

A fly fisherman in a light-colored shirt, dark pants, and a cap is standing on a rocky riverbank, casting a fly into a river. The river is surrounded by dense evergreen forests. The fisherman is holding a fishing rod and a net. The river has white water rapids.

Cariboo Chilcotin Coast MRDT Program 2025 Operator Satisfaction Survey Results & Analysis of 2024 Programs

Prepared by The Web Advisors, on behalf of the Cariboo Chilcotin Coast Tourism Marketing Association

June 6, 2025

Cariboo Chilcotin Coast MRDT Program

2025 Stakeholder Survey (of 2024 Programs)



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Executive Summary:

A total of **446** stakeholders were invited to complete the survey, and **72** responded, yielding a **16%** response rate and a 69% completion rate. This response rate is 15 surveys less than the previous year

1. **Section 1:** Familiarity with the Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) declined slightly, with the average self-rating dropping from 4.01 to 3.75. Still, 89% of respondents consider themselves at least “Somewhat Familiar” with the organization, and nearly 60% continue to view CCCTMA as a leader in regional consumer marketing
2. **Section 2:** Mean scores on **Satisfaction with CCCTMA's Marketing Programs & Activities** in 2025 ranged 3.16 - 3.31. All satisfaction levels about CCCTMA's marketing programs and activities fell below 50%. All questions regarding marketing and programs saw a decrease in satisfaction levels except the question about investments in approved 3rd party's rights usage. Questions about how well respondents think the organization has done with creating responsible travel & content and delivering targeted brand campaigns to increase room occupancy has the greatest decrease in satisfaction level Year over year. Satisfaction with tourism management also fell below 50% satisfaction levels with all questions seeing a decrease in satisfaction. For destination and industry development, there's a general rise in satisfaction except the question about using monthly industry e-newsletter to create funding seeing a dip.
4. **Section 3:** This section consolidates operators' broad impressions of CCCTMA's performance. When asked if CCCTMA delivers good value for the MRDT fees they remit, 36% were satisfied, this is a 20% YoY decrease. Satisfaction with specific services averaged 32% with satisfaction regarding the support partners receive from Co-op funding programs have the lowest satisfaction level, and satisfaction with how CCCTMA has promoted the entire region as a four season destination has the highest satisfaction levels. The likelihood of respondents recommending CCCTMA's stakeholder programmed also dipped by 7%; but likelihood to recommend still remains above average (53%).
5. **Section 4:** Agreement level with questions that indicate CCCTMA's inclusivity averaged 56% (-3.9% YoY) with metrics “Agree” or “Strongly Agree”. *CCCTMA has team members that are respectful* received the strongest agreement (80%) while *CCCTMA's understanding of the business/organizational needs* received the lowest agreement (43%).

Details continued on next page

Executive Summary (continued)

6. Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast:

- a. 46% of **respondents** identified as Accommodation (an increase of 45% in respondents), 24% identified as “Other”. Accommodation, restaurants, events and camping options are noted in Other.
- b. **Tourism Market Percentages** (in 2024): BC 82%, USA 71%, Europe 67%, AB 73%, Canada Other 51%, Aust/NZ 41%, Int’l Other 37%, Don’t know 25%. These percentages demonstrate the most rising visitor numbers from Alberta, Canada other, etc. Only BC saw the lowest YoY growth (48% compared to others that saw 200%+ growth across all other locations).
- c. **Tourism Revenue Seasonal Percentages** (in 2024): Spring 63%, Summer 84%, Fall 82%, Winter 43%. Notable increase across the board for all seasons.
- d. **Tourism revenue changes in 2024 vs 2023** - revenue increased for 35% of businesses, and decreased for 18% of businesses.

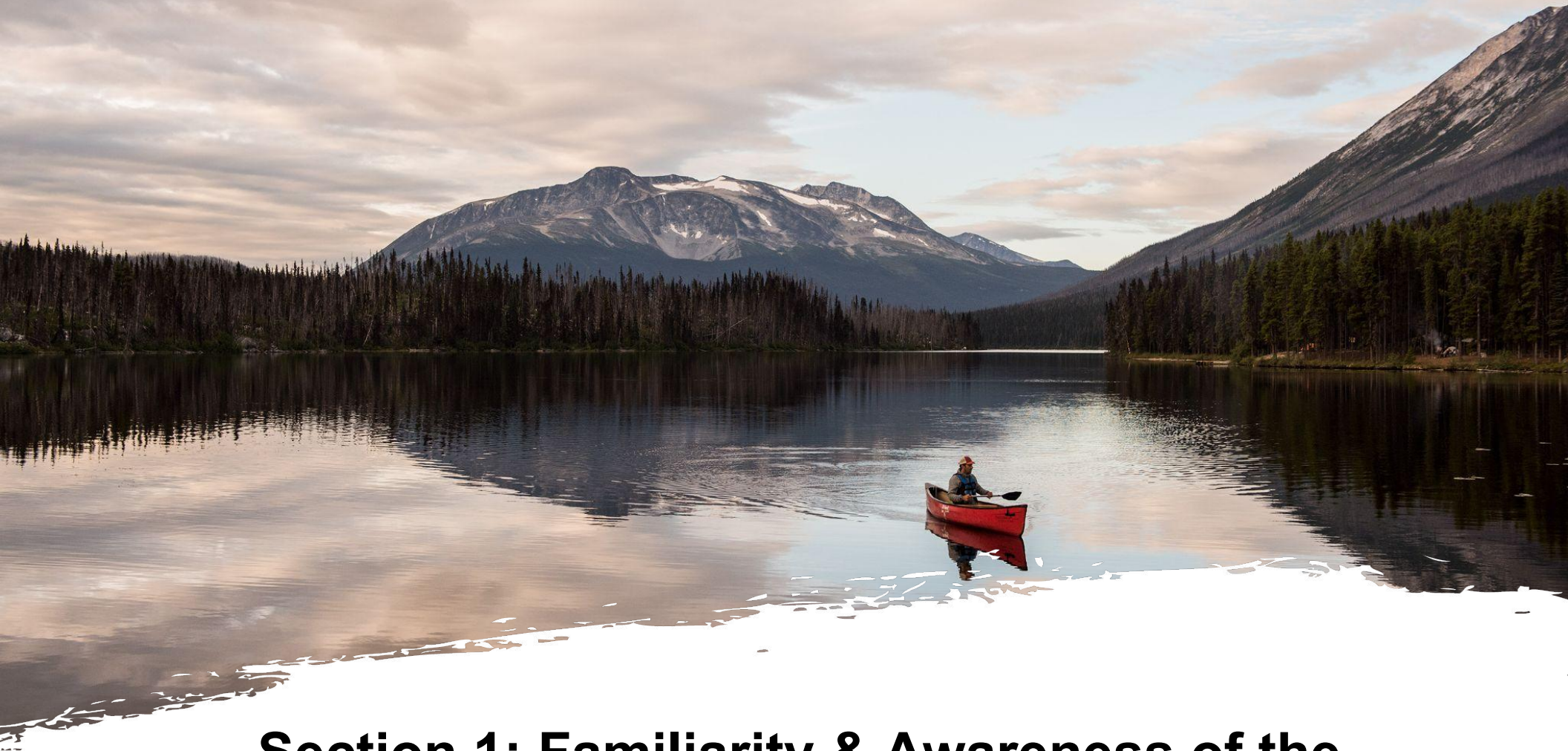
7. Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

- a. The **top 3 barriers to growth** for tourism in region have been identified as Marketing, Wildfires, Cost of living. Qualitative responses can be found pages 35-38.
- b. The **top 3 tourism products** identified for future growth potential are: Paddling, Agri-tourism & Cuisine and Indigenous Experiences.
- c. The **top 3 marketing activities** of perceived importance are: Digital Advertising, Landwithoutlimits Website and Social Media Presence.
- d. The **top 3 non-promotional marketing activities** of perceived importance are: Trip Planning, Visitor Services, Community Relations and Communications about the Value of Tourism industry (Last two ranked equally).

8. Summary & Takeaways:

The findings highlight a need for the CCCTMA to continue to focus on building stakeholder familiarity through targeted and consistent communication. Improving satisfaction will require refining key programs, particularly marketing campaigns that they can relate to, in order to better align with operator expectations. There is an opportunity to strengthen inclusivity through more actively engaging remote and niche operators. To deliver broader value, the organization should balance investments between digital promotion and community-driven, non-promotional initiatives. Notably, the data suggests that stakeholders who better understand how and where MRDT funds are spent tend to report higher satisfaction with CCCTMA’s services.

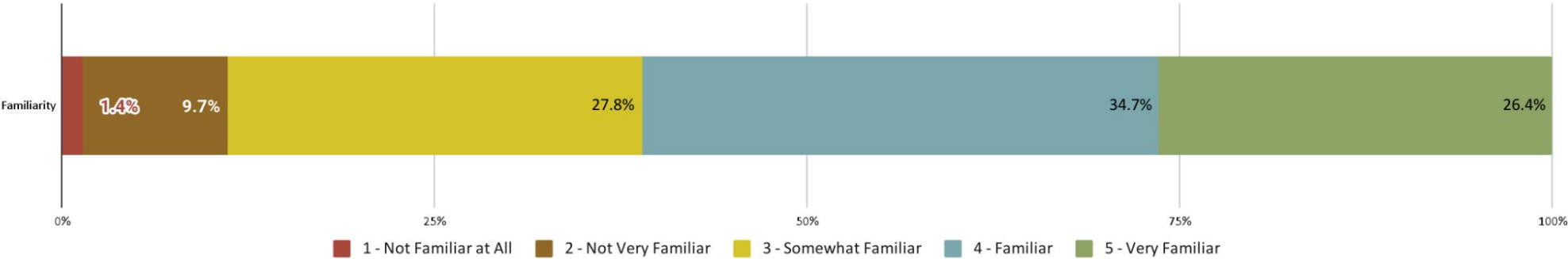
It is also recommended that this survey be shortened in future years to improve completion rate and increase participation across a broader range of respondents.



