

March 29, 2016

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### Next steps for tourism underway – Share ideas during interviews April 5 and 6

Are you in the tourism business? Do you have inspiring ideas to attract more visitors to Campbell River? We want to hear from you!

Drop in to talk tourism at the Comfort Inn in early April and sign up for workshops in May.

*“The City has hired tourism consultants with extensive tourism planning experience to help determine the best model for tourism services delivery in our community,”* says Mayor Andy Adams. *“They’re looking at all kinds of models used around the province and across the country, and the community interviews will ensure the plan they develop is customized to the unique needs and circumstances of Campbell River.”*

Meet the consultants:

- Suzanne Denbak, principal of Cadence Strategies and project lead, has more than 20 years’ experience in community tourism planning, destination marketing and promotion and delivery of results through optimizing both governance models and funding opportunities.
- Laura Plant of Laura Plant Consulting is assisting with her decade-long experience managing the community tourism programs with the provincial destination marketing organization.

*“We welcome tourism operators and everyone who is part of the tourism experience to help us define Campbell River’s tourism vision, guiding principles and measurable objectives,”* says Suzanne Denbak. *“Your input will help identify Campbell River’s target markets and competitive advantage as part of a recommended five-year tourism marketing plan.”*

*“The five-year plan will be submitted to the Province, alongside an application for a local hotel tax to fund expanded tourism marketing, which is supported by the majority of the local accommodation sector,”* adds the Mayor. *“Campbell River is one of only two remaining regions on Vancouver Island without this source of revenue. This new funding would come from visitors and tourists rather than local property taxes. Once in place, it will significantly enhance our tourism promotion.”*

The consultants conducted a series of tourism stakeholder interviews in Campbell River between March 17 and 22, and Denbak returns for informal, drop-in discussions in April.

Join her in the lobby of the Comfort Inn:

- Tuesday, April 5 – 2 to 5 p.m.
- Wednesday, April 6 – 4 to 7 p.m.

A series of tourism stakeholder workshops is planned for May. Register to participate by email to [sdenbak@cadencestrategies.com](mailto:sdenbak@cadencestrategies.com).

*“These important next steps in reviewing our tourism model will complement the ongoing efforts by Tourism Campbell River & Region staff as we prepare for busy seasons in 2016 and beyond,”* the Mayor adds. *“Building on the success of the Tourism Association of Vancouver Island convention held in Campbell River last September, planning is currently in the works to host the 2017 Association of Vancouver Island and Coastal Communities and the Vancouver Island Sustainable Technology.”*

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