

April 10, 2017

Interested in the future of tourism in Campbell River? Attend the open house April 19

Members of the community interested in Campbell River's tourism industry are invited to an open house April 19 at the Maritime Heritage Centre hosted by Destination Think!, the company recently hired by the City of Campbell River to guide its tourism marketing efforts.

The session will run from 4 to 6 p.m. and include a brief presentation about the City's strategy for marketing Campbell River as a tourism destination, created through extensive consultation. The presentation will be followed by an opportunity to speak with William Bakker, Destination Think! chief strategist and partner. Bakker has been a key member of the global tourism field for more than 12 years and was previously the director of e-marketing at Destination British Columbia.

"As we begin to launch Campbell River's new tourism marketing program on behalf of the City, we have met and discussed priorities with the local Tourism Advisory Committee and are now looking forward to getting to know the people of Campbell River at this open house event. We're eager to hear first-hand the stories and memorable experiences that local people know help make Campbell River an exceptional and extraordinary year-round destination," said Bakker.

"Campbell River residents came out to share their ideas during the consultation that developed the new tourism strategy, and this open house is another opportunity for community collaboration," said Mayor Andy Adams.

"In keeping with past practice, public input will help inform future decisions on destination marketing for Campbell River," added City manager Deborah Sargent. *"We encourage everyone interested in the future of tourism promotion to join Destination Think! at this event."*

What: Campbell River Tourism Open House
Date: Wednesday, April 19, 2017
Time: 4 to 6 p.m.
Where: Campbell River Maritime Heritage Centre – Rotary Hall
621 Island Highway, Campbell River
RSVP: <http://evite.me/xS7rmU8kUA>

Campbell River's Tourism Advisory Committee is made up of local tourism operators and stakeholders, and Destination Think! is currently recruiting for the position of Executive Manager of Destination Marketing. The application deadline is April 17, 2017. Find more details in the newsroom on the City's website (www.campbellriver.ca) or on LinkedIn: <https://www.linkedin.com/jobs/view/308497163/>

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