

March 3, 2023

TOURISM SERVICES WILL SOON MEET PEOPLE WHERE THEY ARE IN THE COMMUNITY

The downtown visitor information centre will remain closed.

The City of Campbell River (the City) has been working with our tourism operator, Destination Campbell River, to evaluate the model of visitor information service delivery.

The current Visitor Information Centre has operated in the downtown location on Shoppers Row for the past six years, with support from a small mobile unit which pops up at local events. Recent changes mean that Destination Campbell River is poised to deliver Visitor Services with a new approach that supports more city attractions and disperses visitors throughout the city in a meaningful and impactful way.

“Travel has changed in recent years, similarly how visitors navigate and find services within the community has also evolved. We saw an opportunity in closing the Visitor Information Centre to explore additional partner locations within other community attractions, and reimagine how we could support visitors and industry,” states Carly Pereboom, Executive Director of Destination Campbell River. *“This dispersed model coupled with roaming services could be a competitive advantage as it provides ultimate flexibility and responsiveness.”*

Wayfinding, tourism provider information and community pamphlets will be distributed throughout the city and region. Additionally, Destination Campbell River will continue to have a strong online presence for those planning to visit Campbell River or while in the city for their vacation.

“2023 is an opportunity to test our different models, which will build upon the plan for 2024 and beyond,” states Rose Klukas, Manager of Economic Development. *“We are dedicated to innovating within the tourism sector as it is an important part of the local economy. We want visitors’ first point of contact with the city to be a positive one and meeting guests where they are shows that we are dedicated to providing a high level of service and a welcoming experience.”*

As partners and pop-up locations are confirmed, Destination Campbell River and the City will share the information with the community through the various established City channels, including social media, the City website, the newspaper and more.

For the latest visitor information, visit <https://www.campbellriver.travel/>

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Contact: Rose Klukas, Manager of Economic Development | 250-286-5738 | rose.klukas@campbellriver.ca