
NEWS RELEASE

Industry Collaboration Results in Strong New Tourism Strategy

FOR IMMEDIATE RELEASE

Victoria, October 25, 2011 – The British Columbia Chamber of Commerce welcomed the announcement today of BC’s new tourism strategy as outlined in [*Gaining the Edge: A Five-Year Strategy for Tourism in British Columbia*](#).

“This new five year plan will bring new money to the tourism sector and be a driver of job growth around the province, said John Winter, President and CEO of the BC Chamber of Commerce. “It is gratifying to see the Province and the tourism sectors collaborating on achieving this lofty goal. Creating stable funding for destination marketing organizations and greater access to air connections with emerging markets will also benefit communities and industries beyond the tourism sector.”

Spending dollars within Canada is a short term strategy which recognizes the economic conditions faced by our major trading partner to the south. The focus of the program will be to provide tourism businesses in BC with planning tools and resources, creating stable and predictable funding for destination marketing organizations and working to remove restrictions to international air access. Emphasis will also be placed on attracting the growing middle class populations from countries like China and India, and on maintaining BC’s traditional tourism markets.

“This is another great example of the employment creation and economic growth that can be achieved through government-industry consultation and collaboration,” added Winter. “Without demonstrating a team approach, BC’s ability to out-market some better financed competitors is limited.”

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