



Media Release

January 13, 2011

Campbell River Focuses on Tourism with Advisory Committee

The Campbell River Economic Development Corporation, Rivercorp, is pleased to be working a talented group of representatives who make up the Tourism Advisory Committee. The 2011 group of tourism stakeholders are represented by members from accommodations, adventure tourism, arts & culture, food & beverage, media promotion, regional tourism and technology. They convene to provide advice, support and new ideas for the regional marketing strategy.

Teresa Davis, Tourism Campbell River & Region Marketing Manager says, "The goal of this Tourism Advisory Committee is to advise and assist the region with tourism issues, with the objective of enhancing tourism activity. This includes initiatives, marketing and aligning ourselves with Tourism Vancouver Island."

The members of the Tourism Advisory Committee are:

Ahead of the Parade Productions, Roger McDonell
Campbell River Economic Development Corporation (Rivercorp), Lorrie Bewza & Kevin Mills
Campbell River Visitor Centre, Rhonda Harper
Campbell River Whale Watching, Jack Springer
Coast Discovery Hotel, Suhky Bains
Discovery Marine Safaris, Heike Wieske
Dolphins Resort, Carmen Amberson-Volk
Look Out West Coast Grill, Darren Flemming
Mount Washington Alpine Resort, Tim Defert
Strathcona Regional District, Brian Reardon
Tidemark Theatre, Guy Lapointe
Tourism Campbell River & Region, Teresa Davis
Tourism Vancouver Island, Dave Petryk
Tsa Kwa Luten Lodge, Carol Ann Terreberry

The first quarter meeting discussions have been centered on the community's web presence, collaborating with other tourism representatives to have a unified front to prospective visitors, and opportunities for additional funding.

Campbell River Economic Development Corporation (Rivercorp), is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

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