



For Immediate Release  
Oct 19<sup>th</sup> 2011

## **Cariboo Chilcotin Coast Tourism Association AGM: Timely, informative and effective.**

WILLIAMS LAKE, BRITISH COLUMBIA – The Cariboo Chilcotin Coast Tourism Association’s (CCCTA) recent Annual General Meeting & Tourism Summit workshops were well attended and executed. Stakeholders from throughout the region were educated in a multitude of subjects.

Presentations on Social Media strategy/tactics, Green Tourism, BC Hydro incentive programs, Forestry viewsapes & current logging practices were all very informative. Workshops and discussion panels regarding Digital Marketing, Photography/Image Brand and Travel Media Relations programs were also very timely and well received.

Two notable presenters were go2’s CEO Arlene Keis and the Guide Outfitters Association of BC’s (GOABC) Executive Director Scott Ellis. Arlene’s break out session resulted in many innovative solutions that will be considered for inclusion the Province’s upcoming Tourism HR plan. Scott’s key note speech left everyone in the room with a much clearer vision of the challenges and opportunities that Hunting & Fishing businesses face within the current provincial tourism model. The GOABC ED also raised awareness of how much effort BC’s Guide Outfitters implement into species and habitat protection & education programs.

A poignant demonstration by The Hills Health Ranch & Spa “Horse Whisperer” as well as an Essential Oils and Health Workshop were attended by those not participating in the business of the AGM.

Xat’súll Heritage Village’s Miriam Schilling, South Chilcotin Holidays Guest Ranch’s, Andre Kuerbis and Barkerville’s, James Douglas were elected to the CCCTA Board of Directors. They are welcomed by CCCTA Board Chair - Pat Corbett and directors; Cheryl Chapman, Fraser Koroluk, Bill Van Es, Leonard Ellis and Tony Forster.

“A special shout out to our Event and Auction Sponsors: Aboriginal Tourism BC, go2, Pacific Coastal Airlines, BC Ferries, Hells Gate Airtram, Chilcotin Holidays Guest Ranch, Chaunigan Lake Lodge, Coyote Acres Ranch and the OV Hotel, without the support of these business’ we could not afford to organize and facilitate this important annual event” – CCCTA CEO Amy Thacker.

Winners of the Cariboo Chilcotin Coast Regional - Tourism Awards were also announced.

**Presidents Award – Chris Harris.** Acknowledging his 30 plus years of increasing awareness of the CCC region literally around the globe through his 11 world class photographic books and countless slide show presentations.

**Outside the Box marketing initiative – Echo Valley Ranch.** For their “Digital Detox” vacation package. Turning the perceived challenge of being off of the cell phone grid into a positive and successful marketing pitch.

**Best Tourism Marketing Initiative – Whitegold Adventures/Bears Paw Café.** For their community focused marketing campaigns, including developing the continually growing annual “Seven Summits Bike & Hike Challenge” into a community engaging event that now ads over 100 Motel room nights, hundreds of meals and press coverage that generates considerable economic benefits into the surrounding area.

**NOTE:**

**There are supporting images for this release and the entire event from the CCCTA**

The Cariboo Chilcotin Coast Tourism Association is a Regional Destination Marketing Organization that works in conjunction with the Ministry of Jobs Tourism & Innovation, the Canadian Tourism Commission and industry partners in the Cariboo, Chilcotin Coast region to help foster the growth of the tourism and related economic development. For more information on the Cariboo Chilcotin Coast region visit [www.landwithoutlimits.com](http://www.landwithoutlimits.com)

Contact

Amy Thacker

CEO

Cariboo Chilcotin Coast Tourism Association

#204 350 Barnard Street

Williams Lake BC

V2G 4T9

Toll Free 1-800-663-5885

Office 250 392 2226 ext.200

Fax 250 392 2838

[amy@landwithoutlimits.com](mailto:amy@landwithoutlimits.com)