



MEDIA ADVISORY  
September 24, 2009  
For immediate release

### **TOURISM SECTOR CEO ROUNDTABLE**

The Nanaimo Economic Development Group (EDG), in partnership with Tourism Nanaimo, is hosting a CEO roundtable on Monday, September 28, from 11:30 am – 1:30 pm at the Nanaimo Museum.

This roundtable is the third in a series organized by EDG with Nanaimo stakeholder organizations. A Retail Sector CEO Roundtable, was led in February by the Greater Nanaimo Chamber of Commerce and a similar roundtable for the Technology sector was held in March in partnership with the Mid-Island Science, Technology and Innovation Council (MISTIC).

The purpose of the roundtable series is to understand current challenges and opportunities unique to particular economic sectors in our community. The tourism industry, for example, is facing changes due to the global recession, travel trends, and the implementation of the Harmonized Sales Tax.

"The CEO Roundtable is designed to provide feedback to EDG and its community partners regarding issues that are affecting the tourism industry" said Mark Drysdale, Executive Director of Tourism Nanaimo and member of EDG. "Specifically we are looking for recommended actions to support businesses in this industry."

Attendees will provide a cross-section of the local tourism industry, including representatives from Accommodation, Attractions, Food & Beverage and Transportation businesses, as well as Tourism Agencies.

The media is invited to attend at 1:20 pm at the close of the Roundtable, to speak to the roundtable organizers and CEOs. For more information, contact Marilyn Hutchinson in the Nanaimo Economic Development Office, 250-755-4466 or [marilyn.hutchinson@nanaimo.ca](mailto:marilyn.hutchinson@nanaimo.ca).