



For Immediate Release
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NATIONAL TOURISM WEEK RECOGNIZED BY MUNICIPAL LEADERS IN LANGLEY

Langley, B.C. Tourism Langley is joining dozens of communities, cities and regions around British Columbia to recognize National Tourism Week from 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.

Township of Langley Mayor Froese, and City of Langley Mayor Schaffer will be recognizing the achievements of tourism operators, employees, destination marketing organizations and other stakeholders at two local events by personally working shifts as visitor counsellors behind Tourism Langley's visitor information booth. Mayor Schaffer, and Councillor Gayle Martin will be taking shifts at the June 1st Langley Community Farmer's Market from 1-2pm and 2-3pm respectively. Mayor Froese will be welcoming guests and answering questions at Thunderbird Show Park's Furusiyya Nations Cup on Friday, June 3rd at 5:30pm.

In 2015, Langley saw a significant increase in visitation and overnight stays to the communities, most noticeably measured by the increase in hotel room occupancy rates of approximately 14% from 2014. Additionally, major local attractions such as the Fort Langley National Historic Site also reported a significant increase in visitation of approximately 15% compared to 2014.

"Tourism is a huge contributor to the Township of Langley's thriving economy and it is easy to see why visitors from around the world chose to come and explore here," said Mayor Jack Froese, Township of Langley. "Our community is known as the Birthplace of BC and provides a unique mix of rural and urban experiences. With wineries, museums, agri-tourism destinations, an abundance of parks and trails, the Langley Events Centre, and one of the largest retail centres in Metro Vancouver, there is always something to see and do."

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, including Langley are sharing their Tourism Week celebrations on social media using the hashtag #BCTourismMatters.

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. be an economic leader in Canada."

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Media Contact:

Deborah Kulchiski

Executive Director, Tourism Langley

Ph: 604.371.1477

Cell: 604.802.9488