

ESSENTIALLY LYTTON

TOURISM STRATEGIC PLAN
VILLAGE OF LYTTON
26 NOVEMBER 2024

STORMY
LAKE
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Objective

To create a roadmap that fosters economic growth through tourism, while aligning with the community's values, vision, capacity.

This plan aims to support Lytton's long-term recovery by leveraging its natural assets, location, and resources to develop a sustainable tourism industry.

The recommendation

Position and develop Lytton as the most complete rest stop on Highway #1.

Build your tourism foundations before growing into a destination.

Be community-focused in all tourism development.



SUNRISE NOT A LIGHT BULB

Research & engagement



Background
research



Potential visitor
assessment



Stakeholder in-depth
interviews



Current state
assessment



Economic analysis



Community visit &
consultations

SCOT analysis

Strengths

Location
Natural assets
Tourism assets
History and culture
Strong community
Visitor base
Relationships
Development that supports tourism

Challenges

Tourism assets & experiences
Infrastructure
Relationships
Limited capacity
Barriers to community building
Climate and location
Perceptions
Resources

Opportunities

Building a new community
Perception
Tourism experiences
Location & climate
Assets
Relationships

Threats

Natural disasters
Infrastructure
Rebuild
Public perceptions
Competition
Tourism seasonality

Key insights from the SCOT analysis

- The location of Lytton will always be a strength.
- Key levers to develop a tourism destination are missing.
- Collaboration around land access will require ongoing dialogue.
- Development capacity in Lytton is limited.
- The narrative of Lytton can be shifted.
- As Lytton re-builds, it will need to ensure there is space and opportunity for sharing Indigenous culture when/if the communities are ready.
- Existing events should be continued
- Showing the strength and resilience of Lytton will be important to draw new investment.
- Lytton is stronger as a regional hub than as a specific destination.

A vibrant outdoor festival scene. In the foreground, several people are seated at wooden picnic tables, some looking towards the camera. In the middle ground, a crowd of people is walking along a paved path. A man in an orange shirt is pushing a black stroller, and a woman in a pink shirt is walking next to him. To the left, there's a white tent with a red and white striped awning. In the background, a large white tent is visible. On the right side, a bright orange food truck with colorful illustrations of buildings and the text "Gully Grub" is parked. The background is filled with lush green trees on a hillside.

THE LYTTON TOTAL REST STOP

HISTORY



CULTURE



NATURE



ESSENTIAL



LEGACY



LOCAL



Rest stop vs. destination

	Total Rest Stop	Destination
Pro	<ul style="list-style-type: none">• Foundational development: a rest stop allows for building essential infrastructure and partnerships before scaling. It paves the way for future growth as a destination.• Pace of development: starting as a rest stop enables gradual, manageable development that aligns with Lytton's current capacity. This thoughtful approach allows the community to learn and adapt as tourism grows.• Achievable & scalable: a well-executed rest stop is more realistic in the short term, giving Lytton a visible "win" and laying the groundwork for a potential destination later.• Community involvement: the rest stop will be an inclusive project, involving a broad cross-section of the community, from artisans to local entrepreneurs.• Visitor flow: positioned on a major travel route, the rest stop can capture a significant amount of highway traffic, ensuring early visibility and economic impact.• Low barriers to entry: fewer resources are needed to develop a rest stop compared to a full-fledged destination, making it feasible with the current available funding and capacity.	<ul style="list-style-type: none">• Greater economic impact: as a destination, Lytton could attract longer stays, leading to more spending on accommodations, food, and local experiences.• Unique positioning: developing Lytton as a destination would put it on the map as a unique hub of outdoor adventure, cultural experiences, and history.• Culture sharing and revitalization: there's potential for greater cultural tourism, particularly in showcasing Indigenous heritage, art, and traditions which is in-demand by travellers and a growing tourism market today.
Con	<ul style="list-style-type: none">• Limited visitor engagement: visitors may stop only briefly, missing deeper connections to Lytton's unique culture and history.• Not a primary destination: travelers may not choose Lytton as a central point of their journey, which could limit economic opportunities tied to longer stays.• Slower brand development: as a rest stop, Lytton's local and/or regional branding as a tourist destination may evolve more slowly, leading to fewer media or marketing opportunities compared to nearby locations with more developed tourism products.	<ul style="list-style-type: none">• Infrastructure limitations: Lytton's current lack of accommodation and visitor services (e.g., hotels, restaurants) makes it difficult to attract long-term visitors immediately.• Capacity strain: developing into a full destination requires significant investment in infrastructure, human resources, and marketing, which could strain Lytton's limited capacity.

