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Local Tourism Industry Unites to Market the North Shore to Visitors

North Vancouver, BC - January 25, 2008 - An agreement has been reached between the North Vancouver Chamber of Commerce and Vancouver's North Shore Hoteliers Association to create a single North Shore Destination Management Organization (DMO). The January 22 decision followed an extended input process that included tourism industry stakeholders and local governments.

"The North Vancouver Chamber of Commerce has long recognized the need for an industry-driven tourism marketing organization", said Mike Watson, Chair of the North Vancouver Chamber of Commerce. "Our Tourism Committee, Chaired by Nancy Stibbard of Capilano Suspension Bridge, took the initiative to begin this process by formulating a strategy and creating a unique identity for the North Shore tourism industry in 2007. This was enabled through the creation of a committee that was broadly representative of the community at large. We are proud of our members' contributions to date and look forward to our on-going involvement as an integral part of the new DMO".

Amin Karim, owner of Lonsdale Quay Hotel and President of Vancouver's North Shore Hoteliers Association said, "Over the years many people have made significant contributions in working to bring our local industry together under one umbrella group. Our Association is delighted that we have collectively reached this goal. The fact that our member hotels were in favour of introducing the 2% Additional Hotel Tax in February of 2007 played an important part in making it possible to fund this new organization on a sustainable basis."

The purpose of the North Shore DMO is to develop marketing programs and initiatives that promote overnight stays and increased occupancy rates on the North Shore; to increase our market share of Metro Vancouver visitors; and to attract, support, and promote attractions and activities that encourage tourists and the travelling public to prefer the North Shore over other

overnight destinations. The DMO will represent hotels, attractions, restaurants, retailers, the food and beverage sector, and other providers serving visitors to our region. It will play an important role in promoting the North Shore as a unique destination.

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