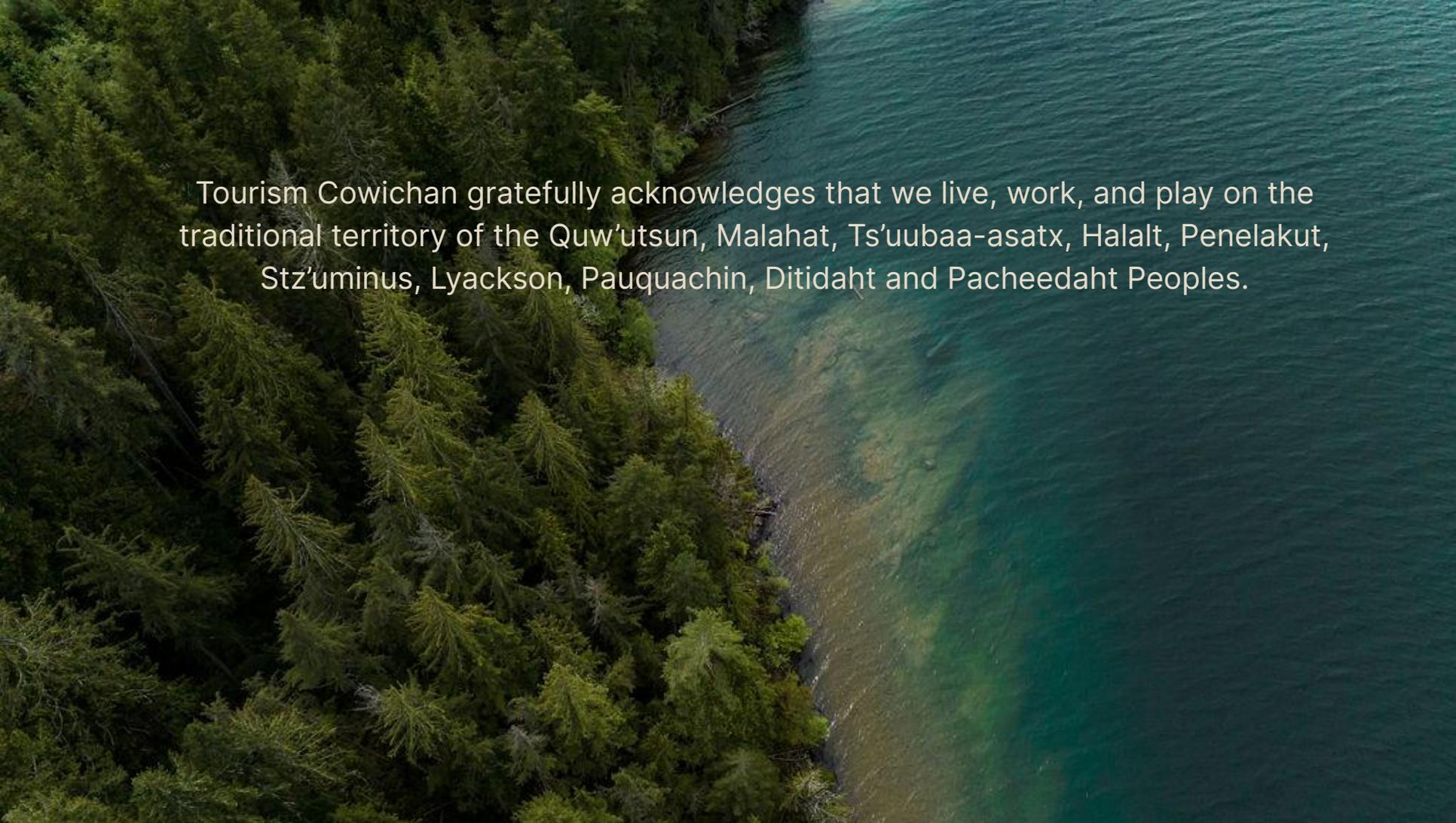


# COWICHAN

2023 In Review



An aerial photograph showing a dense forest of evergreen trees on the left, which meets a body of water on the right. The water is a deep teal color, and the shoreline is visible where the trees meet the water's edge. The text is overlaid on the image, centered horizontally and positioned in the upper half of the frame.

