

**CONSTITUTION
OF
TOURISM NANAIMO SOCIETY**

1. The name of the Society is Tourism Nanaimo Society.
2. The purposes of the Society are:
 - (a) to develop and guide the implementation of a multi-year Tourism Nanaimo Destination Strategy, as well as a Business and Meetings Tourism Strategy and a Sport Tourism Strategy;
 - (b) to create a destination brand that celebrates Nanaimo's uniqueness and appeals to targeted groups of visitors;
 - (c) to support, through investment and research, the development of a vibrant and sustainable tourism industry;
 - (d) to grow, through strategic marketing, collaboration with partners and careful brand management, the number of overnight visitors to Nanaimo;
 - (e) to strategically invest in destination development initiatives aimed at increasing the number of visitors to Nanaimo; and
 - (f) to operate the Visitor Information Centre and provide visitor-related services.