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Tourism & Events Inventory and Package Development Project

Prepared for: City of Quesnel

Final Report | April 2026



Land Acknowledgement

The City of Quesnel recognizes the long-standing and ongoing connection of the Southern Dakelh and Tsilhqot'in Peoples to this region; the Lhtako Dené, Nazko, Lhoosk'uz Dené, and 'Esdilagh Nations. We are grateful to live, gather, and work in partnership with all Indigenous Peoples, First Nations, Métis, and Inuit, and we honour their cultures, histories, and contributions to our vibrant community.

Thank You

Sincere thanks to the City of Quesnel, Indigenous Tourism BC, the Cariboo Chilcotin Coast Tourism Association, FARMED, the Quesnel Chamber of Commerce, the Business Improvement Areas, Laura Plant Consulting, and the many local businesses, operators, First Nations, and community partners who generously shared their time, knowledge, and perspective throughout this engagement.

Executive Summary

The assets are here. The community is committed.
The timing is right.

This report is the culmination of six months of research and engagement carried out across four phases of the City of Quesnel's Tourism & Events Inventory and Package Development Project. The evidence base is broad: a comprehensive asset inventory of over 250 individual tourism assets; an event hosting analysis covering over 35 venues and 29 annual events; the North Cariboo Tourism Forum, which brought together 90 regional participants; and direct input from business surveys, Council and CRD surveys, in-depth interviews, and a City staff workshop.

What emerged is a clear and encouraging picture. Quesnel has strong foundational assets, particularly in outdoor recreation and heritage, a community deeply invested in its success, and gaps that are well understood and addressable. The greatest opportunity is connecting, activating, and elevating what already exists. The scale of that opportunity is meaningful: if Quesnel successfully hosted all eighteen potential events to bid on, the economic impact estimates a combined total visitor spend in the Quesnel area that exceeds \$3.1 million in visitor spending and \$4.7 million in total output.

The numbers tell a compelling story. Outdoor recreation and adventure tourism contribute \$4.8 billion to BC's GDP annually, and BC tourism now outpaces forestry, agriculture, mining, and oil and gas. The Cariboo Chilcotin Coast region currently captures a modest share of that provincial spending, with recreation and entertainment accounting for just 2% of visitor spend against an 11% provincial average. Closing that gap is the central opportunity this report addresses, through a range of initiatives including destination experience packages developed with the support of a dedicated package development resource. Visitors are already arriving; the work now is to invite them to stay longer, spend more, and leave with a desire to return.

The external conditions are favourable and Canadian domestic travel is surging, with resident trips up 6.9 million year-over-year in Q3 2025, driven by travellers choosing to explore their own backyard. Canada has been named the Safest Travel Destination in 2026 (Travel and Tour World), which is lifting international interest as well. Quesnel's grounding in wilderness, heritage, and community makes it precisely the kind of place travellers are seeking right now.

Across 16 recommendations organized into three strategic themes, this report charts a practical course forward. Near-term actions focus on strengthening digital foundations, fixing visibility gaps on tourismquesnel.com, formalizing event coordination, and capitalizing on immediate opportunities. Medium-term priorities build the experience offer: market-ready packages,

evening and shoulder-season activation, Indigenous tourism integration, and workforce development. Longer-term investments, such as event-ready transportation planning and a renewed MRDT strategy, address the structural enablers that will determine how far Quesnel can go.

THEME 1

Strengthen the Foundations

Build Quesnel's digital and marketing foundation. This includes fixing visibility gaps, strengthening tourismquesnel.com, sharpening branding, and improving the events calendar.

THEME 2

Build the Experiences

Deepen visitor offerings through export-ready packages, evening and multi-day activation, events growth, Indigenous tourism, and business capacity.

THEME 3

Invest in Enablers

Address the structural conditions for sustained growth: visitor transportation, event coordination, MRDT strategy, and regional partnerships.

Quesnel, you've got the goods.

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Disclaimer: This report reflects the information available at the time of writing. While every effort has been made to ensure accuracy and completeness, data may have changed since the time of research and engagement. The City of Quesnel and its partners are encouraged to verify listings, update information as needed, and treat this document as a living baseline rather than a definitive record.

SECTION 1

About This Project

About Quesnel

Quesnel is located in the central interior of British Columbia, the most northern community in the Cariboo Regional District, situated on Highway 97 approximately 120 km south of Highway 16. With a population of approximately 10,000 in the city and 13,000 in the surrounding area, it serves as a regional service hub and a common stopping point for travellers on the north–south corridor.

Quesnel's 2025 Economic Development Strategy identifies destination development as a key priority, focusing on tourism infrastructure, greater diversity of products and experiences, and growth as a hosting community. Tourism is led by the Economic Development department, and this project's action framework is designed to make the most of available resources with a clear, prioritized roadmap so that every dollar and hour invested moves Quesnel measurably forward.

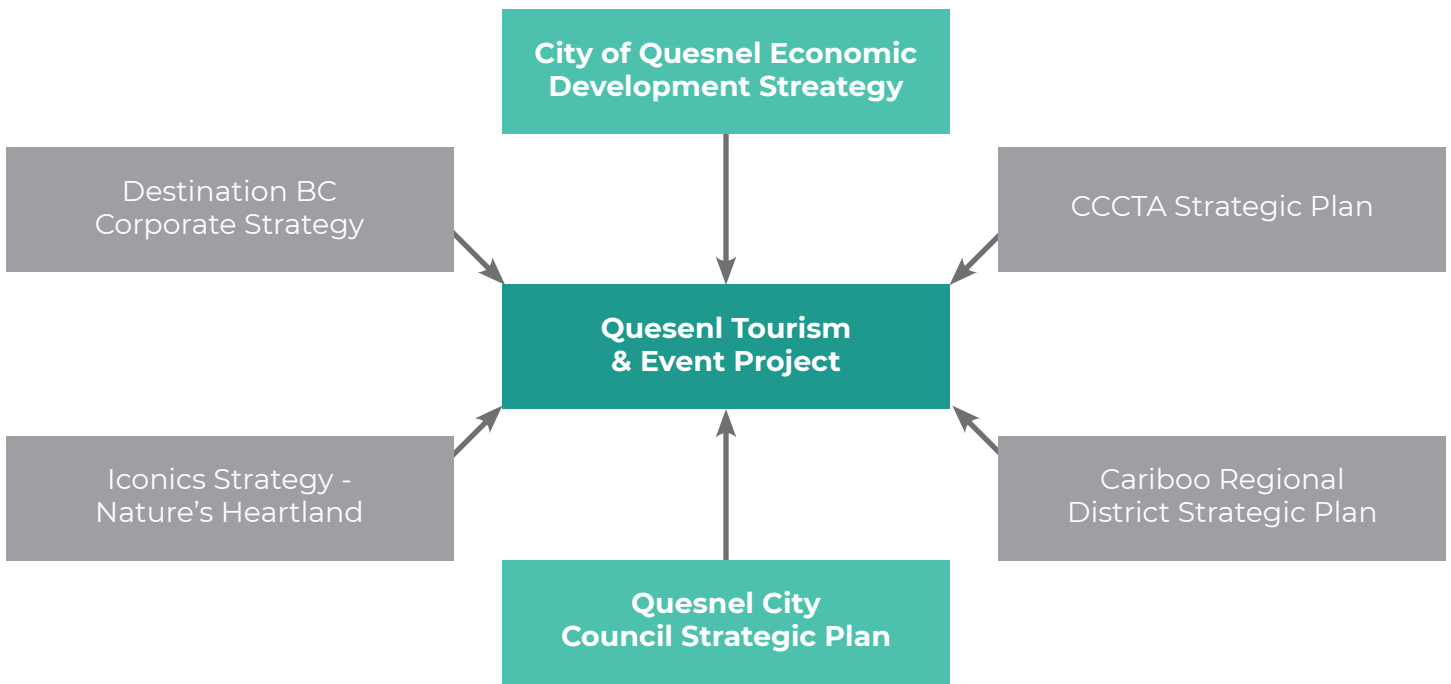
About the Project

The City of Quesnel retained Andréa Khan Consulting (AKC) to aid the City in better understanding of available local tourism assets, market gaps, event hosting opportunities and to develop tourism experience packages. This project was structured in four phases, each building on the last and culminating in this consolidated implementation framework:

Table 1: Project Phases

Phase	Focus	Output
Phase 1	Tourism Asset Inventory & Gap Analysis	Comprehensive asset mapping, comparative community research, business survey, in-depth interviews, City staff workshop
Phase 2	Event Hosting Inventory	Venue capacity assessment, event ecosystem analysis, Council/CRD survey, economic impact estimates
Phase 3	North Cariboo Tourism Forum	Emcee and facilitation of the event, development and facilitation of event workshop, presentation, delivery of summary report of the event
Phase 4	Experience Package Development	Destination packages developed with confirmed operator participation, pricing, and booking processes
Additional Resources	Tools provided to Quesnel to further enable success	Quesnel-specific economic impact model designed for tourism; package development toolkit

Strategic Alignment



The findings and recommendations in this report are directly aligned with a broad set of strategic priorities already established by Quesnel and its regional partners. Destination development, experience diversification, and stronger digital visibility are shared goals across the City of Quesnel's Economic Development Strategy, Quesnel City Council's Strategic Plan, the Cariboo Regional District's Strategic Plan, the Cariboo Chilcotin Coast Tourism Association's Strategic Plan, and Destination BC's Corporate Strategy and draft Iconics Strategy for Nature's Heartland. The alignment is significant because it translates to the actions recommended being both significant locally and positioned more broadly to leverage regional and provincial partnership, funding, and attention.

SECTION 2

Quesnel's Tourism Landscape

The Bigger Picture

The destinations pulling ahead on the tourism front are operating from a clear, long-term strategy that connects product development, infrastructure investment, community values, and visitor experience into one coherent plan. Tourism's most successful communities understand that sustainable growth is about building the conditions that allow tourism to flourish naturally, and ensuring that when visitors arrive, the experience is genuinely worth having.

The global tourism landscape is navigating a complex moment marked by geopolitical tensions, shifting trade relationships, and evolving traveller sentiment. For Quesnel, this creates genuine opportunity. Canadian domestic tourism is surging, with resident spending up 6.9% year-over-year in summer 2025, driven by Canadians choosing to explore their own backyard. Rural and smaller markets are seeing some of the steepest growth in the country, and Destination Canada's own outlook explicitly identifies seasonal and geographic dispersion as a key growth pathway for the decade ahead. Travellers are increasingly drawn to authentic, nature-based, close-to-home experiences and in a world that feels increasingly unsettled, people are seeking places that feel real. Quesnel, rooted in land, story, and community, is exactly that kind of place.

Sustainable tourism is slow and steady by design. It is not built through a single campaign or a landmark event, but through years of deliberate investment in product, people, and place, creating an environment where tourism can take root and grow on its own terms. That is the destination Quesnel is building toward, and the destination it wants to be in ten years starts with planning today.

