

## The Visitor Centre

The Chamber operates a fully sanctioned Destination BC Visitor Centre, offering first line, professional travel counselling and information for potential investors.

The Visitor Centre is key to achieving the Chamber's mandate to promote events, attractions and services available within the Alberni Valley and deliver first class travel counselling to visitors and locals, alike. Our Visitor Centre brochure racking services prove most valuable to businesses of all kinds in the region. Our Visitor Centre works closely with neighbouring VC's recognizing that we are part of a much larger region thus we work hard to promote the whole area. Tourism Tofino invests annually in the local VC which in turn provides us with more information for the Visitor enabling us to have longer dialogue while building a better 'customer' relationship. Within our VC we now house a fully stocked Retail Environment leased by Jenny's Fine Foods, Gifts and Eclectica. Jenny's is a wonderful addition to the environment and certainly with the presence of quality, local product we are able to create a most welcome experience for our Visitors.

The Chamber operates the information centre through a fee-for-service contract with the City of Port Alberni and Destination BC to house and operate the Visitor Centre. We also acknowledge the contributions made annually by ACRD in support of our VC.

### *Did you know that the Visitor Centre...*

- *Has trained Travel Counsellors to provide visitor information*
- *Promotes local services and attractions, enticing visitors to stay awhile*
- *Runs a Volunteer Ambassador Program in Cathedral Grove, on the Frances Barkley and on the Steam Train*
- *Has tons of promotional material, maps and attraction information*
- *Operates the Gift Shop through our Lease with Jenny's Fine Foods*
- *Has produced an 'Experience Map' inclusive of 120+ 'fun graphics' aimed at showing visitors via pictures that there is LOTS to see and do throughout the Alberni Valley*
- *Operates a MOBILE VISITOR CENTRE for 3 + months of the year thus expanding our reach*
- *Initiated the summer long Sunset Market running Wednesday Evenings at Victoria Quay*
- *Produced two Way-Finding Signs to help Visitors know and understand what is available in the Alberni Valley*
- *Is open seven days a week (except during Christmas)*

