



INFORMATION BULLETIN

Abbotsford Recognizes National Tourism Week

ABBOTSFORD, May 31, 2016 – The City of Abbotsford is joining dozens of communities, cities and regions around British Columbia to recognize National Tourism Week - May 29 to June 4, 2016.

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.

In Abbotsford, the number of overnight visitors that stayed in paid accommodations in 2015 increased 12% from 2014, generating revenue that was 19% ahead of the prior year. When you combine hotel room revenue with the money that hotel visitors, as well as visiting friends and family, spent on goods and services like gas, food and retail, the overall Abbotsford visitor economy generated an estimated \$30 million dollars of economic activity in 2015.

“As we’ve seen throughout the Province, tourism plays an important role in creating a vibrant, well-rounded economy” said Abbotsford Mayor, Henry Braun. “We know that many of the visitors to our community enjoyed a wide array of authentic, healthy experiences that Abbotsford is known for. We look forward to welcoming many more this year, especially during the BC Summer Games here in July.”

Mayor Braun will recognize the achievements of local tourism operators, employees, Tourism Abbotsford and other stakeholders by taking over the Tourism Abbotsford twitter account on Wednesday, June 1st.

Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour added, "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. be an economic leader in Canada."

“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” said Walt Judas, TIABC CEO.

Operators and communities around BC are sharing their Tourism Week celebrations on social media using the hashtag #BCTourismMatters.

-30-

For more information contact:

Tracy Boudreau, Communications
City of Abbotsford

E: tboudreau@abbotsford.ca

Craig Nichols, Executive Director
Tourism Abbotsford

E: cnichols@tourismabbotsford.ca