Building on Success

Quesnel's tourism ambitions are grounded in a decade of deliberate investment and leadership. Over the past ten years, Council has advanced a range of initiatives that have steadily strengthened the destination: from the Hotel Revitalization Tax Exemption (which will see a new hotel break ground on a new property in April 2026) to participation in the regional Provincial Nominee Program pilot that brought two new dining options to the community. Downtown vibrancy has grown through programs like Mix at Six, developed in partnership with the Quesnel Downtown Association. The City has expanded its event hosting capacity through the development of the hosting precinct, a dedicated Event Coordinator role, and successful major events including Minerals North and the BC Winter Games. Trail development and a trail coordinator role, pursued in partnership with the Cariboo Regional District, have strengthened

Quesnel's outdoor recreation offering, complemented by investments in wayfinding, the Waterfront Plan, Lhtako Dene Park, and the RV Park and Campground. The transition of the Visitor Information Centre from Chamber to City management in 2026 further reflects Council's commitment to a coordinated, professional approach to tourism. Taken together, these efforts demonstrate that the work ahead is the continuation of a clear and consistent vision.

By the Numbers

BC tourism now outpaces forestry, agriculture, mining, and oil and gas in provincial GDP contribution. Outdoor recreation alone generates \$4.8B annually.

The Opportunity

The CCC region captures just 2% of visitor spend on recreation & entertainment vs. an 11% provincial average. Providing more opportunities for paid outdoor experiences invites them to stay longer, spend more, and experience a magic that brings them back.

Quesnel's Position

Quesnel positions itself as a four-season outdoor destination with strong appeal in mountain biking, hiking, paddling, fishing, and winter sports, complemented by rich heritage tied to the Cariboo Gold Rush and Indigenous cultural stories. It holds a distinctive position within the Cariboo Chilcotin Coast region: a regional hub and stopover with genuine wilderness access, historical depth, and growing Indigenous tourism initiatives. This positioning also aligns with regional destination development priorities focused on international audiences, serving travellers seeking authentic, nature-rooted, and culturally rich experiences that are becoming harder to find in more heavily visited destinations.

The City of Quesnel's Economic Development Strategy identifies visitor attraction alongside resident and business attraction as a key component of economic diversification. While tourism plays an important role in the regional economy, the Cariboo Chilcotin Coast region currently captures a modest share of overall provincial tourism spending, indicating opportunity for growth. For 2025, hotel occupancy in the region sat at 65.6% compared to a provincial average of 70.4%. Average daily room rates (\$152) and revenue per available room (\$101) trailed BC averages of \$251 and \$181 respectively, indicating both competitive pricing and significant room to grow visitor yield through longer stays and higher-value experiences.

Table 2: Hotel Data

Metric	Cariboo Chilcotin Coast	BC Average
Average Daily Room Rate (ADR)	\$152	\$251
Revenue Per Available Room (RevPAR)	\$101	\$181
Hotel Occupancy	65.6%	70.4%

Table 3: Visitor Spending Data

Spending Category	CCC Region (DBC)	BC (Stats Can)
Food & Beverage	31%	30%
Transportation	30%	20%
Accommodation	26%	29%
Retail	10%	10%
Recreation & Entertainment	2%	11%

Target Audiences

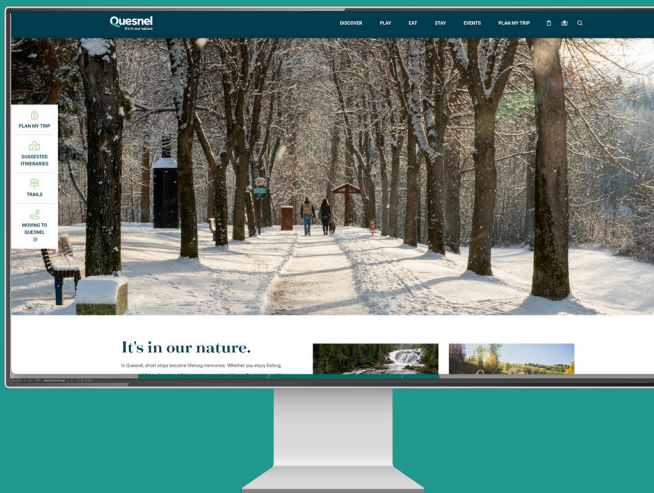
Per Destination Canada's Traveller Segmentation program, Quesnel's strongest target audiences are **Outdoor Explorers** and **Simplicity Lovers**. Outdoor Explorers are conscious travellers motivated by learning, physical challenge, and authentic connection. They seek active, nature-based experiences and want to make a positive impact on the places they visit. Simplicity Lovers are drawn by something quieter: peace, familiarity, and a small-town feel where they can meander at their own pace. Both prioritize nature and dining, and Simplicity Lovers in particular favour spring and fall travel, making them a natural fit for Quesnel's shoulder seasons.

Digital Presence | tourismquesnel.com

Tourismquesnel.com attracted 122,901 website users between January 2023 and December 2025. Notably, 22% of users are Quesnel residents, confirming the site’s dual value as both an external marketing tool and a local business promotion platform.

Analytics reveal a mismatch between how the site is structured and how people use it: the Events Calendar is the top-performing page by a wide margin, while planning tools such as “Plan My Trip” are among the least visited pages on the site. While this suggests visitors are coming to the site ready to act looking for things to do, this discrepancy is informed also by promotional efforts, with the events calendar being promoted regularly and the planning tools receiving little to no promotion.

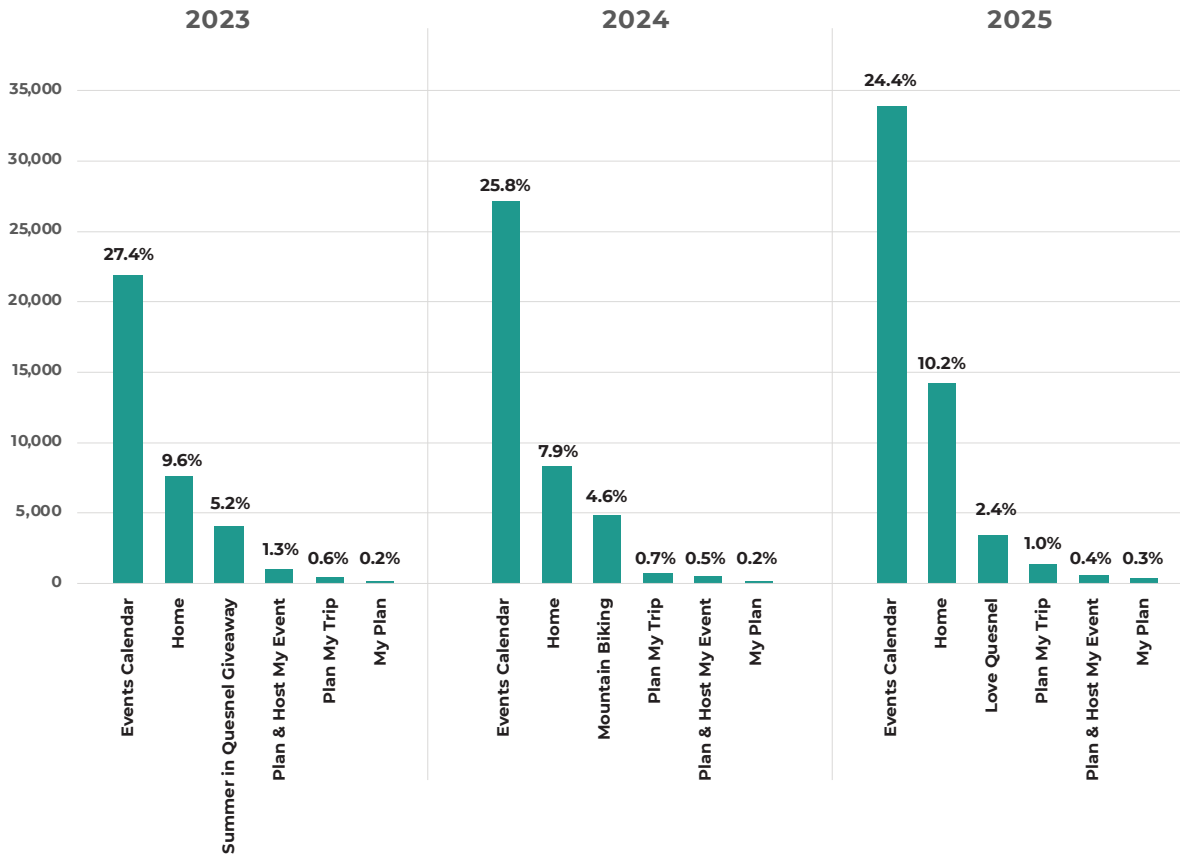
A timely practical opportunity is to refresh the trip planning tool with broader, experience-led itineraries that meet visitors where their interests already are and offer inspiration. Themed itineraries such as dog-friendly, family-friendly, accessible travel, the Ale Trail, culinary tours, mountain biking, hiking, winter adventures, arts & culture, fishing, or multi-day outdoor exploration give visitors an immediate entry point. These themes will also naturally surface businesses, venues, and experiences that might otherwise go undiscovered. Creating these inspiration-led broad itineraries will align better with answer engine crawlers, meeting both the human perspective and machine requirements. This approach also strengthens the site’s value for the 22% of local users who may be looking for ways to show their community to visiting friends and family, developing local ambassadorship while deepening Quesnel’s impression as a destination worth lingering in.



Important Note

tourismquesnel.com currently functions as the primary web presence for several local businesses that have no website of their own. This makes it not just a marketing channel but a critical piece of business infrastructure, underscoring the responsibility to keep it accurate, current, and promotional.

Chart 1: tourismquesnel.com: Top 3 Performing Pages and % of Page Views 2023 - 2025



The AI Factor

As AI-powered trip planning tools increasingly drive itinerary decisions, a complete and accurate tourismquesnel.com is one of the highest-return investments Quesnel can make. One of the most important and least understood factors in AI visibility is technical readability: most AI crawlers cannot execute JavaScript, meaning content hidden behind interactive filters, dropdown menus, or dynamically loaded elements is effectively invisible to them. Static, plain-text pages with itineraries, business listings, and amenity details are far more likely to be found and cited by tools like Claude, ChatGPT, and Gemini than content buried behind interactive tools.

Beyond technical structure, content quality matters. The use of natural language and question-style headings reflect how travellers search, while use of bullet points, tables, and lists rather than dense paragraphs enables AI to easily pull information. A focus on factual, specific details such as distances, hours, prices, accessibility features, aligns with how AI engines favour concrete and verifiable information over general descriptions. Building regional content that positions Quesnel as a basecamp for the broader North Cariboo, linking clearly to Barkerville, Wells, and other regional anchors to lean in to how answer engines use these connections to establish authority and context. Broken links and outdated pages need to be addressed regularly because dead ends are a signal of low quality to both AI systems and the travellers they serve.

SECTION 3

Tourism Asset Inventory & Gap Analysis

Summary of Findings

Quesnel has a strong and growing base of tourism assets, with particular depth in outdoor recreation and heritage. The gaps that exist in quality, diversity, capacity, and readiness are well understood and addressable. Many were flagged as far back as the Minerals North study in 2023, and the consistency of that signal across time and engagement methods only strengthens the case for action. The greatest opportunity ahead is about connecting and activating what already exists. The foundation is solid, and the next phase is about bringing it fully to life. *See Appendix B for full asset listing and gap analysis.*

[tourismquesnel.com | Inventory & Listing Gap Analysis](#)

A detailed audit compared the full asset inventory against current listings on [tourismquesnel.com](#) and identified 45 assets across 8 categories that are either missing or incorrectly listed. The largest gaps by percentage are in Accommodation (22% unlisted) and Annual Events (23% unlisted), with opportunities for improvement found across all categories. These gaps directly affect visitor planning, length of stay, and the site's usefulness as both an external marketing tool and a local business promotion platform.

