

NEWS RELEASE

Distributed January 26, 2017

City and Tourism Vancouver Island sign service agreement

Summary

The City of Nanaimo and Tourism Vancouver Island (TVI) have signed a service agreement providing destination marketing and destination development services. The agreement is set for February 1, 2017 through March 31, 2018 and is structured to run parallel with a soon-to-commence process during which an industry-led Tourism Advisory Committee will re-envision Nanaimo's tourism model. Starting October 23, 2017 either party can terminate the agreement with two month's notice

Strategic Link: Governance Renewal - this priority guides Council and staff in renewing the City's capacity to effectively and efficiently serve the residents of our community.

Key Points

- Tourism Vancouver Island has a diverse capacity and long history in destination marketing and development. The City funding provided to TVI, totalling \$470,500, will be leveraged considerably through partnerships with the tourism industry and the provincial marketing agency, Destination BC.
- In the coming weeks, members of the tourism industry in Nanaimo will be invited to provide input into the marketing strategies TVI is preparing.
- Over the course of the agreement, TVI will deliver a multi-faceted marketing campaign to inspire visitors to choose Nanaimo as a place to stay and enjoy for a vacation or getaway

Quotes

"The agreement with Tourism Vancouver Island will ensure key tourism functions like destination marketing and destination development remain on track for 2017 while the process of re-envisioning the strategy, planning and delivery of City funded tourism services across Nanaimo is undertaken over the next several months."

Philip Cooper
Communication and Engagement Director
City of Nanaimo

"Tourism Vancouver Island is enthusiastic about supporting the City of Nanaimo with an interim solution for the delivery of destination marketing and development. We have the capacity and expertise to engage the tourism sector in a collaborative way ensuring increased economic and social benefits from tourism."

Dave Petryk
President and CEO
Tourism Vancouver Island

Quick Facts

- Acting on information contained in the City's Core Services Review, combined with a report prepared by consulting firm CBRE, on October 18, 2016, Council passed a motion to combine tourism and destination marketing with conference marketing services. The desired outcome will see a single entity created and tasked with overseeing all aspects of tourism via a common vision and approach.
- Similar to the agreement signed with TVI, the City is currently in the process of securing a service provider to operate the Visitor Centre, commencing in April.

Contact:

Philip Cooper
Communication and Engagement Director
City of Nanaimo
250 755 4532

Dave Petryk
President and CEO
City of Nanaimo
250 740 1211



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