

# Capitalize on the 100 Mile Edge in Tourism

UNRIVALLED NATURE AND RECREATION  
ACCESS TO MULTIPLE TOURISM MARKETS  
PLENTIFUL SERVICES AND ACCOMMODATIONS  
SUPPORTED MARKETING



PHOTO: ROSSER

Recently ranked by the community as a top sector for future regional growth potential, tourism is a significant economic driver in 100 Mile House and the surrounding region. The South Cariboo offers diverse, year-round recreational experiences, from renowned cross-country skiing and snowmobiling to horseback riding and ATVing, and the area's many guest ranches and lakeshore resorts are highly popular destinations.

## TRENDS

Weekend road trips afford residents from across B.C. a quick get-away to visit friends and family, with RV travel increasing in popularity as adventure-hungry travellers seek our outdoor recreation. Staycations also continue to be popular as residents explore their own regions.

We're also seeing the emergence of workcations, in which remote work is prioritized, allowing people to take advantage of our region's beautiful scenery and enjoy their evenings relaxing by the lake, adventuring on mountain bike trails, or hiking through nature.

Welcoming investment in:

- Businesses that build on our tourism-related assets
- Tourism products that feature rainy-day activities
- Boutique tourism experiences
- Destination product development
- Agri-tourism

## 100 MILE EDGE



The commercial and service hub for 25,000 residents and seasonal visitors



Supported marketing and a high rate of return visitors



Unparalleled access to outdoor activities in an area of stunning natural beauty



Close proximity to major recreation markets



PHOTO: APRIL ROBERTS

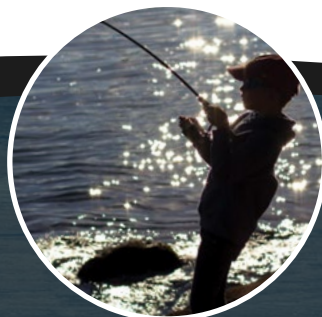


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