

May 25, 2016

Discover Campbell River during National Tourism Week

Campbell River is joining dozens of communities and regions around British Columbia to recognize National Tourism Week May 29 to June 4.

Be part of the celebration when Mayor Andy Adams, Freeman Mary Ashley and City Councillors honour the achievements of tourism operators, employees, destination marketing organizations and others by personally welcoming guests to the Campbell River Visitor Centre on Monday, May 30 from 10 a.m. to 4 p.m. The Visitor Centre is located at 1235 Shoppers Row beside the Spirit Square in Tyee Plaza.

“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,” the Mayor shares. *“In 2015, Campbell River attracted an estimated 100,000 visitors to the region, offering outstanding experiences from the heights of the Elk Falls Suspension Bridge to whisky tasting at Shelter Point Distillery – and everything in between.”*

While the \$14.6 billion 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.

“Tourism is an important piece of our local economy, and Tourism Campbell River & Region is already busy showcasing the range of attractions and experiences available here,” says Mary Ashley, Trustee for the Campbell River Economic Development Corporation. *“Nearly half of the visitors to the region drop in to the Visitor Centre each year, where friendly and helpful staff offer information about the more than 400 local tourism businesses.”*

“Operators and communities around BC are sharing their Tourism Week celebrations on social media using the hashtag #BCTourismMatters. Watch for online promotions during Tourism Week and throughout the visitor season about the many ways to discover Campbell River,” adds Andrea Knowles, Communications Advisor for Tourism Campbell River & Region.

According to the British Columbia Ministry of Jobs, Tourism and Skills Training and Minister Responsible for Labour, the province saw 4.9 million international visitors in 2015, a 7.9 per cent increase. Indications are that the strong U.S. dollar is also encouraging many British Columbians to experience world-class tourism through a staycation and exploring B.C.

###

Contact:

Andrea Knowles, Tourism Campbell River & Region and the Visitor Centre

250-830-0411 x 101

www.campbellriver.travel

[Discover Campbell River on Facebook](#)