

July 6, 2015

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### **AVICC conference to be held in Campbell River**

Mayor Andy Adams is pleased to announce that the City of Campbell River has been confirmed as the host of the 2017 annual general meeting and convention of the Association of Vancouver Island and Coastal Communities – an opportunity that will bring as many as 400 people to the community in the spring of 2017.

The conference will take place April 7 to 9, 2017, and the main convention venues will be the Community Centre and Sportsplex. An average of 275 delegates attend the AVICC event each year, many with guests, and attendance and tradeshow participation is expected to increase in 2017.

*“Hosting the delegates and their guests at this conference will boost business for local hotels and restaurants and support our plans to enhance and expand local economic development and tourism promotion,” says Mayor Andy Adams. “It will also provide an opportunity for people from other areas to enjoy Campbell River’s many attractions and amenities and to showcase our spectacular setting and exceptional lifestyle in Campbell River.”*

*“We are very pleased to award the 2017 AGM and convention to the City of Campbell River and look forward to working together to offer delegates, sponsors and their guests another great island experience,” says AVICC president and Comox Councillor Barbara Price. “The Mayor will have an opportunity at the end of the 2016 convention and during the AVICC luncheon in September that year to highlight Campbell River’s plans.”*

The AVICC event will benefit from the advance planning to host the 52<sup>nd</sup> annual Tourism Vancouver Island conference, which is expected to bring more than 150 people working in the tourism industry to Campbell River this September.

*“The Campbell River host committee is planning a spectacular array of first-class experiences for TAVI delegates and guests to give them a taste of the huge range of events and activities Campbell River and region offers,” says Andrea Knowles of the Campbell River Economic Development Corporation. “For the welcome reception, we will focus on this year’s theme, which is Sharing Your Story, through the settings selected and the activities during the reception. On the optional day, visitors will be able to choose from activities such as a golf tournament, tours to Elk Falls Park to visit the new suspension bridge, swimming with the salmon, whale watching, visiting Shelter Point Distillery and a full day of adventure on Quadra Island.”*

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