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Destination marketing executive manager position posted, tourism open house later this month

Destination Think! is ramping up Campbell River's tourism program with a posting for an executive manager and plans for a public open house.

On Monday, March 27, Council approved Destination Think! to guide the future of tourism for Campbell River. Four days later, Destination Think! sat down with the newly-appointed members of the Tourism Advisory Committee, and the following Monday issued a posting for a full-time destination marketing executive manager to be based in Campbell River. Now, they are putting the pieces together to host a public open house to hear from the community.

"Council is extremely pleased with Destination Think! and the speed at which they are putting the building blocks in place, engaging with the Tourism Advisory Committee members, and planning on reaching out to the community and tourism stakeholders," says Campbell River Mayor Andy Adams. "Discussions are already underway to plan visitor information services for this spring and summer season."

"We are seeking someone to fill this full-time role on site in Campbell River for the next three to five years who is equally skilled in managing relationships and delivering year-round marketing strategies and a visitor services program," says Rodney Payne, CEO of Destination Think!. "As the leading advocate for the city's destination management, this position will regularly report to City Council and to the Tourism Advisory Committee on the opportunities, plans and successes with destination marketing initiatives. The position will also provide educational programs to support further development and promotion by local tour operators. Destination management is something we will all collaborate on together, which is why working with local tourism operators to collectively move tourism forward is a key responsibility for this position."

Find the link for the executive manager posting at: <https://www.linkedin.com/jobs/view/308497163/>

"Working on behalf of the City, with guidance from the Tourism Advisory Committee, these are two important steps that will keep the momentum rolling on delivering innovative tourism services that promote Campbell River around the world," adds city manager Deborah Sargent. "We are currently in a transition phase where Destination Think! will take over destination marketing responsibilities over the next several weeks."

Local tourism operators will have an opportunity to meet members of the new tourism team in an open house later this month. More details on where and when the open house will take place will be provided soon.

Destination Think! is launching the new tourism strategy that was developed based on extensive community consultation.

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Contact: Deborah Sargent, City Manager

250-286-5740