

Tourism Lillooet – Strategic Plan

A Vision for Tourism in Lillooet

Tourism in Lillooet connects us to each other and to visitors from around the world who share our respect for all life and for the lands and waters that nurture us.

A Mission for Tourism Lillooet

Tourism Lillooet is a destination management organization (DMO) established to work with tourism businesses and with all members of the Lillooet and St'at'imc communities to guide and shape the evolution of the tourism industry in our area in a manner that best serves the collective interests of our communities. Tourism Lillooet conveys the stories of our home and builds demand for the experiences we choose to share. In so doing it adds value to our community by supporting job creation and business opportunities.

Tourism Lillooet works to attract the right nature and number of visitors - visitors who will appreciate Lillooet's unique 'sense of place' and the nature around us. Tourism Lillooet influences where visitors go, what they do, and collaborates with local stakeholders and partners to ensure the experiences we share are appropriate, sustainable and remarkable.

We focus our efforts and resources in three strategy areas:

1. Promoting Existing Market-Ready Experiences
2. Improving the Quality of the Visitor Experience
3. Increasing Awareness and Support for the Tourism Industry in Lillooet

Guiding Principles and Values

As we fulfill our mission and contribute to Lillooet's tourism vision, Tourism Lillooet will make strategic, research informed decisions and conduct itself to demonstrate:

- Respect for all people and all life
- Recognition that Lillooet and the land around it is unceded St'at'imc Lands
- Collaboration
- Transparency
- Accountability

Goals

Our strategies and the resources invested to execute them, will deliver the following measurable results:

- Increased awareness of Lillooet as a multi-night travel destination and growing intention to visit by targeted travellers

- Year round growth in overnight stays and associated revenues (as measured by MRDT collected)
- Annual improvements in quality of the visitor experience using a tool such as Net Promoter Score (as measured by visitor intercept surveys)
- Increasing number of successful tourism businesses/hours of operation authentically sharing the stories of Lillooet and respecting the 'sense of place'
- Increasing resident understanding of the value and support for the tourism industry (as measured by resident survey)
- Increasing understanding and support for the role and accomplishments of Tourism Lillooet as an organization

We will establish an index of progress that will be a quantitative compilation of several key indicators including:

- Winery Visits
- Visitor Centre Parties
- Bakery Volumes
- Highway Traffic Count (at strategic locations)
- Bus Tours
- Hours of Operation (hours open)
- MRDT Collected in Lillooet

The strategies below have been based upon the following summary of strengths, weaknesses, opportunities and threats:

Strengths, Weaknesses, Opportunities and Threats

Strengths

- Spectacular scenery and natural environment – Fraser River, benchlands above the river, Seton Lake, mountains, lakes
- Warm, dry climate
- Rich Indigenous culture and history including several visitor experiences – Kaoham Shuttle, Xwisten Experience Tours, T'it'q'et pithouse and Sekw'el'was Experience Tours
- Vibrant agricultural sector ready to embrace agri-tourism
- Award-winning local winery using 100% Lillooet grapes
- Unique niche in organic hops
- Gold Rush history/heritage – Golden Mile of History walking tour; Lillooet Museum
- Unique geology – Jade walk and rock hounding
- Geocaching presence within the CCCTA/Gold Country geotourism initiative
- Proximity to Lower Mainland and Sea to Sky Corridor and along Western Canada's preeminent touring route (Calgary – Vancouver)

Weaknesses

- Lack of sustainable funding to support sufficient marketing investment to impact travel markets
- Small permanent population struggling with volunteer 'burn out'
- Lack of clarity and strained relationships amongst tourism organizations
- Lack of resident understanding of the value of the tourism economy and the benefits tourism brings to the community

- History of strained relationships with Indigenous communities – need for reconciliation and relationship building which requires time
- Limited amenities/tourism infrastructure to appeal to key target markets e.g. rental equipment

