

FOR IMMEDIATE RELEASE

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New Visitor Information Space Launches at Coastal Community Credit Union Foyer

Quadra Island, BC — The Discovery Islands Chamber of Commerce is proud to announce the completion of a new Visitor Information space in the foyer of the Coastal Community Credit Union (CCCU), adjacent to Aroma Cove Café in Quathiaski Cove — a fresh and visible hub where visitors can find brochures, maps, and local recommendations to enhance their experience across the Discovery Islands region.

This exciting initiative would not have been possible without the generous support and partnership of **Danielle Bird**. The Chamber extends a **huge thank you to Danielle for providing use of the space and helping make this valuable service a reality.**

The new setup responds to widespread community feedback about the lack of centralized visitor information following the closure of the former Tourist Information Booth operated by the OAP. With a growing number of visitors and limited cell service in some areas, printed materials remain essential.

Key features of the new Visitor Information point include:

- **Twice the brochure racking capacity** to showcase local businesses, tours, events, and services
- **Bold “Welcome to the Discovery Islands” signage** installed above both racks to greet visitors
- **A refreshed sandwich board** at the Aroma Cove Café and CCCU parking lot entrance to direct foot traffic inside
- **A reclaimed roadside “Tourist Information” sign** on the ferry approach, improving visibility for arriving guests
- The display of a **4' x 4' illustrated banner map** of the Discovery Islands, drawn by renowned artist **Hilary Stewart** in 2000 — now mounted on the wall beside the brochure racks as a striking and educational centrepiece
- Distribution of a newly developed **“Welcome to Quadra” letter** that introduces visitors to our Island Ethics and encourages responsible tourism

Importantly, this racking location serves to **promote the entire Discovery Islands region — not just Quadra**. Businesses and organizations from Cortes, Read, Maurelle, and other neighbouring islands are welcome to participate and benefit from this highly visible location.

Brochure racking is open to all Chamber members at a cost of **\$40 per year per location**, or **\$120 annually for placement at all four Chamber-managed rack sites** across the island. This offers members a year-round opportunity to reach visitors beyond the ferry foot passenger lounge.

In addition to this new information hub, the Chamber wishes to **sincerely acknowledge the important role that residents, grocery store cashiers, retail staff, farmers market vendors and business owners** have long played in assisting the travelling public. These everyday ambassadors often field questions about directions, services, and local highlights — and we recognize and appreciate the patient, friendly support they provide to our visitors year-round. This new racking initiative is designed to support and complement those informal efforts by making reliable printed information more accessible.

“Tourism continues to evolve, and we’re working hard to make sure visitors have access to accurate, inviting, and responsible information,” said **Carol Ann Terreberry**, President of the Discovery Islands Chamber of Commerce. “This project supports not only our local businesses, our residents but also our neighbours and members throughout the Discovery Islands.”

To rack your brochure or learn more, please contact the Chamber at **admin@dicc.ca**.

For more information, visit www.dicc.ca.

Media Contact:

Discovery Islands Chamber of Commerce

admin@dicc.ca

P.O. Box 790, Quathiaski Cove, BC V0P 1N0