



South Cariboo Tourism Forum

Stronger Together: Tourism Forum Series Strengthening Operations and Teams

Jan. 26, 2026
Ck'ulnenellcw Centre

Welcome by Facilitators Neale Ward and Beth Holden

Welcome Song by Floyd Dick

Representatives (23) from the following businesses / agencies attended the event.

<i>District of 100 Mile House</i>	<i>Lone Butte Fishing Adventures</i>	<i>South Cariboo Visitor Centre</i>
<i>H5 Ranch</i>	<i>Cariboo Regional District</i>	<i>Nikki Pixs Photography</i>
<i>Cariboo Chilcotin Coast Tourism Association</i>	<i>100 Mile & District Museum Society</i>	<i>Northern Secwepemc Cultural Centre</i>
<i>108 Historic Site</i>	<i>Pilot Farm & Forge</i>	<i>Fawn Lake Resort</i>
<i>Sheridan Lake Resort</i>	<i>South Cariboo Rec Centre</i>	<i>GO2HR</i>
<i>New Pathways to Gold</i>	<i>South Point Resort</i>	<i>Dream Team Cleaning & North to South Management</i>
<i>Blue Cottage B&B</i>	<i>Cask & Cleaver Brewing</i>	<i>Cariboo Bonanza Resort</i>
<i>Cariboo Log Guest House</i>	<i>community member</i>	

Neale and Beth introduced the day by outlining who is the Tourism Task Force. The intention of the Forum is not to tell tourism operators what to do - rather to share experiences and knowledge. The purpose of the forum today is to identify common constraints experienced by tourism operators and tourism adjacent businesses and discuss supports that may be needed so everyone can work together to find solutions.

Neale provided a presentation giving an Operator Perspective.

Breakout tables tasked with listing up to 5 operational or staffing constraints that most consistently limit their business. Then as a table, discuss the constraints and identify which ones appear across multiple businesses and persist even when businesses are well run.

The top listed constraints are shown to the right. Consistency emerged in terms of staff retention, particularly during the off-season, negative messaging re: wildfires impacting visitation, and challenges expanding operations into shoulder seasons.

- advertising (where/when)
- Staff retention (off-season) - 1111
 ↳ recruitment - collaboration
- negative messaging - 11
- expanding season - 11
- gov regulations
- overall brand / image
- high operational cost - taxes insurance
- water - 11
- limited vision -> regional gov > support
 ↳ moving out of mill town
- not consistent -> hours / service
- build activities out side of business
 ↳ build start ups

The second breakout exercise included identifying whether there was a support gap vs an individual business issue for each constraint identified. Several choices were provided to help narrow the types of supports that operators believed would be needed.

A majority of the identified supports fell within a type labeled as 'coordination between businesses'. The second most noted supports fell within 'shared tools/services' and 'information, training, and resources'. Some 'advocacy / policy level engagement' was cited along with 'better engagement with government agencies'. The list of identified supports is shown here.



Coordination between businesses

- III - staff retention (Hub for sharing)
- advertising & marketing
- shoulder season
- gov - regulation

Advocacy / policy level - engagement

- staff retention

Shared tools / services

- Staff retention (coordinating) *shared tools* *business connection*
- advertising & marketing
- shoulder season

Information, training, resources

- advertising & marketing
- hub → for staff hiring
- staff coordinating

Other

- gov - regulation → better coordination
Engagement w/ agencies

The forum wrapped up with an invitation to attend the next session – scheduled for Monday, Feb. 2nd (same location) at 10 am. The next session will focus on Expanding Reach and Marketing Smarter.



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