



**City of Courtenay**  
Experience Comox Valley | 2023





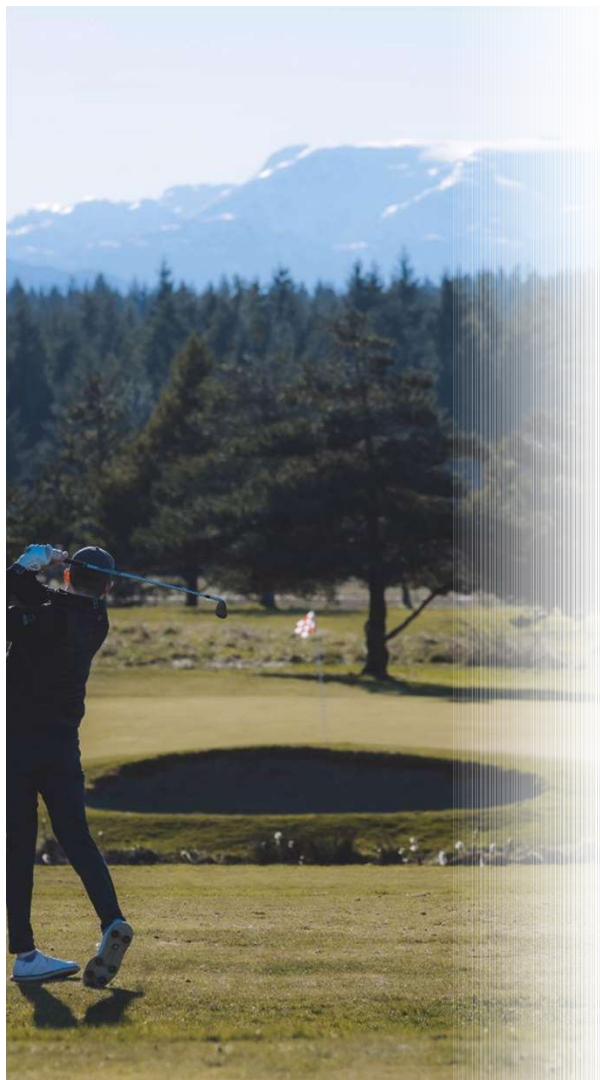
# **Welcome - Thank you - Gilakas'la - ʔimot**

*Experience Comox Valley is grateful to live, work and play on the traditional and unceded territories of the K'ómoks First Nation*





