



# City of Maple Ridge News Release

FOR IMMEDIATE RELEASE

May 29, 2017 #17-23

For further information, contact:  
Lino Siracusa at 604-467-7319  
[lsiracusa@mapleridge.ca](mailto:lsiracusa@mapleridge.ca)

## **Celebrate Tourism Week by Being a Tourist in Your Own City**

**Maple Ridge, BC:** Maple Ridge is joining communities, cities and regions around British Columbia to recognize National Tourism Week - May 28 to June 3, 2017.

“In a recent survey Maple Ridge citizens said their favourite attribute of our community is nature – the natural setting, parks and recreation that surround us,” said Lino Siracusa, Manager of Economic Development for the City of Maple Ridge. “All week long, as you walk the dykes, paddle the local creeks, hike the network of trails, or enjoy dinner at one of our incredible local restaurants we ask you to post photos on Facebook and Twitter with the hashtag **#DiscoverMapleRidge** to share the places you love in our community.”

According to the new draft Tourism Strategy, Maple Ridge is home to more than 3,600 residents who work in the tourism industry and in 2015 an estimated \$41 million in tourism revenues including \$3.7 from the accommodation sector were generated in and around the city. The tourism industry in our community and surrounding area is well positioned to grow and benefit in the years to come. In recent years, it has become an important piece of our local economy and also supports our social, cultural and recreational benefits. A strong local tourism industry also provides the ability to generate new jobs and helps diversify and expand the local economic base.

Maple Ridge is home to Golden Ears Provincial Park, the most visited park in BC. Over 600,000 people from around the region and the world visit the park each year. “One of the topics we must examine are ways we can capitalize on the staggering number of visitors coming to Golden Ears Provincial Park each year. This is a huge opportunity for our local business community and we are eager to hear their ideas and suggestions,” said Mr. Siracusa.

In 2015, there were approximately 19.7 million overnight visitors who chose to vacation in BC and spent \$9.9 billion. Over half of the visitors (58.6%) were BC residents. Overall, tourism contributed \$15.7 billion in revenue to the provincial economy in 2015. Tourism embraces every part of our province and currently employs more than 127,500 people in 19,000 tourism-related businesses.

BC's tourism industry experienced record setting numbers last year, and 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 and beyond.

Operators and communities around BC are sharing their Tourism Week celebrations on social media and we are encouraging everyone to use the hashtag **#BCTourismMatters** along with our own community's **#DiscoverMapleRidge**. Here are some other ways to celebrate the power of tourism in Maple Ridge.

- Take photos and share them on social media – in addition to capturing images of your community participating in Tourism Week activities, take photos of other tourism activities that you can share (attractions, tourism employees, your welcome to Maple Ridge sign, etc.). Encourage all your stakeholders to do the same.
- Send Tourism Industry Association of BC (TIABC) and Destination BC photos, videos, stories for the Power of Tourism initiative. They are inviting the tourism industry to tell their story by sharing 100-200 word written summaries, or short, unedited videos that describe your career journey, what BC's tourism industry has given you and what advice you would give to people considering a career in tourism. Submit your content to: [info@tiabc.ca](mailto:info@tiabc.ca) and [media.relations@destinationbc.ca](mailto:media.relations@destinationbc.ca).
- Enter go2HR's new contest. Go2HR is collecting 150 reasons to love working in **#BCTourism**, to celebrate the 150<sup>th</sup> anniversary of confederation. Help them showcase the diverse jobs and opportunities in this dynamic industry by telling them why you love working in the tourism industry, and you could win a \$150 Visa card! Visit [go2hr.ca](http://go2hr.ca).

For more information on this news release please contact Lino Siracusa, Manager of Economic Development at [lsiracusa@mapleridge.ca](mailto:lsiracusa@mapleridge.ca) or by phone at 604-467-7319.