

PARKSVILLE <sup>AND</sup>  
QUALICUM BEACH  
*Vancouver Island's Oceanside Region*

**FOR IMMEDIATE RELEASE – June 13, 2008**

***Parksville & Qualicum Beach Lures Vancouver Island Conference Centre  
Business with New Incentive***

**PARKSVILLE, BC** - The Parksville and Qualicum Beach region has launched a new incentive to capitalize on the recent opening of the Vancouver Island Conference Centre (VICC) in Nanaimo. The Oceanside Tourism Association (OTA) developed the Group Travel Assistance Fund (GTAF) to offset transportation costs and make Parksville and Qualicum Beach accommodations an attractive option for VICC groups.

The GTAF will give priority to groups that actualize a minimum of 150 room nights in Parksville and Qualicum Beach accommodations during a Vancouver Island Conference Centre event. The extent to which groups take advantage of attractions, activities, and other local Parksville and Qualicum Beach businesses will also be considered in the GTAF grant approval process.

“Parksville is only a 20 minute drive from the Vancouver Island Conference Centre, making it a viable option for delegates to overnight here. This fund demonstrates we are serious about capturing meeting and event business in the Oceanside region and it will positively and directly impact a meeting planner’s bottom-line,” said Jenn Houtby-Ferguson CMP, of Parksville’s Tigh-Na-Mara Resort.

The Parksville and Qualicum Beach region has long been a favourite conference and meeting destination and recent media recognition has built upon its reputation. Better Homes and Gardens recognized Parksville among the top beaches in North America. The Quality Resort Bayside named #1 Quality Hotel in Canada by Choice Hotels International and Tigh-Na-Mara Seaside Spa Resort & Conference Centre received a number of awards including #1 Spa in Western Canada by Spas of America. Milner Gardens & Woodland was also recognized by Canadian Geographic magazine as one of the top ten gardens in the country.

More information on the Parksville and Qualicum Beach region and Oceanside Tourism’s Group Travel Assistance Fund can be found in the “Meeting Planners” section of [www.VisitParksvilleQualicumBeach.com](http://www.VisitParksvilleQualicumBeach.com).

**-30-**

**For more information:**

Blain Sepos, Executive Director  
Oceanside Tourism Association

Phone: 250.248.6300 Email: [blain@oceansidetourism.com](mailto:blain@oceansidetourism.com)