



Experience Comox Valley

Destination Plan | 2023 - 24

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

Gilakas'la - ʔimot





Transparency & Accountability

Experience Comox Valley is committed to improving its relevance as it represents the needs of tourism businesses:

- Identifying, through regular engagement with businesses and partners, the opportunities and challenges, testing and evaluating ideas
- Reporting on performance, activities, and key learnings
- Connecting Comox Valley businesses with industry programs

Strategic Objectives



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





Goal 1: Increase Revenue from Visitation

- **Objective 1.1: Generate leads for local businesses**
 - Tactic 1.1.1: Increase stakeholder opportunities in marketing materials
 - Tactic 1.1.2: Build upon current UX on consumer website
 - Tactic 1.1.3: Ready to book marketing campaigns in spring / fall
- **Objective 1.2: Increase length of stay**
 - Tactic 1.2.1: Create multi day itineraries/content
 - Tactic 1.2.2: Establish Comox Valley as a central hub for VI vacations
 - Tactic 1.2.3: Winter special promotion
- **Objective 1.3: Establish Alberta as key target audience**
 - Tactic 1.3.1: Comox Valley Airport partnership
 - Tactic 1.3.2: Consumer market research
 - Tactic 1.3.3: Increase brand awareness in AB travel markets



Goal 2: Manage growth (seasonal & geo dispersion)

- **Objective 2.1: Build and position destination drivers**
 - Tactic 2.1.1: Comprehensive brand strategy
 - Tactic 2.1.2: Accessible Comox Valley
 - Tactic 2.1.3: Tourism Development Fund (Events & Experiences)
 - Tactic 2.1.4: Arts and culture product development
 - Tactic 2.1.5: Culinary tourism product development
 - Tactic 2.1.6: Partnership Marketing Investment (e.g. BC Ale Trail, Ride Island, Golf VI, etc)
- **Objective 2.2: Increase shoulder season occupancy rate**
 - Tactic 2.2.1: “Book now” marketing campaigns (fall & spring)
 - Tactic 2.2.2: Seasonal content creation
 - Tactic 2.2.3: Paid digital ads strategy
 - Tactic 2.2.4: Consumer newsletter strategy
 - Tactic 2.2.5: Facilitate travel media opportunities
- **Objective 2.3: Increase profile of rural communities**
 - Tactic 2.3.1: Targeted stakeholder engagement
 - Tactic 2.3.2: Strategic written and visual content production
 - Tactic 2.3.3: Staff FAM(familiarization) tours
 - Tactic 2.3.4: Organic social media content features





Goal 3: Increase competitiveness of Comox Valley

- **Objective 3.1: Improve the visitor experience**
 - Tactic 3.1.1: Visitor Experience Research
 - Tactic 3.1.2: Community frontline staff training
 - Tactic 3.1.3: Advanced staff customer service training
 - Tactic 3.1.4: ECV volunteer/ambassador program
 - Tactic 3.1.5: Staff FAM tours
- **Objective 3.2: Increase collaboration with & amongst stakeholders**
 - Tactic 3.2.1: Tourism Tuesdays
 - Tactic 3.2.2: Stakeholder workshops
 - Tactic 3.2.3: Stakeholder newsletter
 - Tactic 3.2.4: Stakeholder portal



Goal 4: Support sustainable tourism initiatives and activities

- **Objective 4.1: Celebrate local tourism stakeholder sustainable practices & successes**
 - Tactic 4.1.1: Develop sustainable tourism feature content
 - Tactic 4.1.2: Expand sustainable travel landing page
 - Tactic 4.1.3: Sustainable stakeholder social media spotlight series
- **Objective 4.2: Support Vancouver Island's Biosphere certification and advance the UN's Sustainable Development Goals as a DMO and destination**
 - Tactic 4.2.1: Pioneer and advocate 4VI Biosphere programming
 - Tactic 4.2.2: Become a Biosphere committed destination
 - Tactic 4.2.3: Develop a sustainable tourism destination action plan
 - Tactic 4.2.4: Sustainability Action Day



Target Audience Funnel

New visitors

- Increase brand awareness in Lower Mainland and AB (high interest, but low awareness of Comox Valley destination offerings)
- Encourage first time visitation to CV by creating targeted interest based messaging (winter-based, culinary, arts & culture, golf, outdoor adventure)

Repeat visitation

- Increase competitiveness as a destination and increase visitor experience while in destination to create the feeling of “not having had enough time to see everything there is”
- Remarket to owned contacts through paid social media targeting, and email newsletter to reactivate past visitors

Increase length of stay/ increase visit frequency

- Establish CV as a convenient base for day tripping, making CV the base
- Build out itinerary and website content to highlight multi day



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Experience Comox Valley is a service of the Comox Valley Regional District, delivered by 4VI (formerly Tourism Vancouver Island). Experience Comox Valley engages a Tourism Advisory Committee to support ongoing planning, learning from marketing performance and destination improvement. For more info: [ExperienceComoxValley.ca](https://www.experiencecomoxvalley.ca) or email Tanya@experiencecomoxvalley.ca