



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

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City of Vernon launches public engagement project to build tourism strategy

The City of Vernon is pleased to announce the launch of a public engagement project which will help steer the direction of a new five-year tourism strategy for Vernon.

The new business strategic plan for Tourism Vernon will guide the City's efforts as we work to emerge from the COVID-19 pandemic and drive tourism in the region forward.

"We want to ensure Vernon is a year-round destination of choice to visitors of the Thompson Okanagan region," said Torrie Silverthorn, Manager, Tourism. "Providing the public and stakeholders with an opportunity to share their thoughts and perspectives will help develop a tourism strategy that has been created by our community, for the betterment of the community."

The City of Vernon has hired an independent consultant, Stormy Lake Consulting, to engage the community in a virtual workshop to gather feedback, perspectives and opinions to help shape the strategic plan.

There are multiple ways community members can participate in the project:

Complete a quick survey on Engage Vernon

Visit www.engagevernon.ca/tourismstrategy to provide thoughts and feedback about what you think tourism should look like for Vernon.

Participate in a virtual workshop

A community workshop will take place on **January 27 from 2:00 – 5:00 p.m. PST**. Community members are invited to participate to discuss questions and topics related to our tourism industry and future. There is no charge to attend the workshop, which will be hosted virtually for the safety of all participants.

Register today for the workshop by visiting <https://www.research.net/r/Tourism-Vernon-Workshop>.