

# NEWS RELEASE

## **Nakusp and Arrow Lakes Presents Draft Tourism Plan to Tourism Stakeholders**

**Nakusp, BC, March 15, 2009** – Tourism stakeholders from Nakusp and Arrow Lakes are invited to attend a Draft Tourism Plan Presentation and Networking Event on April 1 from 6:00-9:00pm at the Nakusp and Arrow Lakes Community Complex, 8th Avenue in Nakusp. The newly developed 5-year tourism strategy is the result of Nakusp and Arrow Lakes participation in Tourism British Columbia's Community Tourism Foundations® program. This is an opportunity for all stakeholders to learn of the plan and provide feedback before it is finalized. Other community members are welcome to attend as well. **Please RSVP your attendance to Beth McLeod at [cpc@nakusp.com](mailto:cpc@nakusp.com).**

Nakusp and Arrow Lakes participation in the *Community Tourism Foundations* program and the development of the 5-year Tourism Plan, was initiated in July 2008 by the Nakusp and Area Development Board in partnership with Tourism BC, and involved the participation of a broad tourism stakeholder group.

Throughout the creation of this plan, the working committee and representatives from Tourism British Columbia have dedicated significant time and resources to support tourism development in Nakusp and Arrow Lakes including participation in several planning sessions and the review of numerous supporting documents and statistical information.

The Community Tourism Foundations program was initiated by Tourism BC to assist BC communities in reaching their tourism development goals. A professional facilitator provided by Tourism BC works closely with a community's tourism stakeholders to develop an in-depth tourism plan that is responsive to the realities of the tourism sector affecting their area. Collaboration with the tourism stakeholders ensures that the plan meets the needs of the community.

The Community Tourism Foundations program offers a range of tools, proven resources, and the services of professional facilitators to assist communities in developing a comprehensive multi-year tourism plan. The program accommodates the needs of communities at different stages of tourism development through a step-by-step approach that encompasses destination development and market development. Since its launch in 2005, the Community Tourism Foundations program has provided tourism planning assistance to over 60 communities across BC.

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](http://www.tourismbc.com).

-30-

Media Contact:  
Beth McLeod  
[cpc@nakusp.com](mailto:cpc@nakusp.com)  
250-265-0024