

A photograph of a rainbow arching over a lake. In the foreground, there is a wooden pier with a railing. To the left, a portion of a blue building is visible. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is peaceful and scenic.

DESTINATION CAMPBELL RIVER

LGBTQ+ Inclusion Impact Report

2022

We acknowledge with gratitude that our work takes place in the Traditional Unceded Territories of the Laich-Kwil-Tach people of the Wei Wai Kum and We Wai Kai First Nations, and the Ayajuthem-speaking people of the Homalco, Klahoose, and K'omoks First Nations.

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Our Story So Far

The tourism industry has the power to build and strengthen communities through mindful and inclusive progress. Destination Campbell River recognizes our role and responsibility and the unique ways our organization can contribute to building Campbell River as an inclusive and welcoming place for 2SLGBTQIA+ visitors and residents. So, in 2022, we turned our allyship into action.

Following foundational Diversity, Equity, Inclusion and Accessibility (DEIA) and anti-bias work, we got to work on incorporating 2SLGBTQIA+ inclusion into our destination development strategy. Committed to centering the voices and lived experiences of 2SLGBTQIA+ people at the heart of this work, we connected with LGBTQIA+ inclusion and tourism consultant Lauren Semple (she/they) for guidance and training. Lauren worked quickly to create a meaningful approach to 2SLGBTQIA+ inclusion for Destination Campbell River that prioritizes genuine connection, measurable action and continued learning.

We aim to help build a safer and more inclusive destination for all, with resources, experiences and allyship that benefits 2SLGBTQIA+ visitors and residents. As this is only the beginning of our inclusion work and relationship building, Destination Campbell River is focused on the following areas of impact initially:

- Organizational diversity, equity and inclusion
- Community engagement and support of North Island Pride
- Diverse representation in marketing & digital representation
- Industry education and resources

This report will share our progress on projects and initiatives in those areas and the insightful feedback and data gathered from the first-ever Campbell River LGBTQ+ Experience Survey.



1 Internal Inclusion Work

Objective: Advance internal 2SLGBTQIA+ inclusion work at Destination Campbell River, including developing a 2SLGBTQIA+ Inclusion Commitment, team training, and a full organizational audit of our marketing, operations, and policies through the 2SLGBTQIA+ inclusive lens, with immediate attention paid to the opportunities identified.

2SLGBTQIA+ Inclusion Commitment

View the full living commitment [here](#).

Team Training & Leadership Development

Building 2SLGBTQIA+ competency and allyship starts within. To better serve and support a diverse network of staff, suppliers, industry and visitors, Destination Campbell River (DCR) is committed to ongoing diversity, equity & inclusion training, and education about the many facets and unique needs of the 2SLGBTQIA+ community and travel market. This journey started with Racial & Diversity Equity Training: Diversity and Inclusion Fundamentals from the Canadian Centre for Diversity and Inclusion (CCDI) and the Indigenous Canada course from the University of Alberta before continuing onto 2SLGBTQIA+ specific training for the DCR team. In 2022, this included LGBTQIA+ competency, inclusive customer service, and active allyship training.

2SLGBTQIA+ Inclusion Audit

Destination Campbell River is undergoing an internal audit of our marketing, operational and destination development practices. This work includes deeply examining our culture, business processes, and procurement procedures and evaluating Destination Campbell River's marketing strategy, content, and advertising. DCR will also look closely at who we currently work with and the overall selection and production processes. Following this audit, appropriate training and measures will be undertaken to ensure Destination Campbell River prioritizes creatives, content creators, and models of diverse backgrounds.

KEY PERFORMANCE INDICATORS

To achieve Rainbow Registered accreditation from the CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce

In Progress: Completing audit and applying for accreditation in year 2

2 Community Consultation & Collaboration

Objective: Cultivate ongoing consultation and collaboration with First Nations, North Island Pride Society, industry, and the local 2SLGBTQIA+ community, while seeking, collecting and sharing feedback from 2SLGBTQIA+ visitors and residents.

Campbell River LGBTQ+ Experience Survey

In 2022, Destination Campbell River undertook its first LGBTQ+ Experience Survey to gather honest feedback from 2SLGBTQIA+ residents and visitors. This survey targeted 2SLGBTQIA+ and allied residents and visitors who attended the 2022 Campbell River Pride celebration, as well as 2SLGBTQIA+ respondents to the 2022 Campbell River Visitor Experience Survey (open May to September). A full report on these insightful responses and strategic takeaways is included in section six.