The good news is this is largely a documentation and maintenance challenge, not an infrastructure one. Correcting broken links, adding missing businesses, completing amenity details, and ensuring all applicable annual events are accurately listed are achievable, low-cost, near-term actions with immediate impact.

As the site grows, so does the need for a clear, consistent framework governing what gets listed. A listing policy or staff guide should be developed, defining eligibility criteria, minimum information requirements, and a process for adding, updating, and removing listings. This would create consistency, improve data quality over time, and ensure the site remains a reliable resource for both visitors and businesses. This is a one-time investment that pays ongoing dividends.

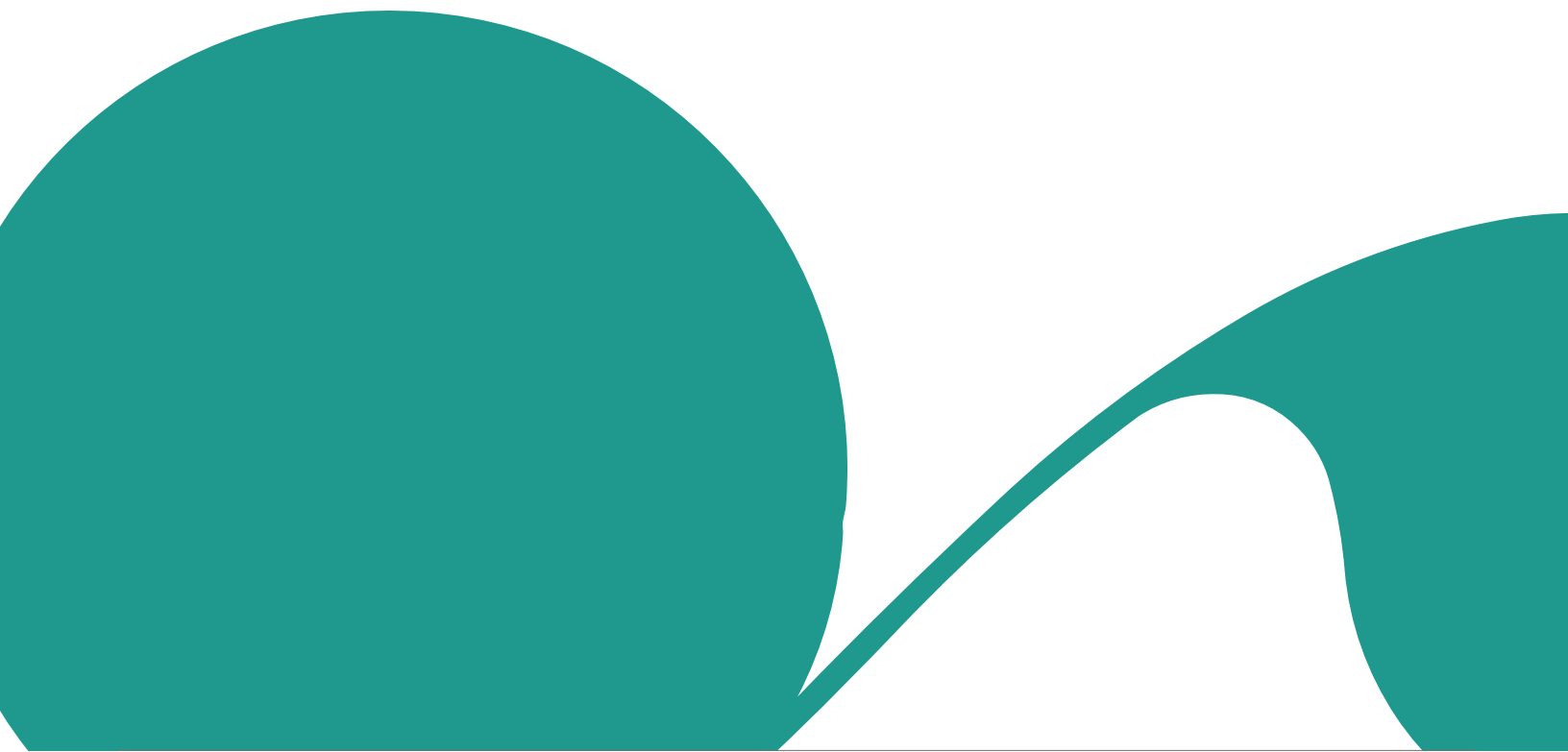
Encouragingly, the City has already begun acting on this. The number of annual events listed on [tourismquesnel.com](#) has grown since this report's recommendations were shared, which is a tangible early step in the right direction.

Table 4: tourismquesnel.com Listing Gap Analysis

Category	Inventoried	Missing from Site	% Gap
Accommodation	32	7	22%
Public Amenities	39	4	10%
Conference & Event Facilities	39	7	18%
Annual Events*	29	7**	23%
Paid Outdoor Experiences	25	4	16%
Paid Indoor Experiences	16	3	19%
Historical & Cultural Attractions	21	4	19%
Food & Beverage	63	9	14%

**Following this inventory, an additional 4 events have been added to the Annual Events page, bringing the total to 10 listed*

***7 events are not listed at all; 6* listed on the Annual Events page; 15 listed on the event calendar*



Gap Themes

The following synthesizes findings from the complete Phase 1-4 project work. See appendices for the tourism asset inventory (Appendix B), comparable community research (Appendix C), and all engagement data (Appendix D). These are the specific, evidence-based gaps that the full recommendation set is designed to address.

Gap Theme 1: Digital Visibility and Data Quality

Sources: Appendix B2 (listing gap analysis), D1 (business survey), D3 (staff workshop), D4 (partner interviews). Recommendations addressing this theme: A, B, C, D, E

Key findings:

- 45 assets across 8 categories are missing or incorrectly listed on tourismquesnel.com - 22% of accommodations, 23% of annual events, 19% of paid indoor experiences, 18% of conference/event facilities.
 - The site should be updated to reflect recent changes. An audit process will keep it accurate and credible going forward.
 - Business survey showed actively connecting businesses to the platform is an immediate opportunity with meaningful impact. Most rely on Facebook and word of mouth, and a stronger connection to tourismquesnel.com can broaden their reach significantly.
 - Quesnel is not yet searchable as a destination on the 'Book Now' section of landwithoutlimits.com - a straightforward fix with meaningful visibility upside.
-

Gap Theme 2: Conference, Event, and Performance Venue Capacity

Sources: Appendix B1 (conference facilities), D1 (business survey, D4 (event coordinator interviews). Recommendations addressing this theme: J, K

Key findings:

- Quesnel's current venue mix supports events well up to 300 participants, with West Fraser Centre Arena (1,400 existing seats; up to 2,100 floor seating when ice out) providing large-format capacity April–September.
 - The professional conference ceiling sits at ~300–350 based on hotel room supply, not venue capacity, meaning accommodation investment directly expands hosting potential.
 - The Indoor Sports Centre turf (1,200 theatre cap) has footwear and food restrictions that limit its use for markets, conferences, and performing arts - helpful context for matching the right venue to each event type.
 - Community engagement surfaced strong and consistent interest in a dedicated arts and culture venue. This reflects a genuine community aspiration worth noting, though it falls outside the scope of this report's recommendations.
-

Gap Theme 3: Bookable, Paid, and Guided Outdoor Experiences

Sources: Appendix B1 (paid outdoor experiences), C (comparable communities), D1 (business survey), D4 (interviews). Recommendations addressing this theme: F, H

Key findings:

- Bike rental is available at the Arts and Recreation Centre but currently requires a phone call or in-person visit. Adding online booking would unlock immediate visitor convenience.
- Bowron Lake Canoe Rentals (May–September) and Rocky Peak Concierge (adventure planning) are ready to be listed on tourismquesnel.com.
- Guided hunting is available through two operators, and the broader guided experience market. General wilderness tours, wildlife tours, photography tours, and interpretive nature experiences represents a significant and largely untapped opportunity for operators ready to serve the general leisure visitor.
- Comparable BC communities actively promote ATVing (3 of 10), rock climbing (2 of 10), and wellness (2 of 10). Quesnel has assets in all three - giving it a genuine differentiation opportunity in categories its peers have yet to claim.
- The CCC region captures 2% of visitor spend on recreation and entertainment vs. an 11% BC average. This gap points to the scale of opportunity available through bookable, paid experiences. Closing even a portion of that gap represents significant new economic return for the region.

Gap Theme 4: Transportation and Visitor Mobility

Sources: D1 (business survey - cited by 8 of 16 respondents unprompted), D3 (staff workshop), D4 (all interview respondent types). Recommendations addressing this theme: M

Key findings:

- One taxi company currently serves Quesnel and must be booked in advance - clarifying this process on the airport page is a quick win. The absence of ride-hail services represents a market opportunity, and adding clear ground transport information to the airport page is a straightforward near-term action.
- Transportation ranked as the second most frequently cited priority in the business survey. This consistent signal suggests that solving mobility will unlock more visitor spending across dining, events, and packaged experiences. The sector's absence from the survey also suggests outreach opportunity.
- As one event coordinator noted, "A ride-share service would do very well here", and package deals combining food, entertainment, and accommodation become more viable once visitor mobility is addressed. A previous shuttle pilot provides lessons that can inform a more sustainable, demand-anchored model.
- Echen Healing Society bus was flagged at the North Cariboo Tourism Forum as an immediately available event shuttle asset, requiring only an insurance and partnership framework to activate.

Gap Theme 5: Accommodation Quality, Diversity, and Capacity

Sources: Appendix B1 (accommodation inventory), D2 (Council/CRD survey), D4 (all interviews).

Recommendations addressing this theme: G

Key findings:

- 32 accommodation properties inventoried, with 7 ready to be added to the site. The current mix leans toward motels, campgrounds, and RV parks, with one B&B (Pen-Y-Bryn Farm) and one distinctive STR (The Groom's Quarters) already in market. Boutique hotels, lodges, and glamping represent clear white space for new investment in categories that attract higher-spend, longer-stay visitors.
 - Mill shutdown periods fill hotels for 3–6 weeks each year. Integrating this calendar into event planning will allow the City to systematically schedule around those windows and protect hosting capacity.
 - Professional event ceiling of ~300–350 is determined primarily by hotel room supply, not venue capacity - meaning accommodation investment directly unlocks hosting capacity. Lhtako Dene Nation hotel is in progress and will provide more event hosting opportunity through additional rooms and conference space.
 - Multiple interviews: 'More hotels and more restaurants' (retail). 'Lack of hotel rooms to sustain large events' (hotel). 'More B&Bs and cabin rentals would be welcome' (event coordinator). Council survey: accommodation quality and diversity is a top-three gap.
-

Gap Theme 6: Evening Economy, Food & Beverage, and Indoor Activities

Sources: Appendix B1 (F&B and paid indoor inventory), D1 (business survey), D4 (interviews).

