

Tourism Asset Inventory

The District of 100 Mile House Economic Development Strategy has identified tourism as a sector for future regional growth potential in a community online survey. To better understand the tourism potential, it is important to identify what assets the community and surrounding area have. Complimenting this would be an inventory of existing tourism-related businesses, their status, capacity, and business opportunities. An inventory of these assets can clarify where the greatest opportunities currently exist and identify gaps and potential for tourism development and promotion.

The Tourism Asset Inventory will consist of identifying assets, identifying gaps in our community capacity and tourism product mix to more easily identify and market community assets to visitors. The gaps identified in the inventory will assist in attracting new investors and help existing businesses amend their scope. A Tourism Asset Inventory will assist event planners with identifying our capacity to host tournaments and events, which in turn will help bring participants, spectators, and others to our community, with economic spinoffs generated.

When this component of the project is complete, the District will be able to use the inventory created by the consultant to create a resource brochure. This could be shared with planning coordinators at a local, provincial, national, and international level.