

# PROCLAMATION

## ***National Tourism Week April 24 - 30, 2023***

**WHEREAS** the visitor economy supports and relies upon Greater Victoria's unique culture, heritage, and environment, providing opportunities for visitors to learn and grow as they experience the people, cultures, and beauty of Greater Victoria;

**AND WHEREAS** tourism is vital to Greater Victoria's local economy, employing more than 22,000 people in the region, and generating an estimated \$2.3 billion in economic impact annually;

**AND WHEREAS** the tourism industry was the first and hardest hit industry by the Covid-19 pandemic, causing significant challenges and setbacks, which have impacted businesses and livelihoods throughout the region;

**AND WHEREAS** even through this hardship, the remarkable resilience of visitor economy has allowed it to come back strong, and to continue to deliver shared community benefits for residents, businesses, and visitors alike;

**AND WHEREAS** Destination Greater Victoria has been an international leader in terms of sustainability, working collaboratively with its members and the local community to achieve Biosphere certification for Greater Victoria, and operating as the first carbon neutral and only "climate positive" destination marketing organization in North America;

**AND WHEREAS** National Tourism Week is an opportunity to recognize the contributions of the tourism industry to our community, and to celebrate the unique culture, heritage, and environment that makes Greater Victoria a special place to live and to visit;

**NOW, THEREFORE**, I Kevin Murdoch, Mayor of The District of Oak Bay do hereby proclaim April 24<sup>th</sup> to April 30<sup>th</sup>, 2023, as "**National Tourism Week**" in The District of Oak Bay.



Kevin Murdoch, Mayor  
The District of Oak Bay