

Tourism program outlined for 1989

A better coordinated promotion of local tourism opportunities is expected in 1989, says the chairman of the tourism task force committee of the Comox Valley Economic Development commission.

Barry Van Dusen made the comment after recent meetings between representatives of the Comox Valley Chamber of Commerce, Tourism Comox Valley and the Cumberland Chamber of Commerce.

The organizations involved in the meetings will have agreed to work together so advertising and promotion dollars will be used in the best way, said Van Dusen.

For 1989, a new 4" x 9" card will be produced advertising the merits of the Valley and ads will be placed in the Visitours, Super Natural Islands and On Tour publications.

In conjunction with this, the Economic Development Commission will offer a new Comox Valley opportunities brochure, which will feature facts and figures about the Valley and highlight opportunities for development, recreation, resources, retirement, business and culture.

Van Dusen also stressed the need for a new Comox Valley Map, to be produced for 1989.

Van Dusen further explained that the "Info Centre" will be operated by the Comox Valley Chamber of Commerce in 1989 with funding assistance from the economic development commission. Van Dusen praised the chambers efforts in this regard and applauded the degree of cooperation between the organizations to date.