

Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient's service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year**.

All designated recipients are required to fill in the sections below.

Only those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instructions pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

Designated Recipient: City of Courtenay **Report Completed:** 09-05-2025

Designated Accommodation Area: City of Courtenay **Reporting period:** Jan 1- Dec 31, 2024

*or for first year of term, indicate accordingly

1. Effective tourism marketing, programs and projects	
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.	
Mandatory Metric	Designated Recipient Response
MRDT Revenue	\$570,112.11 (\$462,611.21 General MRDT + \$107,500.90 OAP)
MRDT activities, tactics, investment efforts and outcomes (as per your One-Year Tactical Plan)	<p>Overview</p> <p>The Comox Valley is a diverse region, located on Vancouver Island's east coast in BC, situated between the Beaufort Range and the Comox Glacier to the west and the Strait of Georgia to the east. It stretches from the ocean to the alpine, Fanny Bay in the south to Miracle Beach in the north, including the main communities of Courtenay, Comox and Cumberland. It's a vibrant mix of urban and rural, cosmopolitan and wilderness, with many attractions and activities within a 30-minute drive.</p> <p>2024 saw a strategic direct shift from previous years which focussed on pandemic recovery efforts towards a broader, more future-oriented approach on establishing Comox Valley as a year-round destination with an emphasis on sustainable growth and environmental stewardship.</p> <p>Marketing efforts focus on the region's natural beauty, diverse outdoor activities and rich culinary and cultural offerings to attract a wide range of visitors, from adventure seekers to those looking for relaxation. In 2024 the Experience Comox Valley brand was further refined to help drive more cohesive and organized brand communication.</p>

Experience Comox Valley continuously aims to create stronger seasonal and regional dispersion of visitors to the region to decrease the strains of tourism numbers in the peak seasons.

Strategic Objectives

1. Drive increased overnight volume and visitor expenditures from the BC and Alberta markets through a strong selling proposition;
2. Support tourism operators in developing and strengthening tourism product, in particular that appeal to visitation in the off-peak periods;
3. Create stronger regional alignment amongst industry and community partners towards a supportive eco-system that enables businesses to succeed, and a cohesiveness of messaging to occur;
4. Move consumers efficiently through the path to purchase with clear sales messages, compelling content and further enhancements to responsive website sales pages.

Destination Plan Goals

1. Increase revenue from visitation
2. Manage growth and benefit through seasonal and geographical dispersion
3. Increase competitiveness of Comox Valley as a desired destination
4. Support sustainable tourism initiatives and activities

2024 Output Measures

Print Ads

Experience Comox Valley had print ads in the following publications, which reach over 400k in distribution:

- Vancouver Island Visitor Guide, full page ad & editorial
- Go Vancouver Island, full page ad & editorial
- BC's Guide to Arts & Culture, 2 page spread
- Landmark Media Map of Comox Valley, cover page
- SOAR Magazine, 2 page spread
- Comox Valley Cycling Map, ad
- Vancouver Island BC Backroads Mapbook, Visitor Centre listing
- Explore Magazine, full page ad

Asset Collection - Images & Video

300+ new images, video b-roll clips collected, plus 30+ new videos and social media reels, each with different themes (outdoor adventure, culinary experiences, events and arts and culture).

Website - ExperienceComoxValley.ca

- Number of sessions/visits to website: 108,283
- Number of unique visitors to website: 82,283

- Number of referrals: 3,657
- Sources of website traffic:
 - Organic: 33,663 (41%)
 - Paid Search: 35,585 (31%)
 - Direct: 9,846 (12%)
 - Paid Social: 6,773 (8%)
 - Organic Social: 3,113 (4%)
 - Referral: 2,946 (4%)
- Devices used for visits:
 - Mobile 65k
 - Desktop 14k
 - Tablet 2.3k
 - Smart TV 1
- Geographic origins of visitors:
 - Canada 76K
 - United States 2.2K
 - United Kingdom 686
 - Poland 659
 - France 440
 - Mexico 291
 - Germany 261

Paid Search Ads (Google)

- Impressions: 421,711
- Clicks: 42,793
- Click-thru rate (CTR): 10.15%
- Cost per click (CPC): \$0.28

Display Ads (Image & Video)