10-year vision

By 2035, Lytton will have transformed from a rest stop into a recognized destination along the Fraser Canyon, renowned for its sustainable tourism, rich Indigenous culture, vibrant local economy, and outdoor recreation used by both community and visitors alike. The Total Rest Stop will serve as the foundational infrastructure, evolving into a regional hub that seamlessly blends practical amenities with cultural, historical, and natural attractions.

As a thriving cultural hub, Lytton will be celebrated for offering visitors opportunities to engage with the traditions, art, and history of the Nlaka'pamux Nation and local community members. A cultural center will serve as a focal point for events, storytelling, and performances, becoming a draw for tourists interested in authentic cultural experiences.

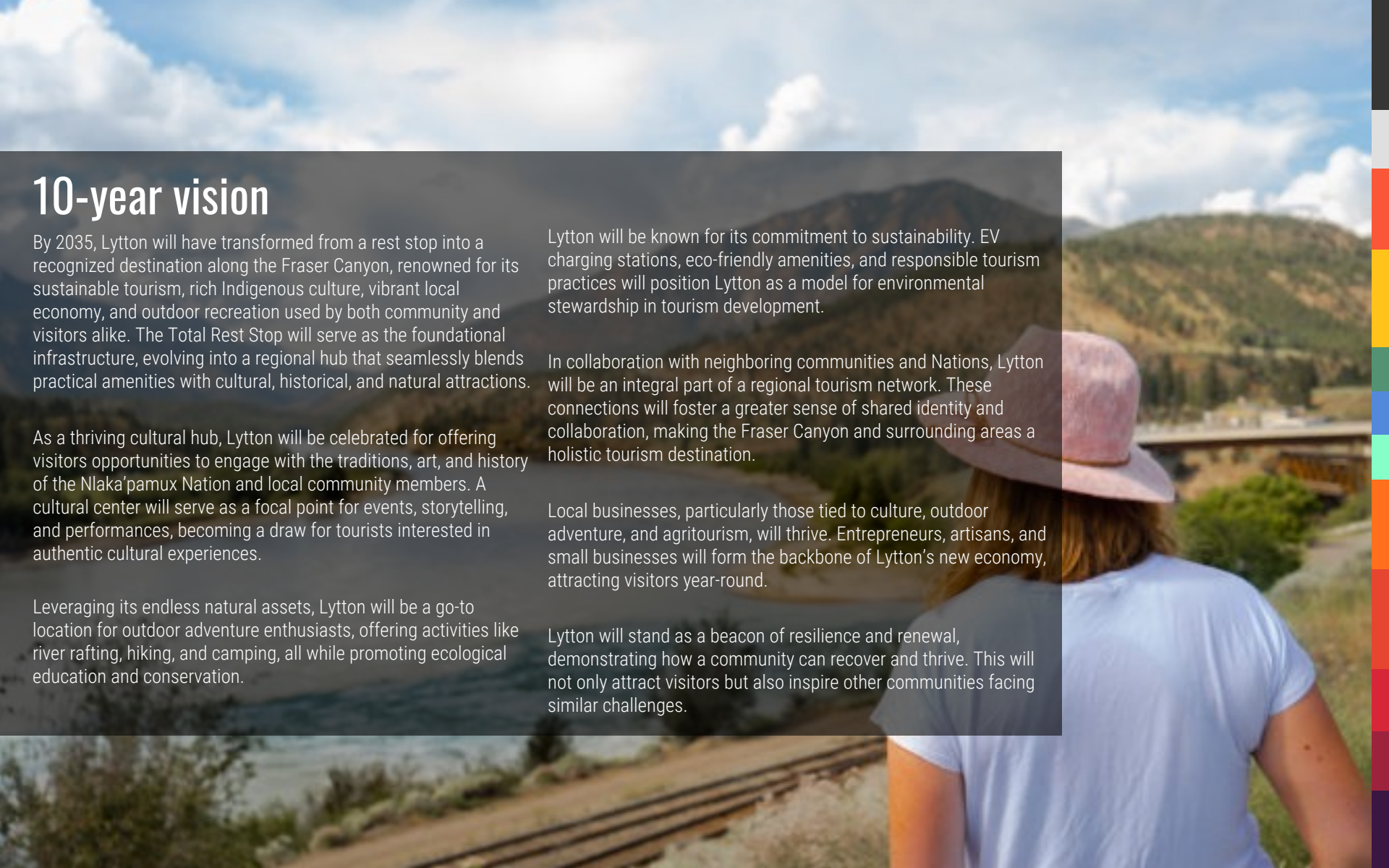
Leveraging its endless natural assets, Lytton will be a go-to location for outdoor adventure enthusiasts, offering activities like river rafting, hiking, and camping, all while promoting ecological education and conservation.