Recommendations addressing this theme: A, F, J, L

Key findings:

- 63 F&B establishments inventoried. The current mix leans toward daytime cafés, fast food, and take-away, with Expanding evening dining options and making them easy to find and plan around would meaningfully extend visitor dwell time and spending after dark.
 - Several indoor evening experiences are ready to be added to tourismquesnel.com immediately: SharGloMa Soapworks (soap-making workshops), The Space Above (painting and jewellery studio), and Tee Time Virtual Golf (golf simulator).
 - Visitor feedback across interviews points to clear demand: more family and kid-friendly dining, more evening activities, and more options for visitors after hours. Existing paid indoor experiences (ie, movie theatre, escape room, museum, gallery, bowling, curling, and skating) provide a solid foundation to build from, with extended hours and better promotion unlocking more of their potential.
-

Gap Theme 7: Heritage, Cultural Infrastructure, and Indigenous Integration

Sources: Appendix B1 (cultural/historical), C (comparable communities), D2 (Council survey - unanimous priority), D3 (staff workshop), D4 (interviews). Recommendations addressing this theme: I, J, L

Key findings:

- Heritage assets are strong and include the historic walking tour, fire hydrant tour, and pioneer cemetery tour give Quesnel a distinctive self-guided offer. This also showed clear opportunity to deepen the experience through audio guides, a digital layer, and guided formats. Island Mountain Arts (Wells), the Wells Museum, and the World's Largest Gold Pan are all ready to be listed on tourismquesnel.com.
 - Indigenous tourism has unanimous agreement across all four Council and CRD survey respondents as a priority - a strong mandate for action. The Pow Wow and occasional events provide a starting point, with meaningful opportunity to grow a dedicated Indigenous cultural tourism offer in partnership with local Nations.
 - The Lhtako Dene Pow Wow is described by ITBC as one of the best in BC and is open to all visitors. Correcting the widespread misconception that it is closed to non-Indigenous visitors is an immediate, low-cost action that could materially grow attendance. Comparable cities like Kimberley and Sechelt are already seeing returns from actively promoting Indigenous cultural products.
 - Quesnel Live Arts brings genuine passion and community commitment to performing arts, though the absence of a permanent venue limits scalability.
-

Gap Theme 8: Agritourism and Local Food Economy

Sources: Appendix B1 (experiences/amenities), D4 (FARMED and agritourism advisor interviews). Recommendations addressing this theme: F

Key findings:

- FARMED is not listed on tourismquesnel.com in the shopping section – an opportunity for collaboration of one of Quesnel's most distinctive local assets.
 - FARMED is approaching its 20th anniversary - a marketing milestone. Agritourism advisor: "Build up existing events rather than creating new ones."
 - Local government require a specified amount of local ingredients at City-organized events - a policy lever requiring no capital investment that directly builds the local food economy.
 - The Lower Mainland has a provincially funded farm-to-fork model (FarmFolk CityFolk) that has never expanded past the Okanagan.
-

Gap Theme 9: Event Coordination, Institutional Knowledge, and Volunteer Capacity

Sources: D3 (staff workshop), D4 (event coordinator interviews - both current and former), D1 (business survey). Recommendations addressing this theme: K, P

Key findings:

- A transition between event coordinators highlighted the importance of documenting institutional knowledge such as historical bids, vendor relationships, and venue logistics, so that expertise is held by the organization, not just by individuals. Building this documentation now will strengthen every future bid and handover.
 - There is a clear opportunity to better align the coordinator role with the goals of the Economic Development Strategy - clarifying scope for volunteers and partners and building out templates for conference organization, event lead assessment, and a bidding strategy. These are one-time investments that pay dividends across every event that follows.
 - The City's status as a government body limits access to some nonprofit funding sources. This is a structural reality worth accounting for in event planning and partnership design. Community volunteer energy is strong but finite; reviving events like Dinner on the Bridge and the Santa parade will benefit from shared coordination models and advance planning that protect against volunteer fatigue.
-

Gap Theme 10: Public Amenity Documentation and Sense of Arrival

Sources: Appendix B1 (public amenities - 39 inventoried), D3 (site visit observations), D4 (interviews). Recommendations addressing this theme: A, D, L

Key findings:

- Several parks, trails, and lake entries are flagged for follow-up in the inventory for completing descriptions, hours, and accessibility data will make them genuinely visitor-ready assets. Tzenzaicut Lake (a significant ATV/fishing/camping site) is ready to be listed.
 - A large vacant commercial property at the Williams Lake entry point currently shapes the first impression for visitors arriving from the south. Engaging the property manager about interim activation such as public art, greening, or temporary programming offers a tangible way to improve arrival experience while longer-term solutions develop.
 - Downtown safety perceptions were raised by multiple business survey respondents as a factor in visitor behaviour and dwell time. The City's active work through the Public Safety and Policing Committee provides a dedicated structure for coordinated action, and communicating that progress publicly supports the destination's broader tourism goals.
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SECTION 4

Events

Quesnel has a genuine appetite to become a hosting city, and the ambition is well-founded. With plentiful annual events in the community, more than three dozen venues, and a community that consistently shows up, the foundation is strong. The short- to medium-term opportunities are to grow what exists, fill shoulder-season gaps, and longer-term to pursue a high-value provincial events through targeted bids.

The primary opportunity is infrastructure optimization. Practical professional event capacity currently tops out around 350 participants, and West Fraser Centre can serve larger events with the right planning. Its conversion from ice rink to event floor requires lead time and coordination, and it represents a meaningful asset when activated well. The hosting precinct is an increasingly strong foundation, and maximizing its use across shoulder seasons is the most immediate and practical path to growing Quesnel's event portfolio. The City is well-positioned to grow its hosting capacity by being strategic about which events it pursues, investing in the operational supports that make existing venues perform at their best, and building a track record that attracts progressively larger events over time. The goal is to compete confidently with what exists while continuing to make the case for future investment.

Current Annual Events

The event inventory identified 29 annual events with potential to attract regional, provincial, or broader audiences. The concentration is heavily seasonal: 41% of events occur in July and August, and 90% fall between May and October. At the time of the inventory, 6 of the 29 events were listed on Tourism Quesnel's annual events page. By the time this report was finalized, that number had grown to 10 - a tangible early win that reflects the City's responsiveness to the findings. *See Appendix B for asset listing and gap analysis.*

Opportunity

Quesnel will celebrate its 100th anniversary in 2028. This is a significant milestone marketing moment that should be actively promoted well in advance to drive a larger-than-usual provincial audience.

Event Opportunities – No Bid Required

The events listed in table 5 represent actionable near-term opportunities, achievable with existing capacity, that do not require a bidding process. Because the visiting audience will vary widely across event types, with some drawing overnight guests in paid accommodation and others bringing visitors staying with friends and family, a baseline economic impact estimate per 100 visitors is provided for each scenario to allow for flexible, realistic expectations.

Estimated economic impacts in Quesnel of one day of spending by one hundred visitors who stay in **paid accommodation**.

\$30,772

Total Output

\$16,032

Total GDP

\$9,783

Total Labour Income

\$6,121

Total Federal, Provincial
& Municipal Tax Revenue

Estimated economic impacts in Quesnel of one day of spending by one hundred visitors who stay in **other accommodations (e.g., friends and family)**.

\$21,755

Total Output

\$11,588

Total GDP

\$7,608

Total Labour Income

\$4,357

Total Federal, Provincial
& Municipal Tax Revenue

Table 5: Near-term Event Opportunities (No bid required)

Event	Audience	Suggested Lead	Season	Notes
Shore to Shore (Dinner on the Bridge)	Currently local with potential to be Regional/Provincial	BIAs	Shoulder	Support bringing back this signature event; potential to pair with hotel overnight packages
Consolidated Holiday/ Christmas Market	Regional	BIAs; Chamber	Winter	Combine small winter offerings into a destination draw for the North Cariboo
Food Festival (grassroots)	Regional → Provincial	FARMED; Farmer's Market; restaurants	Shoulder	Local food, farmers, and culture; incorporate FARMED, Ale Trail, Butter Tart Competition
Health & Wellness Weekend	Regional → Provincial	Hotels; Wells Hotel already hosts a Wellness Weekend	All	Position Quesnel as a health & wellness centre of the Cariboo
TEDx Quesnel	Regional	Post secondary institutions; Chamber	Any	Entirely volunteer-organized; puts Quesnel on the map for ideas and talent

Event Bidding Structure

The following proposed event bidding structure is built on a simple guiding principle: start strong, build a track record, and pursue a broader range of events over time. The events in this pipeline are rotating BC provincial events that cycle through eligible host communities on a regular basis, rewarding those that demonstrate consistent readiness. Through sustained hosting success, Quesnel can position itself as a reliable, capable host that earns its place in that provincial rotation. The groundwork for that reputation is already being laid. The 2023 Minerals North conference was reported to generate \$610,000 in economic impact over three days, with 68% of attendees saying they were pleasantly surprised by Quesnel as a destination and 72% saying they would recommend it to others. That same study identified areas for improvement such better advance communication with businesses, a stronger sense of arrival, and a more formalized events strategy, all of which are directly reflected in the recommendations of this report.

The event pipeline outlined here is intended as a starting point for conversation, not a fixed prescription. The early years suggest two events in both 2028 and 2029 to establish momentum, with the scale and complexity of potential bids growing gradually through to 2043. Not all events need to be City-led, the order of bids may shift, and opportunities may emerge earlier or later than anticipated. From year to year, staff, Council, and community partners are best placed to assess which bids make sense given available capacity, partnerships, and timing. Taken together, this pipeline represents a fifteen-year horizon of potential economic impact, community pride, and growing visibility within BC's provincial event circuit.

BC Biddable Events

Eighteen provincial/regional events that rotate locations have been identified for potential bids. Table 6 below provides a high-level overview of the potential biddable events, while table 7 shows mid-point economic impact projections for each of the recommended biddable events. Note that Capacity Fit assumes the Lhtako Dene hotel is operational by 2030. Attendee estimates are based on historical event information available at time of writing. See Appendix A for full economic impact assessment details.

Table 6: Biddable Event Opportunities

Events	Target Year	Capacity Fit	Suggested Lead
<p>North Central Local Government Association (NCLGA) AGM & Convention It includes governance business sessions, workshops, resolutions debate, a tradeshow, and community programming organized by the host.</p>	2028 Spring	Good 200-300 delegates 3 days	City of Quesnel
<p>BC Museums Association Annual Gathering The provincial network of museums, galleries, archives, and cultural heritage spaces.</p>	2028 Fall	Good to stretch 100-400 delegates 2-3 days	City of Quesnel; Museum; Barkerville; First Nations
<p>Community Futures BC – Annual General Meeting or Regional Forum. Working meetings for CF staff, board members, and partners focused on rural economic development strategy, program delivery, and advocacy</p>	2029 Flex	Good 50-150 attendees 1-2 days	Community Futures
<p>BC Business Improvement Areas Association (BIABC) – Annual Conference. Its annual conference brings together BIA managers, executive directors, board members, and municipal partners for professional development, peer learning, and networking</p>	2029 Spring	Good 150-200 delegates 4 days	BIAs
<p>BC First Nations Forestry Council Annual Conference The annual conference of the BC First Nations Forestry Council, which supports and advocates for First Nations as full partners in BC's forest sector</p>	2030 Spring	Good 150+ delegates 2-3 days	Community Forest; First Nations
<p>Minerals North Conference & Trade Show The annual gathering of northern BC communities and the minerals sector - the largest northern mining conference in Western Canada.</p>	2031 Spring	Good to Stretch 400-600 delegates 3 days	City of Quesnel
<p>BC Community Forest Association Annual Conference & AGM The annual conference of BC's community forest network, representing over 100 rural and Indigenous communities across the province</p>	2032 Spring	Good 120-200 delegates 3 days	Three Rivers Community Forest
<p>Cycling BC Provincial Championships – Mountain Bike Enduro or Gravel Cycling BC provincial championship events across multiple cycling disciplines.</p>	2033 Fall	Good 100-300 delegates 1-2 days	Gold Rush Cycling Club