- Pre-click metric: Click-thru rate (CTR) Meta: 1.34%
- Pre-click metric: Cost per click (CPC) Meta: \$0.54
- Post-click metric: Conversion rate Meta: 5.29%

Paid Social Media Ads

Facebook

- Click-thru rate (CTR): 1.35%
- Cost per click (CPC): \$0.54
- Conversion rate (CVR): 5.29%
- Cost per action (CPA): \$0.51

Instagram

- Click-thru rate (CTR): 1.30%
- Cost per click (CPC): \$0.60
- Conversion rate (CVR): 5.29%
- Cost per action (CPA): \$0.48

Organic Social Media

Facebook

- Followers: 20,002

	<ul style="list-style-type: none"> Engagements: 189,797 <p>Instagram</p> <ul style="list-style-type: none"> Followers: 9,837 Engagements: 8,415 <p>Email Marketing</p> <p>Consumer e-newsletter</p> <ul style="list-style-type: none"> Number of subscribers: 8,244 Total e-newsletters delivered: 24,270 Average open rate: 38.6% Average click-thru open rate: 1.4% Average unsubscribe rate: 1.3% <p>Stakeholder e-newsletter</p> <ul style="list-style-type: none"> Number of subscribers: 347 Total e-newsletters delivered: 1,430 Average open rate: 54% Average click-thru open rate: 5.9% Average unsubscribe rate: 0.21% <p>Visitor Information Servicing</p> <p>The Comox Valley Visitor Centre was open 5 days a week, Tuesdays to Saturdays, in Fall, Winter and Spring, and 7 days a week in July and August. Also in the summer months, there were mobile visitor information servicing kiosks in the downtown centres of Courtenay, Comox and Cumberland. In 2024, staff assisted a total of 15,202 visitors (12,761 at the Visitor Centre and 2,4441 at the kiosks), providing answers, ideas and inspiration for places to visit and things to do in the Comox Valley.</p>
Key Learnings	<p>Website</p> <p>The Comox Valley's destination marketing and consumer-facing website, ExperienceComoxValley.ca is the key resource of online information for things to do, places to stay, culinary experiences, business directory, events calendar and more. This mobile friendly website has been designed to enable the improvement of marketing sales funnels and the primary objective is to drive business / bookings to stakeholder websites.</p> <p>The online events calendar offers a central location for local businesses, organizations, municipalities, and other event planners a place to list their event, festival or specific occasion. In 2024, over 250 listings were submitted.</p> <p>A new 2SLGBTQIA+ Travel in the Comox Valley landing page was created to highlight the region as a welcome and inclusive destination. By partnering with a 2SLGBTQIA+ content creator and models, new images and b-roll video were captured and used to create social media reels and 3 new blogs:</p> <ul style="list-style-type: none"> Family Adventure Beckons in Cumberland, Courtenay, and Comox Embracing Love: A Romantic Getaway in the Comox Valley

- [Exploring Inclusivity: Outdoor Adventures and Community in the Comox Valley](#)
- Other new blogs in 2024 include:
- [The Annual Herring Spawn](#)
- [Island Winter](#)
- [Comox - Kelowna Route with YQQ](#)
- [Born to Salt](#)
- [Where to See the Salmon Spawn in the Comox Valley](#)
- [Mount Washington Alpine Resort and Where to Après in the Comox Valley](#)

In 2025, we are going to be developing monthly blog posts that align with the seasons offerings, Indigenous culture and experiences, and responsible travel.

Email Marketing

Seasonal email newsletters were developed highlighting upcoming community events, seasonal offerings, and CTA's throughout for things to do, where to eat, and places to stay. We continue to build out the consumer newsletter database through the website sign up form, social media, and at consumer shows. Next year, we will try to use more catchy titles and subjects to achieve a higher open rate.

Paid Search/SEM

Experience Comox Valley continues to strengthen the presence of the ExperienceComoxValley.ca website through optimization of the content, and search engine 'always on' ads that focus on key search terms to influence a user's travel research. Search ad performance is tracked and can be modified for optimization to ensure that these ad dollars are directed towards the most effective strategies.

