



British Columbia
Regional Tourism
Secretariat



BIOSPHERE
TOURISM



RTI

FOR IMMEDIATE RELEASE

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Cariboo Chilcotin Coast Tourism commits to a collaborative sustainable path forward through pursuing Biosphere Destination Certification

Secwépemc Territory (Williams Lake, BC)

To commemorate World Earth Day, the Cariboo Chilcotin Coast Tourism Association (CCCTA) is formally committing to a new path forward to support future planning and a more sustainable visitor economy as we work to rebuild the post-COVID-19 tourism economy. Signing of the Biosphere Letter of Commitment today solidifies a long-term commitment to achieving the internationally recognised Responsible Tourism Institute's Biosphere Certification.

In embarking on this journey, the CCCTA looks forward to building collaborative new partnerships, setting new strategic goals and objectives to support stewarding and regenerating the region's tourism assets, supporting responsible growth of the sector to ensure a sustainable equilibrium between the socio-cultural, economic and natural environment. At the heart of this is inclusion and ensuring residents, local businesses, Indigenous Nations, communities and the region thrive today and into the foreseeable future.

"Today demonstrates a commitment of the long-term values upheld by the CCCTA," said Amy Thacker, CEO, Cariboo Chilcotin Coast Tourism. "Both the board and team have long led with sustainability at the core of decisions, programs and practices so it is fitting to sign this public declaration recognizing the efforts of so many, including our regional partners."

We join three other regional destination management organizations (Tourism Vancouver Island, Kootenay Rockies Tourism Association and Northern BC Tourism Association) who, together with the Thompson Okanagan Tourism Association (TOTA), operate under the umbrella of the BC Regional Tourism Secretariat, officially declaring their commitment to pursue the Biosphere Certification, granted by the Responsible Tourism Institute. If successful, we will join TOTA which is among only 34 destination management organizations in the world, and the only one in Canada, to achieve this status.

The certification is based on established standards and targets aligned with the United Nations 17 Sustainable Development Goals in areas that include climate change, environment, social, economy and culture – and guarantees compliance and continuous improvement through a private, voluntary and independent certification system – which is evaluated on an annual basis.

“Signing this declaration acknowledges progress towards Biosphere Sustainable Certification,” shared Andre Kuerbis, Chair CCCTA. “On behalf of the board of directors, we commit to supporting responsible growth of the tourism sector in our region while being inclusive of all residents, embracing our heritage, including Indigenous peoples and cultures. This will guarantee the role of tourism to promote both sustainable tourism practices and development, while enhancing the visitor experience and creating awareness among visitors on sustainability issues as we look towards recovery.”

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 & Sport, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast Region to help foster the responsible growth of tourism and the visitor economy.

<https://landwithoutlimits.com/>

About the BC Regional Tourism Secretariat:

The BC Regional Tourism Secretariat (BCRTS) is a collaboration between five regional destination management organizations (Cariboo Chilcotin Coast Tourism Association, Kootenay Rockies Tourism Association, Northern British Columbia Tourism Association, Thompson Okanagan Tourism Association, and Tourism Vancouver Island) representing more than 8,000 tourism businesses and organizations. The BCRTS is leading a ground-up approach so local voices and knowledge shape programs and compliment local and regional tourism strategies. This focus is also reflected in destination development to help tourism operators offer the most desirable and sustainable tourism experience for visitors.

About the Responsible Tourism Institute:

[Biosphere](#) is a Responsible Tourism System (RTS) certified by the [Responsible Tourism Institute](#) (RTI), an international accreditation body affiliated with the [World Tourism Organization](#) (WTO), and a member of the [Global Sustainable Tourism Council](#) (GSTC).

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Images are available upon request

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