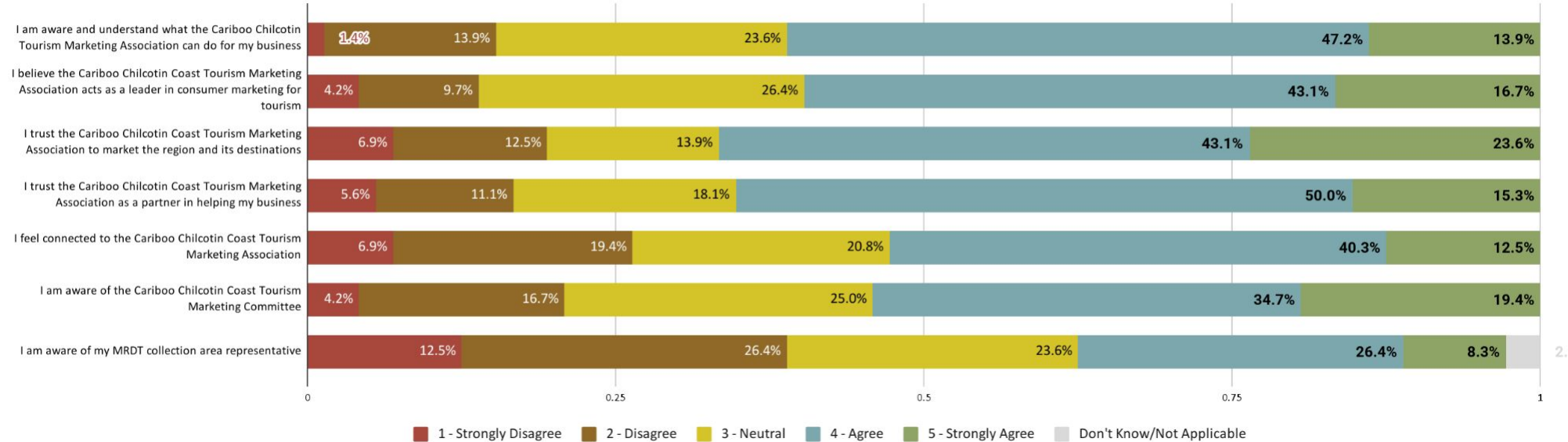
Section 1: Familiarity & Awareness of the Cariboo Chilcotin Coast Tourism Marketing Association

Section 1: Familiarity & Awareness

Q1. How familiar are you with the Cariboo Chilcotin Coast Tourism Marketing Association?

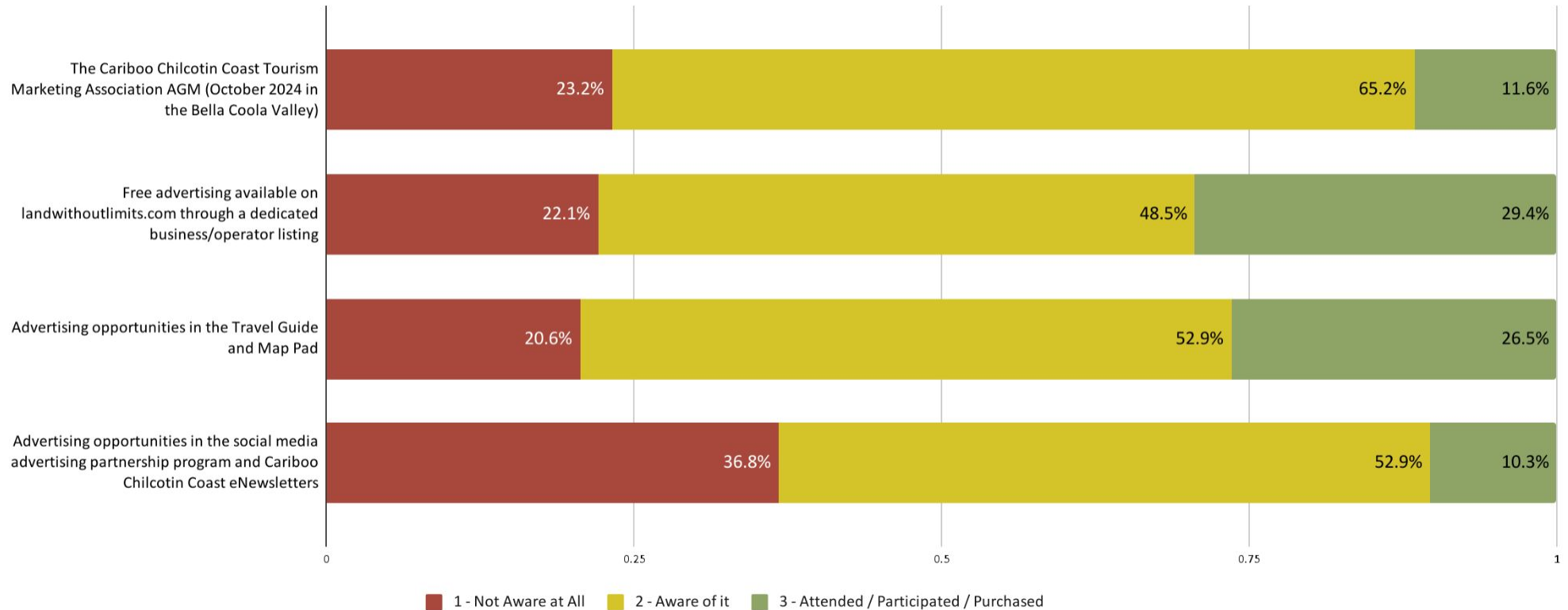


Q2. On a scale of 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree,' please rate your level of agreement with the following statements about the Cariboo Chilcotin Coast Tourism Marketing Association



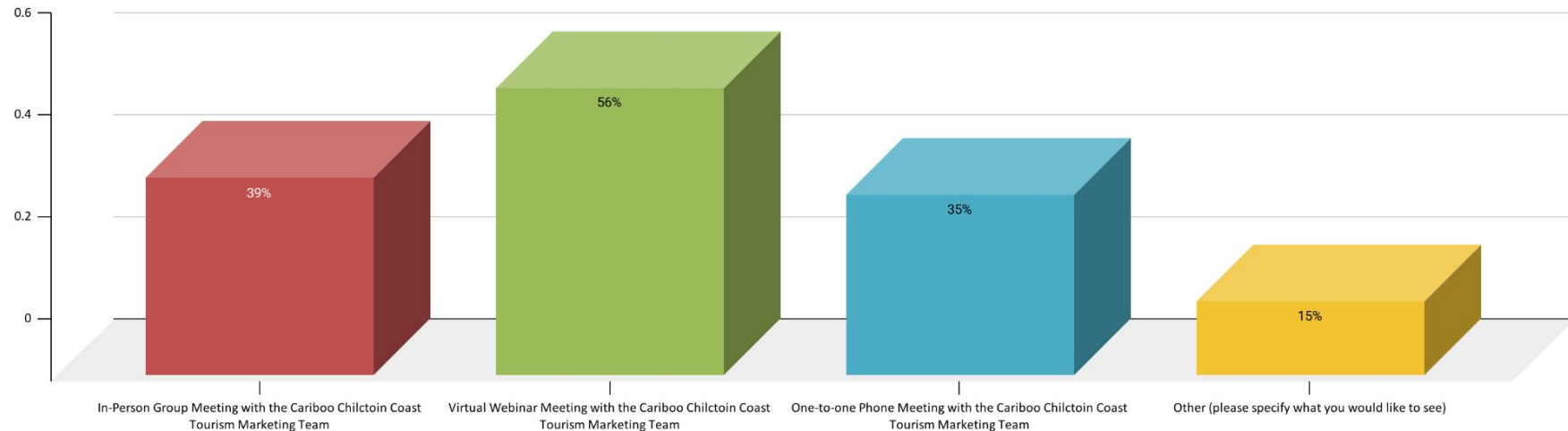
Section 1: Familiarity & Awareness

Q3. How aware are you of the following information sessions, workshops, and advertising opportunities that the Cariboo Chilcotin Coast Tourism Marketing Association hosted in the past year?



Section 1: Familiarity & Awareness

Q4. What networking opportunities would you like the Cariboo Chilcotin Coast Tourism Marketing Association to consider? (check all that apply)



I feel I'm being informed via my e-mail; that allows me to keep up-to-date and make my choices! Meeting take time out of very busy days for me!

Meeting in person

Visit the Chezacut Road Guesthouse

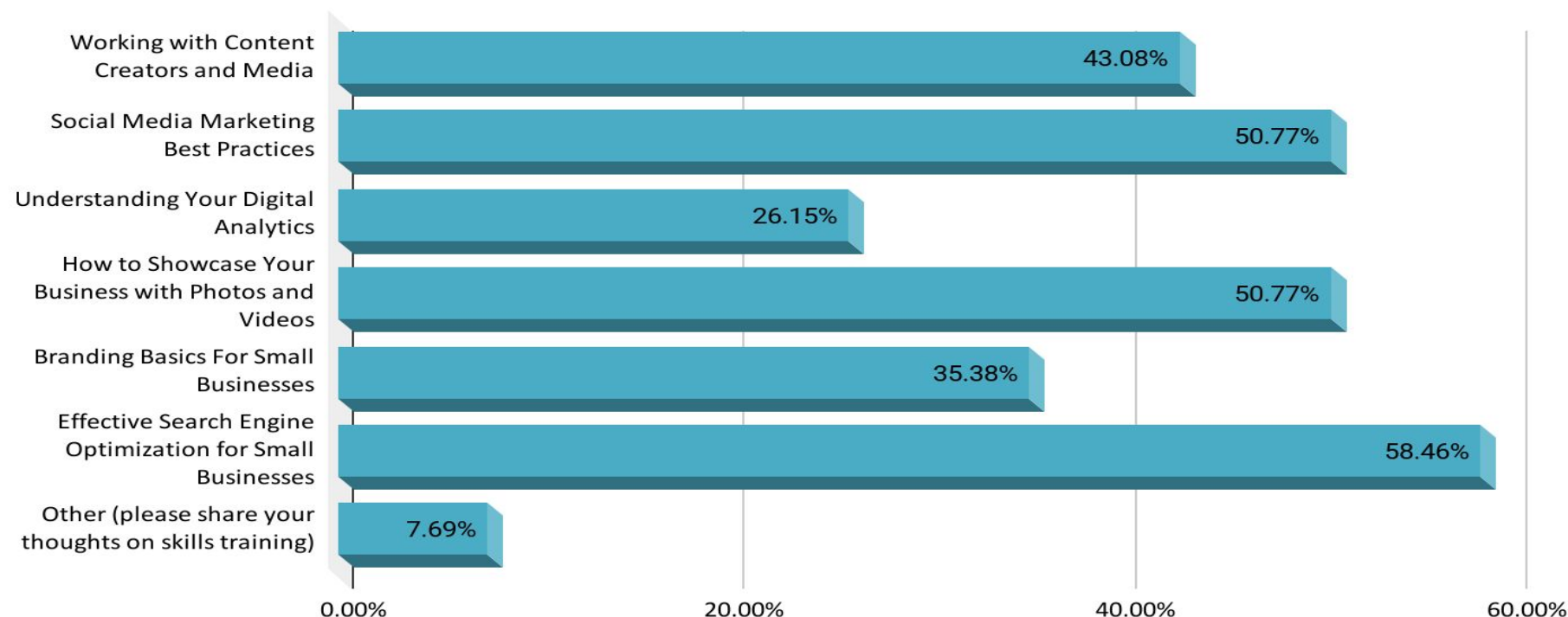
networking with other tourism organizations in my region



Section 2: Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Programs & Activities

Section 2: Satisfaction with Programs & Activities

Q5. What educational topics would you like the Cariboo Chilcotin Coast Tourism Marketing Association to consider? (check all that apply)



value of marketing partnerships/co-operative marketing

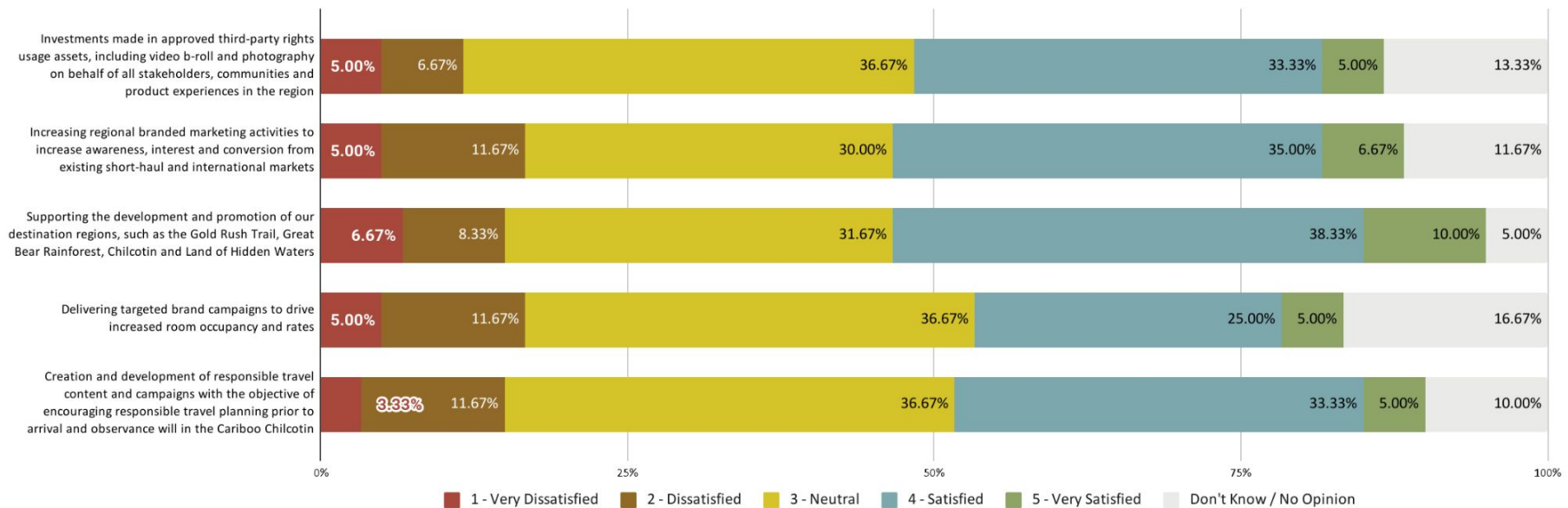
how MRDT is spent, information on your marketing campaigns so that organizations and businesses can align, how to get the CCCTA and DBC to share local campaigns so that

how to find suitable travel agencies for cooperation

This is a very active, busy place during the vacation season and my hands are already full!

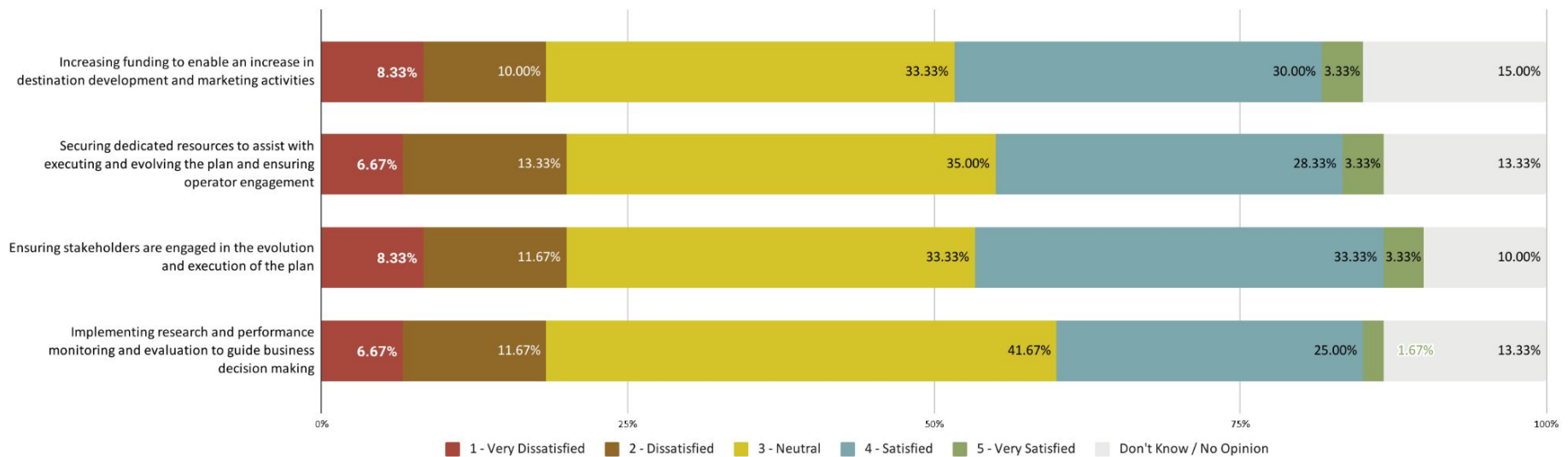
Section 2: Satisfaction with Programs & Activities

Q6. Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Marketing Programs and Activities



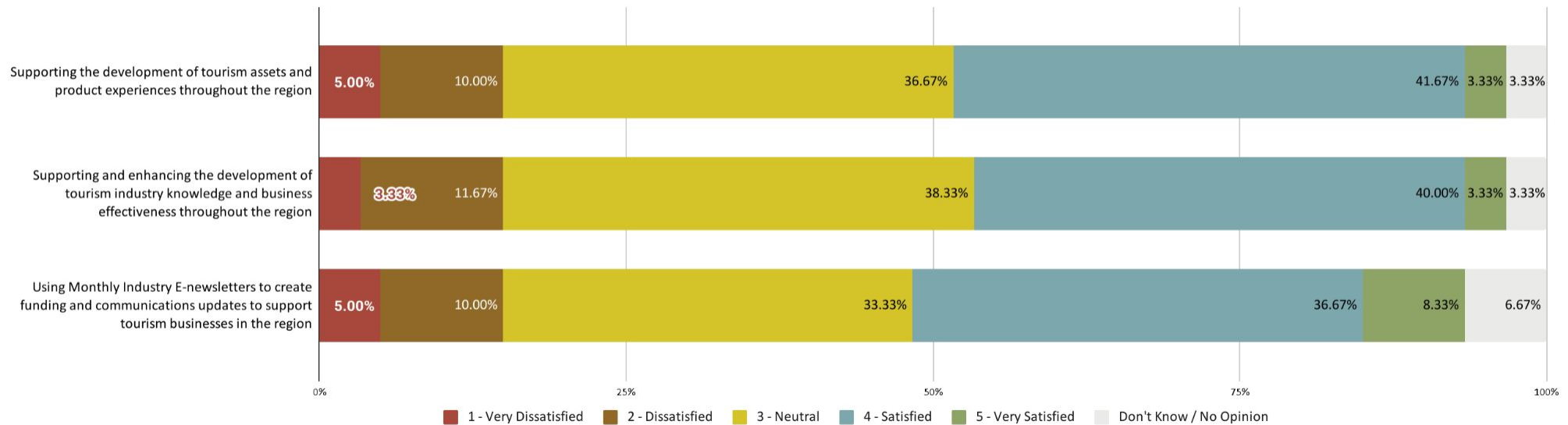
Section 2: Satisfaction with Programs & Activities

Q7. Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Tourism Management



Section 2: Satisfaction with Programs & Activities

Q8. Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's Destination & Industry Development Cariboo Chilcotin Coast Tourism Marketing Association's Tourism Management

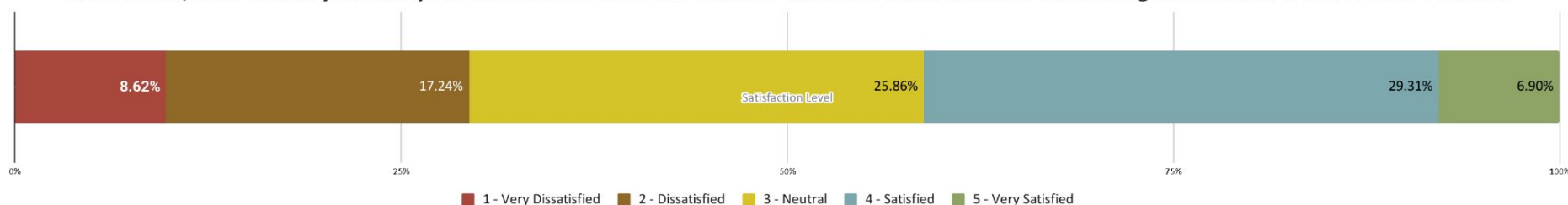




Section 3: Overall Satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association

Section 3: Overall Satisfaction

Q9. Overall, how would you rate your satisfaction with the Cariboo Chilcotin Coast Tourism Marketing Association's use of MRDT funds?



There is no comment box for 1 - 3. There needs to be greater transparency and ease of accessing funds. The hoops to jump through in order to access less than \$1000 is ridiculous. There are no clear guidelines, the timeline for application was not well-publicized, the time to reach an approval decision is not in line with the visitor season, and there is no transparency as to how the funds were distributed (what projects were funded year to year?)

more transparency, amplifying local and regional campaigns,

Funding support could help Visitor Centres, which play an important role in encouraging visitors to stay longer and explore more of the region. These centres provide valuable in-person guidance, promote local experiences, and help connect travelers with nearby businesses. They also distribute visitor guides across the country and represent the region at travel shows, helping to boost awareness and drive tourism in their regions.

Thoughts are each business is at different stages, this effects start up businesses and doesn't allow for growth because of locations of some businesses.

I rated 1 however there is no box to share under this classification. I have no idea what is being done with the money collected and I do not see any benefit directly to my business. Last I did see was when a photographer was hired to take professional photos. That we completely appreciated. And that is it! I do not like being asked to contribute monetary for marketing on top of our collections of the MRDT

Listen to the needs of the operators and help make it happen.

An update on how each business benefits from this

Good media relations

Effective marketing for specialized services ie) Heliskiing.

Section 3: Overall Satisfaction

Q9. Comments Continued

good marketing of the region

More transparency of where the funds go

Feel more representation of Gold Rush Trail and 100 Mile Region could be beneficial.

Have not received updates on these items, so unfamiliar with what is happening. I think we have support from the CCTA or at least would hope we have their support.

I went neutral as I don't know what is currently happening

The grant support for individual small business to promote themselves and the region

They keep me informed as what is available & ask what is needed.

We don't see the marketing dollars translate into more rooms booked in our area. The tax seems pointless and many accommodation businesses were opposed to the idea.

Effective tourism marketing

with the ending of the bcferries vacations, focusing more on promoting the circle route using the ferries

International marketing campaigns

More kickback to the operator/ free advertising

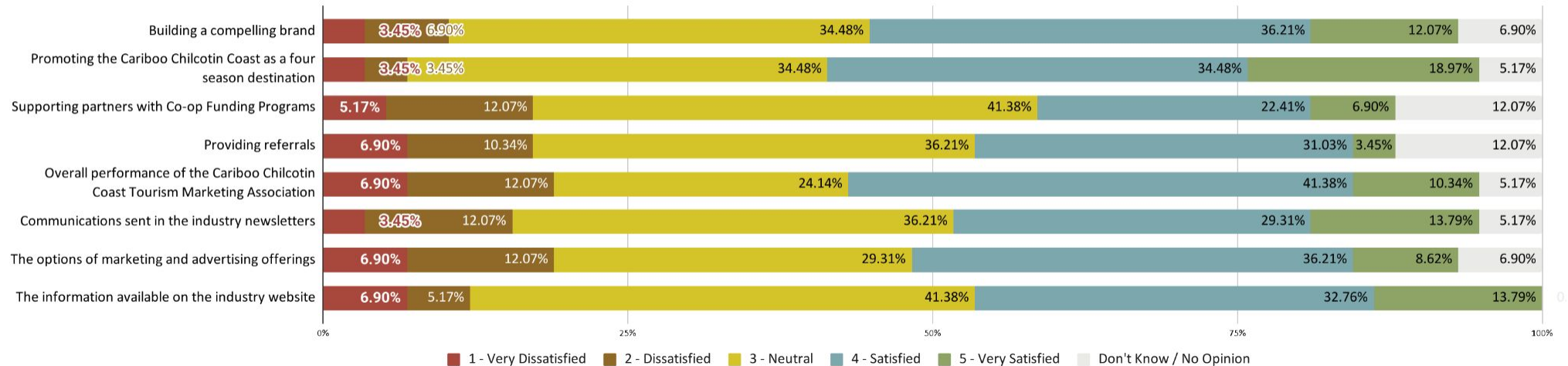
Magazine

in contacting and promoting small businesses. Working with the small community district municipalities to connect the small businesses.

Details continued on next page

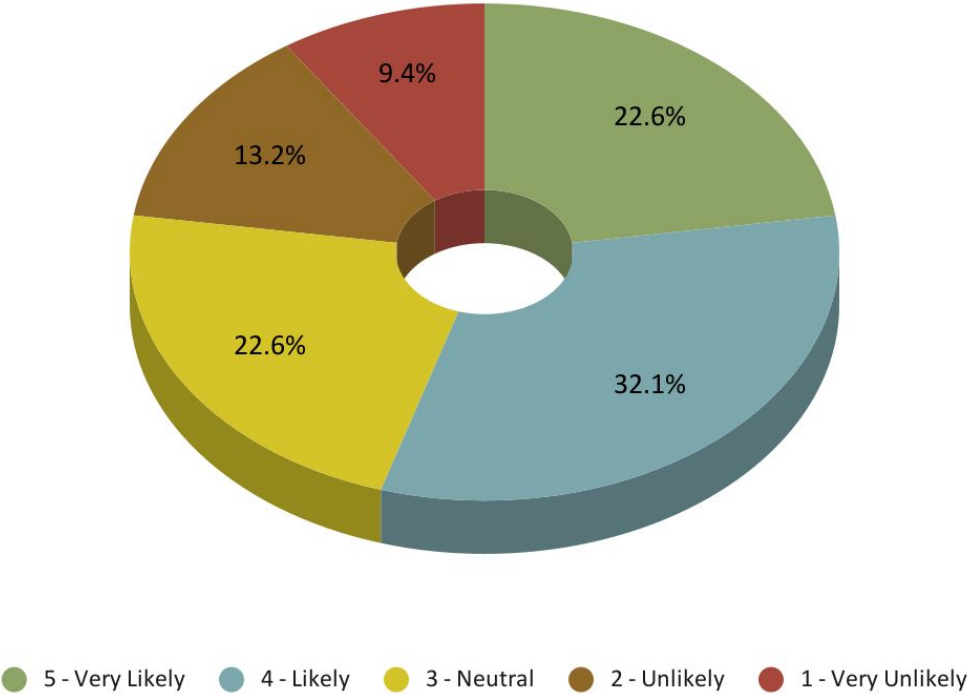
Section 3: Overall Satisfaction

Q10. In the past year, what was your level of satisfaction with the following services provided by the Cariboo Chilcotin Coast Tourism Marketing Association?



Section 3: Overall Satisfaction

Q11. How likely is it that you would recommend the Cariboo Chilcotin Coast Tourism Marketing Association’s stakeholder programs to a colleague or another business in the region?



<u>2025</u>	<u>2024</u>	<u>% Diff:</u>
52.73%	59.7%	-6.97%

Section 3: Overall Satisfaction

Q12. During the past 12 months, are there aspects of services provided by the Cariboo Chilcotin Coast Tourism Marketing Association that you are dissatisfied with?

I feel I had to do the work to have my events promoted by the CCCTA, instead of being approached.

Yes. Access to the MRDT program, co-op marketing initiatives, communication.

communicating marketing strategies, supporting tourism info centres, transparency with how money is spent

Have not received any support in our Visitor Centre from our local DEM, I only hear from you when I stop in or call. I feel like our Visitor Centre needs more support around what you actually do and what your role is.

Increase in tax, no options to opt out for start up business.

Not that I can think of!

I have no knowledge of what has been done for us

More clear understanding of the programs and services. Clear communication and more engagement. Working with business to plan on marketing that is suitable and compliments the buisness'

Inquiry generation

Have not researched it much and am not aware of the full services.

Details continued on next page

Section 3: Overall Satisfaction

Q12. During the past 12 months, are there aspects of services provided by the Cariboo Chilcotin Coast Tourism Marketing Association that you are dissatisfied with?

promise to create photo content was not fulfilled

I haven't been keeping up with programs and opportunities mostly due to time constraints.

They have come out on our tour which we were pleased to have them. Other than this we have not been involved in the local CCTA tourism association

Some back end admin disorganisation.
Some lack in communication or awareness

The travel guide is filled with pretty pictures but limited practical area information. It makes for a nice keepsake.

Just that many people in Bella Coola were not informed about the AGM and were surprised that our location was not well known.

Communication .. maybe I'm not paying attention but there seems to be a lot of silence from the association ?

The Travelguide is not a Travleguide

I have received one email. It was for sending in pictures about our business. Never heard back. We had one employee come to our business and I don't think anything was accomplished.

"Sustainability" to me is a political position and not a tourism issue. In over 20 years we have not had one guest ever query our "sustainability". The job of the CCCTA is to promote the region, not promote a political policy.

Section 3: Overall Satisfaction

Q13. Is there an opportunity or service that the Cariboo Chilcotin Coast Tourism Marketing Association could offer you that would be beneficial to your business or organization?

Start with better communication. Create a small fund from the MRDT that is allocated to partnerships with the local governments in the region.

marketing, clear, consistent application and reporting process for MRDT funds that are the same year after year. Having reporting forms available with applications forms. A clear list of parameters and 'marking matrix' showing how applications will be evaluated

Bring back the 101 Things to do Along Highway 20. This guide was gold in our Visitor Centre.

remove the extra taxes, new start up Indigenous owned businesses will start removing themselves from your organization.

I think the representation is good!

more direct offers like the photography

Help bring in more staffing for rural business's.

Continue the excellent media opportunities and media support

Yes ... promoting Heliskiing in the cariboo region.

Ways of going more green with government grants.

International advertising

Details continued on next page

Section 3: Overall Satisfaction

Q13. Is there an opportunity or service that the Cariboo Chilcotin Coast Tourism Marketing Association could offer you that would be beneficial to your business or organization?

make a photographer roadshow with models, new photo content for all interested accommodations

A free dedicated operator listing on the site,

I'd benefit from 1 on 1 explanation of what's available and how it could help my business as my availability to attend webinars often conflicts with other responsibilities.

100 Mile is establishing a Tourism Task for with the district. Is there a possibility that some of the MRDT funds collected in our region could be managed within 100 Mile?

Not sure at this time

More third party associations, publications, marketing groups that specifically feature our business/story that would maybe reach to a different pool of potential guests

Networking & Collaboration – Opportunities to partner with influencers, tourism operators, and regional stakeholders to expand reach

Highlight Bella Coola as a remote destination with accurate and up to date information with cultural recognition. Happy to help with this!

Sorry, there is not enough space to bring all this up

To be a spokesperson between small business and the district they are in. We get nowhere when we ask for help or information. ex. When is the sani-dump open, why is there a charge, why isn't it better advertised. Travellers can not find it and they end up dumping their sewer on the side of the road.

Section 3: Overall Satisfaction

Q14. Are there any other ways the Cariboo Chilcotin Coast Tourism Marketing Association could serve you better?

Yes, but it starts with what I've shared here.

amplify existing campaigns,

More engagement and support of our visitor centre.

Meet more often open house, focus group setting so like minded people can come share their thoughts together.

advocate for better insurance rates, advocate for ease in tax collected, the 8% pst is becoming prohibitive for people. The cabins have a 16% tax demand for people. Advocate federally to enhance resorts and tourism

Members having a clear understanding of companies that are operating to highlight and showcase them appropriately. Supporting business on their own plans of marketing.

Yes ... would like to know more about your services.

Nothing as of right now.

Would like to know what are the specific marketing work CCCT has done for the region and how can we be aware of or participate in them.

better reflection of the role of Bakerville and Quesnel in the history of the Cariboo Gold Rush.

I need a refresher on everything

offer more promotion space for local chambers of commerce

Details continued on next page

Section 3: Overall Satisfaction

Q14. Are there any other ways the Cariboo Chilcotin Coast Tourism Marketing Association could serve you better?

Resorts are facing mandatory water treatment and electrical RV upgrades from local governments and have no financial capacity to meet the mandated timelines. If there were financial ways to help with that - you might not see as many for sale signs in the area.

Continue to support and promote your local tourism businesses

Not sure if I'm missing out on newsletters or not but if there are consistent newsletters, it would be great for the regular reminder of what marketing opportunities are available. (maybe you do this, Ill make sure my email is up to date

They have always been there when I've needed them! Have served me well for years!

Direct Business Assistance – Personalized consulting services to help optimize marketing strategies, pricing models, and customer engagement.

I just don't understand the point of this association.

Visit us more and also interview people who are difference makers here.

Feature new places

We are Talking since years about small upgrade in the area and they are still not done.

I attended a tourism seminar in Alexis Creek.

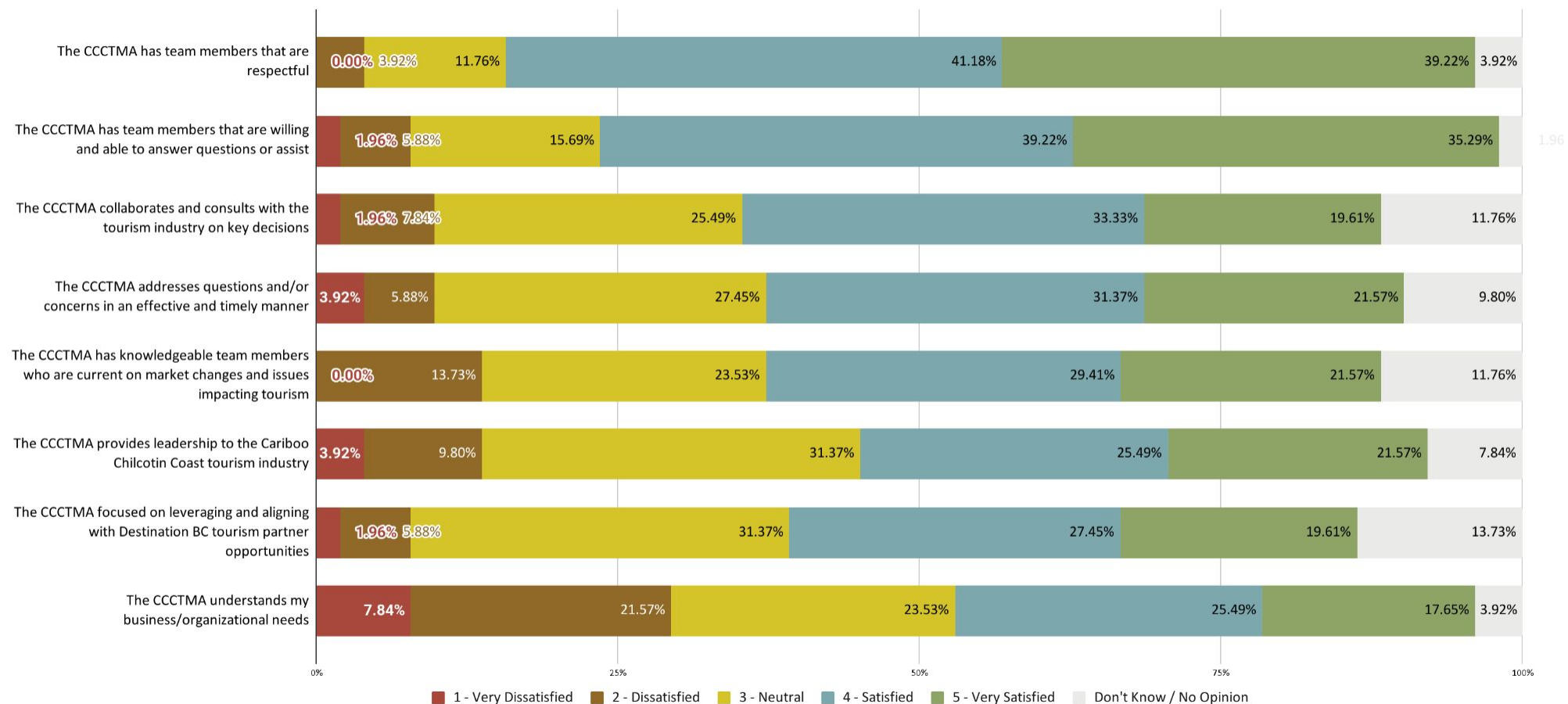
We see over 2000 international travellers a year. Not one has ever mentioned this group or the information they provide.



Section 4: The Cariboo Chilcotin Coast Tourism Marketing Association strives to collaborate and be an inclusive, industry-driven organization.

Section 4: Collaborative, Inclusive, & Industry-driven

Q15. Please rate the Cariboo Chilcotin Coast Tourism Marketing Association's (CCCTMA) performance for the following statements:





Section 5: Building Additional Insights About Tourism in the Cariboo Chilcotin Coast

Section 5: Insights About Tourism in the Cariboo Chilcotin Coast



Q16. How would you describe your business/organization; Is it a...

	<u>2025</u>	<u>2024</u>	<u>% Diff:</u>
Business or other organization that provides products or services directly to tourists (e.g. hotel, restaurant, tour, outdoor activities)	82.00%	65.63%	24.94%
Government organization (Municipal, Regional, Provincial or Federal)	6.00%	12.50%	-52.00%
Organization, association, business or agency that supports tourism but does not provide services directly to tourists	2.00%	9.38%	-78.68%
Other, please specify type of business	10.00%	12.50%	-20.00%

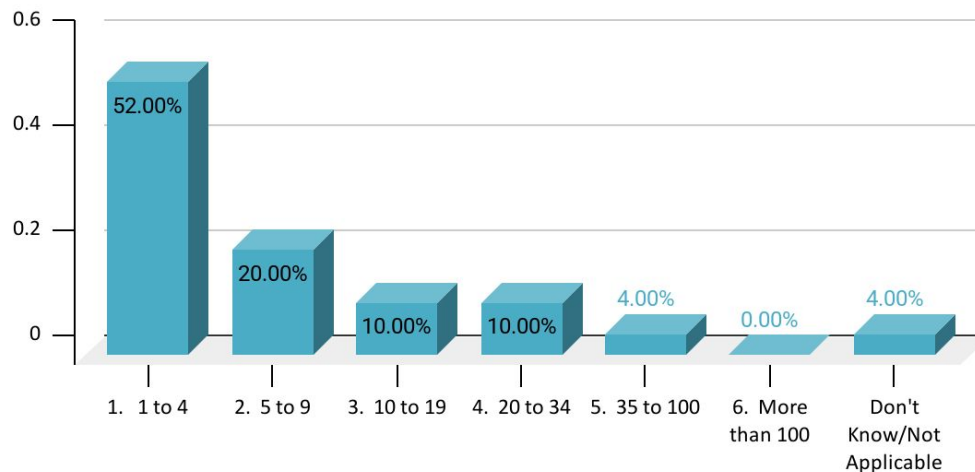
non profit with tourism applications
1 and 2
Museum
6 bedroom Guesthouse
campground

Section 5: Insights About Tourism in the Cariboo Chilcotin Coast

Q17. How many years has your organization been involved in the tourism industry?

	<u>2025</u>	<u>2024</u>	<u>% Diff:</u>
0 - 10 Years	42.00%	20.9%	101.0%
11 - 20 Years	4.00%	16.42%	-75.6%
21 - 30 Years	22.00%	16.42%	34.0%
31 - 40 Years	4.00%	11.94%	-66.5%
40 + Years	28.00%	29.85%	-6.2%
Don't Know/ Not Applicable	0.00%	4.48%	-100.0%

Q18. How many employees do you and your organization employ during your peak season? Please include both full-time and part-time



Section 5: Insights About Tourism in the Cariboo Chilcotin Coast

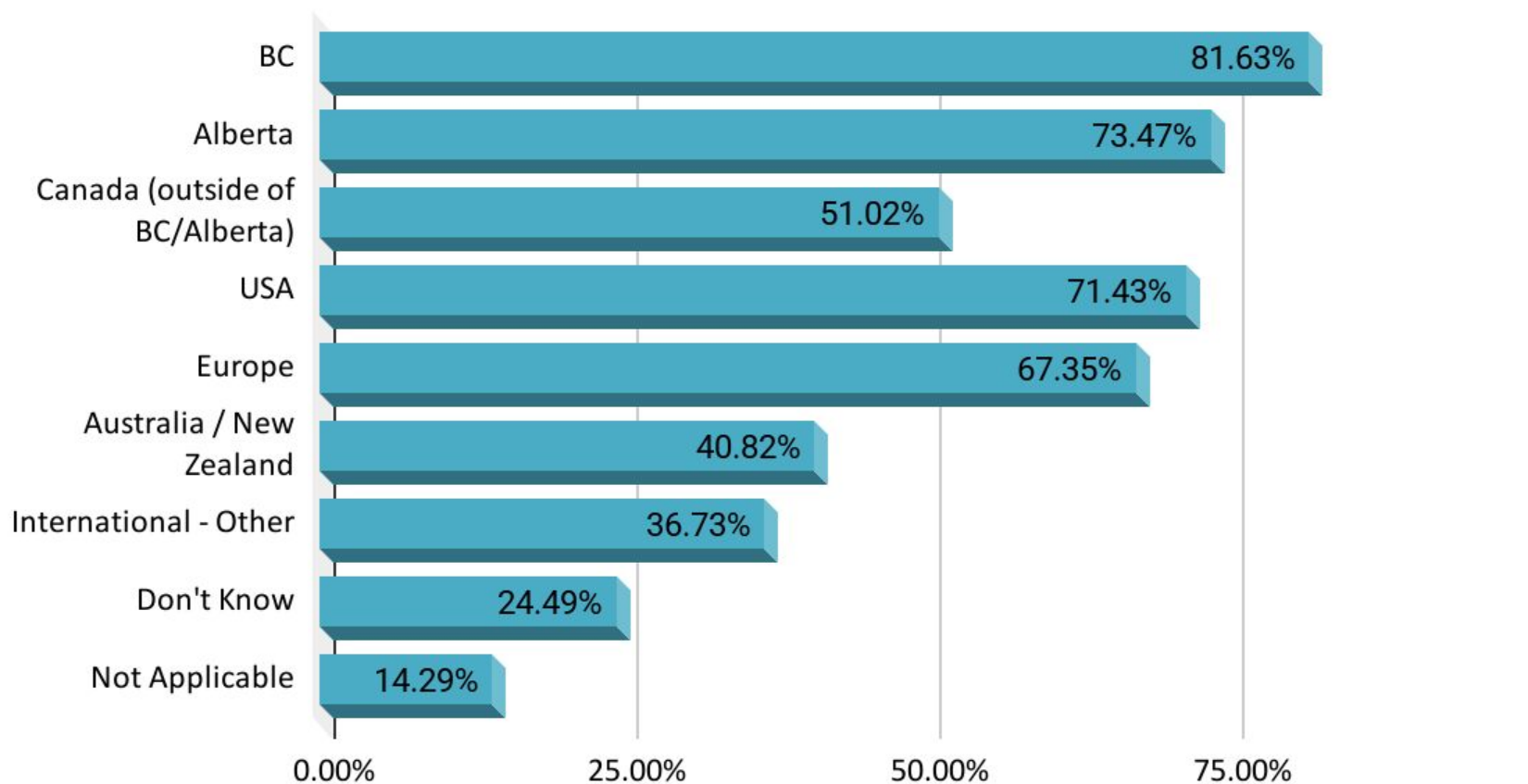
Q19. Please identify the tourism sector you primarily conduct business in.