Paid Social Media

Targeted ads on Facebook and Instagram promoted Comox Valley's attractions, events and seasonal messaging. The ads drove engagement and conversions through compelling calls-to-action and interactive content that promotes immediate booking and enhances brand awareness. Seasonal campaigns promoting travel to Comox Valley in the Spring, Fall and Winter included social media ads. Paid social ads target short-haul markets like southern Vancouver Island residents (e.g. Victoria) and the Lower Mainland, as well as the direct flight route markets of Edmonton and Calgary.

In June of 2024 a new direct flight route was introduced between Kelowna and Comox Valley so marketing efforts were made to increase awareness of the Comox Valley as a destination to Okanagan area residents including paid social media ads, a social media contest, and influencer trips.

BC is Awesome social media influencer BC Bob visited the Comox Valley to showcase some of Comox Valley's unique attractions and activities such as BC's official fossil, the Elasmosaur at the Courtenay & District Museum. The engaging content invited viewers to experience the energy and allure of Comox Valley,

encouraging them to plan their visit and explore all that it has to offer during the shoulder season.

Display (image & video)

Display ads and sponsored content on third-party websites were utilized to drive brand awareness of Experience Comox Valley and key messages about Comox Valley as a destination. Popular sites and blogs that target the right-fit customers were chosen to place visually appealing ads designed to encourage travel and exploration of the region. A layered media strategy combining editorial and display, increased visibility and message reinforcement across platforms.

Sponsored online content examples:

- Curiosity - [Here are 13 things to do in Comox Valley based on your travel personality](#)
- Daily Hive - [15 fun things to do in Comox Valley based on your travel persona](#)
- Castanet - [Visit This Valley Region Along Vancouver Island's East Coast for Varied Adventures That Stretch from Mountains to Ocean](#)
- Vancouver Is Awesome - [This Easily Accessible BC Destination Offers Three Destinations in One](#)
- Okanagan Edge - [Experience Comox Valley](#)
- Daily Hive - [Here Are 3 Ways You Can Unwind in the Comox Valley this Fall](#)
- Curiosity - [Here's How to Make the Most of an Idyllic Weekend in the Comox Valley](#)
- Explore Magazine - [Your Shoulder Season Guide to Comox Valley's Great Outdoors](#)

Print Advertising

Although marketing strategies increasingly shift towards digital platforms, traditional print media continues to be useful for generating purchase decisions from older demographics and engaged interest groups. To encourage shoulder season visitation, we concentrate print advertising efforts during the fall and spring seasons. Print ads focus on inspirational imagery and storytelling, and include QR codes for tracking purposes.

The annual [Experience Comox Valley Guide](#) has features and content that showcase things to do, experiences to try and places to see, responsible and sustainable messaging, and includes QR codes to ExperienceComoxValley.ca and key landing pages. This guide is a primary resource for Visitor Servicing and distributed at Visitor Centres, BC Ferries, Comox Valley & Victoria airports, local accommodators and other stakeholders. In total 45,000 guides were printed, distributed, and used throughout the year.

Broadcast Marketing

Working with Bell and CTV, a 15-second commercial was created to capture the vibrant and playful essence of Comox Valley. The visuals and tone mirrored the energetic and welcoming spirit of the "Made for Play" campaign, enticing viewers to experience the dynamic fall activities available in Comox Valley. This TV spot

was broadcast on CTV Vancouver Island and CTV Vancouver. Also on CTV Vancouver, a 10-second closed captioning ad echoed the campaign's core message and call to action, serving as a concise prompt for viewers to explore the Comox Valley this fall, and to book their adventurous getaway immediately. Connected TV, pause ads, and run of network ads were also featured. 15 second commercials on CTV Bell Media reached over 2.8 Million impressions, 70% of impressions from Alberta market audience.

Consumer Facing Asset Development

In 2024, Experience Comox Valley prioritized capturing diverse images of the Comox Valley region during the shoulder season, showcasing unique community features and aligning with Destination BC's brand. Asset development themes included local events like the Foggy Mountain Fall Fair, Woodstove Festival, and Pride parade. Collaboration with local creators, particularly within the 2SLGBTQIA+ community, diversified representation within the image database. Experience Comox Valley is committed to diversity, equity, inclusion, and accessibility, welcoming and celebrating individual differences. Additional projects focused on highlighting unique seasonal activities, like the salmon and herring spawns, outdoor recreation and activities, indoor activities, and arts and culture. 28 images were added to the BC Content Hub.

