

# City Currents

COMMUNITY UPDATE NOVEMBER 10, 2017

## HELP PUT CAMPBELL RIVER'S NEW TOURISM MARKETING PLAN INTO ACTION

Join the Tourism Advisory Committee!

The City has one appointment open for the Tourism Advisory Committee, for a term ending December 31, 2019.

The Tourism Advisory Committee provides advice and recommendations to Council to deliver the community's tourism vision and make Campbell River a destination of choice.

The committee focuses on:

1. Destination marketing in target markets to increase the number of overnight stays in paid accommodation
2. 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
3. Destination development by working with partners to ensure tourism knowledge and expertise and the visitor perspective is considered in all significant local projects/ventures

The nine voting members on the Tourism Advisory Committee include people with experience and knowledge of tourism or destination marketing, visitor servicing or related and relevant skills.

**Information and applications are at City Hall or at [www.campbellriver.ca](http://www.campbellriver.ca) under What's New.**

**Apply today! Deadline is 4:30 p.m. Friday, November 17, 2017**

Questions? Please contact Rose Klukas, Economic Development Officer at 250-286-5738 or email [rose.klukas@campbellriver.ca](mailto:rose.klukas@campbellriver.ca)



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