

# #BCTourismMatters

TOURISM WEEK | MAY 26 - JUNE 2, 2019



DESTINATION  
BRITISH COLUMBIA

NORTHERN BRITISH COLUMBIA

Date	Social Posts
Leading up to Tourism Week	<p>#TourismWeek is May 26 - June 2 this year. Let's celebrate and spread the word about the power of tourism in #BritishColumbia! @TIABC_CA</p> <p>B.C.'s tourism industry experienced record setting numbers last year, and the trend continues! Share your Tourism Week celebrations using #BCTourismMatters &amp; #TourismWeek.</p> <p>Here are a few ways you can celebrate #TourismWeek in your community: host an event, tell your local media &amp; share your tourism stories with #BCTourismMatters For more ideas visit <a href="http://www.destinationbc.ca/tourism-week">www.destinationbc.ca/tourism-week</a>.</p> <p>#TourismWeek (May 26-June 2) is a chance to celebrate tourism in #BritishColumbia and promote its importance to our province. Share your events and stories with #BCTourismMatters.</p> <p>The tourism industry is a powerful force in #BritishColumbia – 21.6 million overnight trips and \$18.4B in revenue a year – show how your business contributes with #BCTourismMatters.</p> <p>Tourism touches every part of our province and has become one of B.C.'s leading and sustainable industries. Share your #TourismWeek celebrations to show #BCTourismMatters.</p> <p>To help you promote #TourismWeek and demonstrate that #BCTourismMatters, @DestinationBC has put together a page with handy, ready-to-go resources <a href="http://www.destinationbc.ca/tourism-week">www.destinationbc.ca/tourism-week</a>.</p>

<p>Sunday, May 26, 2019</p>	<p>#TourismWeek kicks off today! From now until June 2 let's make a concerted effort to demonstrate that #BCTourismMatters in communities across our province!</p> <p>The B.C. tourism sector inspired 21.6 million overnight trips around our beautiful province in 2017. Let's keep the momentum going and demonstrate that #BCTourismMatters during #TourismWeek.</p> <p>Make sure you capture photos of all your #TourismWeek activities and share them! Use the hashtags #BCTourismMatters &amp; #TourismWeek.</p>
<p>Monday, May 27, 2019</p>	<p>Work in B.C. tourism? Tell us your #BCTourismMatters story! Send approx. 200 words or 1-min video about your career journey &amp; advice to others to @DestinationBC @ITBC_Corporate &amp; @TIABC_CA.</p> <p>Why Celebrate #TourismWeek in B.C.? \$18.4B in revenue. 137,800 in tourism-related jobs. 19,000+ tourism-related businesses. #BCTourismMatters</p> <p>92% of BC residents agree that the tourism industry plays an important role in the economic well-being of B.C. #BCTourismMatters #TourismWeek</p>
<p>Tuesday, May 28, 2019</p>	<p>This #TourismWeek let's celebrate the operators, employees, suppliers, DMOs, visitor centres, and others who make this industry what it is today - an \$18.4B powerhouse! #BCTourismMatters</p> <p>Tourism contributes to the vibrancy, diversity, and sustainability of communities across #BritishColumbia. Share your Power of Tourism stories during #TourismWeek.</p> <p>Want to help spread the word about #TourismWeek? Tell your social network and local media about your activities! Visit <a href="http://www.destinationbc.ca/tourism-week">www.destinationbc.ca/tourism-week</a> for resources. #BCTourismMatters</p>

<p>Wednesday, May 29, 2019</p>	<p>In 2017, tourism contributed more to GDP than any other primary resource industry. Just one of the many reasons to celebrate #TourismWeek and show that #BCTourismMatters.</p> <p>Tourism touches every part of the province of #BritishColumbia, contributing \$18.4B in annual revenue and creating 137,800 jobs in 2017. #BCTourismMatters #TourismWeek</p> <p>81% of BC residents strongly believe that tourism supports local businesses. How are you celebrating #TourismWeek in your local community? #BCTourismMatters</p> <p>Do you have a Power of Tourism story to share? You can see example stories on the Power of Tourism here <a href="http://www.destinationbc.ca/tourism-week">www.destinationbc.ca/tourism-week</a>. Post yours and mention @DestinationBC @ITBC_Corporate &amp; @TIABC_CA.</p>
<p>Thursday, May 30, 2019</p>	<p>This #TourismWeek let's share the transformative power of B.C.! Tell your local media about your activities. Get inspiration and access support via <a href="http://www.destinationbc.ca/tourism-week">www.destinationbc.ca/tourism-week</a>.</p> <p>If you work in tourism, you're working in a one of the fastest growing industries in the world! Share your career path into the industry with @DestinationBC @ITBC_Corporate &amp; @TIABC_CA</p> <p>In 2017, international visitors only accounted for 25.9% of visitor volume – yet they made up 44.9% of visitor expenditure! #BCTourismMatters</p>

<p>Friday, May 31, 2019</p>	<p>Tourism provides a job for approximately 1 out of every 16 people employed in the province of #BritishColumbia. #BCTourismMatters</p> <p>In 2017, #BritishColumbia tourism contributed \$9B of value to the provincial GDP - that's more than mining (\$4.9B), forestry &amp; logging (\$1.8B), and agriculture &amp; fish (\$1.5B) combined. #BCTourismMatters</p> <p>How are you celebrating #TourismWeek 2019? #BCTourismMatters</p>
<p>Saturday, June 1, 2019</p>	<p>The tourism industry's spin-off benefits are huge. Each \$100M in spending leads to \$69M economic spin-off and 1,373 jobs. #BCTourismMatters</p> <p>The value of tourism goes beyond economics. Tourism makes life better for all British Columbians – socially, culturally, and recreationally. #BCTourismMatters</p> <p>On the penultimate day of #TourismWeek 2019 take a moment to recognize that #BCTourismMatters for visitors too; and let's keep sharing the transformative experience of B.C. with the world!</p> <p>2018 was record-breaking year for B.C.'s tourism industry; we welcomed over 6 million international visitor arrivals – up 6.4% over 2017. And 2019 is poised to be another record-year! #BCTourismMatters</p>
<p>Sunday, June 2, 2019</p>	<p>Thank you to all tourism operators, employees, related businesses &amp; supporters for participating in #TourismWeek across #BritishColumbia and demonstrating that #BCTourismMatters.</p> <p>Remember to share your photos, videos &amp; stories with us... &amp; let the celebrations continue all year long! #BCTourismMatters</p>