

Publish Date: Wednesday, July 29, 2009

New Tourism Association for Sooke to Port Renfrew

The Sooke to Port Renfrew Region now has an engine to expand tourism and to increase public and government awareness of the growing importance of this sector to the broader regional economy. Seven local communities – East Sooke, Sooke, T’sou-ke Nation, Otter Point, Shirley, Jordan River and Port Renfrew – have joined together to create the Sooke Region Tourism Association (SRTA). It has been created through the generous support of Tourism BC, the District of Sooke and the Juan de Fuca Economic Development Commission.

SRTA draws on the recommendations in the five year Sooke to Port Renfrew Tourism Plan, a joint initiative completed last year by representatives from the District of Sooke, T’sou-ke First Nation, Sooke Harbour Chamber of Commerce, Sooke Community Association, Juan de Fuca Economic Commission, Tourism Vancouver Island and a number of tourism-related businesses and organizations in the region.

Neil Flynn, Chair of SRTA, is enthusiastic about the capacity of SRTA to generate new economic opportunities in the region through tourism:

“Tourism and related businesses here now have the attention and support of government and community organizations that are needed to make this amazing Sooke to Port Renfrew Region one of the premier destinations on Vancouver Island for both Canadian and foreign tourists. It’s time to move forward together.”

SRTA’s logo and tagline “Wild by Nature” are shown below. An exciting new website, www.sooke-portrenfrew.com, is also being launched to provide current information on tourism activities in the region. Further, we invite all interested residents and businesses from East Sooke to Port Renfrew to a free public event in the marquee at the entrance to the Sooke Fine Arts Show tomorrow, July 30th, from 4:00 until 6:00 pm. Come and visit us, meet some of the founding members and government officials, and give us your views on how we can increase the number of tourists in the area. Bring along a written story of your adventures in the region - the best ones will be published on our new website. Take home one of our giveaways or prizes.

A drive for new SRTA members and sponsors will be held inside the Sooke Fine Arts Show in the evening.

Let's have fun while we work together to put the Sooke to Port Renfrew Region on the map!