

FOR IMMEDIATE RELEASE  
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**Cariboo Chilcotin Coast Tourism Resiliency Program Receives Funding to Support the Survival of Tourism as part of BC Tourism Resiliency Network**

*Western Economic Diversification Canada Announces \$1 million investment*

Secwépemc Territory (Williams Lake, BC)

The British Columbia Regional Tourism Secretariat (BCRTS) will receive \$1 million in funding from Western Economic Diversification Canada to fund the **British Columbia Tourism Resiliency Network**. Evolving from a program initiated by Tourism Vancouver Island, the British Columbia Tourism Resiliency Network is a long-term resiliency program providing B.C. tourism businesses with meaningful, one-on-one support to navigate the impact of the COVID-19 crisis, adapt and work towards eventual recovery.

The British Columbia Tourism Resiliency Network is a partnership between the British Columbia Regional Tourism Secretariat (B.C.'s five not-for-profit Regional Destination Management Organizations (RDMOs) including: Tourism Vancouver Island, Thompson Okanagan Tourism Association, Cariboo Chilcotin Coast Tourism Association, Kootenay Rockies Tourism Association and Northern British Columbia Tourism Association); Island Coastal Economic Trust; Indigenous Tourism BC; Destination BC (specific to the Vancouver, Coast & Mountains tourism region); and the Ministry of Tourism, Arts and Culture.

According to the *COVID-19 Tourism Impact Roll-up Report\** commissioned by the BCRTS across their five regions (in partnership with the British Columbia Hotel Association and British Columbia Destination Marketing Organizations Association), 21 per cent of tourism businesses report they will become insolvent, with an additional 37 per cent stating they are unsure if they will recover. On average, businesses in the Cariboo Chilcotin Coast saw a 53% decrease in revenue just in the month of April, compared to the same month last year. Tourism jobs have been severely impacted in the Cariboo Chilcotin Coast Region with 6,700 employees laid-off or not hired for seasonal work.

*"This investment from Western Economic Diversification is timely and critical as tourism businesses and organizations are challenged with potential insolvency,"* shares Cariboo Chilcotin Coast Tourism board chair Andre Kuerbis. *"We need to be focused on the supply side challenges of our sector and be providing critical support to ensure that our businesses survive to need marketing."*

In response to this crisis, the BCRTS will lead the British Columbia Tourism Resiliency Network and already has 1,100 B.C. tourism businesses collectively enrolled in their respective regional tourism resiliency programs. As a result of the funding announced by Western Economic Diversification Canada, the overarching program will now be able to support more small- and medium-sized B.C. tourism businesses in their recovery efforts.

The BC Tourism Resiliency Network is a long-term resiliency program providing BC tourism businesses with meaningful, one-on-one support to navigate the impact of the COVID-19 pandemic, adapt and work towards eventual recovery. The Cariboo Chilcotin Coast Tourism team is working collectively to support our regional tourism businesses and not-for-profits as part of this program with hands-on guidance and support to navigate the immediate impact of the COVID-19 pandemic, adaptation and eventual recovery

*“Working together to maximize collective expertise and resources and leveraging the local knowledge and long-standing relationships we’ve held in our regions for over 60 years to support our industry, residents and communities is the top priority for our team,”* says CCCTA CEO, Amy Thacker.

The Regional Destination Management Organizations, members of BCRTS, gratefully acknowledge funding from the Province of British Columbia through the Ministry of Tourism, Arts and Culture.

To register for the program or for more information, tourism businesses can visit the Cariboo Chilcotin Coast Tourism Resiliency Program website at <http://tourismresiliency.ca/ccctrp/>, call our program Help Line at 1-800-663-5885 or send an email to [recovery@landwithoutlimits.com](mailto:recovery@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 tourism and the visitor economy.

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*\*The COVID-19 Tourism Impact Roll-Up Report is available upon request.*

**Media Contacts:**

Andre Kuerbis, Chair, Cariboo Chilcotin Coast Tourism  
Cell: 250-217-6438

Amy Thacker, CEO, Cariboo Chilcotin Coast Tourism  
Office: 250-392-2226 | [amy@landwithoutlimits.com](mailto:amy@landwithoutlimits.com)

Members of:

