



December 2024

South Cariboo Visitor Centre

2024 has been a busy year for tourism in the South Cariboo. Many visitors were BC locals looking to explore their own province, as well as international travelers eager to immerse themselves in authentic local experiences, with a strong interest in the area's history and culture. Travelers frequently expressed amazement at the large number of lakes and the vast wilderness of the South Cariboo.



Visitor Centre Winter Hours:

Tuesday through Saturday, 9:00 am - 4:30 pm

We will be taking a holiday break from Dec 22nd to Jan 7th



2024 South Cariboo Tourism Forum

The South Cariboo hosted its first Tourism Forum on November 5th, 2024 in 100 Mile House. In attendance were 80 tourism partners, comprised of local businesses and tourism support organizations. It was a day filled with informative presentations and great networking. Topics discussed were around staffing challenges, coping with inaccurate media coverage of wildfires, sourcing affordable business insurance, and streamlining services offered by the multiple different tourism support organizations in the region.



Regular networking and collaboration opportunities were themes heard throughout the day. This resulted in interest in forming a Tourism Task Force to help implement the Community Tourism Plan. A full summary of the day can be found on our website at www.discoverouthcariboo.ca/tourism-forum

Would you like to be a part of the Community Tourism Plan Task Force? Let us know!

southcaribootourism@100milehouse.com



Marketing Program - A Fresh New Look!

For 2025 we will be rolling out a long overdue refresh of our marketing program. We will be moving to a membership structure with optional add-ons, making packages more **customizable** to your specific business needs. One exciting new feature is an option for exposure on our TV, which plays within the Centre as well as at consumer shows. A full overview of the program and application forms can be found on our website.

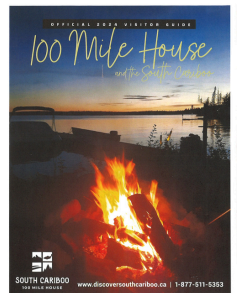
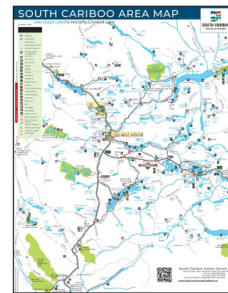
www.discoversouthcariboo.ca/become-member

NEW!

All tourism businesses in the South Cariboo will now receive a basic listing on www.discoversouthcariboo.ca FREE of charge.

Members receive an enhanced listing!

We are busy working on our South Cariboo Pad Map as well as the 2025 100 Mile House & South Cariboo Visitor Guide. Do you have a stunning photo that would make a great cover for the official Visitor Guide? Send us your best shots, and yours could be selected as the feature!



South Cariboo
Chamber of Commerce

We are excited to be hosting the next South Cariboo Chamber of Commerce Meet & Greet on December 11th at the Visitor Centre. We look forward to the opportunity to showcase the Centre and connect with local business owners. We are also very pleased to announce a new collaboration with the Chamber, providing exclusive business card racking within the Centre for South Cariboo Chamber of Commerce members!



We want to hear from you!



Keep us updated on your events, activities, and amenities to help us showcase everything your business has to offer on our website, social media, and within the Centre.



Don't forget to tag **#discoversouthcariboo** in any photos, helping to highlight the beauty of the South Cariboo to potential visitors!



Visit our website at www.discoversouthcariboo.ca and follow us on Facebook/Instagram to stay up to date with all things tourism!