Tourism Cowichan gratefully acknowledges that we live, work, and play on the traditional territory of the Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, Lyackson, Pauquachin, Ditidaht and Pacheedaht Peoples.

# Destination Plan Objectives

- 1) Increase Revenue from Visitation
- 2) Manage Growth and Benefit Through Seasonal and Geographic Dispersion
- 3) Increase Stakeholder Collaboration and Export Readiness
- 4) Support Sustainable Tourism Initiatives and Activities



# Marketing

- Tourism Cowichan Rebrand
- New Consumer Website
- Spring Campaign (Boldly Go)
- Fall Campaign (Warm Your Heart in Cowichan)
- Image and Video Acquisition
- 2023/24 Cowichan Visitor Guide
- GetintheLoop Partnership
- Ongoing Brand Awareness



TOURISM  
**COWICHAN**



TOURISM  
**COWICHAN**

# Our values

 **Warm**  
Open, friendly and welcoming

 **Authentic**  
Genuine, trustworthy and true

 **Original**  
Unspoiled, unique and a proud heritage

 **Unexpected**  
Creative, quirky and astonishing



# COWICHAN

Explore ↓

Things to Do ↓

Eat & Drink ↓

Stay ↓

Plan Your Trip ↓

## Welcome to the most *down-to-earth* place on Earth.

Feel the warmth of our sun on your back and the warmth of our people in your heart.

PLAN YOUR TRIP →

SPRING IN COWICHAN  
**BOLDLY GO**



This spring,  
get lost in space.

SPRING IN COWICHAN  
**BOLDLY GO**

This spring,  
get lost in space.



**PLAN NOW** >

SPRING IN COWICHAN  
**BOLDLY GO**



This Spring,  
blast off into space.



Warm  
*your heart*  
in **COWICHAN**  
just a short drive away



[WWW.TOURISMCOWICHAN.COM](http://WWW.TOURISMCOWICHAN.COM)

Warm *your heart*  
in **COWICHAN**



**PLAN NOW**

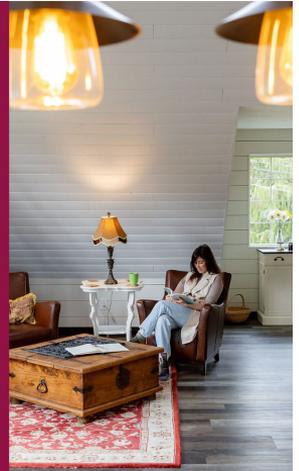
Warm  
*your heart*  
in **COWICHAN**

**PLAN NOW**



Warm  
*your heart*  
in **COWICHAN**

**PLAN NOW**



# Cowichan 2023/24 Visitor Guide

## Warm your heart in **COWICHAN**



YOUR INVITATION  
*to visit Cowichan*

## Light up your inner artist and meet ours at open studios and galleries

*Between the expanse and slow pace, our region has become somewhat of an artistic retreat—a place to play with creative ideas without distraction, a deep breath of self-discovery. There's abundant inspiration to be found in the landscape and our long history of culture and art. As is our way, local artists fling open their doors to welcome guests into their studios, to peek at their process and ask questions, while galleries and stores carefully curate a selection of local goods that showcase the breadth of craftsmanship that exists here.*

All kinds of mediums are waiting to be experienced—from painting, carving, and glass blowing, to metalwork, sculpture, pottery, and textiles. Our galleries are one thing, hosting original singular works and vibrant group shows, but seeing a creative in their space is something not all are privy to; we're grateful to be granted access.

