Town of Lake Cowichan
Municipal office: PO Box 860, 39 South Shore Road, Lake Cowichan B.C. V0R 2G0
Phone: 250-749-6681 Fax: 250-749-0281 www.lakecowichan.bc.ca

Monday June 22, 2026

STAFF ANNOUNCEMENT – MANAGER OF TOURISM AND BUSINESS DEVELOPMENT

Lake Cowichan, BC — The Town of Lake Cowichan is very pleased to announce the appointment of **Viktoria Muehlbauer** as its inaugural **Manager of Tourism and Business Development** commencing on **June 26, 2026**!

This position represents another important step in the Town's recognition of the role tourism plays in supporting the local economy, supporting local businesses, and advancing various opportunities for our community.

In this leadership role, Viktoria will oversee the operation and strategic development of the Cowichan Lake Education Centre, Lakeview Campground, and the Tourism Information Centre, while also serving as the Town's lead Advisor for Economic Development. Working collaboratively with businesses, community organizations, and regional partners, she will help position Lake Cowichan for sustainable growth in the sector.

Viktoria brings a wealth of experience to the team. With more than 13 years of progressive experience spanning tourism, hospitality, travel, marketing, and executive sales management. She is bilingual, holds a Bachelor's Degree in Cultural Studies and Spatial Science with a concentration in Tourism and Geography and has built extensive experience working in both the private sector and local government across Yukon and British Columbia.

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Most recently, Viktoria served as **General Manager of Mammoth Agency**, a Whitehorse-based creative and digital marketing agency, where she provided strategic leadership, managed projects, helped strengthen their brand, expand their reach, and create memorable customer experiences.

"Tourism and economic development are vital components of Lake Cowichan's identity and local economy. It is important that we have a leader who can help us reach the next level and we believe that Viktoria can help us get there." – John Thomas, Chief Administrative Officer

Viktoria is already a proud member of the Lake Cowichan community and is thrilled to be joining the team. *"I am excited to be stepping into this role, learning from the community and helping shape the future of tourism in Lake Cowichan. My focus will be on creating long-term economic benefits for the community while preserving our heritage and the natural character that makes our town such a special place to live and visit."* – Viktoria Muehlbauer.

As Lake Cowichan continues to evolve as a destination and regional hub, the Town remains committed to investing in initiatives that enhance quality of life, foster economic resilience, and celebrate the unique character and natural beauty that make the community such a special place to live, work, and visit.

Please join us in welcoming Viktoria to the team!

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Media Contact:
John Thomas
Chief Administrative Officer
Town of Lake Cowichan