



IN THE SPOTLIGHT - JULY 2018

WELCOME TO CAMPBELL RIVER: HOW OUR COMMUNITY ATTRACTS THOUSANDS OF VISITORS EVERY YEAR



Eco-tourism and experience-based travel have become increasingly popular worldwide, and Campbell River is well-positioned as a destination for visitors seeking adventure and nature. Beautiful scenery, abundant wildlife and a diverse range of experiences within easy reach make Campbell River and the North Island one of the most popular places in British Columbia for tourists. In summer 2017, Campbell River had the highest hotel occupancy in BC with a whopping 93.5% in July, 97.6% in August and 93.1% in September.

Read on and learn more about three local places that draw (or will draw) thousands of people to our area during the summer season. Then, find out about some of the upcoming summer events and fall workshops happening in Campbell River.



CAMPBELL RIVER GOLF AND COUNTRY CLUB

Scott Ballhorn - Marketing Coordinator

Campbell River Roots

The new Campbell River Golf and Country Club isn't really that new at all, says Scott Ballhorn, the facility's Marketing Coordinator. The golf course officially opened with 9 holes in 1959 under the name Glen Alder, and quickly became a local treasure. Golf enthusiasts visited the course from all over the world, and celebrity comedian Bob Hope even teed off there in 1966. Glen Alder eventually sold and became the Campbell River Golf Club ten years after Hope's visit, and finally transformed into the 18-hole Sequoia Springs in the late 90's.

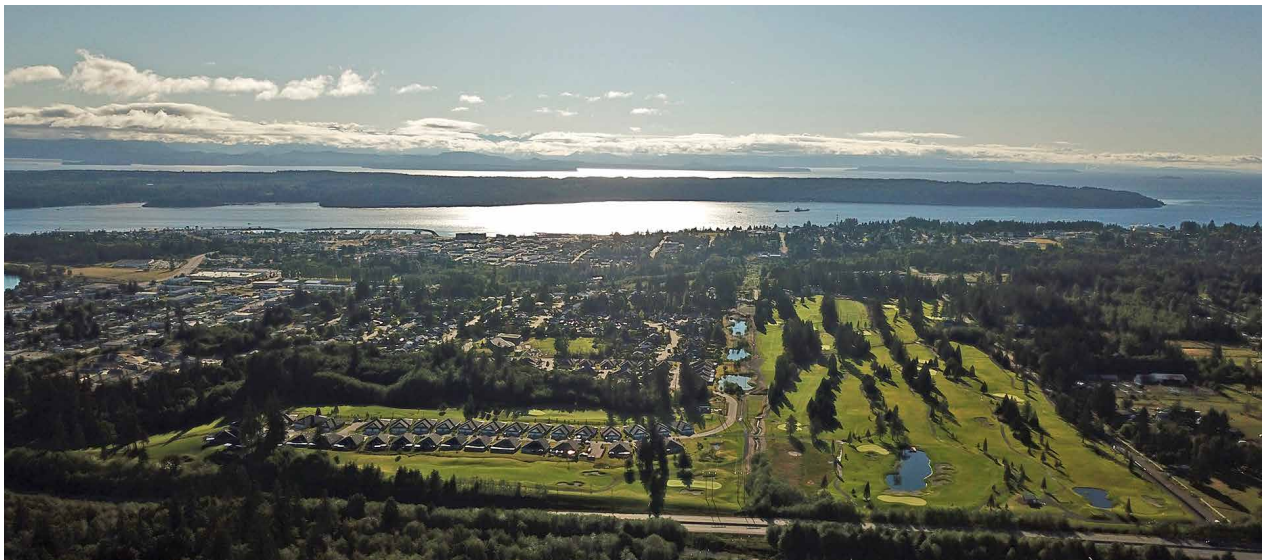
Now, the course is undergoing its most ambitious shift yet. In March of last year, the local Mailman family purchased Sequoia Springs and began implementing a bold vision. "The entire golf course will be brand new, except for the trees," says Scott. The past year has seen the course undergo a complete redesign, including new greens, grass and bunkers. "There will also be a new, state-of-the-art driving range, which is very exciting."



CAMPBELL RIVER GOLF & COUNTRY CLUB

All of these new changes came with a new name - The Campbell River Golf and Country Club. This is a nod to the history of the course while still bringing in a fresh new identity. "This is a very unique project, not just for Campbell River but for Vancouver Island and British Columbia," Scott explains. "It is the first new golf course constructed in the province in nearly a decade, and this really is a passion project for the Mailman family. They have deep roots in Campbell River, and see this facility as a way to give back to the community."