## **2022 Year in Review - Highlights**



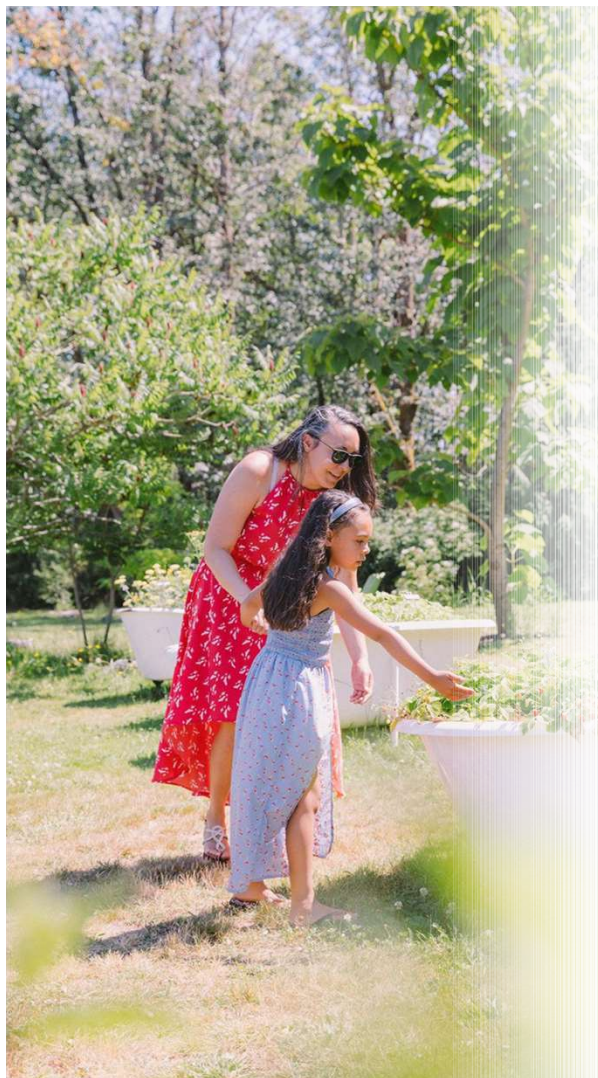
# Strategies Overview

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- 3 key pillars: Outdoor & Marine Adventures, Arts & Culture, Culinary experiences
- Seasonal & Geographic dispersion
- Target audiences
  - Ages 35+, Families
  - BC (Lower Mainland, southern VI), Alberta (Calgary, Edmonton)
  - Authentic Experiencers, Rejuvenators
- Mixed media for promotion (digital and traditional)







# Comox Valley Tourism Advisory Committee (TAC)

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- 11 members from various sectors
  - Plus CVRD liaison & 4VI staff representatives
- 6 meetings in 2022
- Advise, review and recommend annual marketing and Destination Plan & budgets
- Work collaboratively and represent the best interests of tourism stakeholders in the Comox Valley