B-roll footage was captured for upcoming video projects, and video projects followed the same themes as the photography projects. We also developed a 60 second video commercial to use for TV, as well as 30 and 15 second cutdowns in horizontal and vertical formats. These videos can also be used for digital advertising efforts. 6 b-roll clips were added to the BC Content Hub.

In 2025, we want to focus on continuing to include DEIA representation in our asset development projects. Regular digital audits are essential to maintaining relevant, high-quality content that reflects the current destination priorities and to identify gaps. We plan to work with more local creators to create short-form videos, empowering local voices and fostering economic growth within the Comox Valley region.

Organic Social Media

Experience Comox Valley's social media presence has seen steady growth and strong engagement. A combination of seasonal relevance, inclusive storytelling, stakeholder participation, and thoughtful variety in content and format contributed to the momentum across platforms. We've seen a noticeable increase in support from local businesses, many of whom regularly tag us and participate in collaborations. Still, not everyone is making full use of Instagram and Facebook features—like tagging and post collaborations—even with ongoing outreach and guidance on our part. There's a continued opportunity to strengthen shared visibility by helping more local stakeholders take advantage of these tools.

We've also seen more businesses reaching out who may not be directly tourism-related or within the typical scope of what we share. Still, it speaks to the strength

and value of our audience that so many local companies are eager to be featured through our channels.

User-Generated Content (UGC):

Encouraging locals, visitors, and businesses to tag and share content has continued to be a powerful way to showcase the Comox Valley from multiple perspectives. This approach supported reach and authenticity across platforms, with UGC playing a role in everything from spontaneous nature, wildlife moments, and seasonal adventures to community events and business features. Sharing lived local experiences and visitor perspectives was often among our most engaging content.

Collaborations:

Partnering with local businesses and organizations has effectively boosted both reach and engagement. Instagram collaborations that extended to Facebook helped highlight local events, experiences, and stories—and these posts consistently saw stronger interaction. Collaborations continue to be a valuable tool! However, despite the clear benefits, many businesses still don't initiate collaborations or approve the ones sent out, which limits the full potential of these opportunities.

Seasonal Relevance:

While not always the top performers in terms of engagement, posts aligned with seasonal timing continue to play an important role in keeping our audience informed and engaged. Updates about special events, festivals, trail conditions, and alpine activities create a sense of urgency and relevance, helping potential visitors plan their trips around what's happening in the area. These posts also foster a sense of spontaneity, particularly among island locals who are closely monitoring things like Mount Washington's snow conditions for impromptu winter getaways. Beyond the snow-capped mountains, seasonal updates also highlight the changing landscapes, making them a valuable touchpoint for travellers seeking out new opportunities as the seasons shift. Even if these posts don't always get the highest engagement numbers, they're critical for long-term trip planning and maintaining an ongoing connection with the audience.

Content Variety:

A thoughtful mix of event coverage, nature and wildlife, stakeholder spotlights, and local outdoor and indoor experiences helped keep our feed and stories fresh. Posts that felt place-based and personal—rather than overly polished or forced—tended to draw the most engagement. Content highlighting trip itineraries (both in image format and caption listicle form), new business features, hidden gems in nature, and activities for families and different interests performed particularly well. Showcasing local businesses and various experiences ensured we resonated with a broad audience, offering something for everyone.

Inclusion & Representation:

We continued to prioritize featuring imagery and stories that reflect the diversity of our community and visitors. This included visual representation of 2SLGBTQIA+ travellers, families of all kinds, and accessible experiences for all mobilities. Posts