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Change Comes in Phases

The recent construction, visible to drivers on the Inland Highway for the past year, is only Phase One of a two-part plan. Scott explains that this initial step is to get the course up and running for golfers, saying, “We project that the full course will be operational sometime in summer 2018, with Phase Two being implemented shortly thereafter.”

One of the new course elements will be a high-tech driving range, catering to golfers of all levels. “Technology has become an integral part of the game of golf in recent years,” says Scott, “and we will be utilizing that technology across our facility. The driving range in particular will feature tools such as top-tracer technology, which allows golfers to track their ball in precise ways. There are so many ways to use this tech, even if you aren’t a dedicated golfer.” The driving range will have a sports bar-like atmosphere, featuring lounge seating and wide bays to

accommodate groups. “This will be an activity that can be purely for fun, something to do on a sunny Saturday, or it can be a valuable tool for serious golfers to improve their game. There’s room for everybody.”

Phase Two of the remodel outlines the planned construction of new buildings on the course, including a new clubhouse, restaurant, spa and events centre. The property will also house a new hotel, something that Scott points out is definitely needed in Campbell River. “The construction of the Comfort Inn downtown was the first new hotel in town in nearly twenty years,” he says. “This is a need that we have an opportunity to fill and we know it will be a valuable asset to Campbell River.” The addition of these amenities will put the Campbell River Golf and Country Club on the map of destination golf courses across the Island and Lower Mainland, which is precisely where Scott says they want to be.

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Destination: Golf

Golf has a rich, traditional history, and the influx of younger players along with technological advancements are making an impression on the game worldwide, including here at home.

“We want to create a culture of inclusivity rather than exclusivity,” Scott explains. “This is part of why we are implementing new technology; it makes the game more approachable. It’s also why we are putting in amenities such as a restaurant and hotel, to encourage non-golfers to visit and enjoy themselves on the course. Golf is in a stage of reinvention, and it is fun to be a part of that.”

“It’s a busy world. We are going to be creative in our offerings so that anybody and everybody can come and enjoy themselves.”

The golf market on Vancouver Island is very competitive; as one of the few places in Canada where it is often possible to golf year-round, courses jockey to attract both local residents and tourists to make the trip to the greens. Scott is confident that the new Campbell River course will become a major attraction for the region.

“We truly hope that both visitors and residents on the Island will experience our course, and everything else we have to offer. These days, folks don’t necessarily have 6 or 7 hours to put aside to go golfing,” he smiles. “It’s a busy world. We are going to be creative in our offerings so that anybody and everybody can come and enjoy themselves.”



CAMPBELL RIVER SALMON FESTIVAL

History & Heritage

The Campbell River Salmon Festival celebrated its 50th anniversary in 2017, and shows no signs of slowing down this year. The Board of Directors is looking forward to the lineup this year. “In addition to the largest Logger Sports in Canada, this year will feature a proper Highland Gathering. This means bagpipe band competitions, Highland dancing, and traditional Scottish competitions such as caber toss and stone put. It’s going to be very exciting.”

“This event is all about highlighting Campbell River’s history, and always has been. community was built on logging, mining and fishing, so showcasing these industries has been integral to the festival since its beginning.”

The summer of 1968 saw the first iteration of what would become the Salmon Festival, held at Mclvor Lake. The celebration eventually

shifted down to the Foreshore and adopted the official Salmon Festival title, designed as a celebration of the Campbell River Area. It featured oyster-eating contests, fishing derbies and Mining Sports; the Logger Sports event was held separately until the move was made to Nunn’s Creek Park in the early 90’s.

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A True Community Effort

While the Salmon Festival is organized by the Board - some of whom, such as Treasurer Jim Lilburn, have been around since the Festival's inception - the event is truly brought together by local support. Says a Board representative, "We are pretty much fully funded and supported by local businesses, the municipality and volunteer groups. Logging, retail, charity...all of these sectors contribute a great deal of effort and funding to the events."

The Festival is considered a roaring success by other communities as well; Treasurer Jim Lilburn has become a consultant to other event organizers across Vancouver Island, helping them understand how to pull together an event like this. The Board of Directors only meet 8-to-10 times throughout the year, as an exercise in 'checking-in' with one another and staying on track.

"It takes a lot of people to make this festival happen, and we are fortunate to have a community that steps up to help."

The strength of the Festival's relationships with other groups comes from their reciprocal sharing of resources. "We have tables, chairs, stages, tents, all of these resources at our disposal. We will lend or rent them to supporting groups for their events. It really goes back and forth all year. Then they don't have to buy all this stuff." The Board estimates that the Salmon Festival provides over \$50,000 annually in support to other groups in town. "In exchange, during the festival, these groups supply volunteers to take tickets, clean up wood during Logger Sports, provide security, cook salmon - really, whatever needs doing. It takes a lot of people to make this festival happen, and we are fortunate to have a community that steps up to help."

