



The Campbell River Economic Development Corporation (Rivercorp) • 2011 Q2 Newsletter

Campbell River News Spring 2011 Edition

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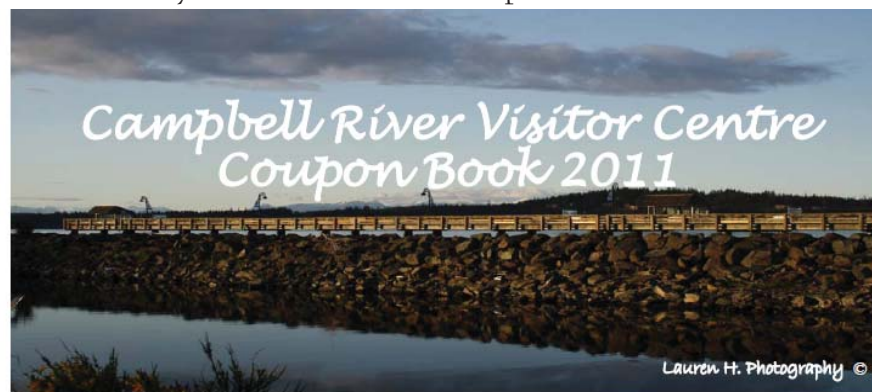
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Website Update

If you are interested in having a printed copy of the Rivercorp Newsletter please contact us at 250.830.0411 x 3 or invest@rivercorp.ca.

2011 Campbell River Visitor Centre Coupon Books Now Available

To enhance business opportunities in Campbell River & Region, the Visitor Centre has teamed up with local retailers to provide a discount coupon book. Categories for the featured businesses include accommodations, adventure tourism, dining, health & fitness and transportation.

The Campbell River Visitor Centre Coupon Books are available for pick up at the Visitor Centre in Tye Plaza from now until September 30th.



Lauren H. Photography ©

Keep Up with Us!

Follow us on Twitter
@CRVisitorCentre &
@CRDevelopment

Like our Facebook Pages
Discover Campbell River &
Invest Campbell River

Campbell River Blog
www.campbellrivervic.blogspot.com



Visitor Centre Scavenger Hunt Winners

The 2nd Annual Discover Campbell River Scavenger Hunt took place in early June. Congratulations to the winning Ellingsen Family from Cortes Island. They were chosen from the 60 packages distributed. The winners received a gift basket with a Campbell River book, a T-shirt, a hat, bumper stickers, and other fun Campbell River souvenirs!

The objective of the scavenger hunt was to find clues throughout the community. The adventure took participants to parks, heritage sites, museums as well as other unique Campbell River destinations.



Campbell River Economic Development Corporation (Rivercorp)
Enterprise Centre East, 900 Alder Street, Campbell River, BC, V9W 2P6
Phone: 1.250.830.0411 Toll Free: 1.866.830.1113
Website: www.rivercorp.ca Email: invest@rivercorp.ca



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Tourism Campbell River & Region

EAT Vancouver with the BCSFA

Tourism Campbell River & Region's Teresa Davis was pleased to join the BC Salmon Farmer's Association team in early June at the EAT! Vancouver Tradeshow.

The BCSFA team travels to Vancouver annually for this delicious sample filled event. The team profiled farmed, candied nuggets and fresh butterflied salmon to over 32,000 attendees!

By participating at the EAT! Vancouver show, Campbell River & Region had the opportunity to profile the community and the economic resource that aquaculture creates. Teresa promoted our beautiful city and distributed the Discovery (Visitor) Guide.

At the end of the fun filled weekend, the team was informed by the show organizers that they were the busiest and most popular retail / sampling booth on the show floor. Approximately 1500 pounds of salmon was distributed.

More about this annual event and vendors visit:

BCSFA
EAT! Vancouver



Serving up Salmon at EAT Vancouver (Left to Right) Susan from Mainstream Canada, Valerie & Rick with BCSFA and, Teresa Davis with Tourism Campbell River & Region

Go Campbell River Promotion

Tourism Campbell River & Region is pleased to be in partnership with Tourism Vancouver Island's "Go Vancouver Island Promotion". We provided local Tourism Stakeholders with an opportunity to showcase Campbell River deals through commercials and websites targeting visitors from Alberta looking to explore our region. To see all the deals visit the "Promotions" section of www.campbellriver.travel.



SIGGRAPH... Visit Campbell River

We are pleased to be working with Infilm and the Campbell River Creative Industries Council (CRCIC) to welcome visitors from all over the world who are attending the Special Interest Group on GRAPHics & Interactive Techniques (SIGGRAPH) Conference in Vancouver this August. Approximately 30,000 attendees will be provided with information on Campbell River & Region. To see the welcome page visit the "Promotions" section of www.campbellriver.travel

If your business is interested in offering a deal to SIGGRAPH participants, please email teresa.davis@rivercorp.ca for details as we have a few spots left!



Tourism Campbell River & Region
Enterprise Centre East, 900 Alder Street, Campbell River, BC, V9W 2P6
Phone: 1.250.830.0411 x 2 Toll Free: 1.866.830.1113 x 2
Website: www.campbellriver.travel Email: info@campbellriver.travel





Campbell River Visitor Centre

Visitor Centre Summer Hours of Operation

Monday through Friday
8:30 am to 6:30 pm

Weekends & Holidays
9:00 am to 5:00 pm

Visitor Comments

It's always nice to hear what people think of the wonderful community we call home. We are happy to share comments from guests...

"Beautiful and peaceful place, pleasant people"
- Michael, Ontario

"Absolutely beautiful community"
- Peggy, Halifax

"Excellent service"
- Morgan, California

"Enjoying the sun and the drive"
- Lauri, Saskatoon

"Very nice, good information"
- Bosch, Netherlands

"Very helpful staff - as nice as the place itself"
- Jane, Halifax

"Absolutely wonderful staff and a beautiful city"
- Alexis, Yemen

"Friendly people, beautiful scenery"
- Vicki, Victoria

"WE LOVE IT!!!"
- Vaughn, Germany

Spreading the News

Do you have a community event you'd like to promote. Contact the team at the Visitor Centre to share the news through the Campbell River Community Calendar, Weekly Discovery Passages Info Email, a Blog, Twitter and Facebook... all for free!



The Visitor Centre Team rewarding themselves with a few jumps in the Bounce-a-Rama at the end of the 1st Annual Discover Campbell River Day. Left to right: Sydney, Lindsay, Lauren & Melissa To see more photos from Discover Campbell River Day, visit www.visitorcentre.ca

Discover Campbell River Day... A Great Success!

We were so pleased to see the sunshine and smiling faces at the Spirit Square for the 1st Annual Discover Campbell River Day. This full day event was created to promote the great opportunities that Campbell River businesses have to offer the public.

"Campbell River has so many wonderful opportunities for visitors to experience," says Rhonda Harper, the Visitor Centre Manager. *"We thought that it would be a great opportunity to share that information with residents, and provide them an outlet to learn about many businesses at once. We look forward to next year's event!"*

As an added bonus our friends with the Pier Street Association simultaneously hosted the Sunfest, Market Mile of shopping along Pier Street, Shoppers Row and 11th Avenue. The events were complimentary to any of the folks visiting downtown!

Thank you to the Campbell River & Region businesses that participated:

99.7 The River
Best Western Austrian Chalet
Campbell River Art Gallery
City of CR, Parks, Rec & Culture
CR Hospice
Flurer Smokery
Homalco Band
Island Joyrides
Museum at CR
The Local Market

Aboriginal Journeys
Bounce-a-rama & Cotton Candy
Campbell River Whale Watching
CR Fit Body Bootcamp
Discovery Marine Safaris
Healthy Feet Happy Feet
Island Fisherman
Magical Faces (face painting)
Quadra Island Kayaks

Campbell River Visitor Centre
Centennial Building, 1235 Shoppers Row, Campbell River, BC, V9W 2C7
Phone: 1.250.830.0411 x 1 Toll Free: 1.877.286.5705 x 1
Website: www.visitorcentre.ca Email: info@visitorcentre.ca



Economic Development

BC Trade & Investment

A group of BC Trade and Investment Representatives travelled throughout British Columbia this past spring to educate economic development officers and connect local businesses with our trade investment representatives.

British Columbia's trade and investment representatives promote British Columbia as a destination for investment, a partner for trade and innovation, as well as showcasing BC products and resources. BC's trade and investment representatives welcome contact from all sectors and investors.

If you are doing business in a foreign country or you want to market to a foreign country, contact us to find out information on the following regions looking to do business with BC:

- North China - Beijing
- East China - Shanghai
- South China - Guangzhou
- USA - Palo Alto, CA
- Korea - Seoul
- Japan - Tokyo
- Europe - Hamburg, Germany
- Europe - Berkshire, UK
- India - Bangalore



Trade and investment representatives can make local introductions to potential buyers, investors and other in-market partners. They help companies identify opportunities and offer assistance in making the right investment decisions.

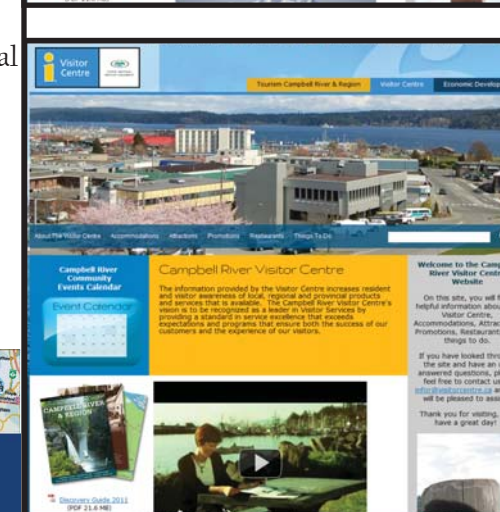
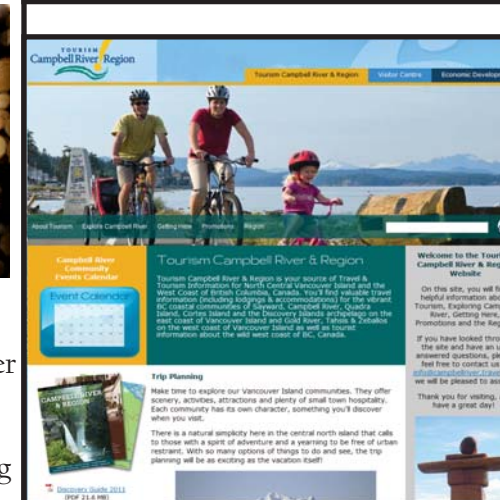
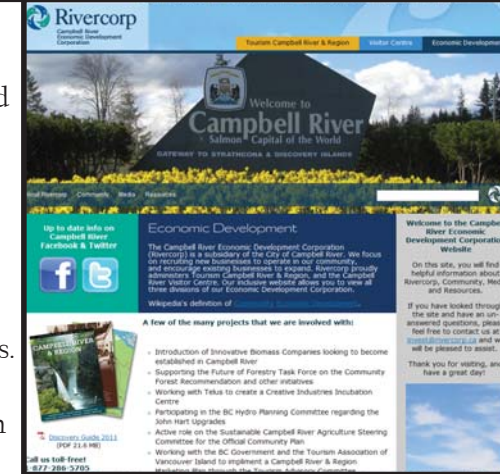
Other services include:

- International market intelligence and trade leads to assisting companies
- Selling products and services overseas.
- Advice on developing marketing strategies and cross-cultural business practices
- Connecting with key industry, government and community influencers
- Training seminars on exporting and international markets
- Organizing and supporting trade missions, exhibitions and conferences in BC and abroad.

For more information on BC's official international trade and investment website: www.britishcolumbia.ca



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Website Updates

We are pleased to work with our friends at Chameleon Creative Graphic & Web Design, to update our company webpages.

Economic Development (Rivercorp) pages:

- Business & Community Contact Info
- Industries
- Newsletters
- Publications
- Media Releases

Tourism CR & Region pages:

- Current Promotions
- Communities in the Region such as Quadra & Sayward
- Exploring CR
- Getting to CR & Region

Visitor Centre pages:

- Accommodations
- Attractions
- Restaurants
- Things to Do

The website has photo & video galleries. Up to date company news and new information is added daily!

Log onto the site at: www.rivercorp.ca to access all 3 departments.