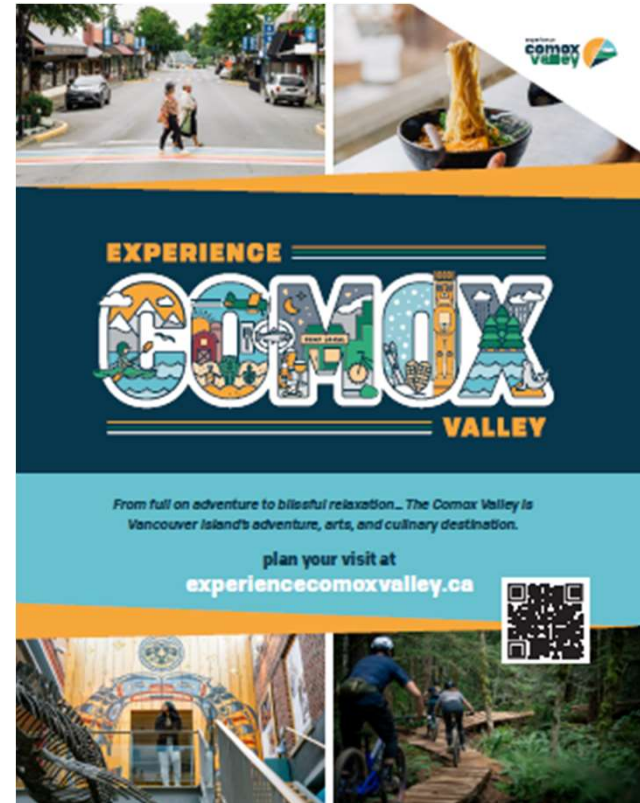
## **2022 Destination Marketing**

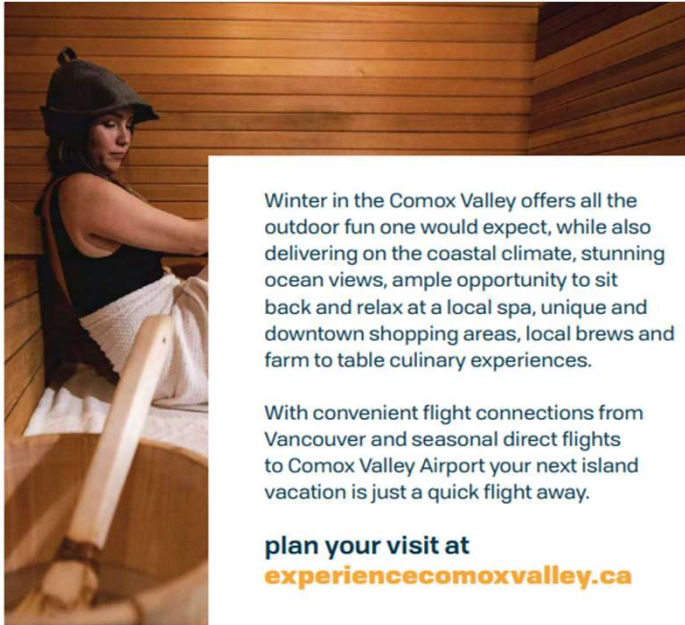


# Print collateral

## Inclusion & distribution

- 2022 Comox Valley Vacation Guide
  - 55,000 distribution
  - Full content, new brand alignment
- BC's Guide to Arts & Culture
  - 75,000 distribution, 2-page spread
- Discover Vancouver Island magazine
  - 100,000 distribution, full page ad
- Vancouver Island Visitor Guide
  - 50,000 distribution, full page ad
- Canada Travel & Lifestyle Magazine
  - Full page ad, Ontario highway billboard





Winter in the Comox Valley offers all the outdoor fun one would expect, while also delivering on the coastal climate, stunning ocean views, ample opportunity to sit back and relax at a local spa, unique and downtown shopping areas, local brews and farm to table culinary experiences.


With convenient flight connections from Vancouver and seasonal direct flights to Comox Valley Airport your next island vacation is just a quick flight away.

**plan your visit at**  
[experiencecomoxvalley.ca](http://experiencecomoxvalley.ca)



experience  
**comox valley**

**from alpine to ocean**


The Comox Valley is Vancouver Island's true winter destination. Where else can you ski one of North America's deepest snow bases at Mount Washington Alpine Resort, challenge yourself on a year round golf course, and go for a paddle or beach walk all in one day?

Scan the QR Code for more great winter activities in the Comox Valley!






# Broadcast Marketing

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- Global News contests
  - Global BC, Global Calgary & Global Edmonton
- Food Network Canada's *Big Food Bucket List*
  - Episode aired April 30th (S3 E7)
  - Social media posts with integration clip
  - Experience Comox Valley [15 second](#) video
- CTV's Live on Location with Warren Dean
  - Nov 18, Dec 6, Dec 9
  - 5 live spots, 2 interviews
  - Contest entry via text



# Promotional Campaigns

- Partner campaigns:
  - BC Ale Trail Sip & Stay
  - WestJet - inbound flight campaigns
- DBC consortiums
  - Ride Island, Ahoy BC, Golf VI
- Tumble into Fall
- Warm up to Winter
- 'Always on' digital/search ads

