



## Tourism Week 2015 – Celebrating Milestones in the Provincial and National Tourism Industry

MEDIA RELEASE

MAY 31, 2015

The Tourism Industry Association of BC (TIABC) is commemorating Tourism Week in Canada (May 31 to June 6) by issuing a call to action for all BC tourism stakeholders to connect with local and provincial government representatives to both remind them of how important the tourism industry is economically, socially and environmentally, but also to enlist their help in spreading that message to constituents. Although the tourism industry is expected to enjoy another record year in parts of British Columbia, the sector is often overlooked as a significant economic contributor to the provincial economy.

Tourism is vital to the economy of our province. It provides jobs, encourages investment, generates business opportunities and creates benefits for both residents and visitors alike," said TIABC Chair, Jim Humphrey. "As the tourism industry continues to grow and mature, it further provides an opportunity for new entrepreneurs, post-secondary students and others to pursue careers and become leaders in this important business sector."

- According to Destination British Columbia, US and international overnight customs entries, as well as the provincial average daily rate and occupancy for hotels were all up in first quarter 2015 over last year. Similarly, Tourism Vancouver, the largest city destination marketing organization in the province, projects a 2.9% increase in overnight visitors this year compared to last. Other highlights include:
- The BC Tourism Industry Conference is returning this fall. With strong support from Destination BC and other industry partners, TIABC looks forward to hosting the industry October 19-21' 2015 in Vancouver. [www.bctourismconference.ca](http://www.bctourismconference.ca)
- TIABC continued its membership growth trend with increasing support shown in all three categories of membership: tourism businesses, tourism industry associations and destination marketing organizations (DMOs), doubling the number of DMOs from 16 to 30. It also added two new sector associations and 13 additional businesses, welcoming back some former members while also introducing several new ones. [www.tiabc.ca/tiabc-membership](http://www.tiabc.ca/tiabc-membership)
- TIABC recently appointed a new CEO - Walt Judas - who was warmly welcomed by members and professional colleagues throughout the tourism industry. [www.TIABC.ca](http://www.TIABC.ca)
- A recent study (the first-ever) by the Canadian Camping & RV Council, in partnership with the RV Dealers Association of Canada, Canadian RV Manufacturers and Provincial Campground Associations revealed that camping generates \$4.7 billion annually to Canada's economy. [www.ccrvc.ca](http://www.ccrvc.ca)
- Since the historic Approved Destination Status agreement in 2010, Chinese tourism to Canada has grown at an astounding rate of 24% per year generating \$3B in export revenue. In 2014, year-over-year growth in visitation from China reached 30% with over a billion dollars in receipts. [www.TIAC.ca](http://www.TIAC.ca)
- The federal budget included several important measures for the Canadian tourism industry, specifically a commitment to invest in the *Connecting America* initiative. [www.TIAC.ca](http://www.TIAC.ca)
- An exciting new chapter was revealed for Canada's tourism marketer recently when it was announced that the *Canadian Tourism Commission* (CTC) would be renamed *Destination Canada*.

As part of Tourism Week, TIABC is encouraging all tourism stakeholders to get involved on social media with the hashtag #TourismMatters to be part of provincial and national online conversations. In addition, the Tourism Industry Association of Canada (TIAC) is encouraging engagement with federal MPs to remind them of the importance of the Canadian tourism industry. [www.TIAC.ca](http://www.TIAC.ca)

TIABC's Value of Tourism Toolkit provides a range of tools designed for industry stakeholders to engage with government representatives and political candidates. [www.tiabc.ca/value-of-tourism-toolkit](http://www.tiabc.ca/value-of-tourism-toolkit)

The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia's \$13 billion+ tourism economy. As a not-for-profit trade association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry.

-30-

CONTACT:

Walt Judas, CEO

[778-953-0620](tel:778-953-0620) / [wjudas@tiabc.ca](mailto:wjudas@tiabc.ca)