Thompson Okanagan Geography

Southern Interior of British Columbia, Canada

- Size - 71,600 km² (27,644 mi²)
- named for two major geographic features: the Thompson River and Okanagan Lake
- 120+ communities, including 33 Indigenous communities
- Diverse landscape - the tallest peak in the Canadian Rockies to the semi-arid climate of the Okanagan Desert
Thompson Okanagan Tourism Association

- Not-for-profit organization
- Social Enterprise activities
  - Destination Development, Stewardship
  - Marketing,
  - Industry and Experience development,
  - Research Services
- 2500 Tourism Businesses
  - Tourism marketing
  - Awareness raising
  - Training programs.
Resident Engagement

Continuously integrating the view of residents
Sub Regional Strategies

- TOTA region is divided into 7 sub-regional corridors for Destination Development
- Each Corridor has a working committee who meet regularly
- Working groups are made up of Community groups, community DMO’s, local businesses and government officials all represented by residents
Responsive to Community Needs

- TOTA is reactive to industry needs
- Frequently adapt to industry changes
- Example: Wildfire threatens Communities
- Host in-person roundtables to discuss how to address emergencies
Engaging Indigenous Communities

- Partnership
- Build Relationships
- Discover Priorities
Resident Sentiment

- Happiness Index - Community Well being Survey
- Coming soon: Destination British Columbia - Resident Survey
2. Satisfaction with different elements that contribute to quality of life

Todo: description

- Sense of belonging to a community
- Satisf. with access to sport & recreation activities
- Satisf. with access to cultural activities
- Sense of a healthy environment
- Satisf. with personal safety in your location

Source: