

May 9, 2017

Public opinion survey to develop Campbell River tourism identity

What does Campbell River mean to you?

The City's new tourism operator is exploring that question in a public survey on Campbell River's best selling points.

"Campbell River's tourism marketing strategy is progressing," says Rose Klukas, the City's economic development officer. "Approximately 100 people participated in the recent tourism open house and workshop, offering ideas on community priorities as well as the experiences and products that make Campbell River a unique destination. Now, we're calling on community members to participate in the survey and let us know what we consider our top standout features."

"This is an important community consultation step to determine Campbell River's Place DNA – the community's core identity," explains William Bakker, Senior Strategist and Partner at Destination Think!, the company guiding the City's tourism marketing strategy. "Place DNA is essential to establishing the foundation of a successful destination marketing plan. It's the sense of place, and all the stories and experiences that make Campbell River special."

The survey data will help Think! focus on authentic, aspirational Campbell River characteristics.

"We're developing an identity for visitors that will be based on the reasons Campbell River people love home, and we need the community's voice to properly capture these attributes," Bakker adds.

To participate by May 26, 2017, visit <http://bit.ly/CampbellRiverSurvey>

Reminder: The Campbell River Visitor Information Centre, located at 1235 Shoppers Row, has re-opened. Current hours of operation are Monday to Friday, 9 a.m. to 5 p.m. Saturday 10 a.m. to 4 p.m. Extended hours will be in place for the summer.

###

Contact: Rose Klukas, Economic Development Officer

250-286-5738