**YOUR DMO/CDMO CELEBRATES TOURISM WEEK 2022 AS AN ESSENTIAL OPPORTUNITY TO SUPPORT AND ADVOCATE ON BEHALF OF LOCAL TOURISM BUSINESSES, OPERATORS, AND ORGANIZATIONS**

***YOUR DMO/CDMO is using Tourism Week 2022 as an opportunity to highlight the vital contribution of tourism and tourism-related operators in our community.***

**For Immediate Release**

**May 29, 2022, *Insert Community Here,* British Columbia** – As Tourism Week 2022 arrives, tourism operators, businesses and organizations are welcoming the opportunity to celebrate the invaluable contribution tourism makes to our communities. Insert DMO/CDMO will be spending Tourism Week 2022 highlighting the positive economic and social impacts of tourism in our economy.

“The past two years have decimated our local tourism economy, both directly and indirectly, resulting in an entirely new landscape as we head into summer 2022,” said Insert Your Organization’s Leader or Board. “We know that a healthy tourism economy is a vital contributor to our local economy and believe that we all have a role to play in supporting tourism’s recovery in this region.”

This Tourism Week Insert DMO/CDMO will be engaging in a resident opinion survey to better understand the opinions and perceptions of our community. The survey will act as a tool for future marketing and destination development activities.

“Northern BC Tourism remains committed to supporting regional destination marketing organizations and small businesses as they recover from the global pandemic,” said Clint Fraser, CEO, Northern BC Tourism. “We are working closely with Insert DMO/CDMO to use this week to both celebrate our tourism businesses and champions while also working to better understand the mindset and sentiments of regional residents regarding tourism. We look forward to the summer of 2022 as being the first of many steps towards recovery in the region.”

In 2022 the Tourism Industry Association of Canada is challenging destinations, landmarks, attractions, venues and hotels to light up in green from May 29-June 4 as part of its #GreenMeansGo campaign to raise awareness of the tourism industry’s economic, social, and cultural importance in Canada. Be sure to use the hashtags #GreenMeansGo and #TourismWeekCanada2022 when sharing your pics on social media.

“While tourism was the industry first hit, the hardest hit, and will be the last to recover, it remains vital to Canada – not only for its ability to generate economic activity, but also for showcasing Canada’s values as a nation: resilience, peace, tolerance, and inclusivity. These values are needed on the world stage now more than ever. Tourism counts!” - TIAC

Insert DMO/CDMO looks forward to spending Tourism Week speaking with our local tourism businesses, operators, and the entire community to better understand how the tourism industry is viewed. If you are interested in lending your support, opinions, and stories please contact us.

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For more information regarding Insert DMO/CDMO visit insert website here.

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