A Major North Island Attraction

The Campbell River Salmon Festival hosts the largest Logger Sports event in Canada, and one of the top 5 in North America. Competitors from around the world come to show off their skills, including from Australia, New Zealand, Europe and the United States. Television coverage has ramped up in recent years as well, with the Logger Sports being shown on networks such as Wild TV and OLN providing exposure for the event and the city.

The festival has a significant impact on all aspects of the Campbell River economic picture. “Recent attendance estimates range between 8,000 and 10,000 people, and a lot of them are visitors. Between the influx of tourism, as well as prize money, the Festival usually has a total economic impact of between \$500,000 and \$750,000. That’s all from one long weekend!”

“The Festival has historically been a celebration of our culture and our community. It’s a big deal! Set off the edge of town, hidden in Nunn’s Creek Park, it’s sometimes hard to tell how big this thing really is.”

Visitors who come to Logger Sports stay at local hotels, eat at local restaurants and partake in other attractions such as the museum or whale watching tours. All of this happens without a huge effort towards marketing or advertising; the Festival is so well-known that word-of-mouth usually suffices to bring in attendance. “That and the weather. The event goes ahead regardless,

but poor weather definitely produces a drop in numbers of people coming out.”

Weather notwithstanding, the Campbell River Salmon Festival is a jewel in the crown of the region. “The Festival has historically been a celebration of our culture and our community. It’s a big deal! Set off the edge of town, hidden in Nunn’s Creek Park, it’s sometimes hard to tell how big this thing really is.”

Mark your calendars for this year’s Salmon Festival and Logger Sports, August 10-12, 2018. For more information, [visit their website](#).



CAMPBELL RIVER VISITOR CENTRE

Terralyn Parfitt - Visitor Experience Team Lead

High Season for Tourism in Campbell River

The Campbell River Visitor Centre is a busy place these days. Not only is Campbell River in the middle of its annual tourism season, but the Destination Marketing Organization (DMO) has undertaken an extensive rebranding process over the past year, and visitors are now seeing the fruits of that labour at the Visitor Centre and in all official marketing publications.

“We are operating as Destination Campbell River, the local arm of Destination Think!, an internationally-recognized destination marketing company, and have put a lot of work over the past year into coming up with a fresh and dynamic portrait of what Campbell River is,” says Terralyn Parfitt, a manager who is now in her second season with the Visitor Centre. “Currently, mainly on social media, we are targeting the areas of Vancouver, Victoria and Seattle to encourage short-haul overnight visitors.”

The Visitor Centre generates monthly reports using Destination British Columbia methodology that tracks the number of people coming in to ask



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questions and utilize the extensive resources that the Centre offers, such as accommodation and tour bookings. Terralyn says that between January 3 and June 20 of 2018, the Centre saw 18,000 people come through the doors. Over the course of the peak season, which typically runs from May to October, they will easily see between 25,000 and 30,000 visitors.

“The majority of the people we see during the busy season are from Europe, places like Germany and Holland,” Terralyn explains. “We also have quite a lot of tourists coming from the States each year, as well as people from across Canada.” Visitors to Campbell River are generally between 30 and 65, and many are interested in accessing the wildlife tours available here. “The tour operators and the Visitor Centre work closely all summer long to ensure that tourists are getting to see the wildlife, landscapes and culture that they come here for. Experience-based tourism is really a very collaborative community effort.”

Community Support

Terralyn believes that when it comes to hospitality and tourism in Campbell River, everybody is an ambassador. “Whether you are a server at a restaurant, or a hotel concierge, we all play a part in growing tourism in our city,” she explains. “People visiting Campbell River are looking for that local knowledge and experience to help them navigate the city and really feel like they are a part of the community. I think we all do a good job of that by working together.”

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Destination Campbell River was awarded the contract for destination marketing and visitor services responsibilities in May 2017, after the City of Campbell River successfully gained local accommodation support to collect the Municipal and Regional District Tax (MRDT) designed to fund tourism marketing, programs and projects. With a year of operations and learnings under the team’s belt, summer 2018 is shaping up to be another banner year, with the addition of 3 more local and very enthusiastic visitor counsellors.

Terralyn explains that the Centre will be hosting a booth at signature Campbell River events this year, providing information to residents and visitors as well as playing games and offering prizes. “We were at Canada Day and Transformations on the Shores, and you will see us at CR Live Streets and Salmon Fest later in the summer. It’s a great way to support these events and get ourselves out connecting with ambassadors in the community.”

