

## NEWS RELEASE

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### Public input sought on tourism governance models during Aug 15 engagement event

#### Summary

The City of Nanaimo is inviting residents to attend an upcoming tourism engagement meeting seeking input on suitable business models for guiding the governance and management of tourism in Nanaimo. The event is scheduled to take place Tuesday, August 15 from 4pm to 7pm at the Vancouver Island Conference Centre.

Those attending the event will be provided opportunities to participate and share their ideas. All information collected during the event will assist the Council appointed Tourism Advisory Committee in forming recommendations outlining a future business model for tourism in Nanaimo.

*Strategic Link:* Recreation, Culture, Sports and Tourism - this priority supports a healthy, active, thriving community for the benefit and enjoyment of residents and visitors alike.

#### Key Points

- During the month of August, a variety of engagement opportunities targeting the tourism industry and community are set to take place. Using a mix of interviews, meetings, surveys and presentations, participants will contribute feedback which the Tourism Advisory Committee will then use to shape its recommendations to Council on the future governance of Nanaimo's tourism sector.
- Members of the community interested in participating in upcoming engagement opportunities on tourism are encouraged to watch for advertisements.
- For more information on the work of the Tourism Advisory Committee, please see the online version of this news release at [www.nanaimo.ca](http://www.nanaimo.ca)

#### Quotes

"This session is a key way for us [Tourism Advisory Committee] to garner feedback from both the tourism industry and broader community as we shape the governance model for the delivery of tourism services in Nanaimo. We look forward to a thoughtful discussion from residents and stakeholders alike."

Jenn Houtby-Ferguson  
Vice Chair, Tourism Advisory Committee  
City of Nanaimo

#### Quick Facts

- On May 16, 2017, Nanaimo City Council announced the appointment of 11 members to the new Tourism Advisory Committee.
- Members of the Tourism Advisory Committee are working together to develop a new governance model that will strengthen collaboration between and integration across all parts of Nanaimo's tourism sector.

Continued... Public input sought on tourism governance models during Aug 15 engagement event

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<http://cnan.ca/2vu5kD8>