



FOR IMMEDIATE RELEASE  
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## **Cariboo Chilcotin Coast Tourism Association Announces Communities to Receive Tourism Development Program Funding**

Secwépemc Territory (Williams Lake, BC)

The Cariboo Chilcotin Coast Tourism Association (CCCTA) is pleased to announce the communities and projects selected to receive destination development funding.

The Province, through the Ministry of Tourism, Arts & Culture and Destination BC, provided the CCCTA with \$200,000 in catalyst funding to support tourism destination development planning and destination development projects in rural communities affected by indefinite and permanent mill closures and for those communities experiencing economic challenges due to downturns in the natural resources sectors. The overall purpose of this one-time funding is to elevate tourism opportunities and aid in mid to longer-term economic diversification and recovery in these affected communities through tourism destination development.

*“Investment in infrastructure and tourism experiences is critical to ensure the industry continues to grow in B.C.,”* said Lisa Beare, Minister of Tourism, Arts and Culture. *“Infrastructure projects like these mean jobs for people in the region, benefits all in the community can enjoy, the attraction of future investment and the capacity to welcome more tourists in the future.”*

Investments will support strategic planning, tourism infrastructure and amenity or product development in alignment with the regional and planning area [Destination Development Strategies](#) and Community in Transition priorities. Investments were informed in collaboration with the Regional Economic Operations staff in the Ministry of Forest, Lands and Natural Resource Operations and Rural Development. As the lead for tourism development in the region, CCCTA appreciates the opportunity to support local tourism planning and tourism destination development projects.

*“Tourism is one of the key economic sectors in the Cariboo Chilcotin Coast,”* shares CCCTA Board Chair Andre Kuerbis. *“We appreciate the investment by the Province in sustainable tourism projects that will lead to long-term employment in our region.”*

The selected communities to receive a portion of the funding are:

- City of Williams Lake for infrastructure upgrades to support a growing mountain bike experience
- Lillooet Tribal Council for a cultural centre feasibility study and business plan
- Xeni Gwet'in for creation of new Indigenous cultural experiences and to conduct tourism capacity building training

- Island Mountain Arts (Wells) for infrastructure upgrades to support accessible accommodation
- City of Quesnel for RV Park planning project including concepts and environmental services
- Village of Clinton for infrastructure upgrades to historic walking tour to increase spending in local businesses

**About Cariboo Chilcotin Coast Tourism Association:** CCCTA is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism 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 visitor economy.

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