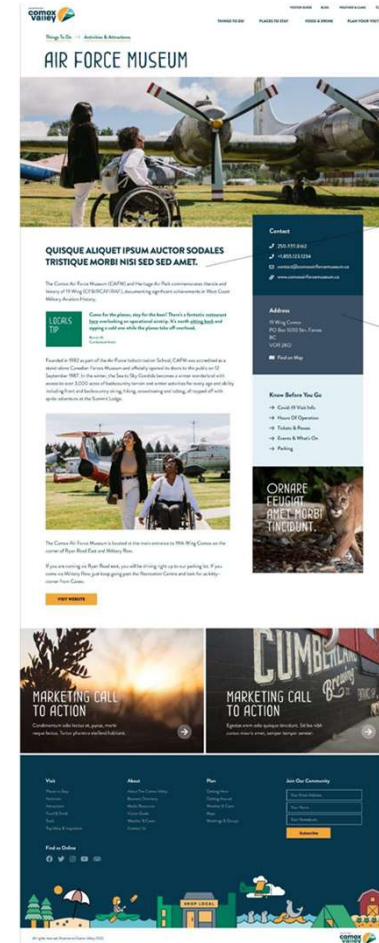


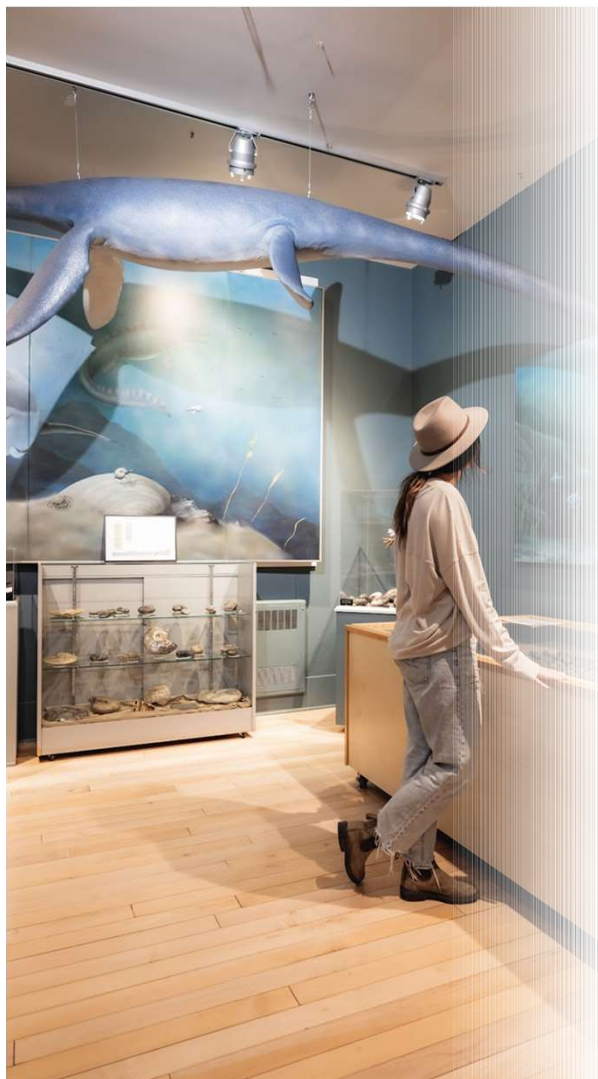


# Consumer Website

## ExperienceComoxValley.ca

- NEW site launched September 2022
- Optimized for conversion to stakeholder websites
  - Free business listings
- New events calendar feature
  - Submit events for free
- Continue to update, improve and build upon





# Consumer Asset Development

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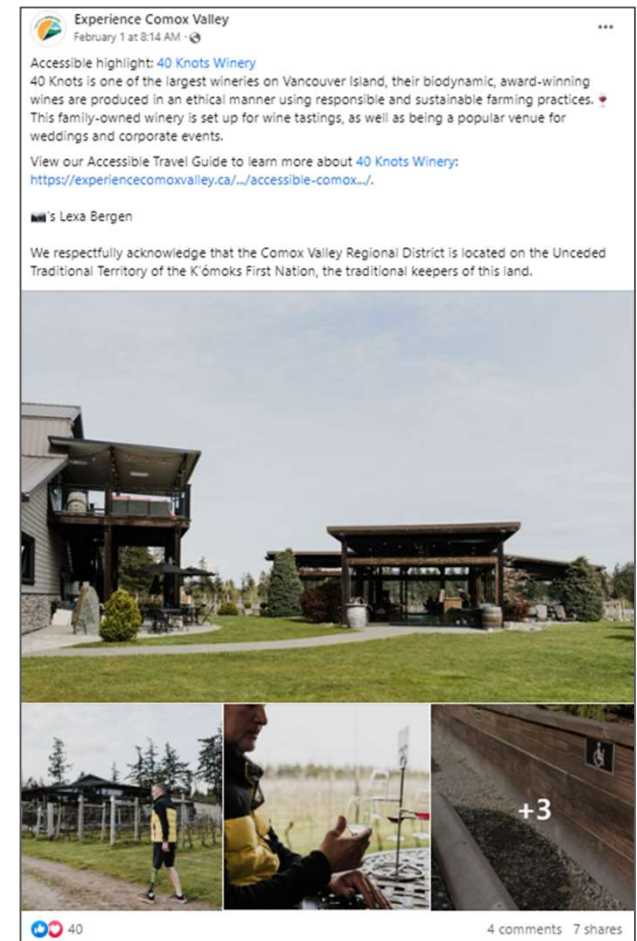
- Written content
  - Print editorial, website, blogs, etc.
- Images & b-roll video
  - Seasonal activities
  - Stakeholders
  - Sectors/themes
- Videos
  - Partner video with Chamber & BIAs
  - IFHT Films Mountain Biking Video on Mahalo My Dude





