

May 29, 2016

Tourism Week celebrates industry's economic contribution

VICTORIA, B.C. – More Canadians have a better understanding of the important role the tourism sector plays in our economy, thanks in part to grassroots initiatives such as Tourism Week 2017 — being celebrated from May 28 to June 3 across the country.

Tourism is Canada's No. 1 Service Sector export. In Greater Victoria, the tourism industry directly employs more than 22,000 people and contributes about \$2 billion to the region's economy. Across the province, tourism generates \$15.7 billion in revenue and employs 127,700 British Columbians.

"Tourism Week provides an opportunity for our industry to tell its story to the public and to policy makers in all levels of government and business," says Paul Nursey, President and CEO of Tourism Victoria and Chair of the Tourism Industry Association of B.C. (TIABC) policy committee. "Greater Victoria has experienced terrific growth over the last few years. It's encouraging to know that our region's residents and representatives are gaining a much better understanding of the sophisticated strategies needed for our destination to remain a top choice for visitors from our key markets."

Residents of Greater Victoria can help celebrate this important industry by speaking up about the value of tourism to our community. Though the sector is in excellent shape, there are many vital issues that need to be addressed:

- Regulation of short-term vacation rentals to ensure a level-playing field
- Investment in marketing to stay competitive on the international landscape
- Reduction in barriers to transportation, such as unnecessary fees or delays crossing the border.

Next week, TIABC will be in Ottawa along with colleagues from across Canada to lobby on these and other issues.

TIABC and the Tourism Industry Association of Canada act as powerful advocates for smart public-policy that stimulates travel, creates jobs and attracts investment.

For more information about Tourism Week and the Tourism Industry Association of Canada, go to [Tiac Travel](#). To learn more about the value of the tourism industry in B.C., go to [Tiabc.ca](#).

#BCTourismMatters #TourismWeek

About Tourism Victoria

Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is the official not-for-profit destination marketing organization working in partnership with more than 950 business members and municipalities in Greater Victoria. For more information, go to [TourismVictoria.com](#).

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