



For Immediate Release
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Regional Tourism Board Announces Pilot Project to Develop Tourism Value Model for Forest Service Roads

Secwépemc Territory (Williams Lake, BC)

The Cariboo Chilcotin Coast Tourism Association (CCCTA) has secured funding for a joint pilot project, in partnership with the Ministry of Forests, Lands, Natural Resource Operations and Rural Development (FLNRORD). The pilot will engage the tourism sector and stakeholders across the Region, resulting in the development of a tourism value model that will better inform decisions related to tourism destination development, planning and maintaining forest service roads in the region..

Acting Regional Executive Director Harold Stolar - "FLNRORD is looking forward to working with the CCCTA in determining the economic value of FSRs to tourism throughout the Cariboo Natural Resource Region." Tourism association CEO, Amy Thacker noted that "The CCCTA and FLNRORD discovered that the perspective of the tourism sector was not incorporated into the current decision-making process for forest service roads." The ministry will use the new tourism value model to supplement their current engineering program funding policy in relation to recreational use of the region's forest service roads. The geographical area for this project is the Cariboo Region, incorporating the districts of Cariboo-Chilcotin (DCC), Quesnel (DQU) and 100 Mile House (DMH) while looking for input across the CCC tourism region.

The Cariboo Chilcotin Coast Tourism Association and their consultants for this project, C4 Strategies and Larose Strategy & Research, will be looking for input from the tourism sector and regional stakeholders. The engagement plan has incorporated both initial input and follow-up across the region for the development of a value model. CCCTA will be providing more information and encouraging involvement in engagement sessions and surveys in late January.

For more details on this project or about the Cariboo Chilcotin Tourism Association, please visit <http://industry.landwithoutlimits.com>.

About Cariboo Chilcotin Coast Tourism Association: CCCTA is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the Ministry of Tourism, Arts & Culture, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast Region to help foster the growth of the tourism and the visitor economy. www.landwithoutlimits.com.

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Media Contact:

Amy Thacker, CEO 250-302-1463
Andre Kuerbis, Chair 250-217-6438