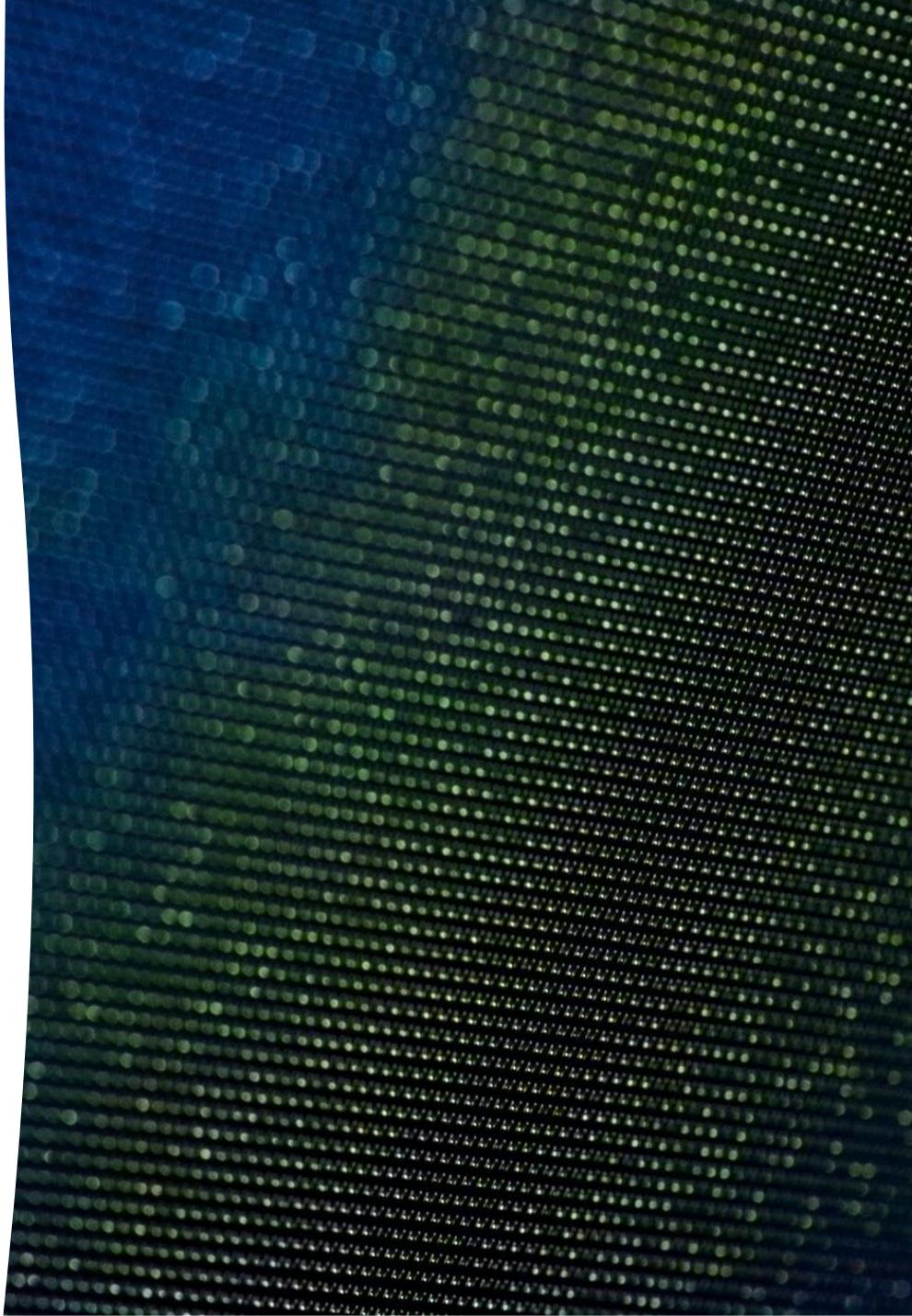
Note shared themes, identify realistic collaboration opportunities, and clarify what's worth exploring next.

Each table will briefly share **1–2 key ideas or patterns** (not a full report-out)

The facilitator will capture **repeated themes and promising opportunities**

Focus is on **clarity and feasibility**, not decisions or commitments

Next Steps



Themes from today will be synthesized and shared back

Forum 3: Adapting for Sustainable Year-Round Success
Monday, February 9nd, 2026

This work continues across the Stronger Together series