

B.C. communities explore sport hosting opportunities at the 4th Annual BC Sport Tourism Events Marketplace

Vancouver, April 18, 2008 – More than 30 communities from around the province attended the BC Sport Tourism Events Marketplace in Vancouver, B.C., on April 15, 2008 to learn about opportunities to bring provincial, national and international sporting events and conferences to their regions.

Langley was well represented, with Deborah Kulchiski, Executive Director, Tourism Langley, Kathryn Player, Manager, Recreation and Cultural Services, Township of Langley, Christine Medway, Acting Director of Recreation, Culture & Community Services, City of Langley, and Mary Carey-Marshall, Sport Langley Advisory Committee in attendance. The team met with various provincial sport organizations to highlight attractions and venues in our community, and to discuss opportunities to host events locally. These organizations included:

Lacrosse BC	Gymnastics BC	Rowing BC
Skating BC	Tennis BC	Volleyball BC
Soccer BC	Baseball BC	BC Speed Skating
BC Disc Sports Society	BC Horse Council	

“The Township of Langley is looking forward to working with local community sport groups and PSO’s to host a wide variety of sport events in the coming years. We are very fortunate to have an active sports community and top notch competition venues”, notes Kathryn Player. “We believe that the 2010 BC Summer Games will really be a catalyst in establishing Langley as one of the premier sport hosting communities in the Province”.

“We were extremely pleased with the heightened interest in Langley”, comments Deborah Kulchiski from Tourism Langley. “We have a reputation for hosting successful, high calibre sporting events, and our geographical location and excellent facilities positions Langley to leverage tourism opportunities associated with sports events”.

Held at the Sheraton Vancouver Wall Centre Hotel, this was the 4th Annual BC Sport Tourism Events Marketplace. A partnership of 2010 Legacies Now, Tourism BC and the Province of British Columbia, the Marketplace offers community tourism representatives and provincial sport organizations a business-to-business opportunity to explore sport event hosting, learn about facility inventories and share best practices.

CTV Vancouver 2010 Games reporter, Mike Killeen, emceed this year’s event featuring speakers Paul Varian, President and CEO, Sport BC; Brenda Taylor, Chief Advisor on Forestry and Eco-System Management, Solstice Sustainability Works; and Kristina Groves, Canadian Olympic Speed Skater.

“An increasing number of B.C. communities have realized the value of engaging both the sport and tourism industries to strengthen overall tourism in their regions,” said Stan Hagen, Minister of Tourism, Sport and the Arts. “Some of the benefits include economic growth, the opportunity to showcase our venues on a national or international stage, and a chance for athletes to compete closer to home. Last month, Vernon hosted a successful 2008 Ford World Women’s Curling Championship and Mt. Washington will play host to the 2009 International Paralympic Committee Nordic Skiing and Biathlon World Cup Finals.”

For more information on the Sport Tourism Events Marketplace, please visit
www.bcsporttourismmarketplace.com.

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