City of Campbell River

Tourism



Growing Visitation. Expanding Opportunity.

Tourism continues to be a major growth sector in Campbell River. Supported by Destination Campbell River's destination marketing efforts, the community is seeing new accommodation investment, expanding visitor capacity, and improved connectivity, including new seasonal daily service from both WestJet and Harbour Air in Summer 2026. The result is a tourism destination with strong demand, growing infrastructure, and significant opportunities for investment.

Why Invest in Campbell River

With its mild year-round climate and abundant outdoor activities, Campbell River is the place for exploration. There are five provincial parks surrounding the region and the Discovery Islands right at its front door. Campbell River is also well-connected to major travel hubs, such as Vancouver and Victoria.

Campbell River offers significant opportunity for tourism development, with more than 50 acres of C-4 commercial land suited to highway-oriented uses and accommodation, and over 20 acres of waterfront C-5 land intended for recreation, tourism, and marine-based businesses.

Tourism is a recognized driver of the local economy, supported through targeted investment, joint marketing initiatives, and ongoing destination development in partnership with industry and local organizations.



City of Campbell River

Sector Snapshot

Campbell River Data*

Total Tourism Wages	$61.5 M
Total Tourism Sales	$319 M
Total Tourism Exports	$183 M

237
Campbell River 2024 Tourism Businesses

2,105
Campbell River's Tourism Jobs in 2024

*Economic data provided by Lightcast Analyst, with custom calculations by McSweeney & Associates.

Education and Training Opportunities

Campbell River has access to many quality post-secondary institutions. Local and island-based education centres maintain strong partnerships with local employers and industry leaders so students can find excellent job opportunities in their communities.

North Island College and nearby institutions offer several programs and courses that support Campbell River's tourism sector, including **Tourism and Hospitality Management, Culinary Arts, Administrative programs, Accounting and Bookkeeping, Business programs, Adventure Guiding Certificate.**