Christina Lake Tourism – Transition FAQ

1. What has changed?

The **Christina Lake Tourism Society has been dissolved** and is no longer operating as an organization. Tourism work in Christina Lake is now carried out through **Christina Gateway** as part of a broader approach that connects tourism, visitor services, and economic development.

Because of this change, there is **no longer a tourism membership program**.

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2. Why was the tourism society dissolved?

The tourism society model no longer reflected how tourism work is delivered or funded today.

Tourism is closely connected to local businesses, jobs, services, and community planning. Moving tourism into Christina Gateway reduces duplication, uses resources more efficiently, and allows tourism to be supported as part of a wider economic development framework.

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3. Does this mean tourism is less important?

No. Tourism remains a high priority.

Tourism is now treated as a **core pillar of economic development**, meaning it is recognized as essential to the local economy and community well-being. This change is about strengthening tourism, not reducing it.

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4. How is tourism represented now?

Tourism is represented through a **Tourism Advisory Committee** within Christina Gateway.

(cont'd pg 2)

Several former board members of the dissolved tourism society have volunteered to serve on this advisory committee. This helps keep local knowledge, experience, and continuity in place.

The committee:

- Provides local tourism expertise
- Helps set priorities and direction
- Contributes to planning and budget recommendations
- Advises on destination management and promotion

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5. Who is responsible for destination marketing and management?

Regional destination marketing and management are delivered by **Boundary Country Tourism (BCT)**.

BCT is the organization funded and mandated to promote the Boundary region, including Christina Lake. Over the past year, BCT has demonstrated their strong commitment to promoting Christina Lake and working more closely with local partners. This includes a regional representative (Elizabeth Hanson) and Christina Lake representation on the Boundary Country Steering committee.

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6. How does Christina Lake still have a voice?

Christina Lake continues to guide tourism through:

- The Tourism Advisory Committee
- Ongoing staff communication with BCT
- Regular local feedback on priorities and messaging

This ensures Christina Lake has a clear voice in how the destination is promoted, without the cost of running a separate tourism organization.

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7. What happens to the Visitor Information Centre (VIC)?

The **Visitor Information Centre remains open and fully supported**.

Christina Gateway continues to operate the VIC. Local brochures, maps, and tourism materials

(cont'd pg 3)

will continue to be displayed and shared to support local businesses, events, and experiences.

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8. How can tourism businesses be involved without a membership?

Businesses can still be involved by:

- Participating on the Tourism Advisory Committee
- Taking part in consultations and projects
- Sharing materials through the Visitor Information Centre
- Engaging in promotional and visitor-focused initiatives

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9. Can I join the Tourism Advisory Committee?

Yes. If you are interested in helping guide tourism in Christina Lake, you are welcome to get involved. Please contact Elizabeth Hanson at mehanson@telus.net for more information.

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10. What is the goal of this new model?

The goal is to create a tourism approach that is:

- Locally guided
- Clear in its roles and responsibilities
- Cost-effective
- Well connected to economic development
- Sustainable over the long term

This model keeps tourism grounded in the community while making better use of regional capacity and funding.