

Comox Valley Regional District

Board Presentation - March 30, 2021





Strategic Partnerships



Our DMO partners



OUR GUIDING PRINCIPLES

What We Believe:



Recovery



Advocacy



Industry and Destination Development



Brand Stewardship



Reconciliation and Indigenous Tourism



Sustainability



Breadth of Services



Continuous Organizational
Improvement

Strategic Priorities

- 1 Destination Leadership
- 2 Destination Marketing
- 3 Industry and Destination Development
- 4 Destination Services
- 5 Tourism Vancouver Island Business Continuity





Indigenous Relations and Reconciliation

2.3 Million (Territorial Recognition)

Indigenous Tourism Specialist

Sustainability

Biosphere Designation

2.3 Million (Ocean Clean-Up)

Ethical Advertising Workshops

Responsible and Inclusive Travel

Inclusivity in Consumer Marketing Images

Ocean Friendly Video + Pacific Surfrider Partnership

Destination Management & Stewardship

Collaboration and cohesion

Destination Services

VI Leaders Calls

Advocacy

Tourism Resiliency Program

Research

Destination Services

Tourism Marketing

Tourism Development like MRDT Renewals/Applications, Feasibility Studies, Governance

E.g. Tourism Ucluelet, Port Alberni, Tourism Cowichan, Vancouver Island North Tourism, Tourism Nanaimo.

The BC Tourism Resiliency Network

1780 Businesses Registered Across BC, 440 in Vancouver Island Region

1 Identified Need

April 2020

Program launched in response to one-on-one calls with many businesses feeling overwhelmed and confused.

2 Accessed Funding ICET & WED

Funding objective

To make businesses feel supported and have a resource to access for answers and advocacy.

3 Assistance & Expert Supports

Program Advisors

On-going knowledge of government programs & provide access to experts.

4 Advocacy & Learning

Program staff

Participate in federal & provincial briefing calls, providing gap analysis documents monthly to provincial government.

5 Measure

Across BC

1,780 businesses enrolled

30,000+ points of contact with businesses

Differentiators: one-on-one support & avg # of contacts per business (18)

6 On-going Refinement

Digital support team

Move businesses from digital present to digital sophistication

Tourism Services Priorities - Differentiators

- 1 Deep and meaningful collaboration
- 2 Industry standards & value of contextual placement
- 3 Businesses first & informed decision making
- 4 Sustainable models for tourism management





Saystushun Activity Book

DEEP, MEANINGFUL COLLABORATION



Governance Support - Board Excellence

INDUSTRY STANDARDS AND VALUE OF
CONTEXTUAL PLACEMENT



Vancouver Island North Tourism Video Project

BUSINESS FIRST AND INFORMED
DECISION MAKING

Biosphere Designation for Sustainable Destinations



Engagement

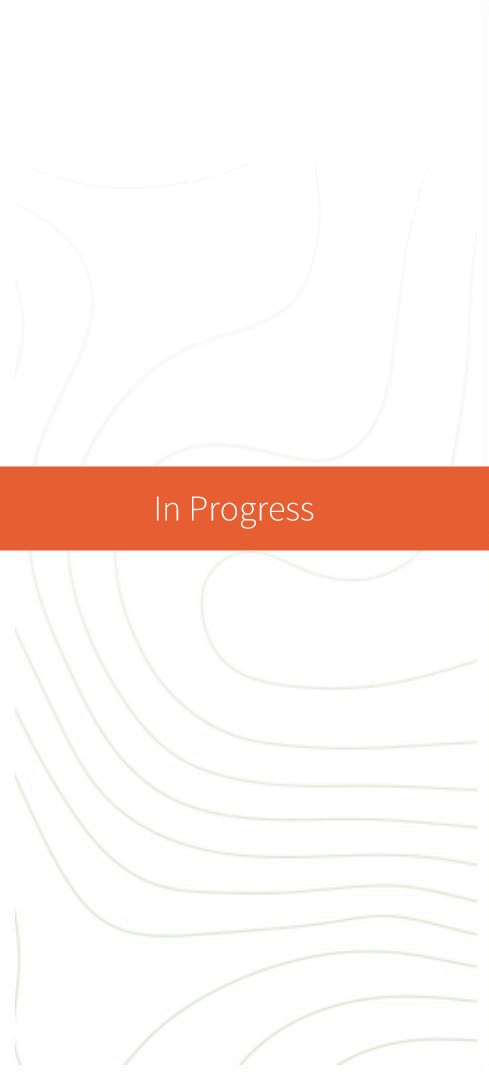
- Building a support network of organizations and individuals who will provide advice and guidance to TVI
- Recognized as founding support network partners

Application

- Entire TVI team contributing to the Biosphere application process
- Application focuses on each of the UN Sustainable Development Goals and how TVI can advance them in our work

Timelines

- Letter of Commitment
- Application submitted this Spring
- Approximate six month review process with an audit component
- During the review and audit period, TVI will develop programs for businesses and communities to participate



In Progress

Social Media

Images

**Discover
Comox Valley
Guide**

Engagement

**Visitor Centre
Staff Training**

Website Audit

Recommendations

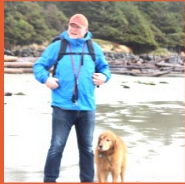
Stakeholder
Consultation

Brand and website
development

Asset and summer
campaign
development

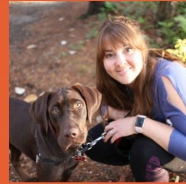
Governance

Thank you - gilakas'la - klecko - huy'ch'ka



Anthony Everett, CEO

anthony@tourismvi.ca



Karen Bannister,
Marketing

karen@tourismvi.ca



Calum Matthews,
Development

calum@tourismvi.ca



Dino Tsembelis,
Visitor Servicing

dino@tourismvi.ca



Tanya Massa,
Marketing
Coordinator

tanya@tourismvi.ca