

COMMUNITY TOURISM PLAN IS COMPLETE



Wednesday, April 24th, 2024 – For Immediate Release

Wednesday April 24th, 2024 - District of 100 Mile House Council received the Community Tourism Plan at the Committee of the Whole Meeting on Tuesday, April 23rd, 2024. Justin Rousseau, Managing Director of Expedition Management Consulting presented the key areas of the Tourism Plan.

The plan was needed to provide a strategic path for continued planning within the community to guide future investment in tourism initiatives, and to support the long-term and sustainable growth of tourism.

Destination BC, with support from Pacific Economic Development Canada, offered the program to smaller communities who may not already have a tourism plan. The program encourages the creation of a shared vision for tourism and helps identify initiatives that can attract visitors.

“A strategic plan is essential for growing tourism in a way that brings social, cultural, and economic benefits to the area, while also strengthening the fabric of the community. We applaud the District of 100 Mile House on their new plan, developed with valuable input from residents and local businesses, ensuring it is both grounded in and supported by the community. We look forward to seeing the positive impact and benefits the plan will have,” said Seppe Mommaerts, Manager, Destination Development with Destination BC.

The tourism plan outlines a series of actions designed to move 4 main tourism goals forward, including:

- increased stakeholder collaboration and capacity
- development of more market-ready experiences and diverse accommodation options
- expanding tourism marketing activities and
- enhancing the capacity of operators and communities to develop tourism.

“Tourism in 100 Mile House is deeply linked to tourism in the surrounding South Cariboo, and our region has a strong foundation of tourism assets to build from,” said Mayor Maureen Pinkney. “The District sincerely appreciates those who took the time to offer input about tourism challenges and opportunities during this process. Effective tourism planning can drive increased economic activity.”

The next steps will be for Council to review the action items and prioritize those to move ahead.

The Community Tourism Plan can be found on the District of 100 Mile House website at <https://www.100milehouse.com/district-services/current-projects/economic-development-projects/community-tourism-plan>.

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