Opportunities

- Promote drive trips/circle routes – create suggested itineraries that position Lillooet for a minimum of one night stay or more
- Draw from existing large base of visitation already in Sea to Sky corridor and/or touring past Lillooet on Highway 99
- Leverage growing agri-tourism experiences and wine tourism and tell Lillooet's culinary story – Fort Berens Estate Winery, tomatoes, organic carrots, organic hops
- Build partnerships with the St'at'imc to promote and further develop authentic and respectful Indigenous cultural tourism which is a high-growth segment of the travel market. Support efforts to develop a St'at'imc Cultural Centre.
- Continue to invest in geotourism partnerships with Gold Country Communities Society and CCCTA to benefit from continued interest and passion of geocaching community
- Leverage resources secured by Gold Rush Trail to promote touring and participate to showcase Lillooet as Mile '0'
- Support improvements to visitor access and infrastructure (scheduled bus service, road safety, rest areas/facilities, improved campground, additional serviced RV sites, downtown beautification etc.)
- Craft beer touring continues to grow and wine touring remains popular - consider new potential festivals and invest in further development of existing festivals and events to build scope and scale of programming and draw overnight visitation (Apricot Tswquen; Wine and Beer)
- A sector of the travel market is looking for a minimum 4-star accommodation experience - support private investment in experiences that will motivate travel specifically to Lillooet and area i.e. resort/lodge development
- Mountain biking continues to grow in popularity - consider establishing network of mountain biking trails and working with Bridge River Valley on a regional mountain biking trail strategy (subject to discussions with St'at'imc regarding land access)
- Promote eco-tourism opportunities that showcase diverse ecosystems, wildlife, bird population
- Sport tourism provides strong shoulder season business - pursue sport tourism opportunities that can be well-serviced with Lillooet's recreational facilities

Threats

- Economic uncertainties affect disposable income and travel plans
- Natural environment can be adversely affected by extractive industries, inappropriate use of motorized vehicles, recreational use beyond environmental carrying capacity, grazing practices and spread of invasive species
- Limited funds available to local and regional governments to invest in marketing, community facilities and infrastructure

Unique Selling Proposition and Target Markets

Foundational to further investment in the marketing and promotion of Lillooet is a clear understanding of the area's distinct competitive advantage or unique selling proposition. While Lillooet has much to offer visitors, positioning the region as 'having it all' or 'having something for everyone' will not be effective as it fails to capture the imagination or passion of anyone in particular.

Far greater marketing impact will be achieved by focusing on specific experiences and destination attributes that showcase the best of Lillooet and by choosing promotional vehicles whose content can be readily tailored to various passions of potential visitors such as websites and social media rather than printed material or advertising.

Lillooet's unique selling proposition is considered to incorporate the following elements:

- Transitional zone and warm dry climate juxtaposed against backdrop of temperate rainforest and Coast Mountains; perched above the Fraser River offering scenic vistas; abundant bird and wildlife creates outstanding environment for soft adventure (hiking; photography); unique angling opportunities
- Low population density and arid climate create exceptional 'Dark Skies'
- Long and rich history of St'at'imc peoples in the area – archaeological sites, market-ready visitor experiences, new experiences in development
- BC's emerging wine and culinary region – award-winning winery; organic hops – craft beer; organic pastured meats; organic fruit supplier for Pemberton Distillery; Lillooet honey; Friday Farmers' Market for produce and local artisan displays
- Geology – Gold Rush History, jade, rock hounding
- Proximity to Vancouver, Sea to Sky region and location on several circle tours – Lillooet is ideally situated for overnight stays on a multi-day tour and as a base for exploring the entire area.

