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Victoria hosts leaders of province's tourism industry

Hundreds of tourism operators, destination marketing organizations and sector associations will meet from Feb. 22 to 24 for the annual B.C. Tourism Industry Conference

VICTORIA, B.C. – It's a good time for tourism in Victoria and British Columbia, but ensuring the sector remains robust requires strategic planning. One way that will happen is through gatherings such as the three-day B.C. Tourism Industry Conference, which kicks off tomorrow in Victoria.

Hundreds of delegates will be at the Victoria Conference Centre to learn and network, as well as to celebrate recent success. The conference has been held annually across the province for more than 20 years and attracts tourism operators, marketers and professionals.

"When it comes to tourism promotion, Victoria has served as a model of collaboration between the city and industry," said Paul Nursey, President and CEO of Tourism Victoria. "We're looking forward to being able to showcase some of what we have achieved to the rest of the province."

The conference opens with a Town Hall focused on challenges and opportunities facing the industry. The closing act features Jowi Taylor, whose guitar is made from storied materials such as a piece of canoe paddle that belonged to late Prime Minister Pierre Trudeau. Legendary blues artist Jim Byrnes is also scheduled to perform.

During the conference, delegates will hear from social media maven Sunny Lenarduzzi, as well as Minister of Jobs, Tourism and Skills Training Shirley Bond.

"In most regions of the province, tourism has set new records for revenues, visitation and other key measures three years running," said Jim Humphrey, TIABC's Board Chair. "British Columbia's visitor economy stands on its own as one of the province's leading business sectors. At more than \$15 billion in revenue, we know that tourism matters to B.C."

ABOUT TOURISM INDUSTRY ASSOCIATION OF BC: TIABC is a not-for-profit tourism industry association that advocates for the interests of British Columbia's tourism economy.

ABOUT TOURISM VICTORIA: Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with more than 900 businesses and municipalities in Greater Victoria.

For more information, go to BCTourismIndustryConference.ca.

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