

Kootenay Rockies Tourism Kicks-off Tourism Week 2021, Emphasizing the Vital Role of Tourism in our Communities, Supporting Accommodations, Attractions, Restaurants, and Retail Businesses



May 23 – 30, 2021, marks national Tourism Week across Canada, celebrating Canada’s tourism industry, and the remarkable contributions the industry makes to our economy and cultural fabric.

For Immediate Release

May 25, 2021, Kimberley, British Columbia – As Tourism Week 2021 begins, Premier Horgan, Dr. Henry and Ministers Dix and Kahlon delivered some welcome news about where the province is heading in the lifting of current restrictions and moving down the restart path. In the four-step plan, they identified that indoor dining with up to six friends can begin immediately, and non-essential travel can occur within your health zone. And as early as June 15th, if all goes well, we can once again travel within our beautiful province, which means our sector, residents and employers and businesses can feel optimistic about the upcoming summer.

Tourism is such an important sector, and this week Kootenay Rockies Tourism (KRT) is celebrating the unique and vital contribution that the tourism industry makes to local economies, supporting communities and families across the Kootenay Rockies region. KRT is emphasizing the importance of balancing tourism visitor volume and investment opportunities, alongside the region’s cultural fabric and resident sentiment as we recover out of the COVID-19 pandemic.

Earlier this year Kootenay Rockies Tourism conducted a resident sentiment survey with the intended purpose of informing our understanding of how residents perceived tourism throughout the COVID-19 pandemic. Results of this survey showed that nearly 70% of respondents believe that tourism is important or very important in relation to their community’s current economy, with over 90% rating tourism as important or very important to the future of their economy. The majority of survey respondents also recognize the importance of tourism to their community’s vibrancy and quality of life.

“We were pleased to see that the survey results demonstrated that many respondents understand tourism is a primary economic driver in their community and acknowledged that tourism is one of the main sources of income and top employers for many residents in their community,” said Kathy Cooper, CEO, Kootenay Rockies Tourism. Adding that, “several respondents also suggested that the revenue generated from tourism allows their local economy to survive and flourish by supporting accommodations, attractions, restaurants, retail businesses, arts & culture and so much more.”

Further demonstrating the economic and social impact of tourism on residents were survey results indicating that during the off season, the resident population of their community may not be able to sustain the level of services demanded by tourism, and that this often contributes to the failure of local businesses. Others indicated that tourism attracts investment from new businesses and inspires people to move to their community and the economic benefit contributes to the services and quality of amenities available for residents to enjoy.

“With the pent-up demand for tourism and recreation resulting from the travel restrictions associated with the COVID-19 pandemic, we are acutely aware of the pressures being placed on our region as communities will potentially experience an unprecedented influx of visitors seeking tourism related activities,” said, Cooper. “KRT is communicating through many platforms to encourage responsible, respectful, and sustainable visitation as summer approaches and travel restrictions are lifted in BC. We are optimistic that as a region, we will put our best foot forward as we prepare to welcome visitors, understanding the immense possibilities this provides for our local businesses and communities moving forward.”

As of today, non-essential travel can take place within your health zone in BC with the expectation that travel province-wide can begin by June 15 and Canada-wide by July 1. We encourage everyone to get out into their allowed area of travel and to continue to plan to explore BC far and wide later this summer.

Click here to view the BC Restart Plan and the 4 Steps announced today.

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About Kootenay Rockies Tourism

As one of five not-for-profit regional destination management organizations (RDMO) within the province, Kootenay Rockies Tourism’s role is to lead, unite, amplify and advocate. KRT’s innovative programs and strategic investments contribute to a successful and sustainable regional visitor economy in both the near and long-term. Governed by an independent volunteer board of directors, the association represents over 850 tourism stakeholders throughout the region in the southeastern corner of BC, including the regional districts of East Kootenay, Central Kootenay, Columbia Shuswap Areas A & B and Kootenay Boundary Areas A & B. Kootenay Rockies Tourism works closely with regional and provincial organizations including Destination BC and the Ministry of Tourism, Arts, Culture and Sport.

Learn more about Kootenay Rockies Tourism visit: www.KRTourism.ca

To find out about the remarkable tourism experiences available in the Kootenay Rockies region visit: www.KootenayRockies.com

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