

STS Lakes Division Communities of Sk'atsin, Cstelnec ell Sxwetsmellp, Splats'in

Tourism Strategy
October, 2017

Strategy Prepared By: Cadence Resort Marketing Inc.

Acknowledgements



- ✦ To be successfully implemented, a tourism strategy must be embraced by community members – it must reflect the goals and aspirations they hold for themselves and for their community and then, and only then must it find and speak to travellers that seek the authentic experiences and cultural knowledge willing to be shared
- ✦ The tourism strategy prepared for the communities of Sk'atsin, Cstelnec ell Sxwetsmellp and Splatsin benefited from significant input from community members themselves and from the leadership and guidance of Shelley Witzky, Political Coordinator, STS Lakes.
- ✦ The guidance of Richard Toperczer, Ministry of FLNRO and Rural Development is also gratefully acknowledged
- ✦ Funding was provided by the BC Rural Dividend Program

Background



✦ Indigenous Tourism Roundtable – Quaaout Aug/16

- ✦ Attended by Council and community members and leaders from the Lakes Bands. Supported by Tourism industry experts.
- ✦ Roundtable confirmed the interest in the Indigenous Tourism Sector and identified need to build foundational components for community members to engage in the sector.

✦ Key Messages from the Roundtable:

- ✦ Need regional community engagement, education, training and help for existing and new businesses.
- ✦ Need to understand what community members are doing and want to do and what and how to better market our Culture.
- ✦ Need to develop a plan.

