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## **Vancouver Island / Sunshine Coast 2010 & Beyond Program Initiates Tactical Revisions in response to Current Economic Challenges**

**For immediate release:** Tourism Vancouver Island, in partnership with Island Coastal Economic Trust (ICET) and its communities, has revised a focused strategy to highlight the tourism opportunities of the Vancouver Island and Sunshine Coast regions by leveraging the 2010 Winter Olympic and Paralympic Games.

One of the highlights of this strategy will be the acquisition of High Definition B-roll footage. Through this partnership and with the assistance of Tourism British Columbia, Tourism Vancouver Island has already acquired considerable tourism footage. Following the theme of live, work, play and invest, the focus of shooting additional B-roll footage will be on acquiring footage that will assist communities in promoting economic development, investment attraction and relocation attraction. This HD footage will be utilized to provide broadcast media with the tools necessary to make telling the story of Vancouver Island and the Sunshine Coast easy. In addition, the HD footage will be provided to the BC Olympic Secretariat for use in their BC Stories and BC Experiences programs and will also be available for Vancouver Island and Sunshine Coast communities to use to promote their areas in a multitude of ways.

Other components of this strategy will focus on assisting communities to produce finished HD Video that can be utilized for Social Media, Video Streaming on Websites and Marketing DVDs. The strategy will also focus on the incredible media opportunities that will result from the Olympic and Paralympic Games being held in Vancouver and Whistler. Tourism Vancouver Island will host media press trips, media events profiling local products, and will develop a series of pre-written stories that will be provided to the media.

“We are very pleased that ICET recognizes the value in this project and is contributing a significant amount to allow the individual initiatives to continue” says Dave Petryk, President and CEO of Tourism Vancouver Island. “The overall revised budget is \$730,000, and ICE-T will be contributing \$465,000 to support our efforts to promote the Vancouver Island & Sunshine Coast regions of BC before, during and after the 2010 Winter Olympic and Paralympic games.”

“It’s a wise investment for all. By maximizing on the profile the 2010 Winter Olympics and Paralympic Games presents, we expect the Trust’s contribution will boost both visits and visitor expenditures on Vancouver Island and in the Sunshine Coast regions” acknowledged Barry Janyk, Mayor of Gibsons and Chair of ICET.

It is anticipated that the 2010 BC Winter Olympic and Paralympic Games will draw an estimated three billion TV viewers and 15,000+ accredited and unaccredited media to the region. Vancouver Island and the Sunshine Coast are

ideally situated to capture the world's attention and increase visitation and visitor expenditures in our regions by promoting our unique destination products and diverse arts, culture and scenic beauty.

The strategy will increase awareness of the Vancouver Island and Sunshine Coast destinations to an international audience before, during and after the Games and will offer many unique opportunities for regional businesses to promote tourism products and services under a unified strategy that will guarantee their efforts are not wasted or obscured by the expected media frenzy.

### **About Tourism Vancouver Island**

Vancouver Island continues to be recognized as a premier vacation destination. Since 2000, Vancouver Island has been rated as the Best Island in North America by the readers of Condé Nast Traveler. This prestigious travel magazine with a per issue readership of over 2 million has been conducting a Readers' Choice award program since 1988.

Tourism Vancouver Island is one of six regional destination marketing organizations in British Columbia that administers co-operative marketing and advertising projects for its stakeholders throughout the region on behalf of Tourism British Columbia. To access information about Tourism Vancouver Island and marketing initiatives, please visit [www.tourismvi.ca](http://www.tourismvi.ca). For general travel information on Vancouver Island, Victoria and the Gulf Islands, please visit [www.hellobc.com/vi](http://www.hellobc.com/vi).

### **About the Island Coastal Economic Trust**

The Island Coastal Economic Trust (ICET) was established on February 27, 2006 under an Act of the Province of British Columbia. It provides for a \$50-million allocation to be managed by an independent board of directors comprised of thirteen members – eight locally elected government representatives and five provincially appointed members from the ICET area.

The board's mandate is to make strategic investments in economic development priorities including forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business. The ICET region encompasses all Regional Districts and municipalities on Vancouver Island north of the Malahat as well as the Powell River and Sunshine Coast Regional Districts.

ICET has approved \$35 million for 45 projects on the Island and Sunshine Coast since starting its grant program in 2007. The total impact of these investments is estimated at \$198 million. A full overview of ICET can be found at [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca).

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### **Media Contacts:**

Dave Petryk, President & CEO  
Tourism Vancouver Island  
Direct: 250-740-1211  
Cell: 250-739-9088  
Email: [dave@tourismvi.ca](mailto:dave@tourismvi.ca)

Mayor Barry Janyk, Chair of ICET  
Town of Gibsons  
Phone: 604-886-2274  
Email [bjanyk@gibsons.ca](mailto:bjanyk@gibsons.ca)

Al Baronas, CEO  
Island Coastal Economic Trust  
Phone: 250-334-2427 ext. 223  
Email [info@islandcoastaltrust.ca](mailto:info@islandcoastaltrust.ca)