

FOR IMMEDIATE RELEASE
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Chilliwack Celebrates Tourism Week with Acting Mayor Ken Popove

The City of Chilliwack is joining dozens of communities, cities and regions around British Columbia to recognize National Tourism Week, May 29 to June 3.

The tourism industry is a powerful force in British Columbia (BC): approximately 19.7 million overnight visitors vacation in BC each year, contributing \$15.7 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 nearly 19,000 tourism-related businesses that employ more than 127,500 people.

Acting Mayor Ken Popove will recognize the achievements of tourism operators, employees, destination marketing organizations and other stakeholders by personally welcoming guests to the Chilliwack Visitor Centre, 44150 Luckakuck Way, on Wednesday May 31st, from 9am – 10am.

“Three years ago, our occupancy rate was 52.2% and in 2016 our overall occupancy in Chilliwack was 61.2% which means our occupancy has gone up 9% which is a great achievement and indicates how important tourism is locally” said Allison Colthorp, Executive Director, Tourism Chilliwack. “And 19,328 people were assisted by the Chilliwack Visitor Centre in 2016”.

““We’ve always known what a great place Chilliwack is, and now word is out,” said Acting Mayor Ken Popove. “People are discovering that we have a wide range of outdoor recreational opportunities in and around Chilliwack and the beauty of our surroundings keep them coming back.”

“Our community has enjoyed another banner year. We are home to over 150 tourism businesses that offer authentic, remarkable experiences. Tourism is an important piece of our economy and Tourism Chilliwack is pleased to provide professional marketing expertise to share our wonderful community with others,” said Brian Minter, Tourism Chilliwack Board Chair.

Marsha Walden, Destination BC CEO, added, “Tourism currently generates the highest GDP of any natural resource industry in BC. It is a powerful force, creating industry growth that's far outpacing the overall economy. Tourism also enhances the great lifestyle we enjoy as British Columbians— giving us amazing resorts, festivals, wineries, museums, campgrounds, restaurants, and so much more.”

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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