



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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NEWS RELEASE

Esquimalt to Help BC Double Tourism Revenues by Creating a Tourism Action Plan

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For immediate release

Esquimalt, BC

With a top tourism city as a neighbour, abundant parks, and a rich marine heritage, Esquimalt is preparing to play a big part in BC's growing tourism industry.

A first step for the municipality is the creation of a tourism action plan, overseen by Frank Limshue, Director of Development Services with the help of locally based Chemistry Consulting Group and Tartan Public Relations. A steering committee has been formed to help guide the tourism action plan team, and is made up of local tourism operators, as well as business people.

"Building our tourism capacity is a natural step for Esquimalt, as we are beginning a number of beautification projects in our municipality," says Limshue. "We already know we have one of the top restaurants in the region, that our parks are exceptional, and that infrastructure for marine and heritage tourism is in place. We just need to take stock of what else to highlight for tourists and create an action plan to put Esquimalt on the tourism map."

In economic development terms, a "tourist" is someone who comes to your area from outside a 50-kilometre radius, says Dinah White, a senior manager with Chemistry Consulting Group. "Our study and action plan will focus on identifying what exists, where there are gaps, and what needs to be done to raise awareness about what Esquimalt has to offer to tourists, many of whom are already coming to the region, but are not taking the time to explore this community, because they are not aware of what is being offered."

"And for municipalities, undertaking this type of tourism review is critical," says Frank Bourree, Principal with Chemistry Consulting, "if the province of BC is going to realize its goal of doubling tourism revenues to \$18B by 2015."

"Esquimalt has all the beauty and potential of becoming a tourism destination in its own right," says Bourree. "It is a natural step for the municipality to leverage the thousands of tourists that come to Victoria every year. And, by creating its own tourism personality, Esquimalt will only add to the South Island as a tourism draw."

As part of the process, the tourism action plan team will be contacting local tourism operators and businesses to determine issues related to tourism development within the municipality. Research and analysis will take place from now until December, with a report presented to Esquimalt Council by mid-January 2008.

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For more information, please visit the What's New section of the municipal website (www.esquimalt.ca) or contact:

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