	<p>rooted in inclusive values received strong support through shares, comments, and messages of appreciation.</p> <p>Destination Development</p> <p>Experience Comox Valley works with 4TVI and DBC to assist hosting media when they visit on approved trips to showcase our communities and inspire ideas and stories for them to share. Participating in the annual Explore Vancouver Island event is a great opportunity to meet regional tour operators and highlight things to do in the Comox Valley that appeal to their clients.</p> <p>The Events & Experiences Fund (EEF) invests in creating or enhancing the supply of experiences, events and festivals that attract visitors to the Comox Valley. This emerging grant program aims to support the development of shoulder season (fall, winter, and spring) activities, increase length of overnight stays, and help to ensure that tourism makes meaningful contributions to the well-being of the region. In 2024, there were 10 successful applicants who utilized the funds to enhance their events and attract new visitors to our region.</p> <p>Market Research</p> <p>Experience Comox Valley partnered with the Comox Valley Airport to complete visitor intercept surveys of departing passengers to gain insights into visitor motivations, behaviours and satisfaction. Two separate collections occurred, the first during peak travel in August 2023 and the second during the shoulder season in February 2024, and then findings were consolidated in a final report in 2024.</p> <ul style="list-style-type: none"> • The majority of travelers indicated their primary reason for travel was visiting friends or relatives (45%) or pleasure/vacation (28%); • Travellers to Comox Valley enjoyed extended stays, with overnight visitors staying locally for an average of 8 nights; • 91% of visitors to Comox Valley and the surrounding region felt their trip met or exceeded expectations; • Outdoor activities formed the largest proportion of visitor activities engaged in by travelers to the region. <p>A more robust visitor intercept survey, in partnership with Vancouver Island University, was also completed in early 2024.</p> <ul style="list-style-type: none"> • Most popular activities were beach activities, shopping, hiking, sight seeing, camping, craft beverage tours, festivals, marine activities, mountain biking, fishing, and golf; • Over half of respondents ate at local restaurants and cafes, and a quarter visited a bakery/donut shop, farmers market, and/or craft brewery; • The average Net Promoter Score was 69, which is very good and sets a baseline for future market research. <p>Audience Insights</p> <p>Nature and Outdoor Enthusiasts</p> <ul style="list-style-type: none"> • A significant portion of visitors are drawn to the Comox Valley for its natural beauty and outdoor recreation opportunities. Activities like hiking,
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	<p>beach outings, wildlife viewing and marine adventures are top reasons for visiting.</p> <p>Culinary and Cultural Tourists</p> <ul style="list-style-type: none"> Visitors are also attracted by the region's vibrant food and drink scene, with many coming specifically for winery, brewery and year-round farmers' market. The presence of local culinary or cultural events and festivals adds to the appeal. <p>Family and Multi-Generational Travelers</p> <ul style="list-style-type: none"> The region is popular with families, particularly multi-generational groups, who visit to enjoy a mix of outdoor activities and family-friendly attractions. <p>Relaxation Seekers</p> <ul style="list-style-type: none"> Many visitors come to the Comox Valley to unwind and enjoy a peaceful, scenic environment. The area's overall atmosphere, with its slower pace of life, is a key draw. <p>Ongoing Challenges & Opportunities</p> <p>Seasonal visitor distribution</p> <ul style="list-style-type: none"> Like many tourist destinations, Comox Valley experiences fluctuations in visitor numbers across seasons, with dips during the fall and early spring. <p>Differentiating from nearby destinations</p> <ul style="list-style-type: none"> Comox Valley operates in a competitive regional tourism market, where nearby well-known destinations (such as Victoria and Tofino) may overshadow it, especially during the off-peak seasons with fewer distinct activities. <p>Balancing environmental sustainability with increased tourism</p> <ul style="list-style-type: none"> The challenge lies in promoting tourism in a way that does not compromise the region's residents, culture, or environment. <p>Stakeholder Outreach</p> <ul style="list-style-type: none"> Continuing to engage with local tourism and tourism-related businesses, community organizations, First Nations, and NGOs is key to ensuring that marketing and destination development tactics remain timely, relevant, and align with local values.
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2. Effective local-level stakeholder support and inter-community collaboration

Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.