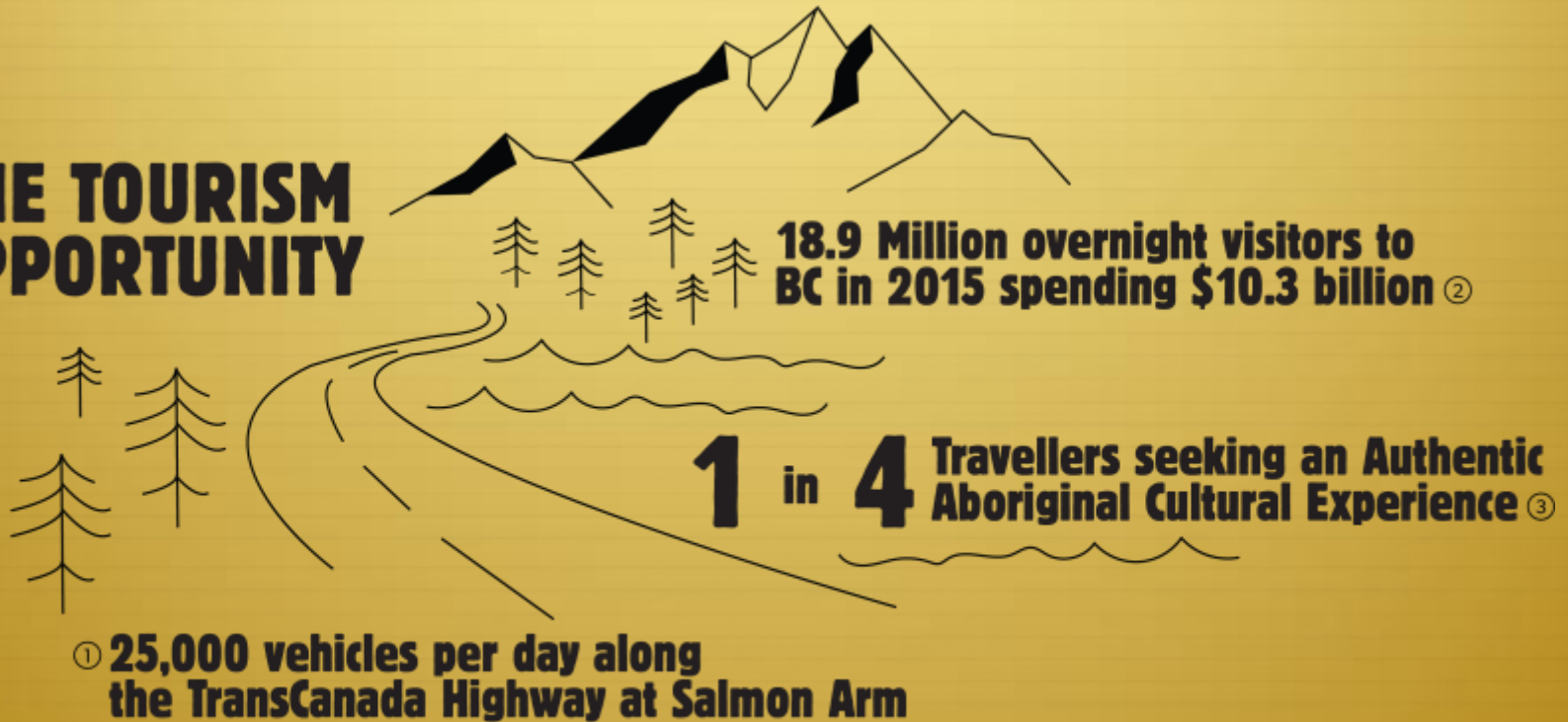
Plan Development



- ✦ Secured Rural Dividend Funding (through Splats'in Development Corp.)
- ✦ Community Workshops were held on:
 - ✦ March 22, 2017, Melamen Centre, Neskonlith Band
 - ✦ March 23, 2017, Pierre's Point, Adams Lake
 - ✦ April 4, 2017, Splatsin
 - ✦ April 26, 2017, Neskonlith Band, Chase
 - ✦ May 4, 2017, Adams Lake Band, Chase
- ✦ Worked with Elders, community members, supporters, experts and a consultant to draft an Indigenous Tourism Strategy.
- ✦ Thank you to all community members that participated and shared their thoughts, ideas and aspirations for tourism!

STS Lakes Communities

THE TOURISM OPPORTUNITY



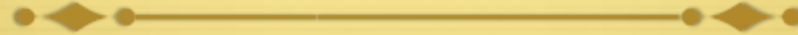
① MOTI

② Destination BC

③ Aboriginal Tourism B

Why Support Growth of Tourism?

Key Messages from the Community



A word cloud on a dark background containing the following terms: Elders, Respect, Jobs, Education, Skills, Pride, Entrepreneurs, Stewardship, Cultural, land, Youth, Sharing, Visible, Presence, and Connecting. The words are arranged in a cluster, with 'Cultural' and 'Presence' being the largest.

Elders
Respect
Jobs
Education
Skills
Pride
Entrepreneurs
Stewardship
Cultural
land
Youth
Sharing
Visible
Presence
Connecting

Strengths & Weaknesses



**The strengths are enormous -
the weaknesses can be addressed.**

Short Term Activities



- 1. Develop Capacity to Implement the Secwepemc Lakes Tourism Strategy** - Explore funding opportunities and partners and support to hire a dedicated Indigenous Tourism Coordinator to implement the strategy.
- 2. Determine Protocols** - Convene an Elders and Community Leaders working group to define what stories, places and experiences of Secwepemc culture can be shared. Look at regional branding opportunities.
- 3. Artisan Inventory and Marketing** – Enlist interested community artisans and develop marketing strategies (eg. ETSY, Visitor Centers)
- 4. Assist Entrepreneurs** – University of Victoria EAGLE and ACE programs, fall 2017.

Short Term Activities

(con'd)



5. **Offer Tourism Industry Training** – Work with hospitality/tourism operators, local college and supports to offer a locally based training program with work placements for community members.
6. **Increase Cultural Presence** – Work with local visitor centers, MOTI, FLRN-Sites and Trails, Parks Canada and other partners to increase storyboards, signage, language, art and the cultural awareness and presence within the Territory.
7. **Events Committee** – Work with a committee to develop and deliver a National Aboriginal Day event in Salmon Arm for 2018. Inventory, link and market community events.

Longer Term Activities



Through various partnerships:

1. **Develop/expand businesses** (eg. Overnight accommodation, café, catering, artisans collective, etc.)
2. **Develop/expand experiences** (eg. Guided tours, interpretive talks and storytelling, Salmon BBQ, multi-night itineraries of cultural interpretation/experiences, etc.)
3. **Develop and promote events** (eg. Pow Wows, feasts, etc.)
4. **Explore the opportunity to build a Cultural Centre.**

Next Steps



- ✦ Hold an Indigenous Tourism Roundtable to garner support for the strategy from potential partners, stakeholders, community leaders, elders and members. – fall 2017
- ✦ Explore funding with partners to hire an Indigenous Tourism Coordinator, responsible for implementation.
- ✦ Implement the strategy and the activities within.