

# ECONOMIC DEVELOPMENT SPOTLIGHT



## Tourism Mission

Spring has sprung and there is an undeniable buzz in the air. A buzz that has been quieted for more than two years now. Travel is opening up again and Tourism Mission is ready! Spring and summer events have been planned, summer students have been hired, and the folks at Tourism Mission are ready to greet both visitors and residents looking to explore beautiful BC, seek adventure, and enjoy the serenity that is found in Mission's abundance of natural spaces.

Tourism Mission will be out and about this summer attending local events and summer hot spots equipped with suggestions on how residents and visitors alike can maximize their time in our community, to point out the local "must-see's", and offer ways on how to explore Mission more! You may see the staff in the community connecting with residents and visitors through surveys, working on further developing their social media presence, or you might just "bear-ly" catch a glimpse of their newest addition, the Tourism Mission mascot. The folks at Tourism Mission are the resident experts on the latest and greatest explorations that include arts and culture, attractions, shopping & nightlife, and outdoor adventure in Mission and beyond.

With increased amounts of local travel and the area's steadily increasing population, newcomers are exploring Mission all the time. Tourism Mission has continuously grown since its inception and in recognition of this, a five-year Tourism Strategic Plan is in the process of being implemented. This Plan will provide guiding principles for the future growth of tourism in Mission, focusing on research and industry support, destination development and marketing, visitor services, education and stewardship, and communications and advocacy. The Tourism Strategic Plan has been presented to Council, and is available for viewing at [tourismmission.ca](http://tourismmission.ca).

Even though travel has been restricted, the folks at Tourism Mission have managed to keep busy during the pandemic. Recently, they created the Mission Movie Moment short film, a movie within a movie about making movies. The Movie takes you on a hilarious adventure featuring many locations you just may recognize. Join in the fun and watch the Mission Movie Moment at [tourismmission.ca/mmm](http://tourismmission.ca/mmm).

In addition to friendly faces, local resources, and tourism information about most communities in the province, the Mission Visitor Centre is also your stop for unique Mission swag, souvenirs, and gifts.

Check out [tourismmission.ca](http://tourismmission.ca) for upcoming events, and inspiration on Mission's best places to explore, eat, and stay, follow on social media @tourismmission, or drop in to the Visitor Centre at 34033 Lougheed Highway to say "hi" and discover the best ways to #exploremission.

Economic Development Department

**Stacey Crawford**

*Director of Economic Development*

604-820-3789 [scrawford@mission.ca](mailto:scrawford@mission.ca)

