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North Vancouver Island tourism leader joins Campbell River team July 1

Campbell River's new tourism team will get another professional boost with the arrival of its new assistant manager.

Carly Pereboom takes on the role of assistant manager of destination marketing for Campbell River and region July 1. Her experience is deeply rooted in community development, especially on northern Vancouver Island. She previously held the position of executive director of the Port Hardy Chamber of Commerce, and led the Port Hardy visitor services program, including the creation of a five-year marketing strategy. Carly has also served on numerous steering committees in the Mount Waddington Regional District related to economic development and tourism.

Carly will join forces with Kirsten Soder, who will be Campbell River's executive manager of destination marketing as of August 1. Under Kirsten's direction, Tourism Tofino won Tourism Vancouver Island's 2016 Multimedia Marketing Award and Destination BC's 2017 BC Tourism Industry Innovation Award for the Share Vancouver Island campaign.

"This is another important step for marketing Campbell River to visitors and for delivering visitor services," says Campbell River's economic development officer Rose Klukas. "We look forward to working with the Campbell River tourism team to promote our lifestyle and investment and tourism opportunities in collaboration with local businesses and tour operators."

Carly will play a key role in the development and implementation of the annual strategic plan for tourism marketing, as well as managing the Campbell River Visitor Information Centre.

"Carly's insights to visitor experience and how it ladders up to success for the region is a valuable addition to our team," said William Bakker, Partner and Chief Strategist, Destination Think! "The Visitor Centre is a rallying place for the community and our tourism efforts, and Carly enjoys getting to know operators and residents, and really understanding what it takes to help align our visions and goals."

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