



For Immediate Release
May 30, 2019

Memorandum of Understanding signed between Thompson Okanagan Tourism & Cariboo Chilcotin Coast Tourism

Organizations pledge a collaborative approach to promoting growth of tourism on the Gold Rush Trail

Secwépemc Territory (Williams Lake, BC)

Thompson Okanagan Tourism Association (TOA) and the Cariboo Chilcotin Coast Tourism Association (CCCTA) signed a Memorandum of Understanding (MOU) at the BC Legislature May 28, 2019 at Tourism Week in Victoria, the shared traditional territory of the Lekwungen Nation, people of the Esquimalt and Songhees. The MOU recommits a coordinated and collaborative approach in promoting growth and development of tourism on the Gold Rush Trail.

“The Gold Rush Trail is a tourism must-see that ties together such a large part of the stunning and diverse landscape of the interior to the nationally-recognized historic site of Barkerville,” says Lisa Beare, Minister of Tourism, Arts and Culture. *“The development and promotion of the Gold Rush Trail will highlight a historically-rich piece of British Columbia’s past, support new business growth in the area, while enriching the experience for visitors today.”*

The parties agree there is an opportunity to promote awareness and connectivity to tourism stakeholders, policy makers, leaders and organizations to understand the value of the Gold Rush Trail corridor. This relationship will allow the organizations to leverage each other’s programs, expertise and resources to support this key economic corridor and help to cultivate a sustainable visitor economy in all parts of the province.

“There are exceptional experiences and untapped potential along the Gold Rush Trail,” shares Amy Thacker, CEO of Cariboo Chilcotin Coast Tourism Association. *“I am thrilled with the memorandum of understanding signing as we recommit to this vital corridor and celebrate a living ‘History Shaped by Nature’ for future generations.”*

TOA and CCCTA developed the MOU to more clearly define their partnership in enhancing and expanding the Gold Rush Trail corridor, supporting communities and individual entrepreneurs as they develop new product and programming, respond to emergencies, grow marketing assets and support Indigenous tourism growth.

“This commitment, between our two organizations, will ensure there are the resources available to grow the tourism industry in this corridor, engaging our Indigenous communities, providing research, advancing responsible tourism and ensuring coordinated Emergency Management leadership,” says Glenn Mandziuk, CEO of TOA.



The Gold Rush Trail Management Committee, made up of stakeholders from New Westminster to Barkerville will continue to provide advice and guidance to the teams supporting tourism in the corridor.

About Thompson Okanagan Tourism Association: The Thompson Okanagan Tourism Association (TOA) is a non-profit society governed by an elected Board of Directors who represent business and community tourism interests throughout the region and is supported by and representative of Destination British Columbia (DBC). It is an industry-led organization that represents and supports all business and community tourism interests in the region, while also helping to implement provincial tourism policies. www.totabc.org

About Cariboo Chilcotin Coast Tourism Association: CCCTA is a non-profit, stakeholder-based Regional Destination Management Organizations that leads tourism in development and marketing in conjunction with the Ministry of Tourism, Arts & Culture, Destination British Columbia, Destination Canada and industry partners to help foster the growth of the tourism and the visitor economy. www.landwithoutlimits.com.

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