



Tourism Abbotsford Raises a Glass to Celebrate *National Tourism Week*

For Immediate Release

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(Abbotsford, BC) Despite the uncertainty that Covid-19 has created in the Canadian Tourism Industry, Tourism Abbotsford is celebrating National Tourism Week (May 24-31, 2020) by 'raising a glass' to Abbotsford's fortitude and positive energy.

Before Covid-19, BC Tourism was a growing industry and a leading economic driver. Abbotsford has witnessed record growth the past few years as hundreds of thousands of people visit the destination, spending millions of dollars on accommodations, food and beverage, agri-tourism experiences, local food and goods, festivals and events, and other related experiences.

The pandemic has drastically changed BC's tourism landscape and tourism will, undoubtedly, be one of the last sectors to recover. However, the Abbotsford tourism community remains strongly united, committed to not only recovering but to discovering new opportunities. In the spirit of finding silver linings, Abbotsford businesses are promoting buying local, creating business-to business cross promotional campaigns, attending virtual music concerts to uplift spirits, and providing heartfelt outreach to friends, neighbours, and colleagues.

It has been said that tourism contributes to world citizenship by breaking down barriers, facilitating relationships, fostering connections through the sharing of cultures, and encouraging ambassadorship as people develop a sense of pride within their own communities. This sense of citizenship and community pride is the proverbial raising of a glass that Abbotsford is celebrating.

"We want to thank all our partners for all they do. They are the heart and soul of tourism here in Abbotsford and we are crushed to see the hardships this pandemic has created. This is going to be a difficult year, but we are here for them and will work together to reimagine and regrow tourism in our community," states Craig Nichols, Executive Director of Tourism Abbotsford.

To support Destination BC's Phase 2 #ExploreBCLocal campaign, **a video will be shared across Tourism Abbotsford's social media platforms**, speaking to the wide-open rural spaces and community spirit that Abbotsford is best known for, and Abbotsford tourism partners will be making a best wishes toast, which will also be shared on Tourism Abbotsford's social channels.



Credit: Colla Films Inc.

To learn more, visit tourismabbotsford.ca and follow **Tourism Abbotsford** on **Facebook**, **Instagram**, **Youtube**, and **Twitter**. #ExploreAbbotsford #ACultivatedCity #HandmadeHomegrownAbby

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Media Contact:

Summer Dhillon

summer@slapcommunications.com

604.614.4609



About Tourism Abbotsford

Tourism Abbotsford represents over 300 marketing partners, leads the delivery of Visitor Services, and has operated the Fraser Valley Tradex & Exhibition Centre (Tradex) since 2003. Tourism Abbotsford's commitment to best practices has resulted in being recognized as a BC Tourism Industry Award recipient in Community Sport Tourism, in addition to earning a BC DMO Professional Excellence Award.