Events	Target Year	Capacity Fit	Suggested Lead
<p>Rotary District 5040 Annual Conference The annual weekend conference for Rotary District 5040, which comprises 50 Rotary clubs across BC.</p>	2034 Spring	Good 200-350 attendees 3 days	Quesnel Rotary Club
<p>BC Agritourism Forum or Farm-to-Fork Conference No single recurring provincial event currently owns this space exclusively, creating an opportunity for Quesnel to initiate or co-host a northern BC agritourism gathering</p>	2035 Flex	Good 150-250 attendees 2 days	FARMED
<p>Planning Institute of BC (PIBC) Annual Conference The annual conference of the Planning Institute of British Columbia, the professional association of planners in BC and the Yukon.</p>	2036 Spring	Good to Stretch 200-400 delegates 3-4 days	City of Quesnel
<p>BC School Sports Mountain Biking Provincial Championships The annual provincial high school mountain biking championship.</p>	2037 Fall	Good to Stretch 200-400 attendees 2 days	SD28
<p>BC Chamber of Commerce Annual AGM & Conference The annual AGM and Conference of the BC Chamber of Commerce, the province's largest business association representing 80 chambers and 32,000 businesses.</p>	2038 Spring	Good 170-200 delegates 3 days	Quesnel Chamber of Commerce
<p>ITBC – Regional Gathering or Operator Symposium Indigenous Tourism BC (ITBC) holds regional gatherings, operator symposia, and training events for Indigenous tourism operators across BC Relationship-driven timeline. No fixed target.</p>	2039 Flex	Good 50-150 delegates 3 days	First Nations
<p>BC Snowmobile Federation Annual AGM, Congress & Excellence Awards The annual weekend gathering of BC snowmobile club delegates, BCSF board members, and industry partners.</p>	2040 Spring	Good 150-250 attendees 3 days	Wells Snowmobile Club
<p>BC Soccer Association Youth Championship – B Cup / Northern Division The championship runs over 3 days in early summer and involves youth teams from Under-14 through Under-18.</p>	2041 Summer	Requires partnership 1600+ attendees 3 days	Quesnel Soccer Association
<p>BC Hotel Association Summit The annual spring summit of the BC Hotel Association, which unites 350+ hotel owners, operators, and industry leaders from across the province</p>	2042 Spring	Good – Stretch 350+ delegates 2 days	Accommodation sector
<p>BC Golf Association Tournament or Championship Events range from youth and amateur championships to senior and disability categories, with associated family and delegate attendance</p>	2043 Summer	Good 200+ golfers 3 days	Quesnel Golf Club

Biddable Events + Economic Impact Mid-point Estimates

Table 7: Biddable Events & Economic Impact Mid-Point Estimates

Events	Visitor Spending	Total Output	Labour Income
NCLGA AGM	\$226,568	\$335,685	\$108,588
BC Museums Association Annual Gathering	\$213,728	\$316,685	\$102,677
Community Futures BC – AGM or Regional Forum	\$37,761	\$55,947	\$18,098
BIABC – Annual Conference	\$151,045	\$223,790	\$72,392
BC First Nations Forestry Council Annual Conference	\$124,612	\$184,627	\$59,723
Minerals North Conference & Trade Show	\$349,736	\$518,212	\$168,017
BC Community Forest Association Annual Conference	\$104,921	\$155,464	\$50,405
Cycling BC Provincial Championships	\$99,894	\$148,027	\$48,098
Rotary District 5040 Annual Conference	\$174,868	\$259,106	\$84,008
BC Agritourism Forum or Farm-to-Fork Conference	\$89,905	\$133,224	\$43,288
Planning Institute of BC (PIBC) Annual Conference	\$219,979	\$325,895	\$105,164
BC School Sports Mountain Biking Provincial Championships	\$126,463	\$187,422	\$61,141
BC Chamber of Commerce Annual AGM & Conference	\$139,852	\$207,238	\$67,337
ITBC – Regional Gathering or Operator Symposium	\$59,937	\$88,816	\$28,859
BC Snowmobile Federation Annual AGM & Awards	\$139,852	\$207,238	\$67,337
BC Soccer Association Youth Championship – B Cup	\$558,566	\$828,009	\$271,950
BC Hotel Association Summit	\$186,716	\$276,592	\$89,023
BC Golf Association Tournament or Championship	\$190,581	\$282,530	\$92,932
COMBINED IMPACT (all 18 events)	\$3.19M	\$4.73M	\$1.54M

AKC developed a Quesnel-specific economic impact assessment model for this project. As a value-add beyond project scope, the model has been provided to the City for ongoing use. The model allows staff to generate tourism impact projections independently so evidence-based decision-making continues long after this project is complete.

SECTION 5

North Cariboo Tourism Forum

The North Cariboo Tourism Forum was held on February 19, 2026, at the Quesnel & District Seniors' Centre, delivered in partnership by the City of Quesnel, Cariboo Regional District, Chamber of Commerce, and AKC. With 75 registered and 90 total, the Forum brought together tourism operators, businesses, First Nations partners, BIA representatives, and sector agencies for a full day of panels, workshops, and collaborative discussion. The feedback was clear, with 36 completed feedback forms giving an average rating of the forum of 4.81 out of 5 for Overall Experience and 92% stating that “Yes” they would attend a tourism-focused event again. The North Cariboo Tourism Forum Event Summary was prepared by AKC and delivered to the City of Quesnel in February 2026. As this report was completed and provided to the City as a standalone deliverable prior to this final phase, it is not reproduced in full here. The key highlights and insights from the forum are summarized below.

What the Region Told Us

- Strong appetite for deeper partnerships: Participants emphasized building stronger networks among businesses, operators, and regional partners.
- Transportation planning for events and visitor mobility was identified as an area for continued attention, particularly around coordinating ground transport options during peak periods and major events.
- Shoulder season activation is a shared priority: There is a clear and collective desire to flatten the summer-peaked curve.
- Customer service and hospitality training is an opportunity area: Consistent visitor experience starts with the people delivering it.
- Packaging and experience bundling show strong potential: Collaborative packages can meaningfully increase visitor spend and length of stay.
- Food and dining are a key visitor expectation: Travellers prefer not to cook on vacation.
- Better use of existing supports and resources: Training programs and funding are underutilized.

Tactical Opportunities from the Forum

- Develop a detailed communications plan to keep businesses connected and aware of upcoming opportunities.
- Invite airlines to future tourism forums. This is a practical step to build the case for improved air access.
- Echen bus availability as an event shuttle option for high-traffic periods; discuss insurance and partnership framework (Echen as lead).
- Support BIAs in reviving Dinner on the Bridge as a signature event.

Forum insights were carried directly into Phase 4 - Tourism Experience Package Development. Businesses that expressed interest in package participation during the forum, alongside those identified through the Phase 1 business survey and one-on-one interviews, form the basis for the tourism packages spanning different seasons and visitor demographics

SECTION 6

Tourism Experience Packages

Why Packages?

Tourism experience packages are an effective tool a destination can use to convert interest into overnight stays. Rather than leaving visitors to piece together their own itinerary, a well-designed package removes friction by combining accommodation, guided experiences, and local dining into a single, bookable offering that is greater than the sum of its parts. For Quesnel, packages serve a specific strategic purpose: they encourage multi-night stays, extend visitation into the shoulder season, and create demand for experiences that visitors cannot easily discover or book on their own. They also align directly with Destination BC's positioning around outdoor adventure and authentic regional experiences, making Quesnel-developed packages eligible for broader provincial marketing channels.

Critically, packages are both good for visitors and good for operators. Each partner retains revenue for their own component while benefiting from cross-promotion, shared marketing reach, and new demand during periods when bookings might otherwise be slow. The package development process is collaborative and phased: partners confirm interest, align on availability windows and pricing, and work together toward market-ready offerings for the upcoming season. The goal is not a rigid product, but a flexible framework that grows with the destination and reflects what Quesnel's operators do best.

Package Development

Drawing on findings from Phases 1 to 3, destination packages were developed across the seasons, each combining experiences, accommodation, travel, and food and beverage into bookable visitor journeys with confirmed operator participation, recommended pricing, and defined booking processes and roles. While the business community's readiness for package development was still emerging at the outset, this presented a valuable opportunity to build foundational knowledge alongside the work itself. Operators engaged with genuine enthusiasm once the concept and its potential were made clear.

Package development was led by AKC in conjunction with operators. Activation and ongoing delivery are the responsibility of the operators and partners within each respective package.

To support cohesive storytelling and guide future package development, Quesnel's tourism opportunities have been organized into five experience clusters: Trails & Wilderness, Lakes & Fishing, Heritage & Culture, Cariboo Road Trip Stopover, and Wellness in Nature. Each cluster reflects a distinct visitor motivation and seasonal opportunity. Clustering packages in this way supports clearer destination positioning, more focused marketing, stronger visitor itineraries, and better alignment with Destination BC and regional DMO opportunities. To maintain credibility in market, a cluster should only be actively promoted as a dedicated feature on the tourism website once it has at least two market-ready packages to offer visitors a meaningful choice. See Appendix E for package development resource document.

Table 8: Cluster Themes

Cluster Theme	Opportunity	Target Season
Trails & Wilderness	Position Quesnel as a year-round outdoor basecamp offering uncrowded access to trails for hiking, biking, snowmobiling, and exploration. Emphasize accessibility, variety, and a slower-paced experience compared to larger destinations.	All
Lakes & Fishing	Position Quesnel as a premier fishing basecamp with access to multiple lakes and guided experiences. Focus on multi-day, immersive trips that are easy to plan and deliver strong shoulder-season potential.	Spring / Fall
Heritage & Culture	Leverage Quesnel's position as the gateway to the Gold Rush while exploring opportunities to incorporate Indigenous perspectives and cultural experiences over time through partner-led collaboration.	All
Cariboo Road Trip Stopover	Capture regional pass-through travellers by positioning Quesnel as a compelling stopover destination, encouraging 1-2 night stays through curated, easy-to-access experiences.	Summer (shoulder season)
Wellness in Nature	Leverage Quesnel's peaceful natural surroundings and slower pace of life to create restorative, wellness-focused experiences centered around relaxation, mindfulness, movement and rejuvenation.	All

Opportunity

Completed packages should be submitted to CCCTA's "Operator Offers" section at <https://industry.landwithoutlimits.com/services/marketing/operator-offers/> and to the "Book Now" section of landwithoutlimits.com to maximize visibility on the regional platform.

Recognizing that package development will continue beyond this project, AKC has also prepared a standalone package development toolkit. This resource is for the City/Tourism Quesnel to use for future operator engagement and package development, enabling lasting capacity in this area.

The Tourism Package Development Toolkit outlines an approach to developing bookable, multi-day visitor experiences and provides a framework for ongoing package development. It is designed to be a working document that grows with the destination, supporting operators in moving from informal offerings to market-ready products that extend visitor stays and increase local spending.

Packages

The following four packages have been developed spanning Quesnel's core tourism clusters and multiple seasons. While each is at a different stage of readiness, together they represent meaningful progress with real operators, real experiences, and a growing pathway for visitors to discover Quesnel on their terms.

Guided Fishing Getaway *(Lakes & Fishing | September - October)*

A fall fishing getaway featuring a full-day guided lake fishing experience tailored to your skill level, paired with a stay at the Sandman Hotel Quesnel. Designed for couples and families, this two-night package takes the guesswork out of trip planning. The gear, a packed lunch from Granville's Coffee, and local expertise are all handled through guide, Ben Fougere.

Past to Present: A Cariboo Gold Rush Journey

(Heritage & Culture | May - September)

Four nights. Two communities. One seamless journey through time. This multi-city itinerary takes families from Wells and Barkerville into present-day Quesnel, where hands-on gold panning brings the story full circle and models the kind of regional collaboration that positions Quesnel as a gateway to a much richer experience.

Ride & Recharge *(Trails & Wilderness | May - October)*

Ride, eat well, and unwind in the beauty of Quesnel's natural surroundings. This package puts Quesnel's accessible trail network front and centre, with bike rentals through the Visitor Information Centre and a post-ride dinner at Barkerville Brewing Co. built right in - a clean, active itinerary for couples and friends without logistical friction.

Ski & Stay: Troll Mountain Winter Escape

(Trails & Wilderness | December - early April)

Skip the crowds and discover a quieter ski experience - pairing a cozy stay in Quesnel with a day at Troll Ski Resort. Short lift lines, approachable terrain, and a welcoming community atmosphere make this a compelling winter alternative that extends Quesnel's tourism season authentically.

These packages are a starting point, and the toolkit ensures the momentum built through this process carries forward long after the project is complete.

See Appendix E for package details and the package development toolkit.

SECTION 7

Recommendations

The following 16 recommendations are listed below for reference and are presented in full including structured detail and related actions described together in the remainder of this section.

THEME 1: Strengthen the Foundations

- A: Strengthen tourismquesnel.com as the Single Authoritative Platform
- B: Leverage CCCTA, Love Quesnel, and Regional Platforms
- C: Enhance Destination Brand, Marketing, and Communications
- D: Invest in Placemaking, Wayfinding, and Sense of Arrival
- E: Establish a Tourism Data and Measurement Baseline

THEME 2: Build the Experiences

- F: Surface and Develop New Visitor Experience and Business Opportunities
- G: Strengthen Accommodation Quality and Diversity
- H: Invest in Outdoor Recreation Infrastructure
- I: Strengthen Indigenous Tourism Integration
- J: Develop Heritage Experience Itineraries and Promote Cultural Assets
- K: Grow the Events Portfolio
- L: Address Downtown Safety and Activate the Evening Economy

THEME 3: Invest in Enablers

- M: Bridge the Visitor Transportation Gap
- N: Strengthen Partnerships and Regional Coordination
- O: Strengthen Quesnel's MRDT Outcomes and Accountability
- P: Build Tourism Workforce and Business Capacity

Theme 1: Strengthen the Foundations

Build Quesnel's digital, marketing, and data foundations. These are the enabling conditions that make everything else visible, findable, and measurable.

Rec A: Strengthen tourismquesnel.com as the Single Authoritative Platform

Gap Addressed	45 assets across 8 categories are missing or incorrect on tourismquesnel.com. A listing policy/guide, annual audit process, and AI-optimized content will strengthen the site's reach and reliability. Getting Quesnel searchable on landwithoutlimits.com's Book Now section is a near-term priority.
Short-Term Benefits	Immediate improvement in visitor experience and business visibility. Higher site engagement. Businesses aware of and in control of their listings.
Long-Term Benefits	tourismquesnel.com becomes the definitive, trusted source for North Cariboo tourism - relied on by visitors, AI trip-planning tools, CCCTA, and local businesses. Sustained traffic growth as content compounds over time.
Barriers	Requires ongoing staff commitment to data quality. Listing policy requires Council alignment with the Community Charter. AI-optimized content requires web development support.
Lead Organization	City of Quesnel
Partnership Opportunities	All local tourism business licence holders; CCCTA; Chamber of Commerce; Wells and North Cariboo tourism businesses via minimal-fee non-resident listing option.
Actions	<ol style="list-style-type: none"> (1) Develop and adopt a listing policy and editorial guide. (2) Complete a full audit and fix the 45 missing/incorrect listings. (3) Consider adding a self-serve listing update capability on tourismquesnel.com. (4) Add FARMED, unlisted cultural assets, water sports operators, and new businesses as identified in this report. (5) Rewrite itinerary key pages as static, plain-text content readable by AI crawlers. (6) Develop themed inspiration itineraries (dog-friendly, culinary, mountain biking, heritage, wellness, fishing etc). (7) Require annual audit of links, images, and information. (8) Add dedicated airport page with ground transport, parking, and accessibility information. (9) Consider adding an additional navigation tab for "Deals & Packages" on tourismquesnel.com to help promote the live bookable packages and Love Quesnel offers.
Financial Implications	\$ - Primarily staff time for audit and content. One-time web development investment for AI optimization and self-serve form.

Theme 1: Strengthen the Foundations

Rec B: Leverage CCCTA, Love Quesnel, and Regional Platforms

Gap Addressed	Quesnel is not yet searchable on landwithoutlimits.com's Book Now section - a straightforward fix. Love Quesnel can be utilized for inspiration content and seasonal newsletters to further community and visitor engagement with businesses. Many operators are not yet aware of available CCCTA services and export-readiness tools, making outreach a high-return investment.
Short-Term Benefits	Quesnel added to landwithoutlimits.com Book Now section. Love Quesnel utilized for inspiration content and seasonal newsletters. Operators connected with CCCTA marketing tools and listings.
Long-Term Benefits	Quesnel established as a bookable destination within the full CCCTA ecosystem, opening access to provincial and international marketing channels.
Barriers	Requires active relationship management with CCCTA. Staff capacity to repurpose Love Quesnel content.
Lead Organization	City of Quesnel (Love Quesnel, Explore Cariboo, platform coordination) / CCCTA (regional DMO lead)
Partnership Opportunities	CCCTA; Destination BC; local operators.
Actions	<ol style="list-style-type: none"> (1) Contact CCCTA to get Quesnel searchable on landwithoutlimits.com Book Now. (2) Submit destination packages to CCCTA Operator Offers section. (3) Leverage Love Quesnel by creating inspiration content, seasonal newsletters, and business inventory development. (4) Encourage businesses to use CCCTA resources and listings. (5) Align marketing with Destination BC's Nature's Heartland brand positioning.
Financial Implications	\$ - Staff time and relationship management.

Theme 1: Strengthen the Foundations

Rec C: Enhance Destination Brand, Marketing, and Communications

Gap Addressed	Quesnel's tourism marketing has strong individual elements that can be better aligned across channels. Wellness is a growing travel segment promoted by only two comparable BC communities. This is a ready-made differentiator. Stronger coordination between Economic Development and Tourism, and an improved newsletter, will amplify what's already being done with limited additional effort.
Short-Term Benefits	Consistent, aligned messaging across channels. Wellness positioned as a differentiator. Newsletter engagement improved. Businesses connected to broader distribution.
Long-Term Benefits	A cohesive destination identity that reinforces Quesnel's brand at every touchpoint and attracts the Outdoor Explorer and Simplicity Lover target segments identified by Destination Canada.
Barriers	Requires internal coordination protocols. Staff time for content development. Marketing alignment with CCCTA requiring relationship investment.
Lead Organization	City of Quesnel / Chamber / BIAs
Partnership Opportunities	CCCTA; Destination BC; local businesses; media outlets.
Actions	<ol style="list-style-type: none"> (1) Improve coordination between Economic Development staff and those managing the Tourism events newsletter and social channels. (2) Weave wellness messaging into website copy, packages, and marketing materials. (3) Refresh the events newsletter: visual hierarchy, imagery, sharing prompts, and a dedicated special offers option. (4) Pursue advertorials and award applications as low-cost earned media. (5) Continue the standalone printed Visitor Guide at hotels, VIC, and airports. (6) Encourage residents to become ambassadors through local awareness campaigns.
Financial Implications	\$ - Primarily staff time. Possible low-cost design tool subscription.

Theme 1: Strengthen the Foundations

Rec D: Invest in Placemaking, Wayfinding, and Sense of Arrival

Gap Addressed	There is a real opportunity to strengthen Quesnel's sense of arrival and physical wayfinding. A vacant commercial property at the Williams Lake entry point is a candidate for interim activation through public art or temporary programming. More wayfinding to key attractions, public art installations, and completing digital documentation of parks and trails will all deepen the visitor's experience from the moment they arrive.
Short-Term Benefits	A welcoming, visually distinctive arrival experience. Visitors oriented from the moment they enter the city. Key assets findable and plannable online.
Long-Term Benefits	A destination that feels cohesive and intentional to visitors, building confidence, dwell time, and positive word of mouth.
Barriers	Capital investment required for physical wayfinding. Abandoned property requires engagement with private owner/property manager. Digital amenity documentation requires ongoing maintenance.
Lead Organization	City of Quesnel
Partnership Opportunities	Ministry of Transportation; CRD; Chamber; Community Futures; BIAs; Quesnel and District Community Arts Council; local artists; property owners; First Nations cultural partners.
Actions	<ol style="list-style-type: none"> (1) Consider physical directories for high-volume pedestrian areas. (2) Continue and strategically extend public art and mural installations at key visitor nodes. (3) Complete documentation of public parks, trails, and amenities on tourismquesnel.com with consistent details including hours, accessibility, and amenities. (4) Ensure Google Maps listings are accurate and complete for all businesses and public amenities.
Financial Implications	\$\$ to \$\$\$ - Digital updates are low cost; physical wayfinding signage is capital investment.

Theme 1: Strengthen the Foundations

Rec E: Establish a Tourism Data and Measurement Baseline

Gap Addressed	Quesnel does not yet have a systematic way to track visitor numbers, length of stay, or destination-level spend. Establishing a baseline now will make progress measurable and strengthen the case for future investment. The Council and CRD survey identified data-informed decision making as a top priority.
Short-Term Benefits	A baseline established for key metrics within 18 months. Annual tracking in place. Progress visible and reportable to Council and partners.
Long-Term Benefits	Evidence-based tourism governance that builds credibility, enables grant applications, and supports bid development for provincial events.
Barriers	Requires staff capacity to collect and synthesize data from multiple sources. Coordination across CCCTA, hotel operators, and accommodation platforms.
Lead Organization	City of Quesnel (Economic Development Office)
Partnership Opportunities	CCCTA; Destination BC; hotel operators; Statistics Canada; accommodation platforms.
Actions	<ol style="list-style-type: none"> (1) Define the KPI set for annual tracking (tourismquesnel.com users, event attendance baselines, package bookings, SuperHost completions, event bids submitted). (2) Implement a simple annual tourism dashboard for Council reporting. (3) Utilize event economic impact estimates for bids using the AKC model developed for this project.
Financial Implications	\$ to \$\$ - Staff time; possible dashboard tool subscription.

Theme 2: Build the Experiences

Deepen and diversify Quesnel's visitor offer through new and activated experiences, stronger event programming, cultural and Indigenous tourism, and accommodation investment.

