



PROJECT OVERVIEW

TITLE: The Five Rivers Culture Crawl

Date: December 2011

PROJECT DESCRIPTION:

The project will aggressively develop cultural tourism in the target area to attract more tourists and to provide multiple choices and opportunities to extend their stay in the Five Rivers Culture Crawl district. The Culture Crawl will reflect the uniqueness of the region and when operational, provide direct financial benefits to Museums, local businesses (hotels, restaurants, merchants, and outfitters) and colleges. It is anticipated that this will be an economic driver, creating direct seasonal employment and small businesses start-up opportunities. The Five Rivers Culture Crawl (5RCC) is anticipated to be completed in three phases: Foundation, Research and Development; Funding the Design and Implementation of the Strategies; and Launch, Implementation & Review Processes.

RATIONALE:

A thriving tourism industry will be a key contributor to a diversified and resilient economy. The Five Rivers Cultural Crawl will support member communities in pursuing and benefitting from a regionally integrated and collaborative approach to developing the region’s tourism sector.

The project contributes to the achievement of the following OBAC Tourism Recommendations:

Recommendation #3: Increase awareness of the nature and value of, and the opportunities associated with, tourism in the region.

Recommendation #4: Increase tourism by using the region’s features and attractions to a full advantage.

PARTNERS:

Communities located in the designated area and the Northern BC Tourism Association.

TIMELINES:

December 2011 to November 2012

RESOURCES:

OBAC has contributed \$50,000 to the first phase of the project.

REGIONAL STRATEGIES: Tourism Sector Strategy

ACTIVITY

The objective of this project is to complete Phase 1 of a proposed three-phase initiative whereby the 5 Rivers Cultural Crawl (5RCC) is developed and promoted

OUTPUTS

The critical components identified and developed. Prepare and submit five proposals designed to obtain the funds needed to implement the Marketing Phase

INTERMEDIATE OUTCOMES

Consolidated relationships with all levels of BC Tourism. Increased synergies between local expertise and local knowledge, history and culture, and businesses.

OUTCOMES

A well developed, replicable model for regional cultural tourism.