

Tourism Asset Inventory - Public Engagement Underway



27 July 2022 – For Immediate Release

July 27, 2022 – The District of 100 Mile House Economic Development Strategy identified tourism as a sector for future regional growth potential. To better understand the tourism potential and identify gaps, it is important to inventory what assets the community and surrounding area have.

Tourism assets are any activity, product, attraction, or experience that attracts visitors or supports the visitor experience. This includes things that draw visitors to the region like natural attractions, tour operators, festivals/events, as well as supporting services and infrastructure like accommodations, restaurants, meeting venues, etc.

Working with Expedition Management Consulting Ltd., a leading tourism development and planning firm, we are seeking the public's help to develop a comprehensive inventory of tourism assets in the South Cariboo. There are several ways for people to contribute their knowledge of tourism assets.

1. An online survey is available now until Sept. 16th. The survey can be found at: <https://www.surveymonkey.com/r/SouthCaribooTourismAssetSurvey> or by visiting the District of 100 Mile House website: www.100milehouse.com.
2. Participate in one of our two scheduled Tourism Asset Identification Industry Focus Groups through video conference. See the schedule below and please register to attend at: <https://www.eventbrite.ca/o/south-cariboo-tourism-asset-inventory-50593743343>

Focus Group #1	September 7 th	3:00pm – 4:00 pm
Focus Group #2	September 8 th	10:00 am – 11:00 am

3. If you are unable to participate in any of the planned engagement opportunities, please reach out to Maxwell Harrison with Expedition Management Consulting and he will work with you to collect your input. Maxwell can be reached at Maxwell@expeditionconsulting.ca or (780) 267-7898.

We encourage all area residents to participate.

The Tourism Asset Inventory Project is scheduled to be completed by November 2022. For more information on the project, please visit: www.100milehouse.com

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