Mandatory Metric	Designated Recipient Response
Extent of Local-level Stakeholder Engagement	<p>Experience Comox Valley is the operating and consumer-facing name of the Comox Valley Regional District's Regional Tourism Service, which is administered by the 4VI Group. Since its inception in September 2021, the City of Courtenay and 4VI have had a service agreement for the management and expenditure of the Municipal Regional District Tax (MRDT) monies, in funding Destination Marketing, Visitor Information Services, and Stakeholder Engagement. The Comox Valley Regional District (CVRD), City of Courtenay, and 4VI Group have a tripartite Memorandum of Understanding to ensure full coordination of all tourism activities. A team of marketing and development professionals at the 4VI Group lead destination management tactics to leverage continued growth in this region.</p> <p>The Comox Valley Tourism Advisory Committee (TAC), established in 2022, guides the work of Experience Comox Valley, including advising, reviewing and making recommendations for the annual marketing plans and Comox Valley Destination Plan. The TAC is composed of 11 members from various tourism sectors including accommodations, arts & culture, food & beverage, tour operators, transportation, and indigenous tourism.</p> <p>Experience Comox Valley and Visitor Centre staff continue to encourage stakeholders and partners to utilize the free promotion available through the Experience Comox Valley website events calendar, business listings, and social media amplification of posts and messaging on Facebook and Instagram. Through social media we've made a point of connecting with new and existing businesses, sharing our stakeholder resources and encouraging participation not only through listings on the site but also through involvement on Instagram and Facebook. This includes guidance on tagging, using the right hashtags, and participating in collaborations to help increase their visibility. We also continue to promote our events calendar as a key tool, both online and in DMs, to ensure local organizers and businesses know where to share their updates and how we can amplify their efforts. This behind-the-scenes support helps strengthen our local network and ensures we're representing the full spectrum of experiences in the Comox Valley.</p> <p>Other Experience Comox Valley Stakeholder Engagement:</p> <ul style="list-style-type: none"> Stakeholder e-newsletters are sent out approximately once a month throughout the year.

	<ul style="list-style-type: none"> • Collaboration with the Comox Valley Record (Black Press Media) to provide editorial content and images for the 2024/25 Comox Valley Guide. • In Spring and early Summer, Visitor Centre staff participated in familiarization tours of local tourism and tourism-related businesses across all communities. • In Summer 2024, Experience Comox Valley partnered with the Comox Valley Chamber of Commerce for a stakeholder appreciation day, where Chamber members and their families were invited to gather, network and participate in a local agritourism experience. <p>Comox Valley Tourism Strategy Planning Workshops & Engagements</p> <p>The Comox Valley Regional District (CVRD) embarked on a comprehensive tourism strategy planning initiative and partnered with Experience Comox Valley and the 4VI Group to administer the process. Throughout 2024, Experience Comox Valley engaged with local residents, businesses, stakeholders and Rights Holders to collaboratively design a 10-year scope tourism strategy that aligns with the region's values, sustains its natural resources and maximizes economic benefits. A Tourism Strategy Steering Committee consisting of 12 stakeholders was created to guide this work and provide essential feedback on the draft plan.</p> <p>The engagement process unfolded through a series of tailored engagement activities, including workshops, focus groups conversations, and targeted group and 1:1 interviews which transpired from November 2023 to Fall of 2024, engaging over 120 people. The goal of this process was to capture the unique concerns and aspirations of different community members, stakeholders and organizations and to use these varied insights to inform a Tourism Strategy Plan that is deeply rooted in the community's values and aspirations.</p> <p>The key findings from the engagement activities reflect a comprehensive understanding of the diverse needs and aspirations within the Comox Valley region. The engagements revealed critical challenges, opportunities, and priorities that will shape the future of tourism in the area. These insights helped build the foundation for a draft tourism strategy that is both inclusive and responsive to the unique voices and expertise within the community. The draft tourism strategy plan will undergo a final round of revisions, seeking input from First Nations, local government, the Tourism Strategy Steering Committee, stakeholders and residents in 2025.</p>
Stakeholder Satisfaction	<p><i>Only for designated recipients collecting 3% tax:</i> Not applicable for City of Courtenay</p>
Community Collaboration	<p><i>Only for designated recipients collecting 3% tax:</i> Not applicable for City of Courtenay</p>