An entire day can be spent wandering from studio to studio—learning about techniques and processes, connecting to colours and textures. Our artist groups and societies co-ordinate annual four-weekend events in the spring and fall, while many artists host year-round open studios (appointments usually booked via their contact information). The holiday season also sees a number of creatives come together to host a locally curated festive shopping experience—the annual Country Christmas Tour of studios in Cedar and Yellow Point.

A handcrafted work is a tangible piece of our region to take home with you. A talking point or visual prompt to resurface the time you spent with us. If the spark of a call to a creative pursuit strikes while here, we have a number of studios and classes waiting to foster your yearning for a creative life.



## Ground yourself in our heritage stories

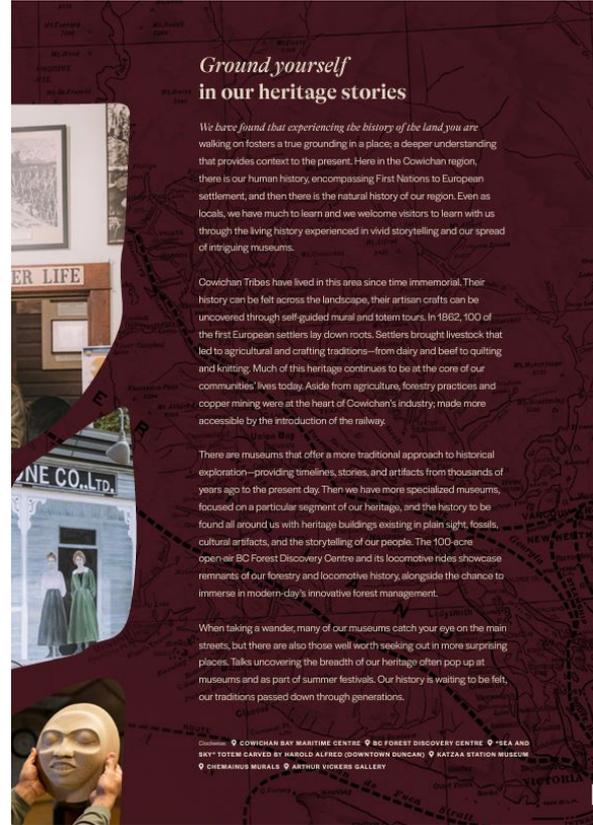
*We have found that experiencing the history of the land you are walking on fosters a true grounding in a place, a deeper understanding that provides context to the present. Here in the Cowichan region, there is our human history, encompassing First Nations to European settlement, and then there is the natural history of our region. Even as locals, we have much to learn and we welcome visitors to learn with us through the living history experienced in vivid storytelling and our spread of intriguing museums.*

Cowichan Tribes have lived in this area since time immemorial. Their history can be felt across the landscape, their artisan crafts can be uncovered through self-guided mural and totem tours. In 1862, 100 of the first European settlers lay down roots. Settlers brought livestock that led to agricultural and crafting traditions—from dairy and beef to quilting and knitting. Much of this heritage continues to be at the core of our communities' lives today. Aside from agriculture, forestry practices and copper mining were at the heart of Cowichan's industry, made more accessible by the introduction of the railway.

There are museums that offer a more traditional approach to historical exploration—providing timelines, stories, and artifacts from thousands of years ago to the present day. Then we have more specialized museums, focused on a particular segment of our heritage, and the history to be found all around us with heritage buildings existing in plain sight, fossils, cultural artifacts, and the storytelling of our people. The 100-acre open-air BC Forest Discovery Centre and its locomotive rides showcase remnants of our forestry and locomotive history, alongside the chance to immerse in modern-day's innovative forest management.

When taking a wander, many of our museums catch your eye on the main streets, but there are also those well worth seeking out in more surprising places. Talks uncovering the breadth of our heritage often pop up at museums and as part of summer festivals. Our history is waiting to be felt, our traditions passed down through generations.

©2023  
COWICHAN RAY MARINE CENTRE • BC FOREST DISCOVERY CENTRE • SEA AND SKY TOTEM CARVED BY HAROLD ALFRED DOWNY (OWN DUNCAN) • KATZAR STATION MUSEUM • CHEMUNDS MURALS • ARTHUR VIKERS GALLERY



# GetintheLoop Partnership



**Oldson Farm**  
Farm

duncan, British Col...



