

**“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 78:1 return on investment when industry standards are between 12:1 and 20:1; and*

**NOW, THEREFORE** *I do hereby proclaim May 29th to June 4<sup>th</sup>, 2016 as “NATIONAL TOURISM WEEK” in the CITY OF VICTORIA, CAPITAL CITY of the PROVINCE of BRITISH COLUMBIA, the TRADITIONAL TERRITORIES of the ESQUIMALT AND SONGHEES FIRST NATIONS 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 26<sup>th</sup> day of May, Two Thousand and Sixteen.*

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

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