- 156 unique survey volunteers opted in at Campbell River Pride (61 electronic, 95 paper). 79 responses were received from these 156 survey invitations (50.64%).
- 11 unique Visitor Experience Survey (VES) respondents opted in during the survey. These 11 opt-ins represent 3% of the total valid VES responses (366). 8 responses were received from these 11 survey invitations (63.64%).

KEY PERFORMANCE INDICATORS

LGBTQ+ Experience Survey opt-Ins & response rate

Opt-In Rate from Visitor Experience Survey :	3% (11)	GOAL: >10%
Overall Survey Response Rate:	52% (87)	GOAL: >50%

Community Collaboration

Ultimately, community collaboration and collective allyship are crucial for ensuring that 2SLGBTQIA+ individuals feel safe, respected, and fully included in Campbell River. We're proud of our ongoing partnership with the North Island Pride Society, cultivating strong relationships between industry and the community to build an inclusive destination. To engage Industry, the 2SLGBTQIA+ community, local partners, City leadership, and tourism professionals, Destination Campbell River (DCR) is planning two community consultation sessions in 2023. While DCR is currently engaged with local First Nations on other projects and initiatives, we look forward to future engagement with the Nations around 2-Spirit, Indigiqueer and overall 2SLGBTQIA+ inclusion.

3 LGBTQ+ Travel Page & SEO Strategy

Objective: Create a dedicated LGBTQ+ Travel webpage for Destination Campbell River with a 2SLGBTQ+ focused Search Engine Optimization (SEO) and blog strategy and mutually beneficial resources for LGBTQ+ residents and visitors.

LGBTQ+ Travel webpage on www.campbellriver.travel

As part of its internal inclusion work, Destination Campbell River is currently examining how the organization and its marketing speak to 2SLGBTQIA+ visitors and industry members. With most visitors using the internet to research and plan their trips, a welcoming and inclusive digital presence is crucial for destinations looking to attract 2SLGBTQIA+ visitors. By ensuring and showcasing diversity and inclusion on their websites and social media channels, destinations can demonstrate their commitment to creating welcoming and accepting environments. Additionally, a 2SLGBTQIA+ positive sentiment toward the destination can help to foster a sense of trust among potential visitors online.

This work included establishing a dedicated 2SLGBTQ+ Travel page and content strategy for www.campbellriver.travel. This new webpage is now live and will feature focused 2SLGBTQIA+ travel blogs and itineraries alongside interactive resources that benefit local and visiting 2SLGBTQIA+ individuals, like a gender-inclusive washroom map, an allied business directory, and the Campbell River Pride Guide.

By rolling out a bigger and brighter rainbow welcome mat, we can reach and connect with a wider audience of visitors and locals. Having more 2SLGBTQIA+ focused content on our site creates an opportunity for Destination Campbell River to amplify diverse voices, stories and experiences, exploring different lived experiences and unique viewpoints of Campbell River.

In 2022, we featured two of these local 2SLGBTQ+ stories as part of the Humans of Campbell River series. Click to learn more about [Lisa Petrunia](#) and [Flower Bob](#) of Campbell River!



KEY PERFORMANCE INDICATORS

LGBTQ+ Travel page SEO, audience and traffic

Targets to be set and reported in Year 2, following launch of new website.

4 Inclusive Business Development

Objective: Engage and support allied industry partners in 2SLGBTQIA+ inclusion initiatives, including 2SLGBTQIA+ inclusion and customer service training, experience development, and partnerships with North Island Pride.

Training and Resources

Expanding on its commitment to undertake ongoing specific 2SLGBTQIA+ training as an organization, Destination Campbell River is committed to providing industry and community partners with access to the same training and educational opportunities. In November 2022, DCR hosted its first LGBTQ+ Inclusive Tourism workshop as part of the Industry Development event. This engaging and educational session was facilitated by LGBTQIA+ Inclusion consultant Lauren Semple and introduced participants to the 2SLGBTQIA+ community and identities, inclusive language and workplace practices, and the LGBTQ+ travel market. The event was well attended, and participant feedback was positive.

Allied industry members have requested resources and support in becoming safe and welcoming spaces for diverse staff and visitors. In response, Destination Campbell River developed the first edition of the Campbell River 2SLGBTQIA+ Tourism Toolkit to support businesses in becoming safe and welcoming spaces for diverse staff and visitors. The number of toolkit downloads will be tracked and reported in future years. Planning is also underway for additional industry training offerings for 2SLGBTQIA+ inclusive customer service and inclusive experience development. Through these workshops and resources, DCR will continue cultivating new partnerships and initiatives between tourism businesses and the North Island Pride Society.

KEY PERFORMANCE INDICATORS

Increased participation in 2SLGBTQ+ industry training (over previous year)

- November 2022 LGBTQ+ Inclusive Tourism Workshop: 17 attendees

"I feel like this workshop will help me in my business and in all aspects of life."

"I feel like this workshop would be amazing if there was level 2, next step. Resources."

"The 2SLGBTQIA+ workshop was a high caliber and relevant to everyone in the community, not just from a Tourism perspective."

"Loved the DEI training! I learned so much. "

"This should be an annual workshop to reinforce the ideas and take a deeper dive. It could also be done in conjunction with more DEI training such as the BIPOC community and accessibility needs."

2SLGBTQIA+ Inclusive Tourism Toolkit downloads

To be reported in Year 2.

LGBTQ+ Experience Survey 2022

In recent years, there has been growing recognition of the importance of LGBTQ+ tourism, with many destinations actively seeking to attract this lucrative and resilient market. However, true inclusivity requires more than simply marketing to 2SLGBTQIA+ individuals. It requires a deep understanding of the needs and experiences of the community. To achieve this, Destination Campbell River carried out its first-ever LGBTQ+ Experience Survey between June and September of 2022. This survey asked visitors and residents questions about their experiences and gathered feedback on suggested changes. Some of this data is explored in the following pages. You can view the results from the full survey here:

[Visitor Profile dashboard](#)

[Resident Profile dashboard](#)

[Visitor Responses dashboard](#)

[Resident Response dashboard](#)

- 156 unique survey volunteers opted in at Campbell River Pride (61 electronic, 95 paper).
 - 79 responses were received for a 50.64% response rate
- 11 unique Visitor Experience Survey (VES) respondents opted in during the survey. These 11 opt-ins represent 3% of the total valid VES responses (366).
 - 8 responses were received from these 11 survey invitations for a 73% response rate

