



## FOR IMMEDIATE RELEASE

May 27, 2016

### Summerland Celebrates Tourism Week

Summerland is joining dozens of communities, cities and regions around British Columbia to recognize National Tourism Week – May 29 – June 4.

BC's visitor economy has been one of the province's top performing business sectors over the past two years, expanding faster than the economy at large and outpacing traditional sectors such as agriculture and fishing.

Mayor Peter Waterman will recognize the achievements of tourism operators, employees, our destination marketing organization and other stakeholders by personally welcoming guests to the Summerland Visitor Centre on Monday, May 30<sup>th</sup> from 12:00 noon – 1:00 pm. The mayor will also give away a Summerland prize package to a lucky visitor at the conclusion of his shift as a Visitor Centre Counsellor.

In 2015, more than 100,000 people visited Summerland to experience wineries, beaches, agricultural and cultural attractions and the Kettle Valley Steam Railway. "Our community is home to more than 80 tourism businesses and our major attractions, local businesses and our friendly residents cooperate to offer visitors authentic and memorable experiences," stated Summerland's Mayor Waterman. "Tourism is a critical piece of our economy and often serves to attract permanent residents and investment to Summerland. It requires professional marketing expertise and is managed by our local Destination Marketing Organization, Tourism Summerland."

While the BC tourism industry experienced both summer and winter seasons of record setting numbers last year, 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 hashtag #BCTourismMatters.

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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 \$14.6 billion industry, we also take the opportunity to celebrate the tremendous success and importance of the visitor economy to our province. Wishing all of British Columbia a fantastic National Tourism Week because #BCTourismMatters."

Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour:  
"British Columbia is experiencing incredible growth in tourism. We saw a 7.9% increase in international tourists as 4.9 million international visitors came to our province in 2015. With a strong U.S. dollar, many British Columbians are also opting to experience B.C.'s world-class tourism through a staycation and exploring BC. It is indeed a time to celebrate Tourism Week in Canada and such an important industry that's helping B.C. become an economic leader in Canada."

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