Rec F: Surface and Develop New Visitor Experience and Business Opportunities

Gap Addressed	The CCC region captures 2% of visitor spend on recreation and entertainment vs. an 11% BC average - a gap that points directly to the opportunity available through bookable, paid experiences. Several strong operators and assets already exist but are not yet promoted, listed, or bookable online.
Short-Term Benefits	Existing unlisted operators added to tourismquesnel.com. Business community enabled to develop, activate and maintain package experiences.
Long-Term Benefits	Progressive closure of the 2% vs 11% recreation spend gap. Quesnel established as a destination with a genuine, diverse, bookable experience offer across water, land, and culture. An experience incubator builds operators toward export-readiness over time.
Barriers	Operator willingness and capacity. Safety certification requirements for guided experiences. Corporate retreat coordination complexity. Seasonal limitations for some activities.
Lead Organization	City of Quesnel (Tourism Quesnel – promotion of listings; resource connections) / Chamber and Community Futures (operator support and incubator) / Local operators (product delivery)
Partnership Opportunities	Outdoor operators; Chamber; Community Futures; NDIT.
Actions	<ol style="list-style-type: none"> (1) List all identified unlisted operators on tourismquesnel.com. (2) Create inspiration itineraries for water sports, ATV and snowmobile, and guided nature experiences. (3) Expand destination development awareness by connecting operators with practical support and export-readiness tools. (4) Launch an experience incubator program to move operators from idea to market-ready product. (5) Increase promotion of water sports, ATV, snowmobile, guided wildlife viewing, and corporate retreats as activity categories on tourismquesnel.com.
Financial Implications	\$ for listing and digital content. \$\$ for operator support programs and experience incubator.

Theme 2: Build the Experiences

Rec G: Strengthen Accommodation Quality and Diversity

<p>Gap Addressed</p>	<p>The accommodation mix currently leans toward motels and campgrounds, with boutique hotels, glamping, and lodge-style stays representing clear white space for investment that attracts higher-spend, longer-stay visitors. Professional event hosting capacity grows directly with room supply - each new accommodation unit expands Quesnel's bid ceiling. Mill shutdown periods can be systematically planned around once integrated into event scheduling.</p>
<p>Short-Term Benefits</p>	<p>A distinctive accommodation attraction strategy in place. STR policy developed. Continuation of Hotel Revitalization Tax Exemption program.</p>
<p>Long-Term Benefits</p>	<p>A diversified accommodation ecosystem that raises the event hosting ceiling, lengthens average stays, and attracts higher-spend visitors. Each new quality accommodation unit directly expands Quesnel's provincial bid capacity.</p>
<p>Barriers</p>	<p>Private investment decisions cannot be mandated. Rural development faces permitting complexity. Long lead times for new builds.</p>
<p>Lead Organization</p>	<p>City of Quesnel</p>
<p>Partnership Opportunities</p>	<p>Chamber; Community Futures; NDIT; local landowners with rural accommodation potential.</p>
<p>Actions</p>	<ol style="list-style-type: none"> (1) Develop a targeted accommodation attraction strategy identifying the specific types and locations needed. (2) Continue proactive relationship-building with accommodation developers. (3) Integrate the mill shutdown calendar into event planning so blackout periods are systematically avoided. (4) Develop a short-term rental policy to enable unique stays to be listed on tourismquesnel.com.
<p>Financial Implications</p>	<p>\$\$ - Strategy development and incentive program design. Foregone tax revenue offset by long-term positive economic impact.</p>

Theme 2: Build the Experiences

Rec H: Invest in Outdoor Recreation Infrastructure

<p>Gap Addressed</p>	<p>Quesnel's trail and outdoor assets are a major strength and mountain biking is the third highest-performing page on tourismquesnel.com. In alignment with the Trail Strategy - trail infrastructure needs targeted upgrades to support both competitive events and the guided experience products in Rec F. A mid-distance hiking trail with a viewpoint connecting Hallis, Wonderland, and Dragon Mountain is a specific identified gap.</p>
<p>Short-Term Benefits</p>	<p>Trail infrastructure assessed against competitive hosting standards. Targeted upgrades delivered in time for 2032 Cycling BC bid preparation.</p>
<p>Long-Term Benefits</p>	<p>Quesnel positioned as a serious outdoor recreation destination with infrastructure capable of hosting provincial events and supporting a full guided experience ecosystem.</p>
<p>Barriers</p>	<p>Capital investment and multi-partner coordination required. Crown land permitting. Multi-year build timeline.</p>
<p>Lead Organization</p>	<p>City of Quesnel / Cariboo Regional District (joint)</p>
<p>Partnership Opportunities</p>	<p>BC Trails; Destination BC; CCCTA; Quesnel Trail Association; Cycling BC; First Nations land partners; volunteer trail associations.</p>
<p>Actions</p>	<ol style="list-style-type: none"> (1) Align with the Trails Strategy to identify priority trail investments for both visitor experience and event hosting. (2) Develop a mid-distance hiking trail with a viewpoint and connections between Hallis, Wonderland, and Dragon Mountain plus a long-distance backcountry cycling route. (3) Improve washrooms, lighting, and sense-of-arrival elements at key trailheads. (4) Engage with CCCTA on the Cariboo Chilcotin Coast Tourism Trail Framework to position Quesnel's assets for international touring audiences.
<p>Financial Implications</p>	<p>\$\$\$ - Capital investment. Grant opportunities through NDIT, BC Trails, and provincial recreation funding.</p>

Theme 2: Build the Experiences

Rec I: Strengthen Indigenous Tourism Integration

Gap Addressed	Indigenous tourism has unanimous agreement across all Council and CRD survey respondents as a priority - a strong mandate to act. The Lhtako Dene Pow Wow is described by ITBC as one of the best in BC and is open to all visitors; correcting the widespread misconception that it is closed is an immediate, low-cost win. Local First Nations groups are building tourism capacity and relationship-first investment now will position Quesnel as a genuine, long-term partner.
Short-Term Benefits	Pow Wow promotion clearly marketed as open to all visitors. At least one relationship-building forum with local First Nations and ITBC completed within 18 months.
Long-Term Benefits	A genuine, partnership-built Indigenous cultural tourism offer that attracts visitors and generates economic benefit for Indigenous communities - directly advancing reconciliation through tourism.
Barriers	Must be partnership-led, not City-driven. Relationship-building takes time. Indigenous partners must lead their own tourism development.
Lead Organization	Local First Nations (lead) / City of Quesnel (support)
Partnership Opportunities	Lhtako Dene Nation; Nazko First Nation; Lhoosk'uz Dené Nation; 'Esdilagh Nation; Echen Healing Society; Indigenous Tourism BC (ITBC).
Actions	<ul style="list-style-type: none"> (1) Update Pow Wow listing and promotion to clearly communicate it is open to all visitors. (2) Continue to build relationships through sweats, forums and roundtables. (3) Share and actively promote ITBC resources with local Indigenous operators. (4) Support capacity-building before scaling. (5) Explore hosting an ITBC regional gathering (target 2039) in partnership with Lhtako Dene as host.
Financial Implications	\$ - Relationship-building investment and capacity support.

Theme 2: Build the Experiences

Rec J: Develop Heritage Experience Itineraries and Promote Cultural Assets

<p>Gap Addressed</p>	<p>Heritage assets are strong and ready to be deepened - the existing self-guided tours provide a foundation that audio guides, a digital layer, and guided formats can elevate. Island Mountain Arts (Wells), the Wells Museum, and the World's Largest Gold Pan are ready to list. Quesnel Live Arts brings community energy to performing arts and represents an underutilized tourism asset whose role could be further leveraged in the visitor experience.</p>
<p>Short-Term Benefits</p>	<p>New themed heritage itineraries on tourismquesnel.com. Key unlisted cultural assets added. Wells cross-promotion formalized. Gold Pan positioned as a Gold Rush gateway experience.</p>
<p>Long-Term Benefits</p>	<p>A layered, engaging cultural visitor experience that positions Quesnel alongside Barkerville and Wells as part of a serious heritage destination - and extends dwell time beyond a single day.</p>
<p>Barriers</p>	<p>Content development requires staff or contractor time. Wells and Barkerville partnerships require active relationship management.</p>
<p>Lead Organization</p>	<p>City of Quesnel / Quesnel Museum / Quesnel & District Heritage Association</p>
<p>Partnership Opportunities</p>	<p>Quesnel Museum; Barkerville Historic Town; Island Mountain Arts; Wells; Wells Museum; Sunset Theatre (Wells); First Nations cultural partners; Northern Routes heritage network.</p>
<p>Actions</p>	<p>(1) Develop heritage-themed inspirational itineraries on tourismquesnel.com. (2) Add Island Mountain Arts, Wells Museum, and World's Largest Gold Pan to tourismquesnel.com. (3) Asses piloting a QR-code audio guide for the downtown historic walking. (4) Consider leveraging Quesnel Live Arts as a tourism draw by integrating upcoming performances into visitor-facing marketing channels and packaging opportunities.</p>
<p>Financial Implications</p>	<p>\$ to \$\$ for content and promotion.</p>

Theme 2: Build the Experiences

Rec K: Grow the Events Portfolio

<p>Gap Addressed</p>	<p>Quesnel has 29 existing annual events, a 15-year provincial bid pipeline, and five near-term grassroots event opportunities. The existing concentration is heavily seasonal (41% in July–August). The event coordinator role needs to expand to ensure support of the Economic Development Strategy. No event bid strategy exists.</p>
<p>Short-Term Benefits</p>	<p>First provincial bid pipeline submissions within 12 months. NCLGA 2028 bid submitted without delay. Event attendance baselines established. Mill shutdown calendar integrated into event planning.</p>
<p>Long-Term Benefits</p>	<p>A growing hosting track record that builds progressively toward the largest events on the bid pipeline. Events become the primary answer to 'Why Quesnel?' when planning a trip.</p>
<p>Barriers</p>	<p>Staff capacity to be managed through prioritization. Volunteer energy benefits from shared coordination and advance planning. Accommodation ceiling grows as new hotel supply comes online — including the Lhtako Dene hotel in progress.</p>
<p>Lead Organization</p>	<p>City of Quesnel / Event Coordinator / BIAs / Chamber (joint) / Local organizations</p>
<p>Partnership Opportunities</p>	<p>NCLGA; BCMA; all provincial bid organizations; accommodation providers; NDIT; CRD; Wells.</p>
<p>Actions</p>	<ol style="list-style-type: none"> (1) Submit the NCLGA 2028 bid (2) Submit at least two provincial bid pipeline submissions within 18 months (BC Museums 2028 EOI, BC BIA 2029). (3) Document institutional event knowledge - vendor lists, venue setup logistics, historical bids. (4) Building on the existing bid template asset, consider developing a formalized bid strategy and event coordination process document (including but not limited to: relationship development, budget and incentive framework, roles & responsibility, tracking & follow up). (5) Integrate the mill shutdown calendar into event planning. (6) Leverage Quesnel's 100th anniversary in 2028 as a major provincial marketing moment across events throughout that year. (7) Consider developing a long-term regional event hosting strategy with Wells and CRD. (8) Develop an event extension strategy positioning Quesnel as the natural pre/post-stay destination for regional events. (9) Encourage near-term grassroots events (Shore to Shore, Food Festival, Health & Wellness Weekend, TEDx, Consolidated Holiday Market).
<p>Financial Implications</p>	<p>\$\$ - Bid development, coordination, and event support. NDIT grants available for event development.</p>

Theme 2: Build the Experiences

Rec L: Address Downtown Safety and Activate the Evening Economy

Gap Addressed	Perceptions of downtown safety influence visitor behaviour and dwell time; the City's active work through the Public Safety and Policing Committee provides a strong foundation and a Tourism/Economic Development perspective at the table may add valuable insight.
Short-Term Benefits	Previously unlisted evening experiences added to tourismquesnel.com. Mix at Six programming reinforced. Progress on downtown safety visible and communicated to visitors.
Long-Term Benefits	A downtown visitors experience as lively after 6pm - increasing overnight stays, restaurant and bar revenue, and return visitation.
Barriers	Business hours cannot be mandated. Downtown safety requires coordinated multi-department response. Capacity constraints affect some operators.
Lead Organization	City of Quesnel / BIAs (joint)
Partnership Opportunities	RCMP; Public Safety and Policing Committee
Actions	<ol style="list-style-type: none"> (1) Continue addressing downtown safety through the Public Safety and Policing Committee and communicate progress publicly. (2) Encourage Economic Development/Tourism perspective at Public Safety & Policing Committee. (3) List unlisted evening experiences. (4) Promote evening programming actively on tourismquesnel.com through a "Night out" section or filter, itinerary-style content, and blog posts. (5) Support businesses to extend hours during major events.
Financial Implications	\$ to \$\$ - Safety work leverages existing programs; listing and promotion is minimal cost.