About the survey

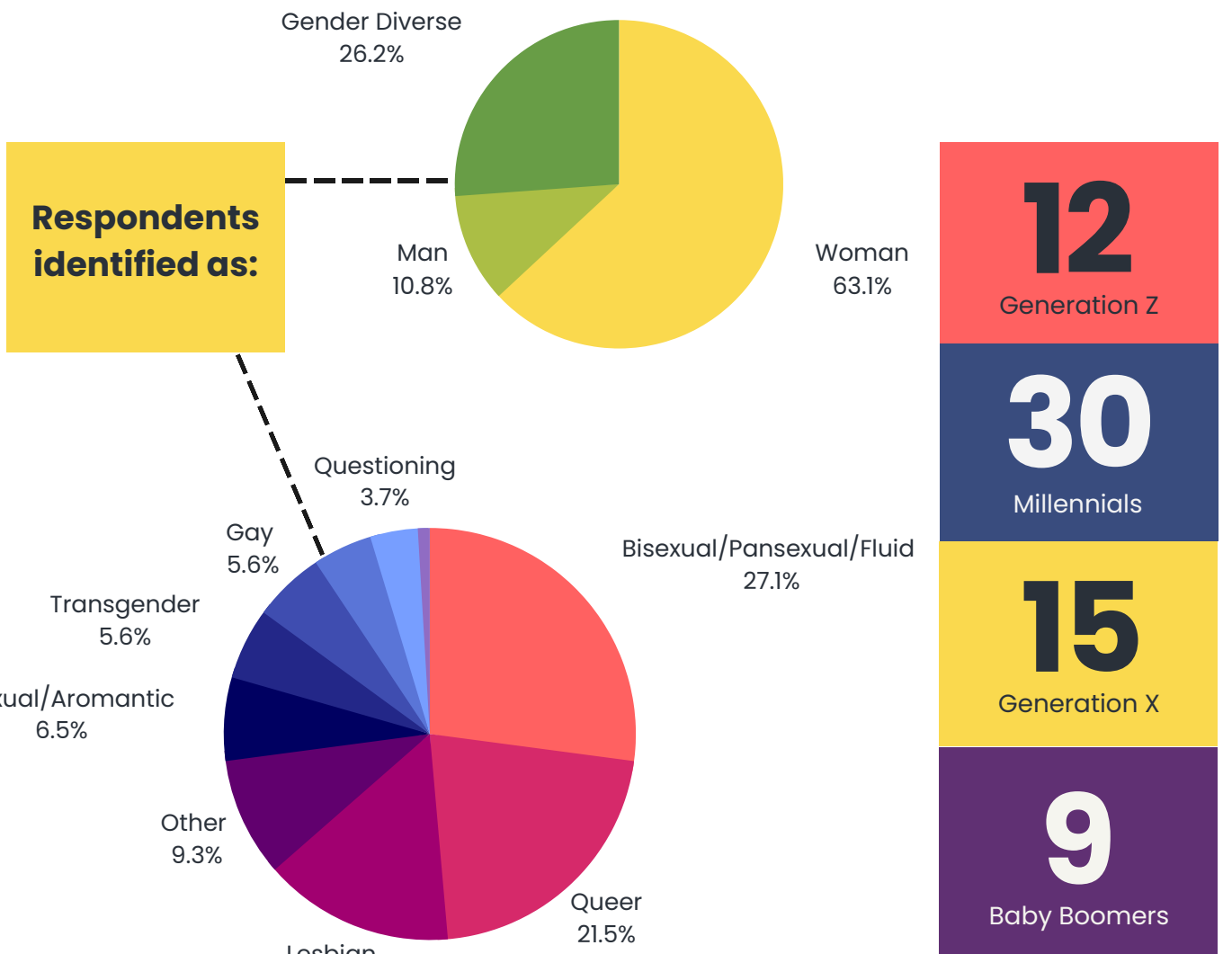
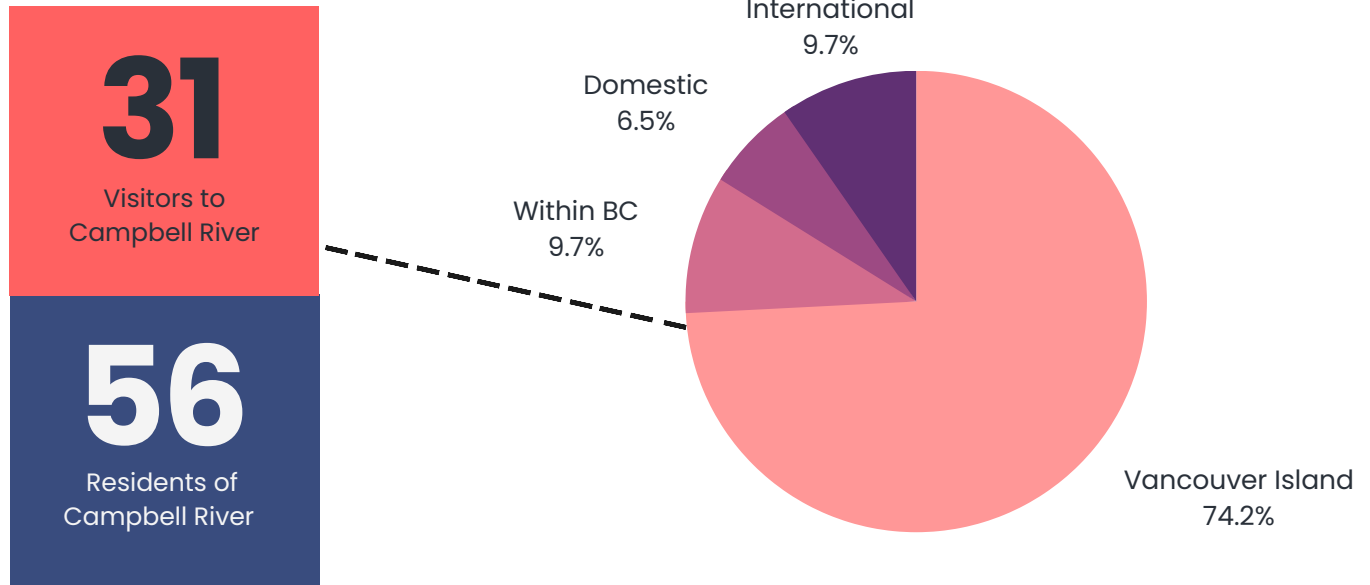
- A 7-minute online survey was conducted from June to September of 2022.
- 91% of the participants volunteered for the survey during Campbell River Pride on June 16, 2022 (61 electronic, 95 paper).
- 9% of the participants came from Visitor Experience Survey respondents who opted in as a 2SLGBTQIA+ traveller.
- The survey was fielded in English only.
- For the purposes of this survey and report, generations are defined as
 - Gen Z - born 1999-now;
 - Millennial - born 1981 - 1998;
 - Gen X - born 1965 -1980;
 - Baby Boomers - born 1946 -1964.
- Respondents were entered into a drawing for one of three \$50 Visa Giftcards.

