

October 25, 2016

Help put Campbell River's new tourism marketing plan into action – join the advisory committee!

Looking for a way to help direct Campbell River's new tourism strategy and five-year marketing plan? The City is seeking nine people to volunteer as members of the new tourism advisory committee.

"The new strategy will promote year-round tourism opportunities and build on community partnerships to enhance visitors' experiences. The goal is to raise awareness of Campbell River as a destination of choice and to increase the number of visits and longer stays in the community," says Mayor Andy Adams. *"With the additional funding for marketing and promotion from a local hotel tax, which is paid by visiting guests, this committee will have the financial resources to support their recommendations for tourism marketing ideas and investments."*

The City of Campbell River has applied to the Province to implement a three per cent tax on bookings for local hotel/motel rooms. The application for a local hotel tax was supported by the majority of local accommodators and is expected to come on line later in 2017.

Conservative estimates on annual funding generated through a local hotel tax is in the range of \$250,000. The City will continue to contribute \$250,000 annually for local tourism marketing, programs and projects.

The nine voting members of the tourism advisory committee will be chosen through an application to the City of Campbell River. Members will represent accommodation providers and include people with experience and knowledge of tourism or destination marketing, visitor servicing or related skills.

The Tourism Advisory Committee will focus on:

- Destination marketing in target markets to increase the number of overnight stays in paid accommodation
- Visitor servicing that provides information where/when/how visitors prefer to support longer stays and increased spending, plus education and training to help Campbell River deliver remarkable visitor experiences
- Destination development by working with partners to ensure tourism knowledge and expertise and the visitor perspective is considered in all significant local projects/ventures

"2017 is promising to be a busy year for visitors, and the tourism advisory committee will be able to ride the momentum that comes from Campbell River hosting the 2017 Association of Vancouver Island Coastal Communities and the Vancouver Island Sustainable Technology Association conferences as well as major events such as the BC Elders Gathering and the 2017 Tribal Journeys hosted by the Wei Wai Kum and We Wai Kai First Nations," says the City's economic development officer Rose Klukas.

The two-year committee member term begins Jan. 1, 2017

View terms of reference for this committee and application forms at www.campbellriver.ca under **What's New. Pick up paper copies of the application form at City Hall.**

Apply today! Deadline is 4:30 p.m. Monday, Nov. 14, 2016

Questions? Please contact Tracy Bate, Deputy City Clerk at 250-286-5705 or email tracy.bate@campbellriver.ca

The new tourism strategy was developed over the last six months with extensive input from interested community members, accommodation providers, tourism operators, arts/culture/heritage organizations, business improvement areas and partners such as BC Parks, the Chamber of Commerce and neighbouring communities. Opportunities for community consultation included drop-in open house events, workshops and an online survey.

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