

June 29, 2023

CHANGES COMING TO TOURISM MANAGEMENT IN CAMPBELL RIVER

Delivery of tourism services will continue as planned for the remainder of 2023.

The City of Campbell River (the City) and Destination Think! (operating locally as Destination Campbell River) have been partners in delivering visitor services and promoting Campbell River as a tourism destination since 2017, when the City engaged Destination Think! as its official destination marketing organization.

Destination Think! has stepped down from its role as the City's destination marketing organization this month but will continue to operate visitor information services until September 15, 2023. Destination Think! and the City are working together to support tourism operators and visitors through this transition. The City will continue to manage tourism as part of its operations going forward, and visitor and tourism services will continue as planned through 2023.

"The City is committed to supporting our tourism and hospitality operators through this transition so that we can continue delivering outstanding visitor experiences," says Leah Knutson, Manager of Economic Development & Tourism at the City. *"We value our relationship with Destination Think! and the tremendous work they have done to strengthen tourism in Campbell River. We have a strong foundation to build on as we transition tourism services and plan for the future."*

"From the start, our commitment to building relationships and creating exceptional visitor experiences has driven our approach to destination marketing and development for Campbell River," says Rodney Payne, Chief Executive Officer at Destination Think! *"It's been our privilege to showcase all that Campbell River offers as a destination and share the stories of its residents and visitors over the past six years."*

The Campbell River Visitor Centre will operate out of the Maritime Heritage Centre at 621 Island Highway and various pop-up locations for the remainder of the 2023 season. Information will continue to be shared through the City's official destination website and tourism social media platforms.

For visitor information, contact the Visitor Centre at 250-286-6901 (toll-free: 1-877-286-5705) or visit:

- Website: campbellriver.travel
- Facebook: [@DiscoverCampbellRiver](https://www.facebook.com/DiscoverCampbellRiver)
- Twitter: [@CRVisitorCentre](https://twitter.com/CRVisitorCentre)
- Instagram: [@discovercampbellriver](https://www.instagram.com/discovercampbellriver)
- YouTube: [@DestinationCampbellRiver](https://www.youtube.com/destinationcampbellriver)

The tourism function is managed by the City's Economic Development Department. Contact Leah Knutson, Economic Development and Tourism Manager, at 250-286-5769 or Leah.Knutson@campbellriver.ca for more information.

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