# Social Media organic

- User generated content
  - Real visitors & locals sharing their stories & experiences
- Daily posts of new content & responding to questions/comments about this destination
  - Facebook: @experiencecomoxvalley
  - Instagram: @tourismcomoxvalley
- Amplify stakeholder content & events
- Building an engaged audience
  - 3% increase in Facebook followers
  - 30% increase in Instagram followers





## 2022 Visitor Servicing



# Visitor Information Servicing

- Vancouver Island Visitor Centre
  - Year-round, Tuesdays - Saturdays
- Mobile visitor servicing for the Summer
  - Comox, Courtenay, Cumberland
- Advertising opportunities for tourism stakeholders
- Consignment gift shop of local goods
- Industry training on visitor servicing

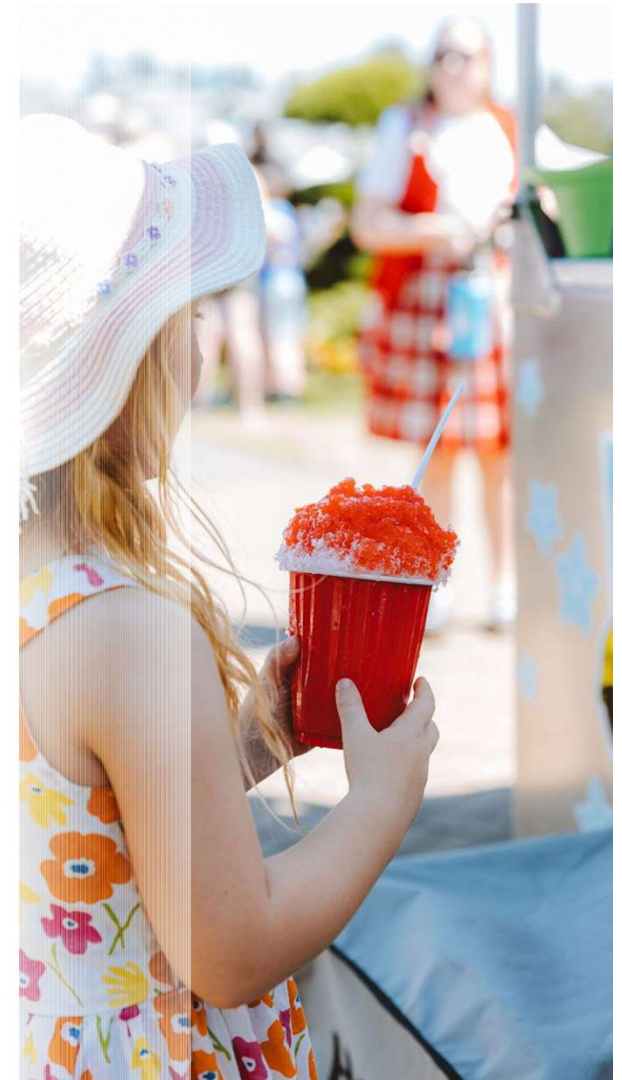


# Visitor Centre Stats

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Comox Valley Visitors over the last 3 years