Mandatory Metric	Designated Recipient Response
Community Collaboration	<p>Experience Comox Valley and the Comox Valley Airport continued their partnership agreement in 2024 for collaborative efforts to achieve aligned goals surrounding inbound marketing, increasing awareness of direct flight options (particularly in the Alberta market), market research, and increasing customer satisfaction.</p> <p>In Spring 2024, Experience Comox Valley participated in the annual Explore Vancouver Island travel trade show event. This event provides an opportunity for suppliers to network with receptive Tour Operators and travel agencies that are looking to expand their business in the Vancouver Island area. We engaged with over 25 tour operators who were keen to learn about activities and attractions in Comox Valley that appeal to their client demographics.</p> <p>In Fall 2024, Experience Comox Valley partnered with other central Vancouver Island community DMOs for a culinary-based marketing campaign, the Island Taste Trail. This digital campaign encouraged dining out at restaurants, pubs, breweries, wineries and cafes that offered small plate pairings. In Comox Valley there were 30 participating businesses across the region (36% increase from 22 businesses in 2023).</p> <p>The Comox Valley School District 71 began planning for a new tourism and hospitality high school course, to be added to curriculum in the school year 2025/26. In 2024, representatives from SD17 met with Experience Comox Valley to discuss potential resources and opportunities that align with the creation of this new sampler course, which will be geared towards grade 11/12 students and include a work experience component alongside in-class learning.</p> <p>Ongoing Community Collaboration:</p> <ul style="list-style-type: none"> • Experience Comox Valley and 4VI Group staff give presentations to community officials and Council at Town of Comox, Village of Cumberland and City of Courtenay Council meetings and Comox Valley Regional District meetings throughout the year. • Monthly meetings with 4TVI and Vancouver Island DMOs; Southern Gulf Islands, Cowichan Valley, Nanaimo, Parksville/Qualicum, Tofino, Ucluelet, Campbell River, Vancouver Island North Tourism. • Work in partnership with the Comox Valley Chamber of Commerce, Downtown Courtenay BIA, Comox BIA, and/or Cumberland BA on various projects. • Experience Comox Valley staff also participate in partner mixers, networking, AGM's and business after business meetings. • Visitor Centre staff participated in career days at local high schools and North Island College to raise awareness of job opportunities in tourism.

3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics:

Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.

Mandatory Metric	Designated Recipient Response
Provincial Alignment	<p>Experience Comox Valley has been fortunate to receive Co-op Marketing Program grants from Destination BC the past couple of years. As a part of the program, Experience Comox Valley meets with DBC staff a couple times a year and submits interim and post project reporting.</p> <p>Experience Comox Valley aligns with DBC's Global Marketing Strategy by supporting sustainable tourism initiatives, Indigenous tourism, educating visitors and residents about mindful travel and leave no trace behaviours, and attracting value-aligned travellers that will have a positive impact on the local environment and tourism economy. Experience Comox Valley actively works to increase industry collaboration, leverage marketing efforts, and connect to the content commonwealth. The Comox Valley's new tourism strategy applies local values-led guiding principles and focuses on strategies and tactics that benefit the local economy, environment, culture, and communities.</p> <p>Visual assets collected by Experience Comox Valley have tier 1 alignment with Destination BC brand elements and are shared to the BC Content Hub to further help Destination BC promote geographical dispersion to lesser-known destinations in BC. All content production briefs include information on brand alignment with the Super Natural BC brand and insist producers follow the guidelines closely. Links to the BC Brand Guidelines are throughout, and a succinct version of the key points are listed, including safety & responsibility, photography guidelines highlighting the three tiers of images, and additional considerations.</p> <p>Other provincial and regional alignment:</p> <ul style="list-style-type: none"> ● Attendance at the Impact Sustainability Travel & Tourism Conference ● Attendance at the BC Tourism Industry Conference ● Attendance at 4TVI's Annual General Meeting ● Destination BC & Go2HR SuperHost Service For All training ● Destination BC sector consortiums participation: BC Ale Trail, Ride Island, Ahoy BC, Golf VI, BC Farmers' Markets, Paddle BC ● 4TVI industry e-newsletter subscription ● Destination BC industry e-newsletter subscription
Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities	<p><i>Only for designated recipients collecting 3% tax:</i></p> <p>Not applicable for City of Courtenay</p>

4. Fiscal prudence and accountability

All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.

Mandatory Metric	Designated Recipient Response
Effective Financial Management	See Appendix 2.1 Financial Report
Streamlined Administrative Costs	See Appendix 2.1 Financial Report
Leveraging of Other Marketing Funds	See Appendix 2.1 Financial Report

By signing this form, you certify the accuracy and completeness of the information provided above.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature