

May 26, 2015

---

### **Independent tourism board to set the future direction**

A renewed and expanded focus on Campbell River tourism will include an independent tourism board to attract visitors to the city and region.

*“After a thorough and detailed review, which included significant discussion between City Council and Rivercorp board members, we’re moving forward with a restructured model for managing and coordinating tourism for Campbell River and the surrounding region,”* says Mayor Andy Adams. *“With Council confirming last month that the economic development function will move into City operations, it is now time to establish a new board with a sole focus on tourism.*

*“We hope to have a new board with a new tourism focus established before the end of the year that will build on past efforts and set the direction for effective tourism marketing and promotion,”* Mayor Adams says.

*“The Campbell River Economic Development Corporation fully supports the restructure of local economic development and tourism promotion and the establishment of a new tourism board,”* says current board chair Donna Hains. *“The existing economic development board had a wide-ranging mandate with a number of responsibilities, and I am pleased that Council is providing the opportunity to continue to support tourism promotion in a more focused way. We have already begun talking about how to enhance and support Campbell River’s 2016 tourism strategy to meet the needs of tourism operators and attract visitors to the region.*

*“A key aspect of the tourism board’s success will be to seek new sources of funding to further enhance promotion and marketing initiatives,”* Hains adds.

The new tourism board will include a cross section of industry members representing the accommodation industry, tourism operators, the Tourism Leadership Committee, and potentially other board members who have indicated a desire to contribute to the new tourism model.

*“We recognize that the time needed by Council to properly review and assess the economic development and tourism delivery models has caused uncertainty and stress for current economic development and tourism staff and board members alike. Council is very grateful for their continued patience and professionalism throughout the past few months,”* the Mayor adds. *“We would like to thank the Campbell River Economic Development Board for their continued dedication and cooperation while we transition to the new structure over the next few months and look forward to continued close cooperation with the many other organizations that work to promote the region, including local First Nations, Tourism Association of Vancouver Island and Island North, Destination BC, and other tourism agencies and organizations.”*

Upcoming changes for economic development and tourism promotion:

- Integrate economic development function within and across City’s operations
- Establish new Tourism Campbell River and Region corporation
- Recruit members and establish Tourism Campbell River & Region board members
- Create and implement renewed tourism strategy

###

#### **Media contacts:**

Mayor Andy Adams  
Ron Neufeld, Acting City Manager

250-286-5708  
250-286-5740