

## Celebrate Tourism Week May 27 to June 2, 2018

To celebrate Tourism Week and acknowledge the operators, employees, suppliers, destination marketing organizations, visitor centres, sectors, and others who contribute to this important industry, we are inviting stakeholders from every community to spread the word about the power of tourism in British Columbia. This initiative is part of a concerted effort to showcase local tourism products and experiences, and demonstrate that **#BCTourismMatters** in communities across the province.

As you know, the tourism industry is a powerful force in British Columbia: approximately 21 million overnight visitors vacation in BC each year, contributing \$17 billion in revenue annually to the provincial economy. Tourism touches every part of our province and has become one of BC's leading business sectors. The BC visitor economy comprises over 19,000 tourism-related businesses that employ more than 133,000 people.

Here are some hands-on ways to celebrate the power of tourism in your community:

1. Take photos and share them on social media – in addition to capturing images of your community participating in Tourism Week activities, take photos of other tourism activities that you can share (attractions, tourism employees, your visitor centre, your welcome signage, etc.). Use this white [#BCTourismMatters banner](#) in your imagery and encourage all your stakeholders to do the same.
2. Share these images on social media using the hashtags **#BCTourismMatters** and **#TourismWeek**. By using these hashtags, we can ensure that all BC Tourism Week activities are easily tracked and shared. Encourage all your stakeholders to do the same.
3. Follow TIABC, go2HR and Destination BC on their social channels.
  - TIABC: [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).
  - go2HR: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).
  - Destination BC: [Twitter](#) and [LinkedIn](#).
  - Share, like, retweet and help all BC communities spread the word about Tourism Week.
4. Tell your local media (radio, newspaper, television) about Tourism Week and your activities. We have developed a media release template with key messaging about the BC visitor economy. Communities can augment the release with information about local tourism services, attractions, amenities, development plans, key performance indicators

and other news about the benefits your local visitor economy generates for citizens.

[Click here for a sample media release template.](#)

5. Send TIABC and Destination BC photos, videos, stories for our power of tourism initiatives. We are inviting the tourism industry to tell us their story by sharing 100-200 word written summaries, or short videos that describe your career journey, what BC's tourism industry has given you, and what advice you would give to people considering a career in tourism. Submit your content to [media.relations@destinationbc.ca](mailto:media.relations@destinationbc.ca) and [info@tiabc.ca](mailto:info@tiabc.ca). You can see example stories on the [Power of Tourism here](#).
6. Share stories of exceptional customer service with go2HR. Tell us about the time when someone in your organization delighted a customer and helped create a memorable experience. What did they do to make the experience so special? Send your stories, photos or videos to go2HR's [Showcasing Exceptional Customer Service page](#). And if you are passionate about your career in tourism and want to inspire students and others to join the industry, email [jlam@go2hr.ca](mailto:jlam@go2hr.ca) about how you can join the speakers' bureau.
7. We are providing you with ready to go resources that will aid you in your promotion of Tourism Week.
  - [Click here for fact sheet](#)
  - [Click here for infographics](#)

We sincerely hope that you will be part of this celebration. Thank you for helping to build tourism into one of BC's leading and sustainable industries, and for supporting Tourism Week, May 27 to June 2, 2018.

Sincerely,



**Hon. Lisa Beare**  
Minister of Tourism, Arts & Culture  
Province of British Columbia



**Marsha Walden**  
CEO  
Destination BC



**Walt Judas**  
CEO  
Tourism Industry Association of BC



**Arlene Keis**  
CEO  
go2HR