The Visitor Centre also helps residents access information, especially during the winter

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months when tourism slows down. People stop by asking for transit schedules, looking for directions to certain businesses, or just to chat and see how things are going. Residents of the nearby Berwick by the Sea are frequent visitors year-round, picking up the latest issue of a local magazine and checking in with Visitor Centre staff. Terralyn says that one of the most enjoyable parts of her job are these experiences with Campbell River locals, and she looks forward to building on those interactions over the summer.

A Gateway to Adventure

Not only does the Visitor Centre staff serve those visiting Campbell River, but they assist others that are heading north to more remote communities. “We often help folks that are on their way to Telegraph Cove or to Port Hardy,” says Terralyn. “Some people are going on fishing trips, others are taking the ferry up the Inside Passage and seeing the coast. Others are just adventuring on the North Island! We are happy to help them find their way.”

Terralyn describes one of the social media campaigns that the Visitor Centre is running, which invites potential visitors to “Meet our Neighbours.” It showcases other regional communities and stakeholders, and highlights some of the reasons to visit them, adding to the Campbell River story. She points out that this is in the spirit of community and providing quality visitor information about the region benefits everybody. “We are continually gathering primary and secondary market research to demonstrate the significant economic impact that tourism has in Campbell River and beyond; it is definitely one of our strongest industries,” Terralyn says.



“Whether people are coming up for a day-trip, an extended stay or just passing through, tourism in Campbell River is growing every year. It’s exciting to be a part of!”



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The Visitor Centre is open at its convenient downtown location every day during the summer season, and the team is monitoring inquiries on several social media channels 7 days-a-week year-round.

SUMMER 2018 - EVENTS YOU DON'T WANT TO MISS



One of the best things about summer in Campbell River is all of the fun community events that take place! Whether you are looking for sports, music, the outdoors or art, there is something for everybody to participate in.

Tuesday Noon Music - Presented by the BIA, every Tuesday afternoon until the end of August features live music at Spirit Square. Bring your lunch and listen to favourite artists such as Luke Blu Guthrie and Heartland. [Click for more details.](#)

CR Live Streets - This free, family-friendly event spans July and August, featuring local artists, musicians and vendors on the streets of downtown! The finale will be held in Tidemark Square on Wednesday, August 15, and will feature live music, tapas, local beer and wine. More event details and dates can be found [here](#).

Pier Street Farmers Market - Every Sunday from 10 am - 2:30 pm, more than 60 vendors gather at the historic fishing pier, selling everything from fresh fruits and vegetables to clothing to art and more. A must-see for visitors and locals alike!

Salmon Fest - Running August 10-12 at Nunn's Creek Park, this year will feature Highland Games, live music, food vendors, a massive (and free) kids area and the ever-popular Logger Sports Competition. Come down for family fun and celebrate the history of Campbell River. [More info here.](#)

This is only a fraction of the great events happening around Campbell River this summer! There are recurring events, shows and workshops happening all over the city; visit [What's On Digest](#) or the [Parks and Recreation](#) websites for more information.

MODERN ENTREPRENEUR WORKSHOPS

It can be difficult to think about the fall when the beautiful summer weather is still here, but the Economic Development Office is hard at work planning some incredible workshops for the fall and winter of 2018.

The Modern Entrepreneur Workshop Series starts back up on September 19 with a two-day workshop, and you don't want to miss it. The first session is titled **“Sales Fundamentals for Non-Sales People,”** and will be facilitated by OnTrack Media's sales expert Shannon Ward. If you are in business, sales skills are essential to help you move forward, get heard, and get what you want in your career.

Takeaways

- Learn new ways to approach sales, even if you're not a salesperson
- Uncover your unique sales superpowers and hone those skills
- Master the sales success mindset to increase revenue without being pushy or “sales-y”

Dinner and refreshments will be provided, along with a cash bar. Doors open at 4:45 pm, upstairs at the Campbell River Golf and Country Club. [Pick up a ticket here](#) before they're gone, and [check out the Facebook Page](#) for more information.



The second session, held on September 20, builds on the ideas and lessons of the first evening. Titled **“1-Page Sales Strategy,”** this afternoon session will help you build a sales strategy that is customized to your unique needs. Shannon Ward will take the group step-by-step through constructing a solid strategy, which you will take with you when you leave! You can begin implementing the lessons learned here right away in your business.

Takeaways

- Your personalized sales strategy with actionable items to help you meet your revenue goals
- Clear understanding of your target market and revenue goals
- Lead generation strategies that will actually excite you to take action

Lunch and refreshments will be provided. Doors open at 11:45 am, upstairs at the Campbell River Golf and Country Club. [Tickets are available here](#) and stay tuned to the [Facebook Page](#) for updates and further information.



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