

DATE OF MEETING | JUNE 10, 2019 |
AUTHORED BY | RICHARD HARDING, DIRECTOR, PARKS AND RECREATION |
SUBJECT | **UPDATE ON TOURISM SERVICES IN NANAIMO** |

OVERVIEW

Purpose of Report

To provide an update regarding the delivery of Tourism Services in Nanaimo.

Recommendation

That the Update on Tourism Services in Nanaimo report dated 2019-JUN-10 be received for information.

DISCUSSION

In the fall of 2018, a Request for Proposal (RFP) was issued for the delivery of Tourism Services in Nanaimo, including Destination Marketing, Destination Development and Visitor Information Services. Tourism Vancouver Island, through the RFP process, was the successful bidder for a five-year contract beginning in 2019 to operate as “Tourism Nanaimo.”

As part of their contract, Tourism Nanaimo is required to provide regular updates to Council on the delivery of those services.

The following presentation from Tourism Nanaimo will outline current initiatives and the status of Tourism Services. |

SUMMARY POINTS

- | Tourism Vancouver Island is currently delivering Tourism Services to Nanaimo under a five-year contract, from 2019 to 2024.
- Tourism Services includes Destination Marketing, Destination Development and Visitor Services.
- Tourism Nanaimo will be providing regular updates to Council regarding the delivery of tourism services. |

Submitted by:

Richard Harding
Director, Parks and Recreation |