PROCLAMATION

Tourism Week

WHEREAS: Tourism Week 2023 is a seven-day event that aligns tourism organizations, businesses and other partners in promoting the industry's contribution to the Canadian economy and recognizing its impact on our own Brampton economy.

The rebuilding of Canada's visitor economy is key to Canada's overall economic growth – and we still have a long way to go to reclaim being the powerhouse we once were. It is vital that this once $105 billion industry in Canada be recognized and celebrated for the important economic driver it is.

While tourism was the industry first hit, the hardest hit, and is the last to recover, it remains vital to Canada and Brampton – not only for its capacity to generate huge economic activity, but also for showcasing Canada's values as a nation: resilience, peace, tolerance, and inclusivity. These values are needed on the world stage now more than ever. Tourism counts!

Tourism Week takes place April 24-30, 2023 and the theme chosen to recognize the fundamental economic and sociocultural importance of the sector in communities from coast to coast to coast is - CANADA: Powered by Tourism!

THEREFORE: I, Mayor Patrick Brown, on behalf of Brampton City Council, do hereby proclaim April 24-30, 2023 as "Tourism Week" in the City of Brampton.

Mayor Patrick Brown, City of Brampton