The highest return target markets for Lillooet and area appear to be as follows:

Target Market	Description	Messaging
Touring	Long haul travellers on the Calgary-Banff-Whistler-Vancouver touring route;	'Stop and Stay in Lillooet' on your tour of Western Canada – suggested itinerary of several days featuring a variety of activities/attractions in the area including Aboriginal culture, Jade Walk, Golden Mile of History – maximize photography showing Lillooet's 'perch' above the Fraser River
Short Getaways	Lower Mainland	Tour the Fraser Canyon – Lillooet – Pemberton – Whistler circle route – suggested itinerary of 2-3 days featuring a variety of

		activities/attractions with overnight in Lillooet e.g. agri theme, hiking theme etc.
Motorcycle Touring	BC Residents; AB; ON; Pacific Northwest; California; Texas travellers who are motivated by motorcycle touring	Winding roads; spectacular scenery; memorable stops along the way; circle routes from Lower Mainland
Hiking	Lower Mainland; BC Residents; US drive market; Europe/UK	Warm, dry climate, perched high above the Fraser River, Lillooet is a remarkable base for walking/hiking getaways and all levels of fitness – stroll through town on the Jade Walk or Golden Mile of History; walk along the scenic Fraser River or grind your way up to the alpine for spectacular vistas; free camping available
Geotourism/ Geocaching	All geographic markets – motivated to travel specifically for geocaching	Leverage Gold Country branding ‘modern day treasure hunt’ and showcase opportunities for all skill levels (good entry level geocaching destination) alongside Lillooet’s Gold Rush history, interesting geology of the area
Chinese and Japanese history	Resident Chinese and Japanese/Visiting Friends/Relatives – China and Japan	Japanese internment; Miyazaki House; significant role of the Chinese in the Gold Rush and rail history of British Columbia; see a part of your past – experience your history; find your own treasure – jade
Indigenous Culture	All travellers with a specific interest in Indigenous culture	Experience authentic interactive Indigenous culture as part of your tour - only half-day from Vancouver – itinerary of Indigenous cultural experiences along the circle route with overnight stay in Lillooet
Bird Watching/Wildlife	All geographic markets – motivated to travel specifically for bird	Diversity arising from transition from coastal to interior climactic zones; path

	watching	of many migratory species – creates density of opportunity (showcase ‘bucket list sighting opportunities’)
Sport Tourism	Regional and Provincial level tournaments	Facilities, services, accommodation and a warm/welcoming community; great weather; close to Lower Mainland

Destination BC has made available the Explorer Quotient tool developed by the Canadian Tourism Commission (now Destination Canada). This tool assists destinations and businesses to understand the psychological motivations of travellers. Explorer ‘types’ are defined and the destination or business is able to match the ‘type’ with the experiences they offer as a way of focusing marketing efforts on best potential customers and defining the nature of messaging that will resonate with them. Additional information is available through Destination BC and on-line at en.destinationcanada.com. Destination Canada has identified the following Explorer Types as most attractive for the Canadian marketplace:

- Free Spirits
- Cultural Explorers
- Authentic Experiencers

Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.

Lillooet and area’s current visitor experiences would appear to best meet the experiential needs of Cultural Explorers and Authentic Experiencers.

As marketing efforts progress and specific campaigns are formulated and launched, they can be informed by the additional psychographic intelligence available from the EQ tool.

Resources Available

Tourism Lillooet has access to limited resources to fund its work. A 3% Municipal Regional District Tax (MRDT) is being collected on nightly rentals and is managed regionally by The Cariboo Chilcotin Coast Tourism Association (CCCTA). An MRDT Advisory Committee recommends how these funds are to be spent. The District of Lillooet and the Squamish Lillooet Regional District have limited budgets and many priorities. There are grants that

come and go but pursuit of these grants is time consuming and exposes Tourism Lillooet to the risk of 'on and off' marketing driven by grant availability rather than by market effectiveness.

The solution is not easy. It begins with leveraging all the marketing that is already underway and ensuring that Lillooet is represented, featured and presented in a manner that reflects our values. These leverage points include opportunities with the following organizations:

Destination BC

Destination BC is the provincial destination marketing organization responsible for branding and promotion of all tourism businesses and destinations. They actively promote visitation to BC through a variety of activities including social media, www.hellobc.com, media relations and tour operator relations. They also offer industry development and training programs directly or in partnership with other organizations such as Go2HR.