	<u>2025</u>	<u>2024</u>	<u>% Diff:</u>
Accommodation	46.00%	31.82%	44.6%
Attraction & Sightseeing	8.00%	3.06%	161.4%
Food & Drink	2.00%	4.55%	-56.0%
Arts, Culture & History	8.00%	6.06%	32.0%
Transportation	12.00%	12.12%	-1.0%
Guided Activity Provider	0.00%	1.52%	-100.0%
Shopping	0.00%	0.00%	N/A
Not Applicable	0.00%	10.61%	-100.0%
Other: What kind of business are you?	24.00%	27.27%	-12.0%
Visitor Centre	Restaurant, Food Manufacturing Brand, Accommodations & Campground		
accommodation and food and drink	1, 3 and 5		
Heliskiing lodge in the winter and a fishing lodge in the summer.	Events		
CAMPING	Tourist Informer		
All of the above	1/2/3/5/		
We are a guest ranch that provides cabins, camping and supervised trail rides!	tourism promotion only		

Section 5: Insights About Tourism in the Cariboo Chilcotin Coast

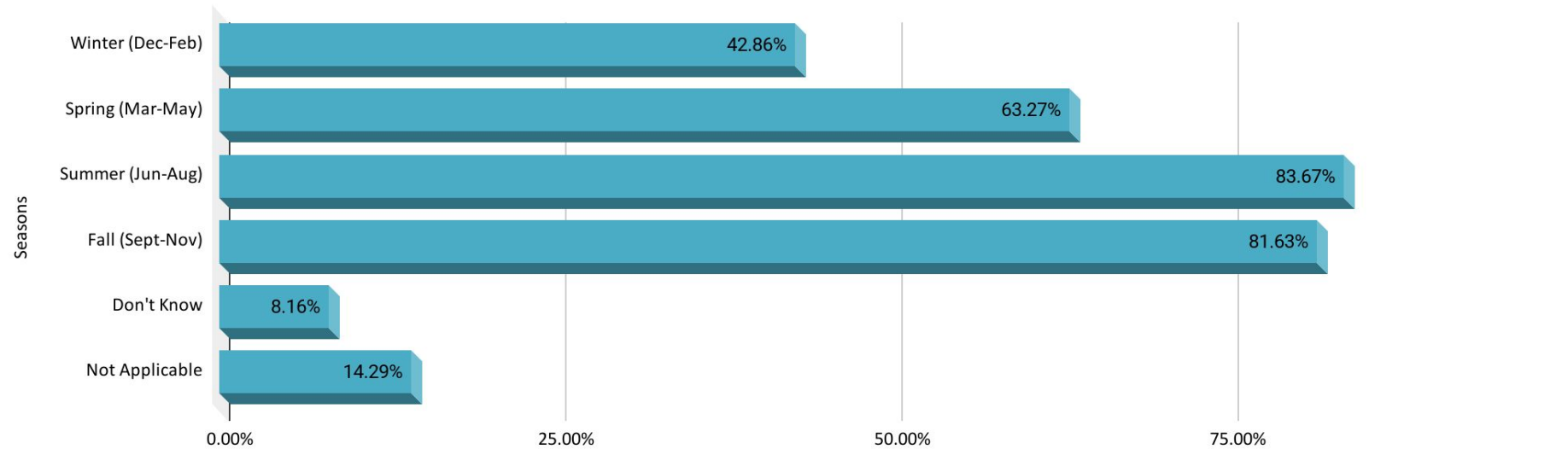


Q20. What percentage of tourists visiting your business in 2024 came from the following markets? Please fill in the percentage of all tourists that come

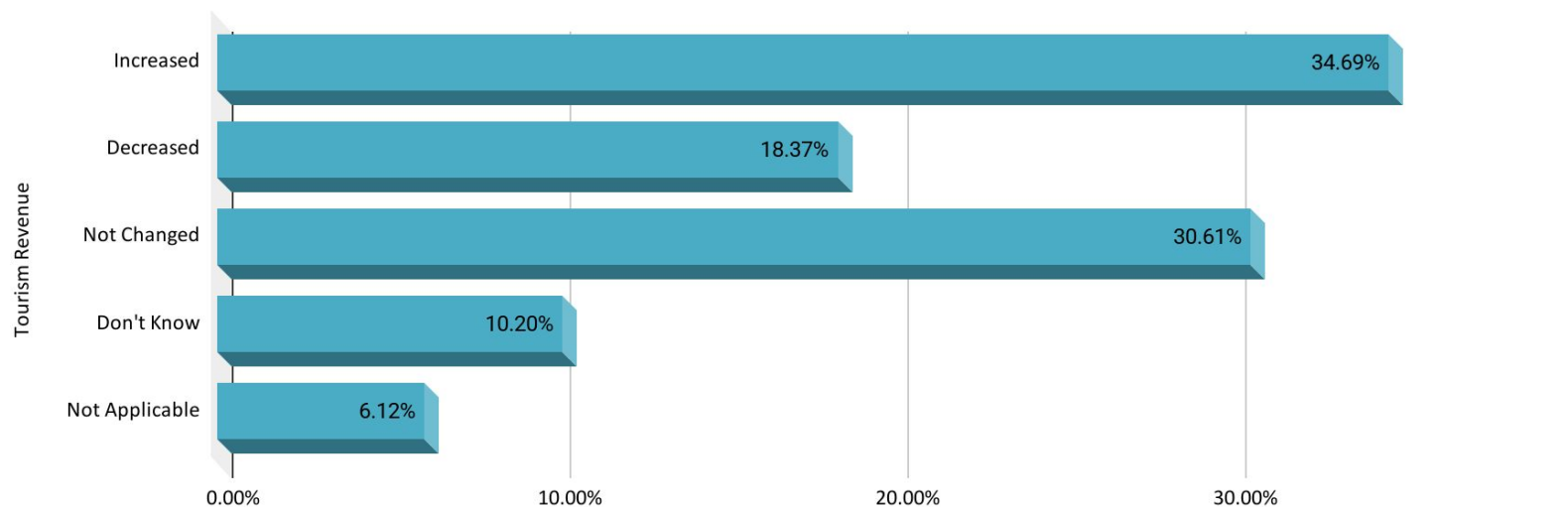


Section 5: Insights About Tourism in the Cariboo Chilcotin Coast

Q21. Thinking about your tourism revenue in 2024, approximately what percentage is generated from each season? Please fill in the percentage of all tourists that come from each season. The sum of all seasons should equal 100%.



Q22. In 2024 versus 2023, how has the tourism revenue to your business changed? Select one response.



Section 5: Insights About Tourism in the Cariboo Chilcotin Coast

Q23. On the previous question you indicated increased or decreased, please provide the percentage change in revenue from 2022?

Increased	10	Decreased	20
Increased	15	Decreased	15
Increased	10	Decreased	19
Increased		Decreased	10 percent, not much but it was because of renovations to the lodge.
Increased	20	Decreased	
Increased	14	Decreased	20%
Increased	5	Decreased	35
Increased	70% due to wildfires in the area	Decreased	15
Increased	Approx. 15%	Decreased	70
Increased	10%		
Increased			
Increased	more accommodations available for rent		
Increased	8%		
Increased	20		
Increased	Don't know. This would require more work than I have time to do.		
Increased	23		
Increased	Not sure, about 10%		



Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q24. In your opinion, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

Ineffective marketing, wheel spinning.

- lack of infrastructure
- diverse marketing campaigns that focus on more than the great bear rain forest
- inflation/cost of living

Lack of promotion at the local level
Workforce shortage
Wildfire risks

1. permitting and tenure
2. staying up to code, drinking water and off grid maintenance.
3. staff accommodations.

Lack of public transportation

cost of living increase, families struggling, government issue

Land tenure for non FN ia a challenge

Infigrnous Tourism BC ptocuces a false narrative that FN Tours are better yhsn non FN Tours,vto the point of being racially discriminatory... shame

BC Ferries is an unreliable partner... actuallyvan embarrassment for voastal communities

Details continued on next page

Q24. In your opinion, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

staffing, food cost, problems in other countries

Climate change
Cost of living/economy
Awareness

airplane access
permitting issues
Donald Trump

Accessiblity, where to go list of hiking, wildlife areas, plcedor accommodation and food. We get a lots of did not know you where here.

Transpotation
Branding
Very hard to hire people

Fires, FSR conditions, economy

land use

The distance people have to drive so they can experience the wilderness. The ferries from bella coola and there prices. There is no wrap through way of getting from the chilcotin to the north.

- Lack of infrastructure on Hwy. 20 (restaurants, public known points of interest)
- Strict laws that prevent the use of nature for tourists, applications are too complicated, and make no sense
- Lack of housing for employees in the backcountry

Details continued on next page

Q24. In your opinion, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

unpredictable season due to forest fires and highway closures
 lack of advertising /promotion
 underdeveloped facilities, attractions

Accessibility, Transportation, Funding

Short season (not enough winter business to justify staying open)

ECONOMY

Government mandates for upgrades (bringing things up to code) and increased operational costs. Also skyrocketing insurance costs.

Vast area, low number of travellers to our area. Lack of things to do in our area unless the travellers are adventurous.

Poor branding

There are way too many small pockets of diverse interests all vying for attention

Rising operational costs (poor economy)
 Knowing how to best reach new customers
 Negative Media Influence that discourages travellers on taking trips

Details continued on next page

Q24. In your opinion, what are the top barriers to growth of the tourism industry within the Cariboo Chilcotin Coast? Please add up to three barriers.

U.S. politic turmoil. Wildfire/natural disasters where real or perceived. Reliable coastal ferry service.

Obtaining and keeping employees as so much of the work is physical? No push-button jobs here!

Transportation
Accommodation
Costs

Too long winter.
Too far from town.
Few guests for resort

remoteness difficulty to get to

People not informing us as a smaller remote place of certain opportunities, grants and support to mentor.

