



For Immediate Release

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New committee to help shape destination development in the region

Volunteers to offer advice and support to help grow tourism in Cariboo Chilcotin Coast

Secwépemc Territory (Williams Lake, BC) – Cariboo Chilcotin Coast Tourism has launched a new Destination Development Advisory Committee tasked with helping shape the future of the tourism industry so it can attract visitors to the region while benefiting local people and communities and protecting the local environment.

“Destination Development is about making sure the region is ready to welcome people in a way that delivers on their expectations, that helps communities grow, respects and celebrates local culture, and ensures it’s all being done in a way that is sustainable for the planet,” said Glenn Mandziuk, Interim CEO of Cariboo Chilcotin Coast Tourism. *“Each volunteer on the Destination Development Advisory Committee will bring unique perspectives and ideas to help the CCCTA shape and deliver its vision for the region.”*

The newly appointed committee is made up of:

- Jolene Lammers, Chair - Cariboo Chilcotin Coast Tourism
- Kat Chatten - Village of Clinton
- Julie Gilmore - South Cariboo Visitor Centre
- Donn Irwin - Retreat Wilderness Inn
- Dave Jorgenson - White Gold Adventures/Frog on the Bog
- Amy Reid - City of Quesnel
- Roxanne Robinson - Spirit Bear Lodge
- Brent Rutherford - New Pathways to Gold
- Kelly Servinski - Tutti Gravel Inn

The Committee will provide strategic advice to the CCCTA Board, CEO and staff and support and advise on the communication and implementation of the Destination Development Strategies for the entire CCCTA as well as the Interlakes, Gold Rush Trail, and Chilcotin Central Coast planning areas.

“I want to thank the committee members in advance for stepping forward to provide what will be invaluable advice and ideas in helping CCCTA move its destination development efforts forward,” said Andre Kuerbis, Chair of the Cariboo Chilcotin Coast Tourism Association board. *“In fact, there are still a few spots available on the committee for those interested in helping shape the responsible development of tourism here in the land without limits.”*

More information on how to apply to join the committee is at:

<https://industry.landwithoutlimits.com/services/destination-development/strategy-implementation/destination-development-committee/>

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Cariboo Chilcotin Coast Tourism is a Regional Destination Management Organization that works 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 sustainable growth of the tourism. For more information on the Cariboo Chilcotin Coast region visit www.landwithoutlimits.com.