



For Immediate Release
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Community Well-being Survey Wants to Hear from B.C. Residents

Survey launched International Day of Happiness want to hear from people in the Cariboo Chilcotin Coast

Secwépemc Territory (Williams Lake, BC) – Cariboo Chilcotin Coast Tourism (CCCTA) is helping get a read on how happy and healthy residents in the region and in B.C. are feeling – information that will help strengthen the relationship between the tourism industry, residents, and their well-being.

It's all part of the Community Well-being Survey launched on International Day of Happiness, March 20, in partnership with the [British Columbia Regional Tourism Secretariat](#) (BCRTS), CCCTA, and Planet Happiness (a project of the Happiness Alliance).

"The Cariboo Chilcotin Coast and British Columbia are filled with incredible destinations full of endless activities, outdoors and in, with all kinds of wonderful opportunities to explore nature and connect with others," said CCCTA CEO Amy Thacker. *"The survey will give the tourism sector critical insights from British Columbians on what makes this province an exceptional place to live, and what brings them satisfaction and contentment."*

The [Community Well-being Survey](#) contains questions about mental health, lifestyle, hobbies, feelings toward tourism, and daily activities. The state-of-the-art, scientifically valid survey tool was created by the Happiness Alliance and is based on the Asian nation of Bhutan's pioneering approach to measure Gross National Happiness. Once the data is analyzed it will produce a one-page destination scorecard and in-depth data-rich reports that spark conversations about tourism and destination well-being and how this relationship can be strengthened within the province.

"British Columbians have proven their capacity for resiliency and moving forward together throughout the pandemic," said Andre Kuerbis, CCCTA Board Chair. *"As people return to their normal ways everywhere, the CCCTA and BCRTS want to ensure resident well-being is at the forefront of reintegrating tourism into communities."*

Both the CCCTA and BCRTS are making efforts to meet UN Sustainable Development Goals and to support recovery efforts in the province due to the COVID-19 pandemic. Additional goals of this survey initiative include; raising global awareness and participation in the [Gross National Happiness](#) (GNH) and "Beyond GDP" agenda; and to contribute to the BCRTS [Tourism Impact Portal](#).

To take the survey visit: totaplanethappinessindex.happycounts.org.

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About Cariboo Chilcotin Coast Tourism:

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.

About British Columbia Regional Tourism Secretariat:

The British Columbia Regional Tourism Secretariat is a collaboration between the following five regional destination management organizations: Cariboo Chilcotin Coast Tourism Association, Kootenay Rockies Tourism Association, Northern BC Tourism Association, Thompson Okanagan Tourism Association and Tourism Vancouver Island.

About Planet Happiness:

Planet Happiness is a TOURISM and BIG DATA project of the Happiness Alliance, working to focus the attention of tourism stakeholders on the well-being agenda to use tourism as a vehicle for development that demonstrably strengthens destination sustainability and the quality of life of host communities. Planet Happiness helps destinations advance their competitive edge through more inclusive, more responsible and more purposeful tourism planning. Planet Happiness measures the happiness of residents living in World Heritage sites and beyond using the Happiness Index Survey to harvest data that directly measures how individual residents and destination communities view their well-being. For more information visit www.ourheritageourhappiness.org

About Happiness Alliance:

Happiness Alliance is a non-profit organization with a mission to contribute to the transformation of economies and societies so that the happiness of people, the well-being of communities, and the sustainability of ecosystems is the primary aim of governance, enterprise, and people. Since 2010, the Happiness Alliance has provided happiness and well-being tools and resources, including the Happiness Index. Executive director Laura Musikanski has authored multiple books and articles and is also the co-author of the Happiness Policy Handbook. For more information visit www.happycounts.org/