## Handpicked just for you.

Visit our farm stand for beautiful flowers for every occasion!



**Merridale Cider & Distillery**  
Farm

Cobble Hill, BC



## Love craft cider?

Get Your Harvest Cider Festival Tickets Now  
\$45 Per Person



**Valley Cider Company**  
Cidery

Duncan, British Col...



## Choose Local Valley Ciders 🍷🍏

Flat rates for shipping in British Columbia



**Long Acre Homestead**  
Farm

Cowichan Bay, Brit...



## Beauty is in Bloom

at the Long Acres Farm Stand!







## GET A TASTE FOR COWICHAN

With a year-round mild, Mediterranean-like climate the region is a paradise for outdoor activities. Whether you are looking for a gentle stroll and pretty views, or an adrenaline rush, Cowichan offers recreational opportunities for everyone and any ability.

- Take in the views and sunsets
- Book a wildlife viewing tour
- Hit the golf course
- Explore the extensive biking and hiking trail network
- Experience the river, lakes and ocean

Travel through the region and taste the flavours of Cowichan. From fine dining with a view, farm to table bistros, cozy coffee shops, to craft beverages, Cowichan knows how to grow it and take you on a culinary adventure.

- Enjoy a tasting at one of 14 wineries
- Sample a flight at one of Cowichan's great craft breweries
- Grab lunch or dinner with a view
- Visit a farm stand
- Browse a local farmers market

[tourismcowichan.com](http://tourismcowichan.com)

**COWICHAN**  
SLOW DOWN. SAVOUR LIFE.



## Warm your heart in **COWICHAN**

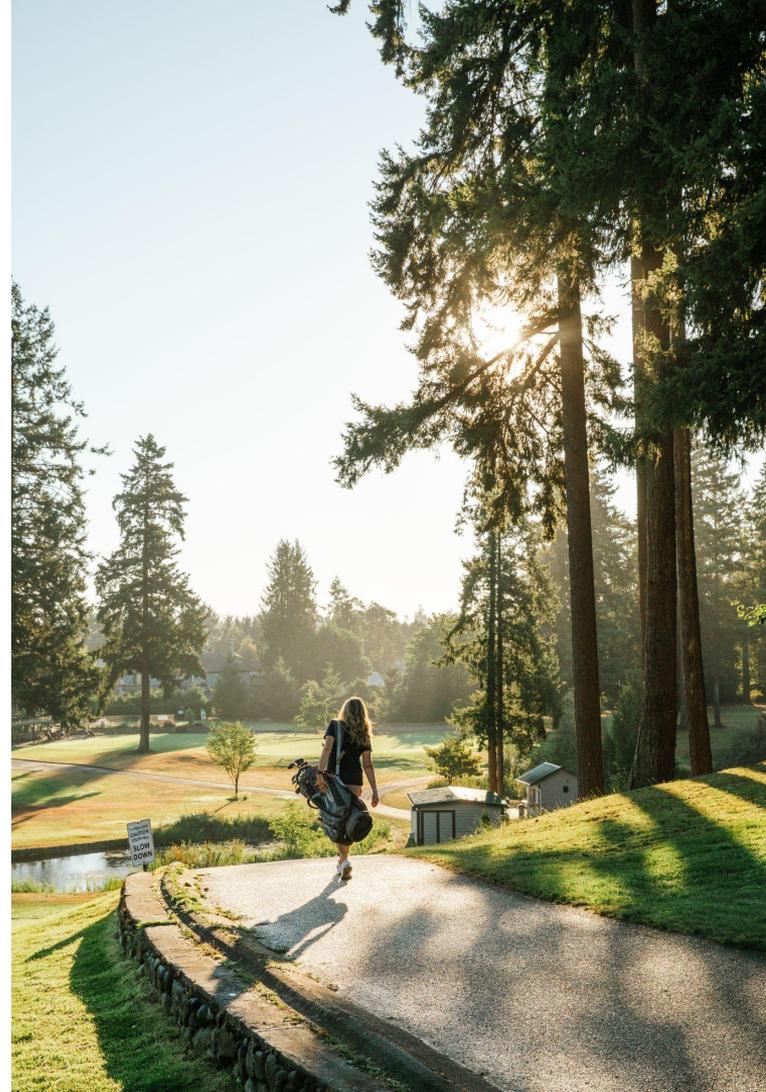
*A short drive from British Columbia's nearby capital, you'll be welcomed with open arms by friendly Cowichan locals. Feel the connection to the warm land of the Cowichan region through pristine forests and glistening waters. Visitors have endless opportunities to enjoy the simple yet exciting life of Cowichan. Feel your paddle slowly dip into the serene waters. See the spritely wildlife scamper along the forest floor and throughout tall trees. Hear the winds blow through your hair with each pedal of your bike. Immerse yourself in the warm and welcoming life of the Cowichan folks. We can't promise it'll be sunny, but we can guarantee it'll be warm.*