Theme 3: Invest in Enablers

Address the structural conditions that determine how far Quesnel can grow: visitor transportation, event coordination, partnerships, governance, and business capacity.

Rec M: Bridge the Visitor Transportation Gap

Gap Addressed	One taxi company serves Quesnel and must be booked in advance - making this clear on the airport page is an immediate fix. The absence of ride-hail services represents a market opportunity.
Short-Term Benefits	Airport page updated with complete ground transport information. Transportation planning embedded in all future event bids.
Long-Term Benefits	Visitors can plan and execute their movement around Quesnel confidently. Package bundling becomes viable. Event participation increases.
Barriers	Private transportation businesses cannot be mandated. Previous shuttle pilot was not financially viable; any new model must be demand-anchored and priced for cost recovery.
Lead Organization	City of Quesnel / Event Coordinator / Operators
Partnership Opportunities	Taxi operator; rental vehicle companies; Echen Healing Society (bus potential as event shuttle).
Actions	<ol style="list-style-type: none"> (1) Add ground transport information to the airport page (taxi, rental vehicles, shuttle options, contact details). (2) Embed transportation planning in all event bid and coordination discussions from the outset. (3) Develop event-specific transportation plans for all major hosted events.
Financial Implications	\$ for website updates. \$\$ for event transportation costs. Transportation supply requires private sector investment.

Theme 3: Invest in Enablers

Rec N: Strengthen Partnerships and Regional Coordination

Gap Addressed	Collaboration within Quesnel's tourism ecosystem is active but largely informal. Awareness of existing marketing channels and resources varies widely. CCCTA engagement has been inconsistent. Wells and the broader North Cariboo be leveraged as partners in tourism and event planning.
Short-Term Benefits	A regular coordination cadence established. Wells intentionally embedded in planning and communications. Quesnel's trail assets positioned within the CCCTA Tourism Trail Framework.
Long-Term Benefits	A cohesive, well-coordinated tourism ecosystem where City, BIAs, Chamber, CRD, First Nations, and CCCTA operate from aligned strategy and shared resources.
Barriers	Organizational complexity. Trust-building takes time. CCCTA relationship requires sustained investment.
Lead Organization	City of Quesnel / Chamber / BIAs / CRD (joint)
Partnership Opportunities	All tourism stakeholders; CRD; Wells; CCCTA; Destination BC; Indigenous partners.
Actions	<p>(1) Continue regular networking sessions with CRD, Chamber, and BIAs, leveraging partnership with Wells and other North Cariboo partners.</p> <p>(2) Strengthen partnerships across BIAs, Indigenous communities, and regional tourism partners to streamline event support and marketing.</p> <p>(3) Engage with CCCTA on the Cariboo Chilcotin Coast Tourism Trail Framework to develop and promote Quesnel's outdoor assets for international touring audiences.</p> <p>(4) Pursue long-term regional event hosting strategy with Wells and CRD.</p>
Financial Implications	\$ - Primarily staff time and facilitation.

Theme 3: Invest in Enablers

Rec O: Strengthen Quesnel’s MRDT Outcomes and Accountability

Gap Addressed	The Municipal and Regional District Tax (MRDT) is up for renewal in 2028. Current dissatisfaction with RDMO performance.
Short-Term Benefits	A mutual clear understanding of expectations, and greater coordination with the CCCTA.
Long-Term Benefits	Transparent performance tracking, measurable Quesnel-specific outcomes, greater tourism and growing businesses
Barriers	Reaching agreement with CCCTA on realistic, meaningful performance benchmarks and reporting requirements. Securing CCCTA's willingness to adopt measurement tools and be held accountable to Quesnel-specific outcomes.
Lead Organization	City of Quesnel / CCCTA
Partnership Opportunities	Wells; CRD; business community
Actions	<p>(1) Consider establishing Quesnel-specific KPIs at the outset of each year of the MRDT agreement, including targets for businesses listed on CCCTA's website, visitor volume, length of stay, accommodation occupancy, and digital engagement, with regular progress reporting against them.</p> <p>(2) Explore requiring an annual accounting of how Quesnel's MRDT contribution is allocated alongside the ROI for Quesnel's tourism.</p> <p>(3) Work collaboratively with CCCTA to set realistic goals that reflect Quesnel's actual infrastructure and capacity and align with the experience priorities identified in this report.</p> <p>(4) Consider conducting an annual satisfaction survey of Quesnel accommodation operators and tourism businesses to assess the perceived local value of CCCTA's work, using results as an input into MRDT renewal discussions.</p>
Financial Implications	\$ - Primarily staff time.

Theme 3: Invest in Enablers

Rec P: Build Tourism Workforce and Business Capacity

Gap Addressed	Most tourism businesses are small, owner-operated, and managing multiple roles. Customer service improvement opportunities as communicated at the forum.
Short-Term Benefits	Minimum 10 businesses completing SuperHost or equivalent training annually from Year 1. Operators connected with relevant funding sources. At least one B2B familiarization tour delivered within 18 months.
Long-Term Benefits	A tourism workforce and business community that is financially resilient, hospitality-capable, and able to develop and deliver the experiences outlined in this report.
Barriers	Scheduling and participation barriers. 'Speed of life' barrier - operators too busy to engage. Competition with other sectors for workers.
Lead Organization	Chamber of Commerce / Community Futures / CNC / SD28 (joint)
Partnership Opportunities	Go2HR; NDIT; Community Futures; local employers; apprenticeship programs; City of Quesnel; Destination BC.
Actions	<p>(1) Promote SuperHost training (Go2HR) to local businesses - low-cost, proven direct visitor impact.</p> <p>(2) Deliver accessible business support sessions covering strategy, marketing, risk management, succession planning, and funding navigation.</p> <p>(3) Develop and pilot B2B industry familiarization tours to build firsthand knowledge of Quesnel's assets and spark package development.</p> <p>(4) Align workforce training and recruitment with the specific skills needed: guided recreation, cultural interpretation, experience delivery.</p> <p>(5) Implement a coordinated business-facing communications plan - advance notice of upcoming events and opportunities so businesses can align staffing and promotions.</p>
Financial Implications	\$\$ - Training coordination, facilitation, and possible subsidies. Leverages existing Go2HR, NDIT, and Community Futures programs.

Funding & Roles

Table 20: Funding Sources

Program	Type	Amount	Link
NDIT: Fabulous Festivals & Events	Events grants	Varies	northerndevelopment.bc.ca
NDIT: Marketing Initiatives	Marketing (incl. anniversaries)	Up to \$20K / max 50% of budget	northerndevelopment.bc.ca
DBC: Co-operative Marketing Partnerships	Marketing (3+ partner consortium)	\$30K–\$250K matching (FY2026–27)	destinationbc.ca
MRDT (Municipal & Regional District Tax)	Dedicated tourism revenue stream	Percentage of accommodation	Up for renewal 2028. Initiate now
Destination BC	Various programs	Varies	destinationbc.ca
CCCTA	Marketing support, listings	Various	industry.landwithoutlimits.

Table 21: Roles & Responsibilities

Program	Type
City of Quesnel – Economic Development Office	Lead coordinator; digital presence; strategic direction; MRDT pursuit; event bids; business support; marketing; data strategy
City of Quesnel / CRD - Events Coordinator	Event coordination; event operational support; volunteer systems; bid templates; revised EOI with KPIs
Chamber of Commerce / BIAs	Business outreach; local activation; marketing; BIABC Conference bid; B2B familiarity tours
Cariboo Regional District	Regional partnership; funding access; event transportation coordination; trail co-investment
Destination BC / CCCTA	Marketing support; funding programs; regional platform listings; Nature's Heartland alignment; trail framework
Local First Nations Partners	Cultural tourism; partnership development; capacity-building support;
Local Tourism Operators	Product and package development; operator confirmations; experience delivery; agritourism cluster
Community Futures / NDIT	Business support; financing; capacity building; grant navigation; experience incubator
College of New Caledonia / SD28	Tourism workforce development; training program alignment
Wells / North Cariboo Communities	Regional event hosting partnerships; centennial collaboration; trail connectivity

CONCLUSION

Quesnel has everything it needs to grow as a destination.

Strong outdoor assets, rich heritage, an energetic events culture, motivated operators, and a community that genuinely believes in what it's building. Together, these create the foundation that most communities spend years trying to establish.

What this project revealed is that the gaps are both real and addressable, and the path forward is clear. The work ahead is about connecting what exists, filling what's missing, and making it easy for visitors to find Quesnel, stay longer, and spend more. The gaps identified through this project - bookable outdoor experiences, guided wilderness offerings, agritourism, and cultural programming - are each an invitation for an operator to build something new, and for the City and its partners to provide the support that makes that possible. The 16 recommendations in this report are organized for progressive impact, grounded in evidence, and designed to be acted on with the resources and partnerships that already exist or are within reach.

The City's own experience hosting Minerals North in 2023 offered a telling preview of what's possible. For a community that often flies under the radar, the Minerals North survey revealed an important perspective: the product is good but still relatively unknown. Those findings, together with the multi-strategy alignment, reinforce the direction of this report and the consistency across surveys, interviews, events, and operator conversations. It tells us the understanding is correct, the priorities are aligned, and the path forward is achievable.

The external conditions for developing tourism are favourable with domestic travel surging, and travellers actively seeking places that are authentic, rooted, and close to nature. In other words, they are looking for exactly what Quesnel already is. Great destinations are built on that kind of authenticity: wilderness that demands attention, heritage that invites curiosity, and a community that makes people feel genuinely welcome. Quesnel has all of it, ready to be cultivated to ensure visitors can find it, feel it, and come back for more.

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**A: Biddable Events Economic
Impact Assessments**

APPENDICES

**B: Tourism Asset Inventory
& Gap Analysis**

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B1: Tourism Asset Inventory

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**B2: Tourismquesnel.com
Asset Gap Analysis**

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**C: Comparable BC Cities by
Size and Tourism Promotion**

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D: Engagement

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**D1: Consolidated Business
Survey Results**

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D2: Consolidated Council and CRD Survey Results

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**D3: City of Quesnel Staff
Workshop Documents**

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**D4: In-depth Interview
Responses**

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E: Package Development

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**E1: Market-Ready
Package Details**

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**E2: Tourism Package
Development Toolkit**

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F: Biddable Event Details

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G: Additional Resources