



NEWS RELEASE

The Village of Nakusp Expands Tourism through Community Tourism Foundations®

Vancouver, BC, July 10, 2008 – Follow up is underway from the July 7, 2008 meeting involving the village of Nakusp and Tourism British Columbia, where the launch of a tourism strategy was discussed. This is the first phase of Nakusp's participation in Tourism British Columbia's Community Tourism Foundations® program.

Tourism BC will work with a team of community leaders and tourism stakeholders from the Village of Nakusp and Kootenay Rockies Tourism on a high level tourism plan that will provide direction for continued destination enhancement. A variety of stakeholders from the business and tourism sector participated in the July meeting along with representatives from community organizations and local government. Beth McLeod, Nakusp Community Projects Coordinator, stated after the meeting "We are very excited to be working with Tourism BC to develop a Tourism Plan, and are also pleased that the Program includes follow-up and funding through the implementation stage."

Nakusp has long been known as the Hidden Gem of the Kootenay Rockies, but in the last five or so years it has become significantly more "discovered". With the increased popularity and growth of the Okanagan, Kootenay Lake and Columbia Valleys, the Arrow Lakes region has become an attractive getaway, full of small town and rural charm. Historically reliant on resource-based industries, there is an increasing need to develop a tourism marketing strategy in order to ensure planned growth and sustainability of the local economy. Although the summer season has potential for improvement in terms of product refinement, much work is needed to develop the shoulder season and winter tourism market in particular.

The Community Tourism Foundations program addresses a variety of tourism development issues including creating elements of a destination marketing organization, assisting tourism operators with product development, conducting visitor research to determine trends, tracking local industry performance and creating and measuring the effectiveness of marketing campaigns.

Tourism British Columbia is a Crown corporation that operates under an industry-led board of directors and is responsible for marketing the **Super, Natural British Columbia**® brand to the world. To access comprehensive information about the business of tourism in British Columbia and Tourism British Columbia's programs, visit www.tourismbc.com.

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