NEWS RELEASE
May X, 2018

<Community Name> Celebrates Tourism Week

<Community, BC:> <Community Name> is joining communities, cities and regions around British Columbia to recognize National Tourism Week—May 27 to June 2, 2018.

In 2016, tourism contributed more to GDP than mining, forestry and logging, and agriculture and fish.

In 2017, <community> welcomed X visitors who experienced everything from {activity to activity}. The economic impact to <community> is estimated to be $\_\_\_\_.

Sample stakeholder quote: “Our community has enjoyed another banner year. Tourism

represents $\_\_\_ to the region; we welcome over X number of visitors each year; our community is home to more than X tourism businesses that offer authentic/remarkable experiences. Tourism is an important piece/critical piece of our economy and supports social, cultural and recreational benefits for all citizens.”

BC’s tourism industry experienced record setting numbers last year, and the trend is continuing as businesses and destinations across BC have already enjoyed a busy first quarter and are anticipating more record results this summer. Operators and communities around BC are sharing their Tourism Week celebrations on social media using the hashtags **#BCTourismMatters** and **#TourismWeek**.

**Lisa Beare, Minister of Tourism, Arts and Culture**

“Tourism improves quality of life for British Columbians in many ways – it creates good jobs in every region of the province and allows us to enjoy festivals, museums, sports, arts and culture, making B.C. a better place to live and visit,” said Lisa Beare, Minister of Tourism, Arts and Culture. “The tourism industry is essential to the fabric of B.C.  Our government is committed to championing tourism as we work to grow the industry and attract more visitors from Canada and around the world.”

**Walt Judas, TIABC CEO**

"The Tourism Industry Association of BC (TIABC) is excited to be celebrating National Tourism Week with our member partners across this province. While TIABC continues to advocate for the interests of BC's $17 billion industry, we also take the opportunity to celebrate the tremendous success and importance of the visitor economy to our province, because #BCTourismMatters."

**Marsha Walden, Destination BC CEO**

“Tourism is a powerhouse in the BC economy. It generates the second highest GDP ($7.9B) of any natural resource industry in BC, just slightly behind oil & gas. Tourism growth is far outpacing the global economy and is creating 1 in 5 of all new jobs in the world. And, here at home, tourism businesses enhance the great lifestyle we live as British Columbians—giving us amazing resorts, festivals, wineries, museums, campgrounds, restaurants, and flights across the world."

**Arlene Keis, go2HR CEO**

“There are 290,600 jobs in tourism-related businesses, **133,100** of which are directly supported by visitor spending. And with more than 111,000 new job openings projected in the next 10 years, it is important to take this opportunity to highlight and celebrate the various sectors and countless professions within this ever-growing industry.”

{Background on stakeholder}

{Stakeholder contact information}

**NATIONAL TOURISM WEEK – MAY 27 TO JUNE 2, 2018**

**Tourism – By the Numbers**

* In 2016, there were approximately 20.6 million overnight visitors in British Columbia who spent $11.2 billion.
* Over half of the visitors (52.4%) were BC residents. Visitors from other parts of Canada accounted for 22.4% of all visits and international visitors accounted for the remaining 25.1% of visitor volume.
* While BC residents made up the largest share of visitor volume, international visitors made up 43.6% of visitor expenditures. BC residents accounted for 28.9% of visitor expenditures and other Canadian residents accounted for the remaining 27.5%.
* In 2016, British Columbia’s tourism industry employed 133,100 people, a 3.6% increase from 2015. This means that tourism provides a job for roughly 1 out of every 16 people employed in the province.
* The tourism industry generated $4.9 billion in export revenue in 2016, growing 18% from 2015.
* GDP for the provincial economy as a whole grew 3.6% over 2015. The tourism industry contributed $7.9 billion of value added or GDP (in 2007 constant dollars) to the BC economy. This represents 5.6% growth over 2015 and 30.3% growth since 2006.
* British Columbia’s tourism industry generated revenue of $17 billion in 2016, an increase of 7.9% over 2015, and a 39.3% increase from 2006.
* In 2016, tourism contributed more to GDP than any other primary resource industry (mining: $4.1B, forestry & logging $2.0B, and agriculture & fish $1.5B), with the exception of the oil & gas extraction industry ($8.2B).

More provincial statistics on tourism industry performance can be found at: [www.destinationbc.ca/Research/Industry-Performance.aspx](http://www.destinationbc.ca/Research/Industry-Performance.aspx)

**Key Points**

* Tourism is a growing industry, over the last few years there has been an increase in visitors, in the number of businesses and number of people employed in tourism.
* 2017 was record-breaking year for tourism in BC; we welcomed over 5.7 million international visitors – up 3.3% over 2016. Looking ahead, 2018 is poised to be a record-year for the BC tourism industry as well.
* Tourism is one of the fastest growing industries globally and brings incredible benefits not only for visitors, but also social, cultural and economic benefits for BC residents.
* Tourism is a key economic driver and one of BC’s competitive strengths in the world economy.
* Tourism strengthens international perceptions of British Columbia, which has positive impacts on trade and investment, international education, and immigration.
* Tourism improves the quality of life for all British Columbians—think about the things we enjoy that would not be as viable without the tourism engine:
	+ museums and galleries,
	+ festivals and sports events,
	+ air/highway and coastal transportation,
	+ dining and wine touring,
	+ parks and recreational facilities,
	+ and many other benefits that make life so good here in BC.
* Tourism opportunities exist in every corner of our province. It’s good for cities and it’s also good for rural communities.
* BC has over 19,000 tourism businesses across the province, both rural and urban, of every size and make-up. These businesses, many of them small, support BC’s economy and provide a wide range of interesting jobs.
* Tourism supports well-paying jobs in management, technical and professional services—jobs like international sales people, highly-trained outdoor guides, helicopter pilots, wellness experts, sommeliers, hotel managers, fishing guides, bus drivers, ski instructors, event organizers, and so many more.