	2022	2021	2020
Visitors at VC	11,224	10,047	10,872
Mobile Kiosks	2,017	1,940	5,806
<b>Total</b>	<b>13,241</b>	<b>11,987</b>	<b>16,678</b>







## **2023/24 Comox Valley Destination Plan**

# Looking Forward to 2023

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- Continued asset development (video, images, written)
  - Have a diverse representation of travellers (age, race, ability, LGBTQ+, etc)
  - Align with sustainable & responsible travel messaging
- Sustainable tourism initiatives & planning
  - Develop & collect content to celebrate SGD stories within this region
- Events & experiences support
  - Support the creation and/or enhancement of new events and experiences
  - Funding initiative that enables community groups and stakeholders to activate new/enhanced tourism experiences
- Visitor intercept, experience and consumer satisfaction surveys
- Mobile Visitor Servicing expansion

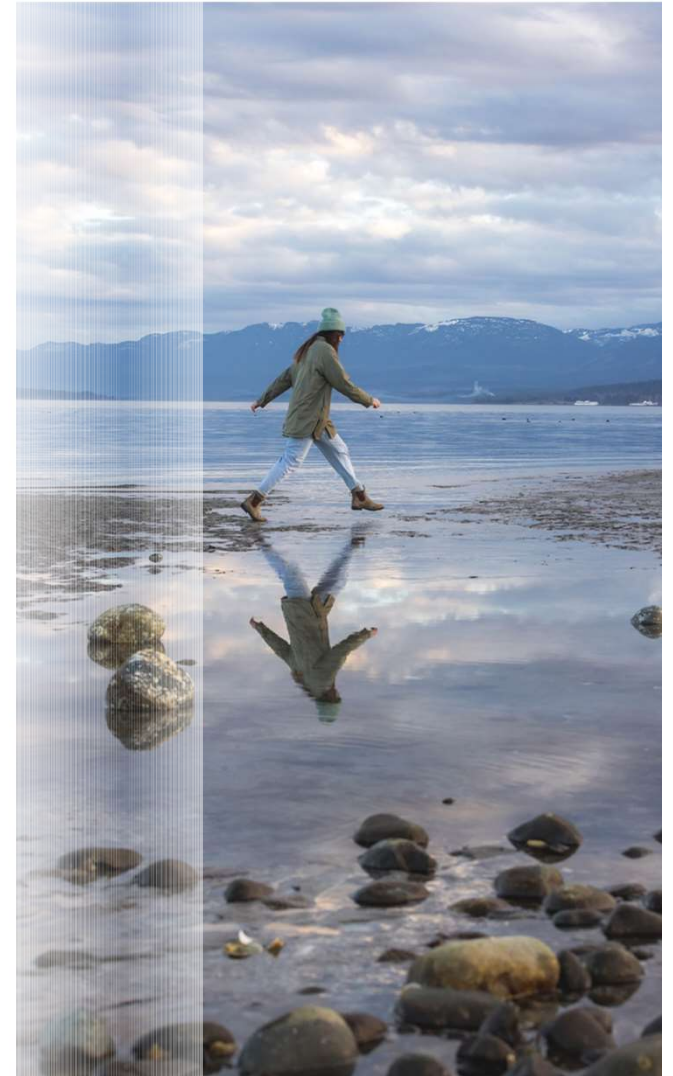




# 2023 Revised Budget

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- TAC has recommended, reviewed and approved a revised 2023 budget
  - Increased MRDT carry-forward amount
  - Increased general MRDT estimated revenue for 2023
- Increased spending in:
  - Events & experiences support
  - Partnership marketing
  - Asset development
  - Travel media relations
  - Contingency fund





# Questions?

