



ABBOTSFORD

HANDMADE & HOMEGROWN

Tourism Abbotsford Celebrates National Tourism Week

April 24th to April 30th

For Immediate Release

April 24, 2023

(Abbotsford, BC) Tourism Abbotsford unites with destinations across the country to celebrate the Tourism Industry Association of Canada's (TIAC) National Tourism Week during April 24th to April 30th. The campaign's theme of *CANADA: Powered by Tourism* celebrates the process of rebuilding Canada's visitor economy, recognizing tourism's economic and sociocultural significance.

"Rebuilding our tourism sector not only helps strengthen our economy, it also fosters personal growth, health and well-being, learning, and, ultimately, contributes to understanding and tolerance. Tourism Abbotsford supports the development of our local industry and invites people to visit Abbotsford to help support the long-term health of both our economy and our community," says Craig Nichols, Executive Director of Tourism Abbotsford.

While tourism has become an essential component to Canada's economy, it also creates more dynamic, diverse, and enjoyable places to work, visit, and live, fostering pride of place by residents and visitors.

"As the Cultural and Economic Hub of the Fraser Valley, Abbotsford is home to a vibrant and diverse tourism community," said Ross Siemens, Mayor for the City of Abbotsford. "From a flourishing food culture scene, to beautiful parks, trails and outdoor adventures, to lively sporting events and world-class events like the Abbotsford International Airshow, Berry Fest, and Agrifair, Abbotsford's tourism industry has so much to offer residents and visitors alike. Tourism Week is a great opportunity to celebrate and enjoy the food, arts, adventures, and rich cultural experiences found right in our backyard."

To see all that Abbotsford has to offer, including **Circle Farm Tour** experiences, golf courses, **The Fraser Valley Bird Trail**, and **Ale Trail**, residents and visitors are encouraged to visit the **Tourism Abbotsford website**, download the Explore Abbotsford App from the **Apple** or **Google Play** app store, and to share their experiences on social media by using the hashtags **#ExploreAbbotsford** and **#TourismWeekCanada2023**.

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

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About Tourism Abbotsford

Tourism Abbotsford is a Community Destination Marketing Organization (CDMO) that serves the local tourism and hospitality industry through implementation of various marketing and destination development programs, projects, and supports to sustainably help grow collaboration and incremental revenue for the industry.

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.