



## PRESS RELEASE

For Immediate Release – June 30, 2018

### **New Downtown Comox Ambassador Pilot Program Launches**

#### ***Collaboration to provide roving visitor services and business referrals in Comox for the summer season***

**Town of Comox, BC:** The Comox by the Sea, Business in Action (BIA), together with Comox Valley Economic Development & Tourism (CVEDS), is launching a new *Downtown Comox Ambassador Program* to support visitors and locals alike in discovering and experiencing all that downtown Comox has to offer this summer.

Starting June 29 – to early September, a team of Destination BC Visitor Services Program trained staff will roam the hot spots in downtown Comox, providing visitor and business services information and resource materials, as well as real-time bookings of tours and adventures to offer tourists instant access to all the marine & tour adventures the area offers.

“The depth of bookable tours, activities and businesses services has really expanded in downtown Comox over the past few years, and there are a lot of new residents and visitors who this program is aiming to support in gaining greater awareness and access to all that Comox has to offer,” said Richard DeLuca, President of the Comox BIA Board, “We have considered the best practices of other programs of this kind, and are starting with this small pilot project, in partnership with CVEDS, to understand the potential for a program of this nature longer term.”

The Ambassadors will be roving the streets starting weekly Thursday to Sunday, 10 am – 4 pm helping visitors and locals to find places to eat, things to do, places to explore and access various businesses services, including two different rewards programs numerous BIA members participate in; Filberg Bucks! and the Boaters Reward Card. The team will be tracking extensive visitor data, just as is undertaken at the Vancouver Island Visitor Centre, which welcomes over 30,000 visitors annually.

“This program is an extension of the Vancouver Island Visitor Centre services our team provides,” said John Watson, Executive Director, Comox Valley Economic Development and Tourism, “If we can encourage visitors to stay longer and spend more, that impacts the bottom-line of the small businesses, not only Comox, but throughout the region. We are really pleased to be collaborating with the Comox BIA on this project.”

For more information about the program, contact the Vancouver Island Visitor Centre, 250-400-2882.

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