

**“NATIONAL TOURISM WEEK”**

- WHEREAS** *Greater Victoria’s tourism industry employs more than 22,000 people in the region; and*
- WHEREAS** *tourism is an important source of economic diversification, especially in small and medium-sized businesses at the local level; and*
- WHEREAS** *tourism generates an estimated \$2 billion annually in Greater Victoria through direct, indirect and induced spending; and*
- WHEREAS** *tourism marketing and promotion are critical to realizing the industry’s growth opportunities and potential, as seen in Tourism Victoria’s third-party review of the Victoria Beyond Words campaign that showed a 169:1 return on investment when industry standards are between 12:1 and 20:1; and*

**NOW, THEREFORE** *I do hereby proclaim May 28th to June 3rd, 2017, as “NATIONAL TOURISM WEEK” on the **TRADITIONAL TERRITORIES** of the **ESQUIMALT AND SONGHEES FIRST NATIONS** in the **CITY OF VICTORIA, CAPITAL CITY** of the **PROVINCE of BRITISH COLUMBIA**, and express our support for the recent tourism initiatives of Tourism Victoria, The Victoria Conference Centre and the tourism industry that work together to grow economic prosperity in our region and our community.*

**IN WITNESS WHEREOF**, *I hereunto set my hand this 25<sup>h</sup> day of May, Two Thousand and Seventeen.*

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**LISA HELPS**  
**MAYOR**  
**CITY OF VICTORIA**  
**BRITISH COLUMBIA**

**Sponsored by:**  
**Paul Nursey**  
**President and CEO,**  
**Tourism Victoria**



## **Committee of the Whole Report**

**For the Meeting of May 25, 2017**

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**To:** Committee of the Whole

**Date:** May 23, 2017

**From:** Chris Coates, City Clerk

**Subject:** Proclamation "National Tourism Week" May 28 to June 3, 2017

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### **RECOMMENDATION**

That the National Tourism Week, May 28 to June 3, 2017 Proclamation be forwarded to the May 25, 2017 Council meeting for Council's consideration.

### **EXECUTIVE SUMMARY**

Attached as Appendix A is the requested National Tourism Week Proclamation. Council has recently established policy addressing Proclamation requests. The policy provides for:

- A staff report to Committee of the Whole.
- Each Proclamation request requiring a motion approved at Committee of the Whole prior to forwarding it to Council for their consideration.
- Staff providing Council with a list of Proclamations made in the previous year.
- Council voting on each Proclamation individually.
- Council's consideration of Proclamations is to fulfil a request rather than taking a position.

A list of 2016 and 2017 Proclamations is provided as Appendix B in accordance with the new policy. Consistent with City Policy, Proclamations issued are established as fulfilling a request and does not represent an endorsement of the content of the Proclamation.

Respectfully submitted,



Chris Coates  
City Clerk

Appendix A: Proclamation "National Tourism Week"

Appendix B: List of Previously Approved Proclamations