

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.

While there are no set rules for staycations, here are some handy dos and donts to make sure you get the most out of your B.C. Staycation:

- Do take one – they're good for your wallet and good for local businesses
- Do visit the HelloBC website for trip, festival and event ideas – hellobc.com
- Do sleep-in, read a big book, and spend time with your family
- Do check out local farmers markets - markets.bcfarmersmarket.org
- Do take advantage of happy hour and sit back with one of BC's local craft brews or fine local wines or ciders

- Don't check your email more than once a day
- Don't wait at any border crossings
- Don't stay indoors
- Don't forget your sunscreen and a water bottle
- Don't 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.
- Staycations help boost domestic tourism revenues and local economies.
- You can plan your most efficient staycation road trip route using www.drivebc.ca
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250 387-2799

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Subject: RE: For approval - Staycation Infographic
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.

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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: s.17

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From: Yuma Morisho, Okenge JTST:EX
Sent: Tuesday, August 11, 2015 9:52 AM
To: Bhat, Asha JTST:EX
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Attachments: Staycation Dos and Don'ts.pdf

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Here it is Minister.

Summer staycation dos and don'ts

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2015JTST0107-001273

Aug. 11, 2015

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