Hwy 20 corridor ... quality meal availability options

-Not well operated Ferry
-Wildefire (It is a big business. They keep the fire running, not take them out)

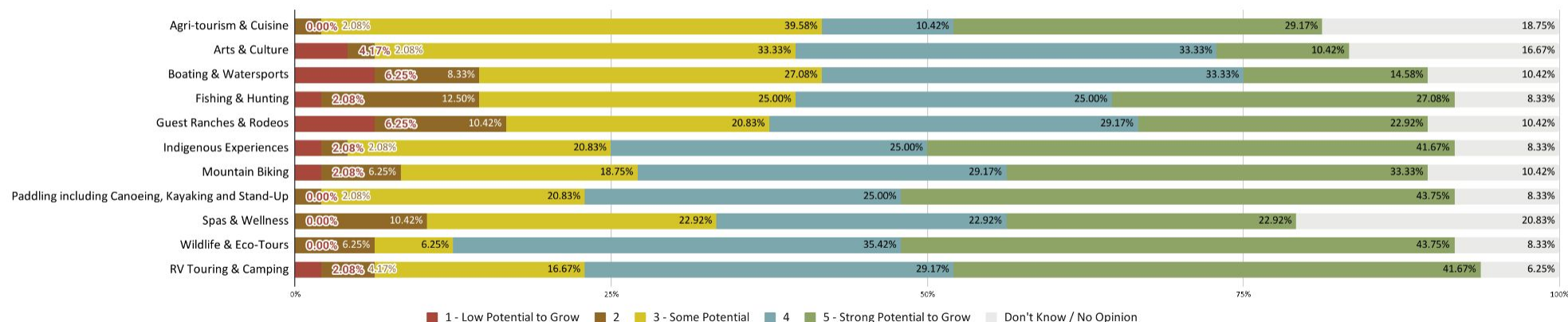
Nothing being open until May 15th. Communities that do not promote the area. No incentive for new businesses. Tax grabs from provincial and federal government. Application fees for almost everything. More added each year. ex: registering B&B with Provincial and municipal governments. Duplicate fees. Insurance fees increasing exponentially.

Ferry is too small, Highway 20 needs surfacing all the way to Heckman Pass.

lack of places to stay
conditions of the roads

Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q25. How much growth potential do you think each of the following tourism products and/or experiences have within the Cariboo Chilcotin Coast?



Q25A. Agri-tourism & Cuisine

Q25B. Arts & Culture

Q25C. Boating & Watersports

Q25D. Fishing & Hunting

Q25E. Guest Ranches & Rodeos

Q25F. Indigenous Experiences

Q25G. Mountain Biking

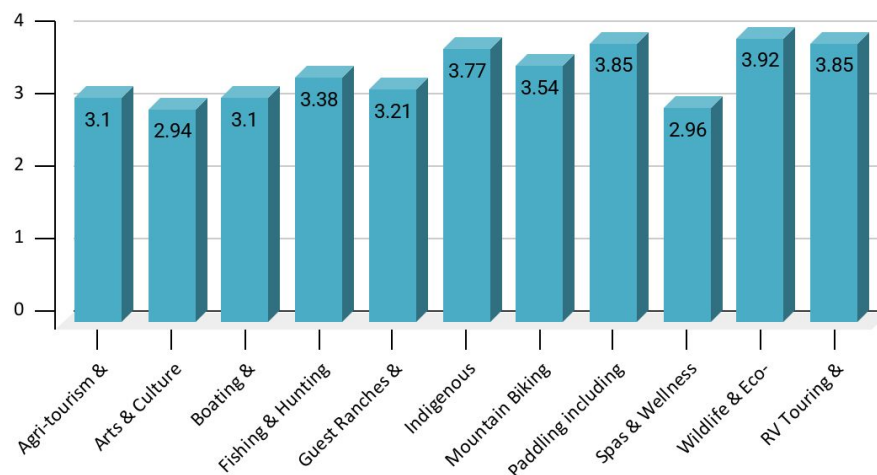
Q25H. Paddling including Canoeing, Kayaking & Stand-Up Paddleboard

Q25I. Spas & Wellness

Q25J. Wildlife & Eco-Tours

Q25K. RV Touring & Camping

Mean Perceived Tourism Growth in 2025



2025	2024	% Diff
3.10	2.97	4.38%
2.94	3.05	-3.61%
3.10	3.03	2.31%
3.38	3.22	4.97%
3.21	3.10	3.55%
3.77	3.64	3.57%
3.54	3.47	2.02%
3.85	3.54	8.76%
2.96	3.00	-1.33%
3.92	3.65	7.40%
3.85	3.57	7.84%

Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q26. Are there other (than those listed above) products and/or tourism experiences you think have a strong potential for growth within the Cariboo Chilcotin Coast?

Backpacking, long distance trails, all season back country experiences

Rural and community tourism offering one of a kind stores and adventures.
Culinary tourism offering unique farm to table and Indigenous cuisine options.
Sport & Event tourism
Nature wellness retreats
Adventure tourism

Indigenous arts and culture and high end tourism

River rafting Whilko River, assuring FN do not cutvaccess tonprivate ciyizens, participants. FN Policy could destroy tourim in the Chilko cootifor for rafting.

Yoga retreats, wildlife tours, general visiting of lakes and area hiking

Stargazing ==> develop a zero light-pollution area

Paranormal Tourism.

Western heritage. Europeans especially are fascinated with the "cowboy" experience

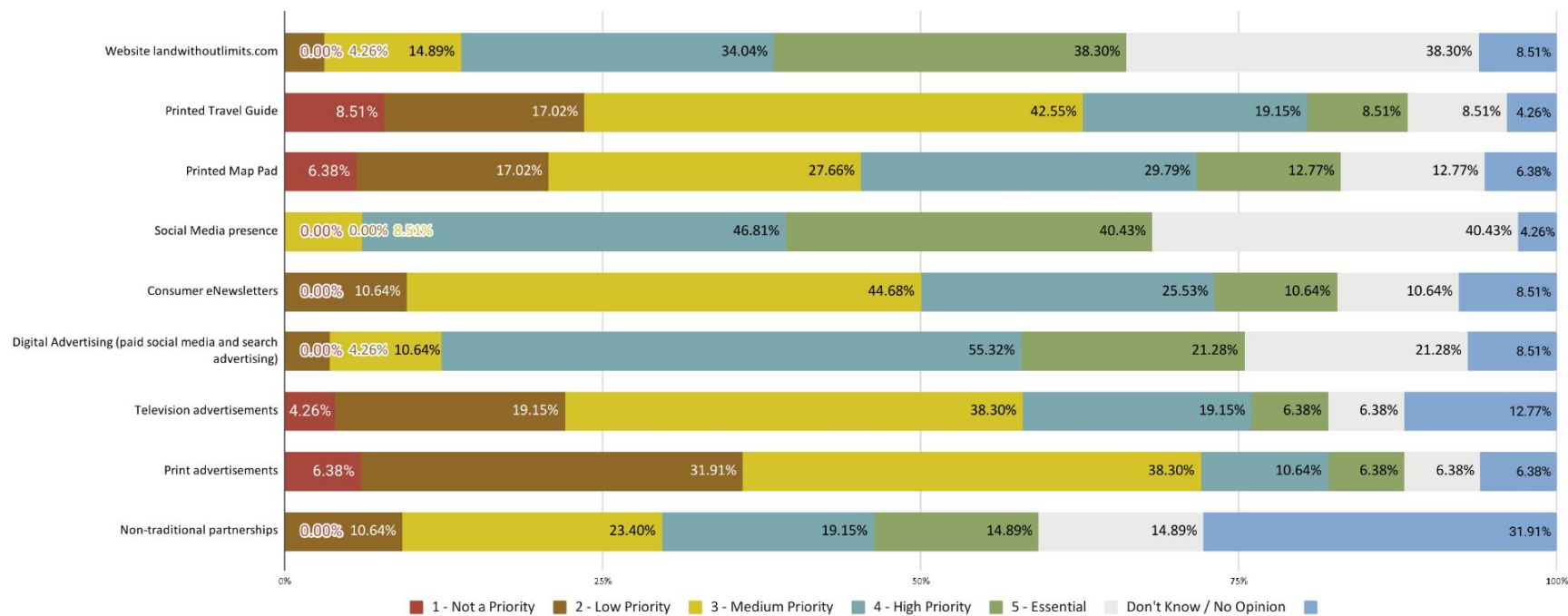
My society 's culture.

We can do it all in Bella Coola. We need our Helicopter Ski Companies to share in a community interest to help fund raise for some of our children's and family programs. Some how our people need to benefit from their use of the natural resources. We also need awareness that this is the sacred region of the Nuxlk people, who often live in poverty. Tourist coming where must understand the nature of their stay.

hiking trails

Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q27. The primary mandate of the Cariboo Chilcotin Coast Tourism Marketing Association is to market and promote the Cariboo Chilcotin Coast to visitors. To do so, the Association considers a wide range of tactical marketing and promotional activities.



who would non-traditional partners be?

