

*** Please Note All Responses Are Published Exactly As They Were Submitted. ***

Name: Dennis Giesbrecht

Position Running For: Council

Campaign Website Provided: This is kamloops, Facebook page

1) What role do you see tourism playing in Kamloops' economic growth, and how would you support the sector?

Tourism is critical in a well rounded economy for Kamloops and region. I believe everyday stories centered around our access to world class skiing, boating, golfing, mountain biking and others gives Kamloops a huge edge.

2) How would you support events, sports tournaments, and other initiatives that attract visitors to Kamloops?

We need events that, in an age of social media translate to great images. Bringing back something like the old cattle drive could go viral.

3) What infrastructure or municipal investments do you think are most important for supporting both residents and the Kamloops visitor economy?

My priority for investment would be any facility that attracts the most and widest variety of residents. We also need our infrastructure to be affordable to every resident. TCC and the upcoming PAC jump to mind.

4) What role do you believe the City of Kamloops should play in supporting the attraction, expansion, and long-term sustainability of air service at YKA to strengthen tourism, events and regional economic growth?

The City needs at work to attract more than feeder flights to Van and Calgary, we also need folks to support these new options.

5) How would you work with Tourism Kamloops and local tourism businesses to strengthen Kamloops as a destination?

I would like to see regular communication between city hall tourism, measurable metrics to track our growth with the ability to pivot into things that work while dropping anything that isn't showing results.

6) What do you see as the biggest opportunity for Kamloops' tourism sector over the next four years?

Multi event targeting, a golf and mountain bike package or skiing and liquor tastings. Etc