



FOR IMMEDIATE RELEASE | May 09, 2024
Duncan Cowichan Chamber of Commerce

Enhancing Cultural Connections: Duncan Cowichan Chamber of Commerce Announces Indigenous Heritage Projects at Cowichan Regional Visitor Centre

The Duncan Cowichan Chamber of Commerce is pleased to announce the successful acquisition of a Visitor Services Experience Enhancement Grant from Destination BC, which will fund significant enhancements at the Cowichan Regional Visitor Centre. This initiative, with the support of the City of Duncan and Cowichan Tribes, is set to enrich the interaction between visitors and the Cowichan Valley's Indigenous heritage through two innovative projects.

The first enhancement involves the installation of Indigenous Welcome Signage and an Interpretive Display within the visitor centre. This new exhibit will highlight the iconic Cowichan Sweater and other Indigenous creations, showcasing the innovation and artistry of local First Nations. Signs in the Hul'q'umi'num' language will also welcome visitors, adding a layer of cultural authenticity and warmth to their experience.

The second project is the development of the Duncan Totem Walking Tour App. This collaborative effort with the City of Duncan and Cowichan Tribes will transform the way visitors interact with the extensive outdoor totem collection in downtown Duncan. The app will feature multimedia content, including audio and video narratives about the totems and their creators, enhancing the walking tour experience for both virtual and in-person visitors.

“We look forward to the Duncan Totem Walking Tour App engaging and connecting both visitors and residents with the timeless stories and teachings that are depicted in these totems. We are committed to ensuring that the project honours the diverse Quw’utsun, Coast Salish, and other carvers within the collection and authentically represents the connections hwuhwilmuhw (First Nations people), have with our land, our ancestors, and future generations,” said Cowichan Tribes Chief Cindy Daniels.

“These projects aim to do more than just attract tourists; they are designed to educate visitors from near and far,” declares City Councillor Tom Duncan, Tourism Advisory Committee Chair. “By making these stories and information more accessible, the City and the Chamber hope to further reconciliation by creating lasting connections with the cultural heritage of the Cowichan Valley.”

These initiatives mark a significant step towards enhancing the cultural tourism landscape of the Cowichan Valley, promising to offer everyone a deeper, more engaging experience with the region's rich culture and vibrant community life.



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The Duncan Cowichan Chamber of Commerce has been representing business since 1908. The Chamber provides professional development, networking, cost savings and advocacy for over 600 members. The Chamber also operates the Cowichan Regional Visitor Centre that serves over 25,000 visitors annually, providing information and referrals for all that Cowichan has to offer.

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