Response
Rate 52%

Survey
Completion
Rate 79%

Respondent Profile

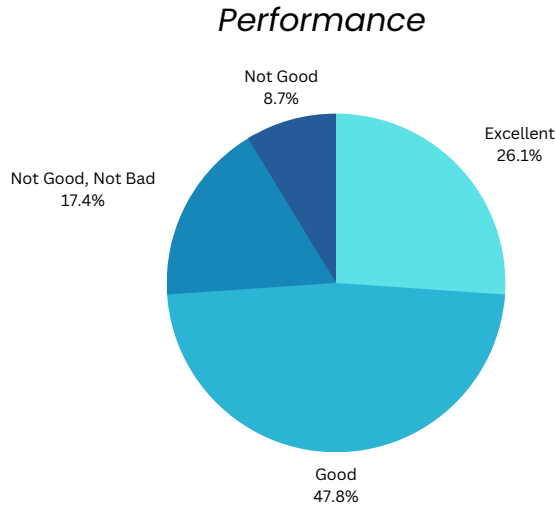
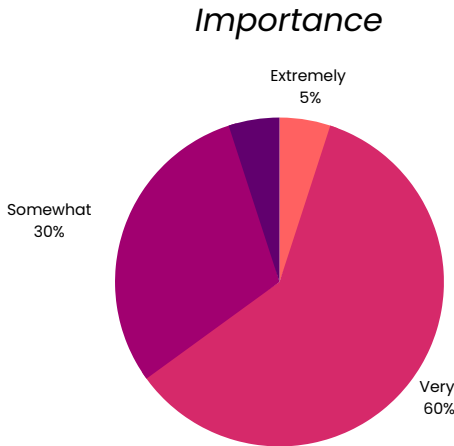
Of the 87 survey respondents:



Visitor Responses

Two Most Important Destination Motivators & Performance

1) Friendliness of Community

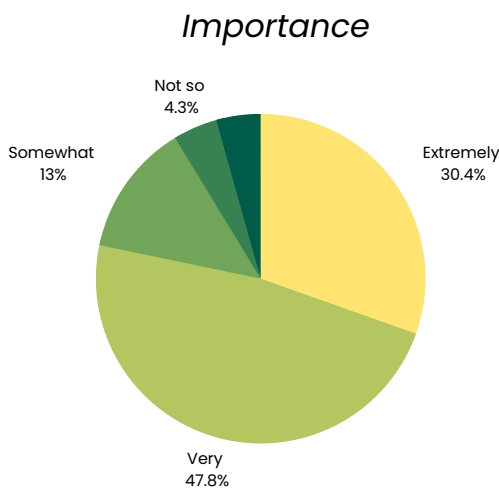


First time visiting Campbell River?

No (78.3%)

Yes (21.7%)

2) LGBTQ+ Safety



61%

of visitors were satisfied with their trip to Campbell River

56%

of visitors came to Campbell River to attend Pride

2 Nights

Average Length of Stay

\$133.74

Average Daily Expenditures

What visitors had to say:

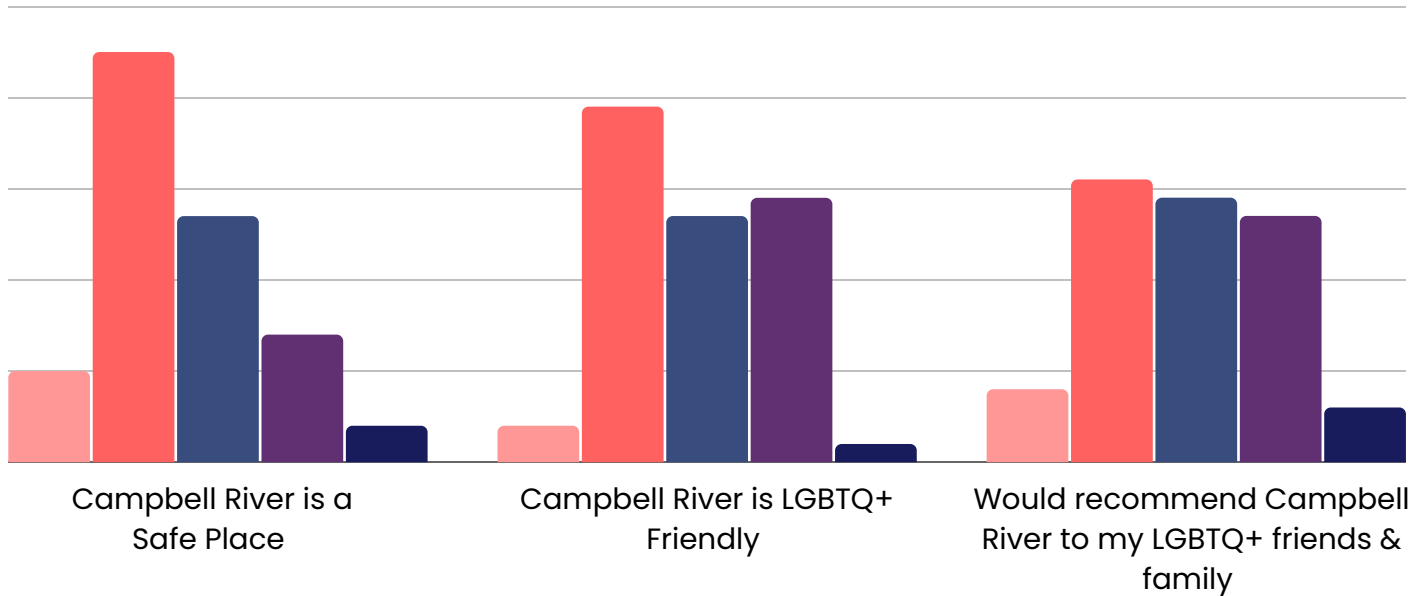
- "Bring back the rainbow sidewalk!"
- "I was misgendered in almost every building I went into."
- "Evening Entertainment/Concert was outstanding!"
- "CR needs more vocal support of queer people, the Pride event was great, but around town, I didn't see a lot of flags or stickers showing support during Pride month."
- "I saw no visibility of LGBT+ people while there. However, I felt safe as an LGBT+ person while there."

Resident Responses

59% of respondents reported this was their first Campbell River Pride event

Respondents ranked the following statements based on level of agreement:

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither Agree nor Disagree
■ Somewhat Disagree
 ■ Strongly Disagree



- "I have experienced negative encounters in Campbell River as a queer person"
- "While I don't consider Campbell River to be especially dangerous for lgbtq+ people, I feel the community is not present enough to recommend it. Outside of the pride celebration in June there just isn't many ways to connect. Even more so when you are older."
- "Just moved here but Campbell river seems to have a lot of people with hateful views."
- "I feel as if CR is a safe place but it could be better too. I don't feel 100% safe going out but neither do I feel like I will be attacked. It is 2SLGBTQIA friendly but I also feel like a lot more could be done to make it more inclusive and safe."
- "I don't find it openly hostile here personally, but I do feel 'tolerated' rather than accepted/welcome."
- "I find that the attitudes of city counsel generally belong in the previous century."
- "I would just warn them to proceed with caution"

LGBTQ+ Safety, Inclusion & Respect 47% Not Good, Not Bad	Friendliness of People/Community 53% Good	2SLGBTQIA+ Resources & Supports 43% Good	CR Pride Events 59% Good	Other LGBTQ+ Events (Non-Pride) 51% Not Good, Not Bad
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What 2SLGBTQ+ events and offerings would you like to see in Campbell River

- "Would love to see growth in the Pride event. A club night during that week. Better organized events and music in the square"
- "We have to try to have more event then just the one, and have better ways of handling the anti pride folks when we hold events"
- "Perhaps more small events year-round. Picnics, brunch, hiking, other events etc"

Any other feedback you'd like to share as a 2SLGBTQIA+ person in Campbell River?

- "Campbell River hasn't taken the opportunity to welcome or celebrate its diverse community. But there are cool pockets of amazing folks here. It can feel uncomfortable being queer here because you feel eyes on you all the time. Even if it's just in curiosity. It's a community that could embrace its differences and be really strong if that mentality was supported"
- "I am indigenous and queer, and had an amazing time at Pride! Thank you for hosting. We love Peach Cobblah and Isolden Barron's performances and always buy tickets."

What Could Campbell River do to make the experience of 2SLGBTQIA+ people better?

- "More events, more visual representation in city places. Crosswalks with actual charges pressed against anyone who vandalized them or any other rainbow in the community"
- "Create opportunities for visibility. Recognition of the overall benefit of strong community"
- "More welcoming, open a pride bar" and "Permanent rainbow crosswalk."
- "More involvement from RCMP, Firefighters, and City Council."
- "Advertise better? More events centered around this community? As it grows, diversity should be Strongly encouraged..some day this town won't be able to hide from the LGBTQ community lol"
- "Try to do more threw out the year with more then just youth most of the programs I know of cut people out at 24" and "Foundry is amazing but there is nothing for lgbtq people over 25 in CR"
- "Businesses could show that they are inclusive by having pride flags present year round, more 2SLGBTQ+ groups or meet ups (only supports are for youth), local decision makers could actively promote 2SLGBTQ+ rights making it a focus of all future progress and development"

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Surveys Completed



Opportunity for Growth and Inclusion

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Written-in Comments

Key Takeaways:

- The safety and visibility of 2SLGBTQIA+ people in communities are crucial for their well-being and mental health. Unfortunately, this community still faces discrimination, harassment, and violence in many areas. This is why it's important for communities to create safe spaces and experiences where 2SLGBTQIA+ residents and visitors can feel welcome and supported. This can be done through events like vibrant Pride celebrations, dedicated 2SLGBTQIA+ spaces like queer bars and bookshops, permanent signs of inclusion such as rainbow flags and crosswalks, and inclusive events and experiences hosted by educated allies. The 2SLGBTQIA+ population in Campbell River and the travel market are growing, and it's time for the community to fully welcome and accept them.
- Campbell River is not known within the regional or Canadian LGBTQ+ travel market as an "LGBTQ+ friendly" destination. The local Pride community is bolstered by the support and collaboration of dedicated partners like DCR and Tidemark Theatre. However, outside of the annual Campbell River Pride celebration held in June of each year, there is a lack of events and spaces for the local 2SLGBTQ+ community, which in turn adds to a lack of LGBTQ+ market-ready experiences and draw. Permanent rainbow crosswalks are an important sign of social inclusion and solidarity for the local and visiting 2SLGBTQ+ community. On the island, permanent Rainbow crosswalks are installed in Victoria, Nanaimo, Port Alberni, Ladysmith, and Courtenay, among other locations.
- An ongoing part of 2SLGBTQIA+ allyship is education. To create safe spaces for staff and customers, management and employees can benefit from 2SLGBTQIA+ inclusive customer service training. Likewise, City leadership, staff, and other community service organizations could also benefit from 2SLGBTQIA+ competency training to learn about the diverse Campbell River community that they serve. These training programs can help to educate people on the issues that LGBTQ+ individuals face and how to create more inclusive environments. This can include learning about appropriate language and terminology, creating inclusive facilities and signage, and recognizing and addressing bias and discrimination. By committing to engage in and promote this type of training, as well as offer it to others in the community, we can create transformational change in Campbell River.

"LGBT+ travellers represent a major opportunity for recovery for our Canadian tourism industry. They outspend their mainstream counterparts at 7x the average trip expense. They rebound faster after industry shocks, being among the first segment to recover post-9/11 and SARS. And right now, 90% of them are seeking travel opportunities within Canada. They are after many of the travel experiences you likely already have to offer, but they value one thing significantly higher than their mainstream counterparts: their safety. To welcome the lucrative LGBT+ Canadian travel market, valued at over \$12 billion annually, there is work to do to ensure these travellers' comfort and wellbeing."

- CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce

DESTINATION CAMPBELL RIVER

#CampbellRiverPride
#TheRealCampbellRiver

Acknowledgements

Our deepest appreciation to the people who worked tirelessly on the initiatives and projects mentioned within. Specifically, **Carly Pereboom (she/her) and the Destination Campbell River team**, with support from **Destination Think**.

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Thank you to all the 2022 survey respondents

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