Lytton will be known for its commitment to sustainability. EV charging stations, eco-friendly amenities, and responsible tourism practices will position Lytton as a model for environmental stewardship in tourism development.

In collaboration with neighboring communities and Nations, Lytton will be an integral part of a regional tourism network. These connections will foster a greater sense of shared identity and collaboration, making the Fraser Canyon and surrounding areas a holistic tourism destination.

Local businesses, particularly those tied to culture, outdoor adventure, and agritourism, will thrive. Entrepreneurs, artisans, and small businesses will form the backbone of Lytton's new economy, attracting visitors year-round.

Lytton will stand as a beacon of resilience and renewal, demonstrating how a community can recover and thrive. This will not only attract visitors but also inspire other communities facing similar challenges.



An aerial photograph of a mountain valley. A river flows through the center of the valley, bordered by steep, rocky slopes. A road or railway line runs along the left side of the river. The foreground is filled with dense evergreen trees. The background shows more mountain peaks under a clear sky.

3-YEAR IMPLEMENTATION

Implementation summary

This implementation plan for Lytton outlines a phased, three-year strategy to transform the village into a key "Total Rest Stop", focusing on infrastructure development, marketing, and relationship building as the key levers.



Year 1 lays the foundation:

- Zoning
- Key infrastructure
- Establishing partnerships
- Early marketing efforts will promote Lytton's emerging offerings to attract visitors

Year 2 enhances existing amenities:

- The community hub, park, and food truck services
- Encourages deeper engagement with regional partners
- Expands marketing campaigns
- Activates the local farmer's market as a tourist draw

Year 3 marks the full activation and expansion:

- Celebrating the grand opening of all facilities.
- Fully operational amenities
- Enhanced park features
- Partnerships to promote tourism, increase visitor traffic and solidify Lytton's regional recognition

3-year implementation plan

	2025-26	2026-27	2027-28
Development			
Land acquisition & zoning approvals			
Finalize grocery store construction			
Securing funds			
Basic infrastructure installation			
Wayfinding and interpretive signage planning			
Community hub activation			
Café and food truck integration			
Park expansion			
Wayfinding and interpretive signage installation			
Permanent farmer’s market setup			
Complete park facilities			
Hub-to-Park pathways			
Additional amenities			

3-year implementation plan

	2025-26	2026-27	2027-28
Marketing			
Establish Lytton's short-term destination positioning			
Online presence and pre-launch campaign			
Highway signage campaign			
Embrace regional and provincial organizations			
Explore DBC coop funding opportunities			
Launch amenities campaign			
On-site promotional materials			
Collaborate with influencers			
Grand opening celebration			
Explore regional travel packages			
Target interest groups			
Rockies to Rainforest			

