



Who's Who in Tourism

The Fishing Highway Tourist Association

Representing tourism businesses in the Highway 24
area



Marketing activities:

- Consumer shows
- Land of Hidden Waters marketing co-op
- Fishing BC partnership
- Member webpage www.fishinghighway24.com
- Social media (organic)
- Member sign at 2 highway 24 pull-outs
- South Cariboo Visitor Centre partnership
- FH24 brand is part of Cariboo Chilcotin Coast Tourism Association (2 seats on the marketing board)

Events:

- FH24 Annual Ice Fishing Derby on Sheridan Lake
 - Outhouse Races, Lone Butte
 - Spring Fishing Derby
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FH 24 projects:

- Bridge Lake Ice Caves (BC Rec Sites & Trails)
- Active Recreation Route (Greg Atherton)
- LakeKeepers Program (BC Lake Stewardship Society)
- Co-operation with Freshwater Fisheries Society of BC
- Trail enhancement project (BC Rec Sites & Trails)



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