Destination BC provides funds to the network of Visitor Centres around the Province. The Visitor Centre in Lillooet currently receives this annual subsidy. There is some speculation that this funding will not continue beyond the next few years as Destination BC encourages destinations to become more mobile in their outreach to visitors and more digital in their provision of information to travellers.

Destination BC also offers an annual grant program known as the 'Open Pool'. This program supports multi-community (ideally 3 or more) applications for a variety of marketing activities. The minimum applicant contribution is \$20,000 and if successful will be matched with \$20,000. This type of program is ideal for a coalition of interests such as Lillooet, Fraser Canyon, Hope, Fraser Valley, Pemberton wishing to promote a multi-day circle tour from the Lower Mainland. Details on this specific grant opportunity are found at <https://www.destinationbc.ca/content/uploads/2018/08/FY1819-Destination-BC-Cooperative-Marketing-Partnerships-Program-Guidelines.pdf>

Regional Destination Marketing Organizations - Cariboo Chilcotin Coast Tourism Association/Thompson Okanagan Tourism Association

The CCCTA is one of five regional destination marketing organizations in British Columbia and represents the region from Lillooet north to Williams Lake/Quesnel and west to Bella Coola (beige area below). While Lillooet is officially part of the CCCTA, it sits at the junction of two other regions – Thompson Okanagan (represented by Thompson Okanagan Tourism Association – TOTA) and Vancouver, Coast and Mountains (no formal regional DMO in place but some opportunities through Destination BC):



Both the CCCTA and TOTA offer collaborative marketing programs and 'buy-in' opportunities that can provide Lillooet with the opportunity for marketing profile at a fraction of the cost of 'going it alone'.

Sector Organizations

There are several sector-based organizations in the province that represent specific passion-based travel motivators including:

- Indigenous Tourism BC
- Mountain Bike BC
- Fishing BC (BC Fishing Resorts and Outfitters Association)
- Gold Rush Trail

These organizations also offer marketing programs and campaigns with 'buy-in' opportunities that can provide cost-effective marketing presence for Lillooet.

Regional Organizations

Gold Country is a sub-regional destination marketing organization that represents the communities of Bonaparte Plateau, Copper Desert Country, Lillooet, Blue Sky Country and Nicola Valley North and South. Similar to other marketing partners, they offer cooperative marketing programs on a 'buy-in' basis.

Core Funding

Details of opportunities with each of these partners are identified below within specific strategies. However, there is still a requirement for a core level of funding to all these 'buy-ins' to occur. Core funding must therefore come from local and regional government contributions (budget line items or grant-in-aid) for economic development or from grants such as those administered by Northern Development Initiative Trust (NDIT). The NDIT

marketing grant provides up to \$20,000 to a maximum of 50% of a proposal. More information can be found at <https://www.northerndevelopment.bc.ca/funding-programs/community-development/marketing-initiatives/>. Tourism can also be included in the NDIT Economic Development Capacity Building funds that are currently directed to the SLRD for Area B.

An estimation of core funding and partnered dollars has been made for each of the identified strategies described below.

Strategy Areas

With limited funds and resources, Tourism Lillooet must be very calculated in where it invests time and money. It is recommended that the work of Tourism Lillooet focus on three areas:

1. Promoting Existing Market-Ready Experiences
2. Improving the Quality of the Visitor Experience
3. Increasing Awareness and Support for the Tourism Industry in Lillooet

1. Promoting Existing Market-Ready Experiences

The following strategies are recommended:

