

## NEWS RELEASE

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### City and Tourism Vancouver Island sign five year service agreement

#### Summary

The City of Nanaimo has awarded a five-year service contract to Tourism Vancouver Island (TVI). The agreement is set for April 1, 2019 through March 31, 2024. The contract will include tourism marketing and visitor servicing.

Tourism Vancouver Island and the City are looking forward to a five year strategy, "celebrating our shared history, building our shared future" to drive visitor volume and increase in tourism infrastructure making Nanaimo an even better place to visit, live and do business.

*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

- The contract includes delivery of marketing, destination development and visitor servicing activities with the goal of strengthening Nanaimo's position as a tourism destination.
- Tourism Vancouver Island staff have been delivering tourism services for the City of Nanaimo since February 2017 under the name "Tourism Nanaimo".

#### Quotes

"With a long-term strategy in place, Tourism Nanaimo can successfully continue to attract visitors, friends, family and business. With a strong focus on partnerships, collaboration and community input, we are sure to see considerable growth in this sector."

Leonard Krog  
Mayor  
City of Nanaimo

"Tourism is a significant economic driver on Vancouver Island and we work island-wide to increase the benefits of this important sector to residents. A significant part of our commitment to this contract is respecting the needs of our partners and we want to thank them for their support to our bid, including many tourism operators, the Nanaimo Hospitality Association, and Snuneymuxw First Nation."

Anthony Everett  
President and CEO  
Tourism Vancouver Island

#### Quick Facts

- Tourism Vancouver Island is one of five regional destination management organizations contracted by the provincial Crown Corporation, Destination British Columbia to deliver tourism marketing and development services that carry forward the Ministry of Tourism's vision.
- Tourism is a main economic driver for the Region of Vancouver Island. In 2016, tourism contributed more to the Gross Domestic Product of BC than any other industry, with the exception of Oil and Gas Industry.



Continued... City and Tourism Vancouver Island sign five year service agreement

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