

Tourism Week 2021 Proves a Reminder of the Far-reaching Impact of Tourism on Local Economies

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 30, 2021, Kimberley, British Columbia – As Tourism Week 2021 comes to a close, Kootenay Rockies Tourism (KRT) is celebrating the far-reaching and indirect impacts that tourism has on communities across the region. Tourism Week has proven a reminder of the impact of tourism beyond the obvious examples of hospitality and tourism operators. Tourism provides value throughout the supply chain, impacting small businesses across our communities.

“During the course of the last 18 months we have seen countless examples of the dramatic impact the pandemic has had on restaurants, hospitality operators, and tourism related businesses. What has been less obvious, and is often more difficult to recognize, is the ripple effect that tourism has throughout our communities by way of supply chains and indirect investments,” said Kathy Cooper, CEO, Kootenay Rockies Tourism. Adding that, “Local suppliers, breweries, and shops all receive indirect investments through tourism in our communities. This tourism week we want to remind everyone to support all their local small businesses, beyond the those glaring examples we see everyday, because they need our help as well.”

The Kootenay Rockies region is home to over a thousand tourism-related businesses, employing more than 7,000 individuals. The value of tourism is most directly correlated with the hotels, restaurants, and the entire hospitality industry, but also has an indirect impact on countless others including local shops, gas stations, museums and arts venues, transport companies, meeting venues, breweries, wineries, farms, marketing companies, and photographers.”

The recent influx of tourism infrastructure dollars through the provincial government’s StrongerBC plan also attests to the many induced benefits tourism brings to local communities. In 2021, over \$5.5M in tourism infrastructure funding has been allocated in this region. A large portion of investments made in destination trails, parks and recreation site and resort municipalities are tied to their importance in attracting and serving visitors, but those amenities are largely enjoyed by locals alike.

“Tourism brings more than food on the table for those employed in the sector,” said, Cooper. “Tourism contributes greatly to making our local communities unique, vibrant and enjoyable places to live. This summer, I invite all the residents to explore the Kootenay Rockies region, engage in tourism activities in their community, support local businesses and appreciate how fortunate we are to live in such an incredible corner of BC.”

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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