Strategy	Tactic
Maximize our presence and our impact in Destination BC marketing and make DBC staff our advocates and ambassadors	Create a series of story starters to intrigue the DBC travel media team with Lillooet stories and arm them with a 'lure' – let them do the 'heavy lifting' of attracting journalists, bloggers and influencers – Tourism Lillooet provides logistical and hosting support to them when they visit and provides a fantastic experience. Story ideas: Bioclimactic zones/wildlife/birdlife/treading lightly; Mile '0' of the Gold Rush Trail; St'at'imc lands and living vibrant culture; agritourism Lillooet-style;
	Review images available locally and through partners such as DBC and CCCTA. Create a library of existing digital assets (digital asset management system); grow this library through contributions from locals, photo and video contests and then use social media to share our images and videos. Be sure to include #ExploreBC on social media posts and activate cross posting function to DBC Facebook pages so DBC can curate and share videos and photos to their larger audience
	Review Lillooet's presence on www.hellobc.com to

	<p>be sure it reflects all that Lillooet has to offer – currently when ‘Lillooet’ is entered in the Search bar, 15 results appear – these 15 experiences are not all Lillooet based and several are using stock DBC images rather than custom photos representative of the experience they provide. https://www.hellobc.com/?s=Lillooet Encourage all market-ready businesses to have a presence on the DBC website (listings are free if the business has claimed its TripAdvisor Business listing) and provide mentoring/ guidance to ensure description and images are compelling. For more information see: https://destinationbc.force.com/s/hellobc listings Lillooet is also included within the Gold Rush Trail on the Provincial website and would benefit from more images and video content https://www.hellobc.com/places-to-go/cariboo-gold-rush-trail/</p>
	<p>Work with DBC travel trade team to build awareness of Lillooet as a destination on larger circle tour routes and to showcase those businesses that are export ready and wish to sell through this channel (for net rates). Meet with DBC travel trade team representatives in Vancouver and begin dialogue/education process both for tour bus groups and for FIT travellers. Create a flatsheet of everything tour operators need to know about coming to Lillooet – experiences, contacts, capacities etc.</p>
	<p>Attend annual Tourism Industry Conference for education and networking</p>
<p>Maximize our presence within CCCTA marketing programs</p>	<p>Include #landwithoutlimits, #CarChiCoa, Facebook.com/CaribooChilcotinCoast on social media posts to allow CCCTA to curate and share more broadly with their audiences;</p>
	<p>Review Lillooet presence throughout the Cariboo Chilcotin Coast Travel Guide – a review of the 2018 guide indicates that there is opportunity for more mention of Lillooet businesses and experiences in the general content without requiring an ad purchase. Some of Lillooet’s newer businesses are missing. (Abundance Bakery, Saul T. Gallery etc.) As well, more Lillooet signature photos can be provided for inclusion in the guide. CCCTA also offers map pad advertising sales that individual Lillooet businesses may wish to consider. Tourism Lillooet can be the</p>

	conduit for this information to local businesses.
	Sign up for CCCTA newsletter to keep apprised of upcoming marketing programs and opportunities to showcase Lillooet
	Attend annual CCCTA stakeholder conference
Maximize our presence within Gold Rush Trail marketing programs	https://goldrushtrail.ca/explore/lillooet-2/ website and travel guide reference Lillooet but there is opportunity for more compelling imagery and content
	Include #goldrushtrail; @goldrushtrail; www.facebook.com/GoldRushTrail on social media posts
	Review participation in QuestUpon App offered through Gold Rush Trail https://questupon.com/blog/2018/06/04/technology-breathes-new-life-gold-rush-trail/
	Sign up for Gold Rush Trail newsletter to be kept apprised of new marketing programs and opportunities; assess opportunities and participate if returns exist and budgets allow
Review opportunity to participate in Mountain Biking promotion	There is one trail currently featured on https://www.trailforks.com/region/lillooet/ South of Lillooet along Highway 12 (Della Creek). However, there has been some concern expressed by members of the T'it'qet community about this use. Eventually if agreements are reached, this trail can be positioned as part of a larger touring experience through Sea to Sky (Sea to Sky Mountain Biking Consortium https://www.mountainbikingbc.ca/sea-to-sky-biking/) and/or the Cariboo www.ridethecariboo.ca
Continue to participate in BC Farmers Market programs	Continue membership in BC Farmers' Market Association – apply by April 1 st for inclusion in annual guide https://bcfarmersmarket.org/2019-farmers-market-membership-application/ https://bcfarmersmarkettrail.com/markets/?s=Lillooet
Work with Indigenous Tourism BC to support current market-ready Indigenous cultural experiences	Work with ITBC to host a roundtable to discuss next steps in Indigenous cultural tourism development in the St'at'imc communities. Contact Paula Amos, Chief Marketing and Development Officer, ITBC