Billboards in cities

Youtuber

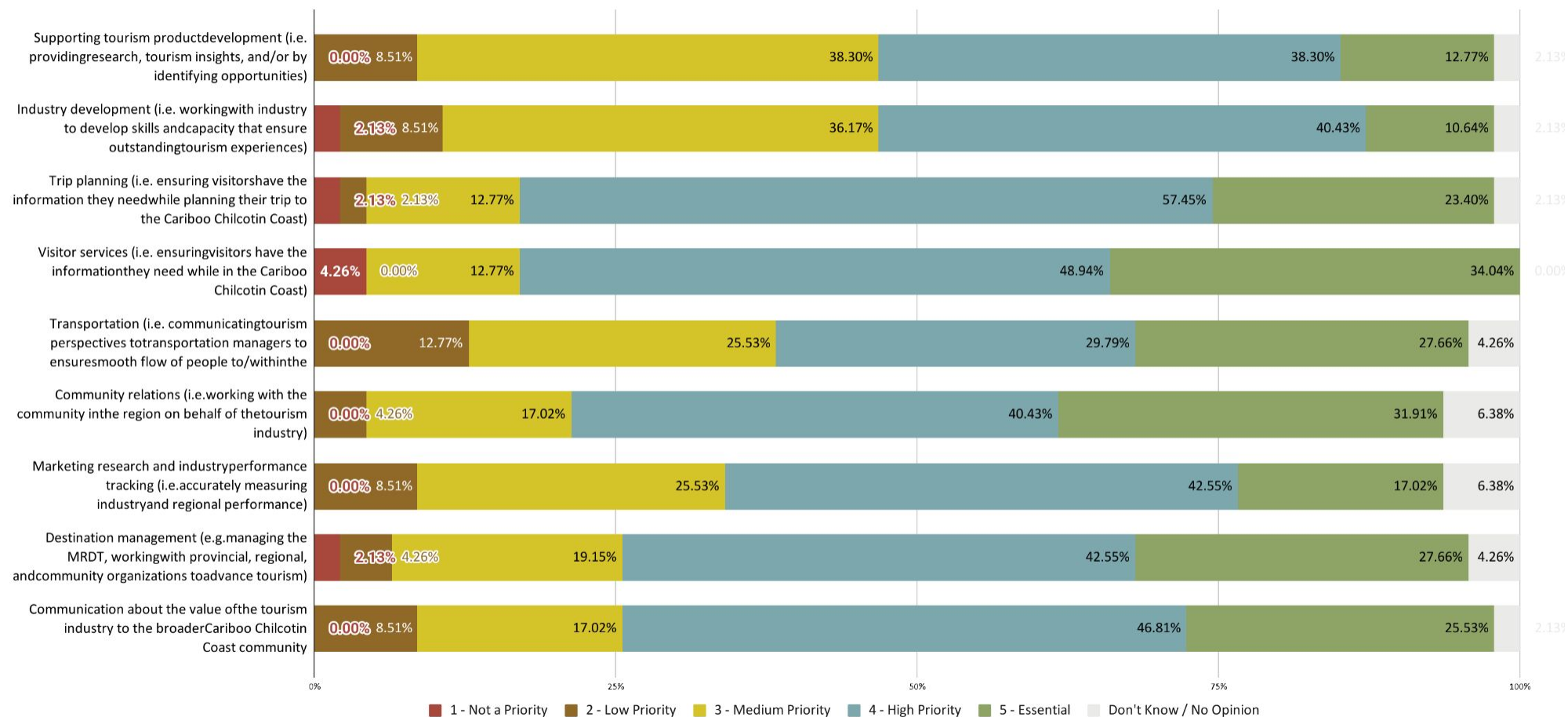
I have no expertise in marketing and have put only limited mental resources into this area since I have a minimal budget for this

On line web.

Tv response would be a perfect world scenario \$\$\$\$

Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q28. Destination marketing organizations take on a wide range of activities outside of marketing and promotion to help grow tourism in communities. As described earlier, this survey will be used to assist in the Cariboo Chilcotin Coast Tourism Marketing A



Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q29. The last word is yours - Are there any additional comments you would like to make?

CCCTA needs to consider non-monetized experiences and the communities within the region as part of the tourism industry.

It's important to work closely with community partners to ensure that messaging is clear, consistent, and reflective of the region as a whole. A key part of that collaboration should be with your local Visitor Centres. These teams are often the first point of contact for visitors, and they know the local landscape inside and out. Make it a priority to engage with them regularly—Visitor Centres need to see their Destination Experience Manager (DEM) and feel like they're part of the same team. They're full of great ideas but often have limited access to funding. Supporting them through project funding opportunities isn't just helpful—it's a smart investment in your region's success.

I would like contact with my local reps and I would like to be asked where I want to see the MRDT funds spent. I would like opportunity to meet together with other resorts and talk about our needs even if on a zoom. I want to see the MRDT funds spent on things that directly benefit my business.

FN Land tenure and BC Parks access for operators on our previous tenures will be an problem.

Media, social media, hosting key tourism operators

I would like to know of more government grants available for people to take advantage of to boost their tourism and make things more green around the industry.

Bottom line, I'm out of touch with the CCCTMA and the CCCTA I tried to stay more involved and informed in the first 5 years of resort ownership but haven't kept it up in the past 5 years.

It's all good here! I've a busy place and appreciate all the support the CCCTA has given me!

Details continued on next page

Section 6: Moving Forward - The Future of Tourism in the Cariboo Chilcotin Coast

Q29. The last word is yours - Are there any additional comments you would like to make?

I know it sounds harsh, but I really don't understand the point of this association. The tax, the research, everything, just doesn't translate into tourist spending. Especially in the more remote areas. I know there are some specific people within the association that are trying to meet the needs of these tourism companies and destinations. And I commend their efforts, but I don't know if it's actually helping those who need the exposure.

I have gone to several meetings and round tables over the years and every time I leave still just as confused as to what the CCCTA can do for me.

Please stop printing those map pads. I find them way too large to be able to place anywhere in my business. They always end up in the recycling. And people use technology now, like google maps, to plan routes and trips. People will grab a paper map thinking it's kinda neat, but I know it ends up getting folded up into a bag for the rest of their trip.

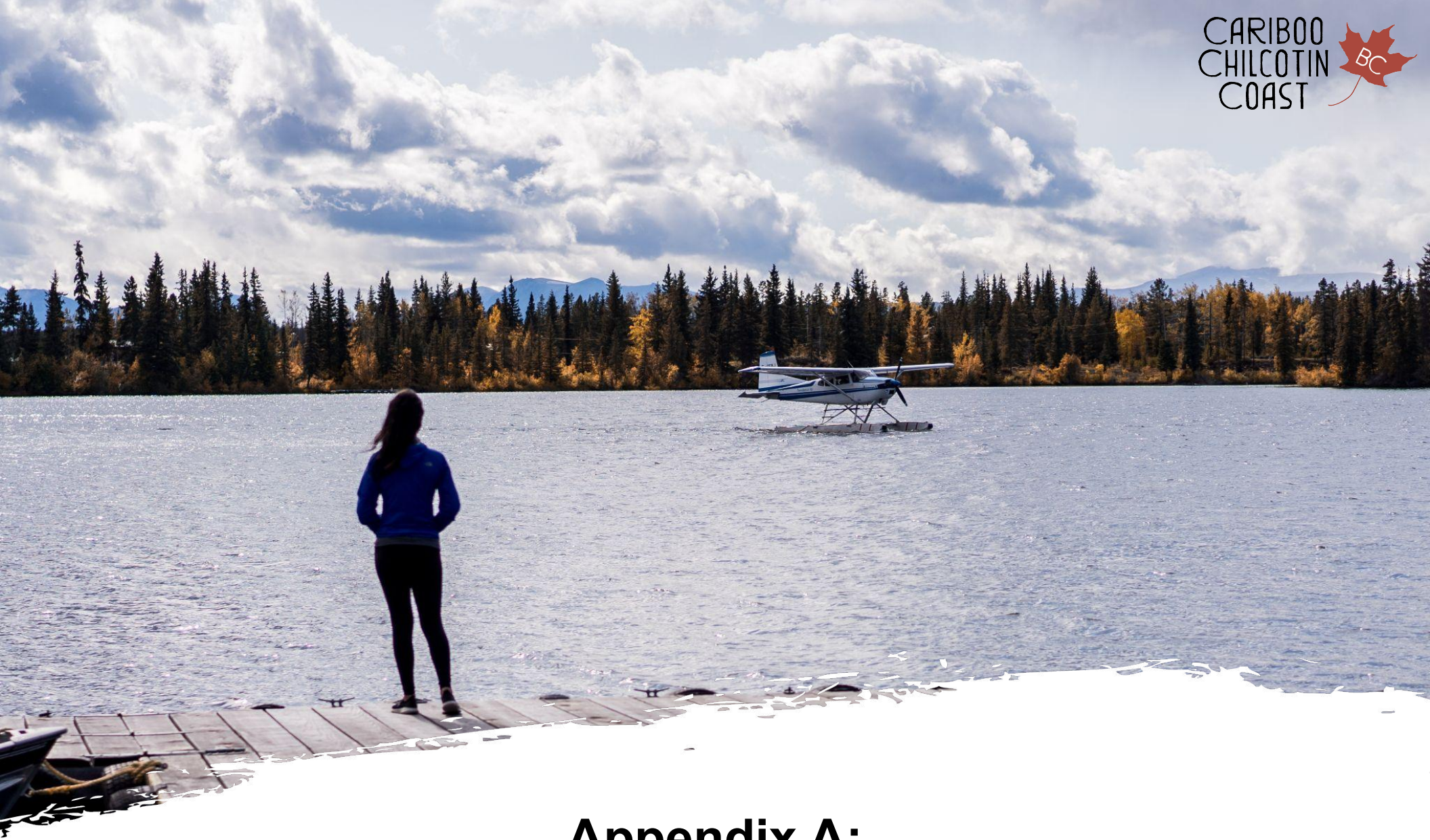
Just do your best.

Would like to see that Land without Limits recognizes the people of Bella Coola who are in process of reconciliation and we all need to benefit from Tourists who see more than a good cup of coffee as a priority. This land is a magical rainforest that waits for the gentle spirit of visitors that see it as a place to be protected as they watch, observe, respect and honor a way of living in the traditional region of the Sun Valley. A tourist stop after the "HILL" may be a way to have tourists sign in so they can be told the story and how to be in harmony with Tweedsmuir Park and the native region of Nuxalk. Happy to help foster this goodwill and education of our people.

Thanks

Use your knowledge, Use the money you have and do it.

keep up the good work



Appendix A: Background, Research Objectives & Methodology

Appendix A

Background, Research Objectives & Methodology

Background

The Municipal and Regional District Tax (MRDT) was introduced in the Cariboo Chilcotin Coast in May 2018 to provide funding for local tourism marketing, programs, and projects. The MRDT is applied to sales of short term accommodation provided in select areas of the Cariboo Chilcotin Coast and jointly administered by the Minister of Finance; the Ministry of Tourism, Arts and Culture; and Destination British Columbia (DBC).

This is the summary of the *"2025 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey of 2024 Programs"*

Research Objectives

1. Assess the level of awareness of tourism marketing activities of the Cariboo Chilcotin Coast Tourism Marketing Association
2. Assess the level of satisfaction with the use of MRDT funds

Methodology:

Population and Survey Administration

The "2025 Cariboo Chilcotin Coast Tourism Marketing Association Stakeholder Survey" was sent to 446 stakeholders in the Cariboo Chilcotin Coast MRDT Collecting Partners database.

The online survey was conducted between May 7, 2025 and May 23, 2025. The initial survey was sent May 7, 2025 and four reminders were sent May 13, 2025, May 15, 2025, May 21, 2025 & May 23, 2025. The survey closed on May 23, 2025. A total of 72 completions were received for a 16% response rate.

Reporting

Descriptive statistics were used to analyze and summarize the results in this report. All quantitative questions include a five point response scale with '1' ratings being 'not familiar/strongly disagree/very dissatisfied/ and '5' ratings being 'very familiar/strongly agree/very satisfied. 'Don't know / Not relevant' answers have been excluded from the analysis for all questions.

Open ended question responses have been accumulated and grouped by theme.

Reporting conducted & compiled by The Web Advisors. For further information or questions, please contact:

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