

STRONGER TOGETHER

Adapting for Sustainable, Year-Round Success

Forum 3 of 3



South Cariboo Tourism Task Force





Welcome & Acknowledgement



Why This Forum Exists

Agenda Overview

Welcome and Framing

Peer Success Story:
Off-season adaptation examples
(20 minutes)

Group Discussion: Finding Opportunity in the Off-
Season
(60 minutes** & 10 Minute Break)

Facilitated Roundtable:
Collaboration opportunities
(20 minutes**)

Wrap-Up and Next Steps

Networking & Informal Idea Exchange
(If Time Permits)



SHERIDAN LAKE RESORT

- Transforming our seasonal business to year round

Where do we start? Who do we target?

CREATE AN INTEREST

- Get the word out
- Post on social media
- Advertise winter deals

Year 1 was moving in the right direction!



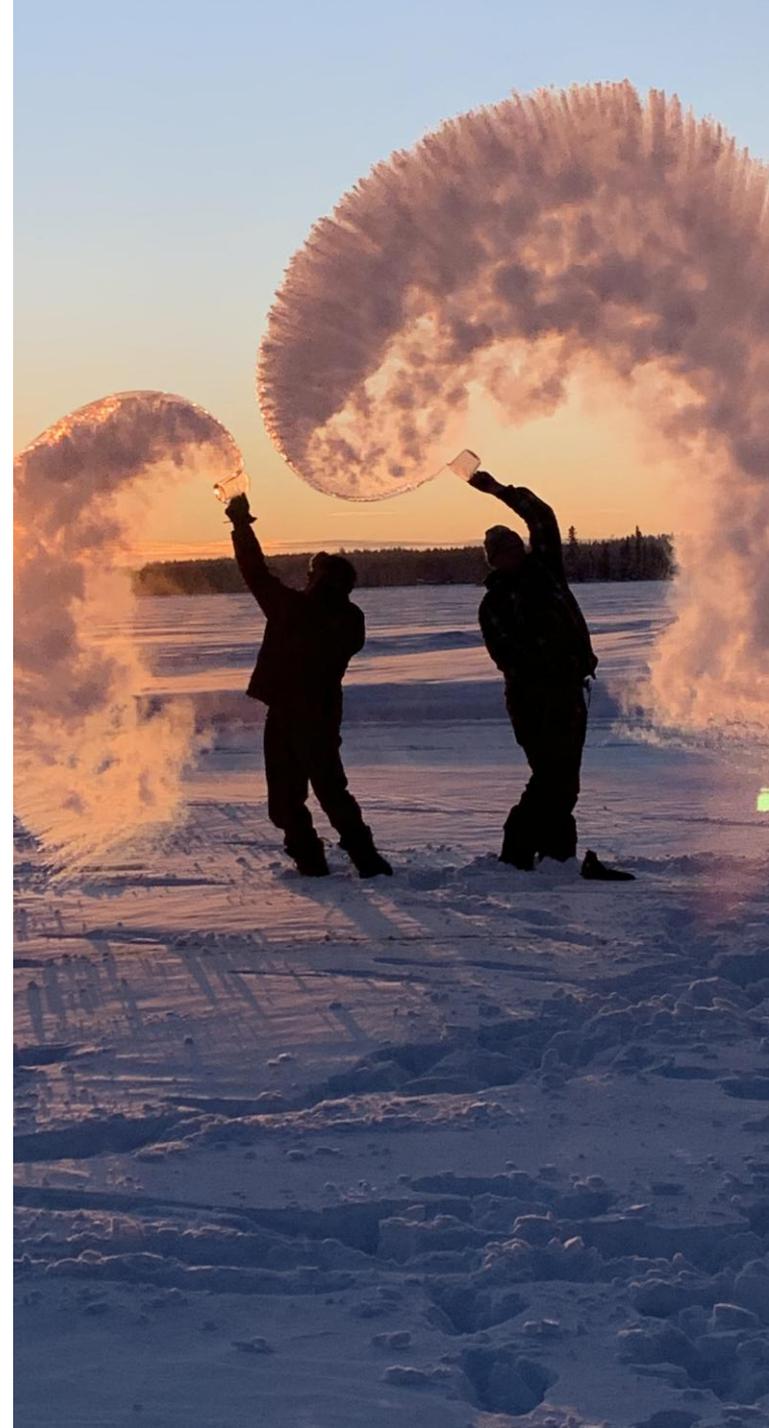
CHALLENGES

- We are only 2 people
- Weather
- Covid
- Road Closures
- Road conditions



OPPORTUNITIES

- Winter experiences
- Workers
- Navy
- Winter residents



BUNDLING

- Travel Consultant
- Lone Butte Sporting goods
- Beer and wine and/or food festival





ARE WE THERE YET?

We've had some success and great experiences and met some great people!

The potential is definitely there!!

Group Discussion: Finding Opportunity in the Off-Season

What has helped you maintain momentum during the off-season?



Where have you seen unexpected opportunities or audiences?



What feels hardest to sustain outside peak months?



Where might collaboration reduce pressure or risk?

Break



Please take a short
break



Refreshments and
washrooms as needed

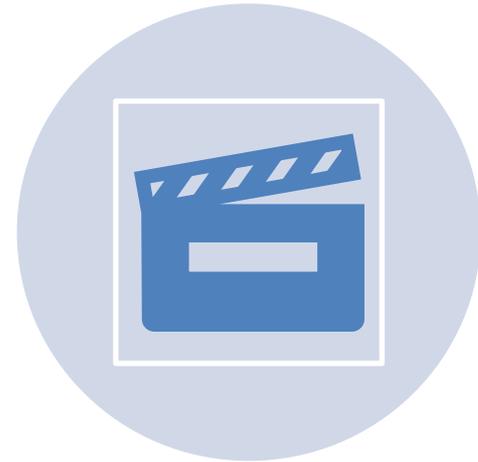


We will reconvene
promptly

Opportunity Mapping



UP TO 3 IDEAS OR CONCEPTS
THAT EMERGED IN YOUR GROUP.



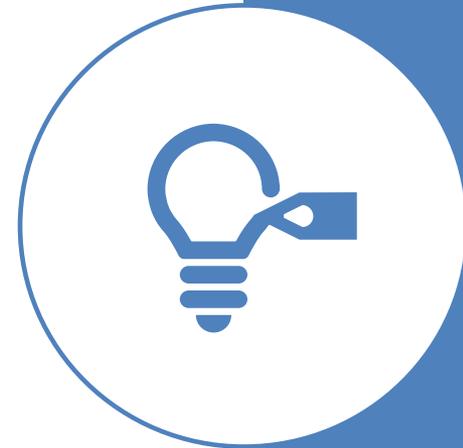
WHICH IDEA FEELS MOST
REALISTIC OR ACTIONABLE?

Connection-Building & Next Conversations

Use this time to connect intentionally:

- Who here is facing a similar off-season challenge?
- Who could you explore an idea with?
- What conversation is worth continuing after today?

Exchange contact info and note one follow-up you'll commit to.



Thank You!

Our Appreciation for YOUR Participation

Thank you for your attentive participation and interest throughout the presentation.
Your engagement is highly valued.



Feedback

We welcome further questions and feedback. Open communication is essential for improvement and collaboration.



Looking Forward Together

We anticipate continued collaboration and future successes as we move forward together.