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**Impact of Travel Industry in Langley, BC  
Tourism Langley Helps Kick-start Tourism Week in Canada**

**LANGLEY**, May 29<sup>th</sup> 2015 — Employees and leaders in Langley’s travel industry and tourism sector are encouraged to celebrate *Tourism Week in Canada*, a grassroots initiative designed to bring attention to the economic impact and social benefits of tourism in our community. Tourism Week in Canada runs May 31<sup>st</sup> through June 6<sup>th</sup> and highlights how Canada’s tourism sector contributes to the standard of living and quality of life of all Canadians.

“Tourism is a key contributor to our economy, not only on a national level but also right here in Langley” said Teri James, Chair Tourism Langley Board of Directors and Executive Director of the Downtown Langley Business Association. “Tourism also means business in our communities, since more than 290 businesses in Langley are directly supported by the industry”.

Tourism creates a range of direct, indirect and induced employment opportunities for example, the hotel, attractions, food and beverage and retail sectors.

Tourism Week in Canada also provides an opportunity to launch Tourism Langley’s upcoming summer marketing strategies aimed at attracting new and returning visitors to experience the plethora of activities and events in the communities. It also marks the start of the wealth of quality offerings associated with our agri-tourism products such as the popular Circle Farm Tour program and the incredible locally made and farm fresh products available throughout the summer and fall months. Advertising campaigns for the months ahead have been designed to target prospective visitors in the Lower Mainland and Pacific Northwest who are looking for unique, short getaways and it will create a strong awareness to the endless choices and exceptional experiences our destination has become known for.

Tourism is an \$84.8 billion industry in Canada that directly supports 614,600 jobs from coast to coast. This represents 9.2% of all jobs in Canada and makes tourism the third largest job creator in the country.

**For more information, please contact:**

Deborah Kulchiski, Executive Director  
Tourism Langley  
604.371.1477  
deborah@tourism-langley.ca