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Experience the difference – New take on tourism with Campbell River’s Discovery Guide

Part photo essay, part magazine, Campbell River’s new visitor guide makes it clear why it’s so good to be here.

“The refreshed look invites the eye, and with each in-depth article written by an expert on the topic, we’re introducing a taste of the many things to see and do in our new Discovery Guide,” says Andrea Knowles of Tourism Campbell River & Region.

New in this guide are features on accommodations – from gritty to glamorous – and local culinary delights.

“The guide’s purpose is to whet the appetite so people want to experience Campbell River and the region for themselves,” says Joan Miller, regional film commissioner with INfilm.

The theme of getaways in accessible natural beauty and our marine gateway are captured by the spectacular cover photo, *Campbell River Pink Salmon Run*, by local photographer Eiko Jones.

Other stand-out photos showcase a First Nations welcome, natural wonders, wildlife watching, biking, climbing, golfing, hiking, snow sports, fly fishing, sport fishing, paddling, cruising, diving, arts, culture, heritage and family friendly fun.

“And the helpful event listings highlight the many experiences visitors can find throughout the region,” Knowles adds.

The Discovery Guide also offers regional information about Quadra Island, Cortes Island, Sayward, Strathcona Park, other areas of the regional district and Nootka Sound.

Find the guide online at www.campbellriver.travel and profiled on a number of websites.

The guide will be distributed locally at:

- A variety of hotels, attractions and restaurants
- Campbell River Airport – YBL
- Tourism Campbell River & Region – 900 Alder Street (Enterprise Centre)
- City Hall – 301 St. Ann’s Road
- And Visitor Centre in Tye Plaza (re-opening after renovations mid-February)

Regionally, the guide will be available on many BC Ferries routes and the BC Ferries Vacation Centre, ferries to the U.S., marinas, a variety of regional and international airports, regional Visitor Centres and trade shows.

“Kudos to our economic development and tourism team for a fantastic job in producing Campbell River’s Discovery Guide,” says Mayor Andy Adams. *“This will be a great marketing and promotional tool for tourism promoters, and a keepsake for visitors. With all the incredible photos and information, I’m sure it will be prominently displayed on coffee tables throughout the community as a point of pride to share with friends, family and visitors when they come to town.”*

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