3-year implementation plan

	2025-26	2026-27	2027-28
Relationships and partnerships			
Community relationship building			
Continue to engage Lytton First Nation			
Government & utility partnerships			
Local business and vendor partnerships			
Tourism partnerships			
Regional infrastructure advocacy			
Strengthen community connections and relationships			
Expand food truck vendor relationships			
Collaborate with EV Advocacy Groups			
Business networking			
Deepen tourism partnerships			
Engage travel influencers and bloggers			
Sponsorship & funding opportunities			
Continued local engagement			



ECONOMIC ANALYSIS

The “total rest stop” experience and foundations

Priority	Asset
Need to have	<p>Wayfinding signage</p> <p>Grocery store (IN DEVELOPMENT)</p> <p>Coffee shop / café (IN DEVELOPMENT)</p> <p>Food truck(s)</p> <p>EV charging station (HUB AREA PARKING SPOTS)</p> <p>Expanded farmer market / fresh produce stands (HUB AREA)</p> <p>Park/gathering spaces with:</p> <ul style="list-style-type: none">• Washroom (HUB AREA)• Water fountain (HUB AREA)• Interpretive signage• Park• Dog park• Misting station
Nice to have	<p>Scenic viewpoint with shade integrated with Spintlum Park</p> <p>Gift shop with local art</p> <p>General store with non-commercial items (local food/snacks, ice cream, etc.)</p> <p>River walk/experience</p>

'Total Rest Stop' critical success factors

- Ample parking is critical. Ideally parking should be near washrooms, market, food trucks, park.
- Grocery store and gas station will be integral to the total rest stop.
- Spending boost will come with completion of grocery store, coffee shop (June 2025) and community hub (Jan 2026).
- Further boost will come from accommodations including conversion of existing hotel housing workers to accommodating tourists. This will be necessary to put Lytton on a path to being a destination.



Feasibility study, number of visitors and economic impact

Summary

We believe that the all the "need to have "assets are feasible for the Village of Lytton.

- Total investment of \$4 million would result in \$5.8 million of economic impact per year and 3500-7000 visitors.
- The total economic impact (direct and indirect impacts) is expected to be \$29 million to the Village of Lytton over the next five years.

Highlights

- The grocery store and coffee shop permits have been granted with completion expected for June 2025.
- Farmer's market of 15 stalls requires little upfront investment (about \$600 per stall) and will generate significant economic impact.
- Washrooms should be installed at Lytton Park immediately with more washrooms available when the community hub is built in 2026.
- A misting station, Farmer's market and EV station locations could be integrated with the Community Hub. (See Community Hub Plans).
- Food trucks may require incentives/subsidies. Average upfront investment is \$200,000. It takes more than 1.5 years to break even.
- Accommodations will provide a boost to the economy. If the existing Rest Inn were to invest in \$600,000 renovation (\$50,000 per room) to tourists, total economic impact per year would be over half a million dollars.

Asset	Investment Cost to owner/entrepreneur	Annual Direct Revenues	Annual Economic Impact
Grocery Store	1,721,750	3,575,000	4,400,000
Coffee Shop	485,000	200,000	227,800
Farmer's Market - 15 stalls	9,000	218,000	327,000
Food Trucks - 4	800,000	240,000	273,360
Accommodations	600,000	341,640	512,460
Total Investment	\$3,615,750	\$4,574,640	\$5,740,620
	Village of Lytton Investment	Impact: Number of Visitors Annual	Impact: Number of Annual Visitors
Wayfinding Signage	110,000		
Park - washrooms and fountain	120,000		
Park - Covered Interpretive Center	25,000		
Misting Station - pool at community centre	xxx		
Park - landscaping	100,000		
EV Charging Station (2)	40,000		
Food Trucks Incentives/Subsidy (2)	300,000		
Total Investment	695,000	3500-6000 visitors	3500-6000 visitors
Total 5-year Impact		\$22,873,200	\$28,703,100

THANK YOU

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