## D'Argis, Krista CSCD:EX

From:

Currie, David GCPE:EX

Sent:

Friday, August 7, 2015 3:33 PM

To:

Bhat, Asha JTST:EX

Subject:

For review - NYCU\_DRAFT\_Staycation\_Dos\_Donts

**Attachments:** 

NYCU\_DRAFT\_Staycation\_Dos\_Donts.docx

Asha - mind taking a read of this news you can use?

Colleen has reviewed already and MSB has bought into the concept.

Aim for this release on Tues.

FYI - thinking of maybe compiling a few regional Staycation NRs for next week as well.



# NEWS YOU CAN USE

For Immediate Release [release number]

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour

## **Summer Staycation Dos and Donts**

VICTORIA –Staycations are a great way to get out and explore your town, your region, your province.

They are also a great way to keep your vacation dollars circulating in B.C.'s economy. By visiting regional events and venues, you're not only supporting local businesses you're also helping to create jobs.

In 2013, the tourism sector employed 132,000 British Columbians, almost 1 in every 15 jobs in B.C. The sector has more than 19,200 tourism-related businesses and paid out \$4.5 billion in wages and salaries to tourism workers in 2013 - an increase of 3.8 % over the year before.

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- . Do check out local farmers markets markets.bcfarmersmarket.org
- <u>Do</u> take advantage of happy hour and sit back with one of BC's local craft brews or fine local wines or ciders
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- <u>Don't</u> wait at any border crossings
- <u>Don't</u> stay indoors
- Don't forget your sunscreen and a water bottle
- <u>Don't</u> forget to tag your tweets using #staycationbc

## Quotes:

Shirley Bond, Minister of Jobs, Tourism and Skills Training and Responsible for Labour — "There is still a lot of summer left with enough time to enjoy a staycation. Being a tourist in your own town or your own province is a great way to enjoy our beautiful province and grow our regional economies. Do take time for a stayaction and when you're back, tweet out your photos at #staycationbc."

#### **Quick Facts:**

The Province invests \$90 million each year in the tourism sector.

- Tourism is one of eight priority sectors in the BC Jobs Plan and a key economic driver in the province.
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- You can plan your most efficient staycation road trip route using www.drivebc.ca
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### Media Contact:

Media Relations
Government Communications and Public Engagement
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour
250 387-2799

Connect with the Province of B.C. at: www.gov.bc.ca/connect

## Miniaci, Mario JTST:EX

From:

Currie, David GCPE:EX

Sent:

Tuesday, August 11, 2015 4:54 PM

To:

Bond, Shirley B JTST:EX; Miniaci, Mario JTST:EX; Knudsen, Mark JTST:EX; Denniston,

Tristan M JTST:EX; Reddy, Brandon JTST:EX

Cc:

Mentzelopoulos, Athana JTST:EX; Hughes, Trevor EBR:EX; Fraser, John Paul GCPE:EX; Gleeson, Kelly T GCPE:EX; Anderson, Erin GCPE:EX; Yuma Morisho, Okenge JTST:EX

RE: For approval - Staycation Inforgraphic

Subject: Attachments:

T15-0125\_StaycationGraphic\_Dos+Donts.jpg

Minister,

I know it has been a busy day on the Labour file, but just checking in with you on whether or not you're okay with this Staycation infographic? It would be a good piece to promote the staycation campaign on social media.

Also -FYI - your office has the draft regional staycation quotes and is working on MLA quotes to include. These NRs are planned to go out Thursday morning.

From: Currie, David GCPE:EX

Sent: Tuesday, August 11, 2015 8:46 AM

To: Bond, Shirley B JTST:EX; Miniaci, Mario JTST:EX; Knudsen, Mark JTST:EX; Denniston, Tristan M JTST:EX; Reddy,

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## **David Currie**

A/Communications Director
Ministry of Jobs, Tourism and Skills Training and Responsible for Labour p: 250.387.2707] c: \$.17

## D'Argis, Krista CSCD:EX

From:

Yuma Morisho, Okenge JTST:EX

Sent:

Tuesday, August 11, 2015 9:52 AM

To:

Bhat, Asha JTST:EX

Subject:

Fw: For approval - Staycation Inforgraphic

**Attachments:** 

Staycation Dos and Don'ts.pdf

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Here it is Minister.

Summer staycation dos and don'ts

**NEWS YOU CAN USE** 

For Immediate Release

2015JTST0107-001273

Aug. 11, 2015

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#### Quote

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Media Relations

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Engagement

Ministry of Jobs, Tourism and Skills Training

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250 387-2799

Media Contact:

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Ministry of Jobs, Tourism and Skills Training and Responsible for Labour p: 250.387.2707 | c: s.17



# **NEWS YOU CAN USE**

For Immediate Release 2015JTST0107-001273 Aug. 11, 2015

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour

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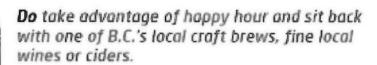
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Do sleep-in and spend time with your family.

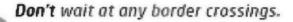


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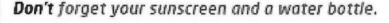


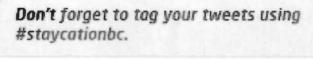
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Don't stay indoors.







WEBSITE: WWW.HELLOBC.COM TWITTER: @HELLOBC INFOGRAPHIC CREATED BY THE PROVINCE OF BRITISH COLUMBIA, CANADA (AUGUST 2015).