	Support ongoing development of market-ready Indigenous cultural experiences (Note: ITBC offers a 'Push to Market Readiness' grant in the order of \$5000-\$8000 to assist Indigenous entrepreneurs and community-owned businesses with programs like website development etc.)
	Encourage all market-ready Indigenous cultural experiences to connect with ITBC and participate in their various marketing programs as marketing stakeholders (\$499/year if majority Indigenous owned). Contact Dana Schoahs, Director, Marketing, ITBC
Maximize presence in Fishing BC	Review Lillooet presence on www.gofishbc.com - currently very little Lillooet content; www.fishingbc.com also has very little Lillooet content.
Maximize presence in Gold Country	Review Lillooet presence on www.exploregoldcountry.com
	Assess cooperative marketing programs as offered (register as stakeholder and receive ongoing communications)
	Attend Gold Country Tourism Symposium
Build awareness of Lillooet as an overnight destination	Invest in a dedicated website for visitors to Lillooet (currently embedded in a more generic website for Lillooet www.lillooetbc.ca)
	Contract a resource to actively manage social media channels for Lillooet sharing images and messages that convey appropriate places to go; educate on values etc.
	Refine branding/messaging of Lillooet (more than Rugged....)
	Proactively secure media coverage in print and digital outlets
Build relationships with bus tour companies	Identify bus tours passing by Lillooet and educate on Lillooet offers/reasons to stop and stay overnight
Create new marketing partnerships and collaborations	Identify potential marketing partners (Hope, Cascades and Canyons, Pemberton) and prepare application for Destination BC Open Pool leveraged marketing funding (Note: minimum combined partner contributions are \$20,000 to be eligible)

2. Enhance the Quality of the Visitor Experience

Strategy	Tactic
Continue to provide visitors information at the Visitor Centre	Work together with the Lillooet Historical Society/Museum to continue to offer visitor services from the Visitor Centre
Provide visitors with travel information on digital platforms while they are en route	Engage with visitors on their mobile devices; ensure website is configured for mobile devices; investigate 'push' advertising to travellers as they approach Lillooet
Meet visitors and provide information in high traffic locations	Continue program of roving ambassadors/e-bikes to meet visitors and share information about Lillooet
Continue to produce Lillooet Visitor Guide	Work with Lillooet News to continue to produce annual Visitors' Guide in print and digitally https://issuu.com/bridgeriver-lillooetnews/docs/visitor_guide_b39a7e89143d35
Educate Visitor Centre staff from other communities about Lillooet	Organize annual Visitor Centre fam tour for regional Visitor Centre rep's from Squamish, Whistler, Pemberton, Bridge River Valley, Cache Creek, Kamloops
Educate front-line staff about Lillooet experiences	Create a front-line staff familiarization program where staff are encouraged through special offers to experience local businesses and attractions
Enhance and update signage	Secure grant funding to enhance and update directional signage downtown (NDIT potential; Rural Dividend)
Offer mentoring to small businesses seeking to enhance their digital presence	Secure grant funding for a resource dedicated to visiting small businesses and assisting them with claiming their Google MyBusiness listings, TripAdvisor listings etc. and populating with appealing images, up to date information etc.
Offer 'lunch and learn' sessions using DBC Learning Centre as a resource	Institute regular day/time monthly to review one or more modules from the DBC Learning Centre
Educate residents on their role in the visitor experience	Launch a "Lillooet Proud' campaign with residents, encourage them to share what they love about Lillooet and educate them on their contribution to

