



Fraser Canyon Yale to Lytton Tourism Master Plan Project | June 2020

A key project is underway to support the enhancement of tourism in the Fraser Canyon, with a focus on the corridor between Yale and Lytton. The goal of the Tourism Master Plan project is to bring together stakeholders in the corridor including First Nations, local government, tourism businesses, operators of tourism attractions, and community groups to create an action plan with initiatives that will grow the tourism sector in the Fraser Canyon.

This project is funded by the BC Rural Dividend program and will be led by a group comprising individuals from the Village of Lytton, Lytton Chamber of Commerce, Kanaka Bar Indian Band, Advantage Hope, and MLA Jackie Tegart's team. The project is just getting underway and will be complete by March 2021.

The project process will involve describing the current tourism sector in the Fraser Canyon in terms of attractions, markets,

and opportunities for growth; identifying any gaps in terms of infrastructure, promotions, and supports; and describing the investments that could be made to generate more tourism activity in the Fraser Canyon.

To ensure this project is successful, we will be reaching out to get feedback from a broad range of First Nations, tourism businesses, operators of tourism attractions, and community groups to determine how the tourism sector impacts them and what improvements they would like to see. We will be engaging stakeholders at in-person events (as COVID-19 restrictions permit) or online. Your input and feedback along the way will be invaluable to creating a Tourism Master Plan which reflects the objectives and aspirations of the Fraser Canyon as a whole, as well as individual groups. This project will support the future tourism development work of stakeholders in the Fraser Canyon.

Project Components:



Phase 1: Project Initiation (June 2020)

This phase focuses on project planning, coordination, and committee formation.



Phase 2: Background Information Collection (July-September 2020)

This phase will include mapping relevant tourism attractions and assets, looking at who is coming to the Fraser Canyon and why, assessing the capacity of corridor attractions and services to accommodate visitors, and identification of gaps and opportunities. The result of this phase will be a summary of proposed initiatives which would support growing the tourism sector.



Phase 3: Strategic Planning (October 2020)

This phase includes a strategic planning workshop to identify and prioritize development initiatives and set a timeline, research into site development approval processes, and the development of cost estimates for key initiatives.



Phase 4: Branding/Content Development (November-December 2020)

This phase focuses on branding/logo development for the Fraser Canyon tourism initiative as well as sign and kiosk design for the corridor.



Phase 5: Project Completion (January – March 2020)

This phase includes the preparation of the final Tourism Master Plan with a concrete action plan and a community open house to share the outcomes of the planning process and next steps for tourism development.

Note: This timeline may be impacted by unforeseen challenges principally associated with COVID-19.

For further information, to receive updates on the project, or to become involved in the project please contact Lori Pilon at lori.pilon@leg.bc.ca.