



INVITATION

2024 South Cariboo Tourism Forum Nov. 5, 2024

The District of 100 Mile House, in partnership with the Cariboo Regional District, the South Cariboo Visitor Centre, and other partners (to be announced) are hosting the South Cariboo Tourism Forum. We invite you to attend!

~ a full day devoted to tourism ~

What is the purpose of the Tourism Forum?

- To support our local tourism sector
- To bring tourism operators together to network
- To gather information from tourism operators on challenges and work toward solutions together
- To launch the **South Cariboo Community Tourism Plan**
- To provide information on the state of tourism and other topics
- To begin to measure tourism metrics to respond to changes in the local tourism landscape

When and where will it be held?

The Tourism Forum will be held **Tuesday, Nov. 5, 2024**. Save the Date! It will take place at the 100 Mile Community Hall located at 265 Birch Ave in 100 Mile House. The Tourism Forum will be a full day, conference style event. Breakfast and lunch are provided and there is no registration fee.

Who should attend?

All tourism operators, including resorts, hotels/motels, campgrounds, restaurants, tour operators, businesses that cater to tourists, guides, South Cariboo Cooperative Marketing Program partners, First Nations tourism stakeholders, clubs that host tourists – any business or organization that has tourism interests!



Why should you attend?

The Tourism Forum will provide an opportunity for new and established tourism businesses to meet one another and become fully engaged in the local tourism landscape. It's a great networking opportunity.

Operators are not always certain who's-who in tourism and what they can offer local businesses. The Tourism Forum will bring together many of the agencies that work to support tourism and provide details on how they can support your business.

By launching the Tourism Plan, that was created with the input and support from the South Cariboo Tourism Sector, we can work together to begin to prioritize actions within the plan (starting with the Tourism Forum). Thank you to all the operators who provided their insights into the Tourism Plan and other tourism initiatives in recent years.

We want to build relationships within the local tourism sector and have productive discussions about how we can all work together to support tourism.

Highlights of the day will include:

- An overview of the new South Cariboo Community Tourism Plan
- Who's Who in the world of tourism and how they can support your business
- Preliminary topics also include:
 - o Trends in tourism
 - o Staffing challenges
 - o Dealing with disaster
 - o MRDT
 - o South Cariboo Cooperative Marketing Program improvements
- Looking ahead, what do you need and how can we all work together?
- Networking with other operators.

How can I sign up? And where can I find more information?

Registration details coming soon. The agenda will be refined as speakers are confirmed.

Watch here <https://www.discoversouthcariboo.ca/tourism-forum> for information as soon as it becomes available and to sign up to receive updates.



Remember to save the date! Nov. 5, 2024