	the overall visitor experience. This program can eventually evolve to a volunteer ambassador 'Ask a Local' type program.
Enhance aesthetic appeal of downtown	Work with the District of Lillooet to invest in downtown ambiance and beautification.
Improve service levels to tour bus guests	Review anticipated bus arrival schedules and convene a business/resident forum to discuss how best to meet their needs without being 'overwhelmed'.
Improve front-line service levels	Identify front-line service training programs that would benefit local businesses and their staff and facilitate

3. Increasing Awareness and Support for the Tourism Industry in Lillooet

Strategy	Tactic
Quantify the value of the tourism industry and communicate	Secure funds to engage reputable firm to defensibly quantify value of the tourism industry using statistically valid methodologies. Communicate value of the tourism industry in Lillooet and area along with a short and memorable list of critical success factors moving forward using a variety of media (press release; Council presentations; website; facebook etc.)
Formally launch Tourism Lillooet's strategy and communicate its role and relationships with other organizations	Approve new strategy Offer to share strategy with Lillooet Historical Society – meet Board to Board to review Host an Open House to share Tourism Lillooet direction and priorities Regular column in local newspaper with initiatives and successes

Action Planning – Immediate Priorities

The following priorities have been identified by the Board for implementation immediately:

1. Apply for \$100,000 funding from the Rural Dividend program
2. Contract with one or more individuals specifically tasked with the following deliverables:
 - a. Build relationships, educate and inform all tourism marketing partners (Destination BC, CCCTA, ITBC, Fishing BC, BC Farmers Markets, Gold Country, Tourism Kamloops, Tourism Whistler, Tourism Pemberton, Hope Cascades and Canyons, Tourism Chilliwack, Tourism Abbotsford etc.) about Lillooet and the many reasons to stop and stay multiple nights (consider DBC Open Pool application in partnership with other communities for November 2019)
 - b. Build and launch a visitor-centric website to capture and share the stories of Lillooet and promote both the destination, local businesses and the community
 - c. Design and produce '15 Reasons to visit and stay in Lillooet' – for use on website, social media and rack card distribution through the Visitor Centre
 - d. Manage Lillooet social media feeds and leverage social media efforts of senior marketing partners
 - e. Develop a series of story starters for use by DBC and CCCTA media team to intrigue journalists and bloggers about Lillooet experiences

- f. Create a tour operator information flat sheet to assist regional and provincial travel trade teams in promoting Lillooet to tour operators overseas
- g. Optimize the value of tour buses by ensuring businesses are aware of schedule, have services and experiences of interest and appropriate level of service
- h. Organize and deliver a program for front line service staff to experience Lillooet (on their own schedule – collect passport stamps)
- i. Support efforts of St’at’imc communities and Indigenous Tourism BC in developing and promoting additional market-ready indigenous cultural tourism experiences
- j. Work with the District of Lillooet to review and improve signage, aesthetics of arrival in Lillooet, downtown aesthetics – consider applying for Canadian Experiences Fund grant
- k. Be the voice of Tourism Lillooet regularly promoting the work of the organization, its future plans and program successes to residents and local businesses

Funding Programs

Northern Development Initiative Trust – Economic Development Capacity Building – District of Lillooet/Area B - \$25,000 received through the SLRD (Dana to speak with Vivian)

Northern Development Initiative Trust – Fabulous Festivals and Events - \$2,500-\$5,000

Northern Development Initiative Trust - Marketing Initiatives – Up to \$20,000 to a maximum of 50% of the project budget

Rural Dividend – Project Development – up to \$10,000 (Stefan to speak with Wendy Koh)

Rural Dividend - Single Applicant – Up to \$100,000 – applicants must contribute 20% of project budget (only 10% can be ‘in kind’)

Canadian Experiences Fund – Up to \$500,000