Learn more online at  
[tourismcowichan.com](http://tourismcowichan.com)

# Consortium Marketing

- Partner with sector organizations to target specific markets:
  - BC Ale Trail
  - BC Bird Trail
  - Ahoy BC
  - Ride Island
  - Golf Vancouver Island
  - Paddle BC
  - BC Farmers' Markets



# Stakeholder Engagement

- Tourism Tuesdays
- 1-on-1 Engagement
- Stakeholder Newsletters
- Stakeholder Workshops

# Visitor Services

- Support for Cowichan Visitor Centres
  - \$50,000 administered



# Research

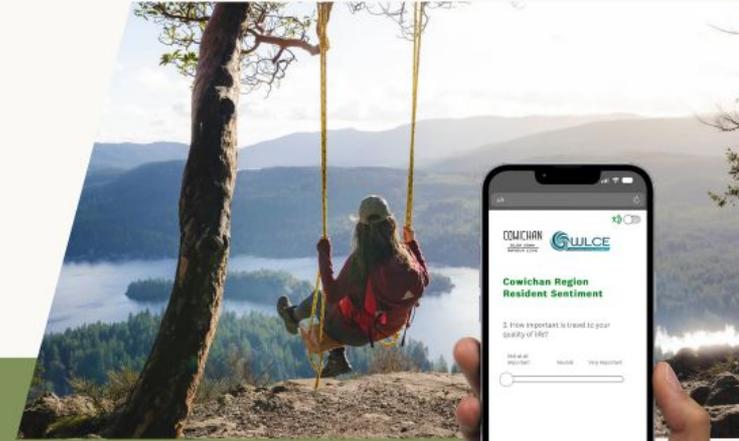
- Resident Sentiment Study
- Visitor Sentiment Study
- Trails Impact Assessment in Partnership with Cowichan Trails Stewardship Society

# Destination Development

- Events & Festivals Fund
- Cycling Tourism Strategy
- Hotel Needs Assessment

## DO YOU LIVE IN THE COWICHAN REGION?

Tourism Cowichan and the World Leisure Centre of Excellence at Vancouver Island University want to know how residents of the Cowichan Region feel about tourism.



[bit.ly/CRResident](https://bit.ly/CRResident)

Take 10 minutes to inform tourism development in the Cowichan Region and you could win 1 of 10 Cowichan prizes valued at \$100

**COWICHAN**  
SLOW DOWN. SAVOUR LIFE.



Tourism Cowichan acknowledges that for thousands of years the Qw'aka-waka, Malakut, T'liwaka-waste, Hlalt, Pw'ndistot, St'z'immin, Lyackson, Pa'ngwoshin, Ditz'ish & Pacheedalet Peoples have walked gently on the unceded territories where we now live, work and play.

# Planned Activities for 2024

