

May 26, 2017

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### **Award-winning Tourism Professional Hired to Lead Campbell River's Destination Marketing**

The City of Campbell River and Destination Think! are pleased to announce the appointment of Kirsten Soder to the position of Executive Manager of Destination Marketing for Tourism Campbell River & Region. Kirsten comes to Campbell River from Tofino where she held the position of Executive Director for Tourism Tofino.

*"We are very pleased Kirsten has joined the Destination Think! team," says Mayor Andy Adams. "Kirsten's expertise in destination marketing, program development and project management makes her a perfect complement as part of innovative and industry leader Destination Think! and the City of Campbell River."*

As Executive Manager, Kirsten will play an integral role on the Destination Think! team in the effective promotion of Campbell River through marketing and visitor servicing. Based in Campbell River, she will be the key liaison with community operators and stakeholders, helping to build a strong and passionate tourism network.

*"I look forward to collaborating with Kirsten and the team at Destination Think! as we work together to effectively market and promote Campbell River from a tourism, economic and lifestyle perspective," says Rose Klukas economic development officer.*

*"Kirsten's achievements really speak for themselves, and we're excited to have her apply her experience to our efforts in Campbell River. She has first-hand experience with tourism marketing on Vancouver Island, and knows what it takes for a city to attract domestic and international visitors," said William Bakker, Senior Strategist and Partner at Destination Think!.*

Kirsten has worked at Tourism Tofino since 2010 leading the restructuring of the organization to a non-profit society in 2016. She was instrumental in delivering the 2017-2021 Tourism Tofino 5-Year Strategic Plan.

Under Kirsten's direction, Tourism Tofino won Tourism Vancouver Island's 2016 "Multimedia Marketing Award" and Destination BC's 2017 BC Tourism Industry "Innovation Award" for the "Share Vancouver Island" campaign.

Kirsten's appointment in Campbell River begins August 1, 2017.

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Rose Klukas, Economic Development Officer 250-286-5738