

November 30, 2016

Forward momentum for Campbell River's new tourism marketing plan

Campbell River's new tourism strategy and five-year marketing plan is moving forward with a tourism representatives meeting, a request for proposals to manage and operate visitor services and a call for volunteers to join the tourism advisory committee.

On Nov. 3, the City met with tourism accommodators and operators about short-term cooperative marketing initiatives to enhance local business over the next six to nine months.

"The productive discussion focused on ways to promote existing events and partner with local tourism stakeholders to encourage people to stay in the community longer," says the City's economic development officer Rose Klukas. "We are using innovative marketing techniques to raise the profile of our community, showcasing the city's remarkable range of amenities and experiences that will attract visitors to Campbell River – starting with promoting overnight packages for people from out of town to take in December's Truck Parade and Starlight Shopping event."

On Nov. 10, the City published an invitation for submissions from qualified proponents to manage and operate the City's visitor information services and to promote local tourism-related businesses, attractions and events. The request for proposals is available electronically from the City's website (www.campbellriver.ca) under City Services / Purchasing / Request for Proposal.

"We anticipate new management of the tourism function will begin in January and be charged with delivering the plan developed through extensive community consultation over six months earlier this year," adds city manager Deborah Sargent.

There's still time to put your name forward to participate on the new tourism advisory committee. Find information to apply on the City's website under What's New. Members will include people with experience and knowledge of tourism or destination marketing, visitor servicing, accommodation sector or related skills. The Tourism Advisory Committee will promote year-round tourism opportunities and build on community partnerships to enhance visitors' experiences to raise awareness of Campbell River as a destination of choice and to increase the number of visits and longer stays in the community. The two-year committee term begins Jan. 1, 2017.

The City is also awaiting provincial approval of a three per cent tax on bookings for local hotel/motel rooms. The application for a local hotel tax was supported by the majority of local accommodators and is expected to come on line later in 2017. Conservative estimates on annual funding generated through a local hotel tax paid by visiting guests is in the range of \$250,000. The City will continue to contribute \$250,000 annually for local tourism marketing, programs and projects.

2017 is expected to be a busy year for visitors with Campbell River hosting the 2017 Association of Vancouver Island Coastal Communities and the Vancouver Island Sustainable Technology Association conferences as well as major events such as the BC Elders Gathering and the 2017 Tribal Journeys hosted by the Wei Wai Kum and We Wai Kai First Nations.

Campbell River's five-year tourism strategy is posted with the call for committee volunteers under *What's New* the City's website.

###

Contact: Deborah Sargent, City Manager

250-286-5740
