

# Tourism Week Questions



**This document leads your activities for Tourism Week. This series of questions are foundational for your local advocacy campaign. The answers you provide will be directly used in the next round of materials.**

1

## **NAME THREE TOURISM CHAMPIONS IN YOUR COMMUNITY**

**WHY?** By identifying three local tourism champions in your community you can begin to engage with local tourism industry players who can support and inform your advocacy efforts moving forward. These three champions can also serve to help you spread messages and educational information as you move through your education and advocacy phases – these individuals will become your value of Tourism’ stars. Make sure they are comfortable sharing their story publicly – including how the pandemic has affected their livelihood.

In the next update you will receive templates for interviewing your champions so you can begin to create stories and narratives that tie together tourism in your area. You can reach out to the champions this week to gauge their comfort in sharing their story publicly; but you will receive formal questions to ask them in the following updates.

**HOW TO GET STARTED?** Think of individuals in your community with great personal stories and immense passion. They might be tourism operators – or they might have a job that someone outside of our industry might not associate with tourism. These individuals will play key rolls in helping you tell your ‘Value of Tourism’ story. They will help encompass social media stories and local marketing initiatives.

Ask friends and family – who are the first people that come to their minds? Ask elected officials and business leaders - who do they look at as community leaders in your area? Think outside the box - are there individuals who are not in the industry but who might be directly impacted? for the industry in the coming months.

## 2 **CREATE YOUR LIST OF LOCAL LEADERS AND ORGANIZATIONS THAT HAVE INFLUENCE**

**WHY?** There are a lot more leaders in the community than just elected officials. You will want to ensure that your advocacy efforts include and inform a variety of individuals. Some examples might be, municipal leaders, Chambers, Business Groups, Rotary Clubs, Elected Officials. Building this list now ensures you have all the information you need in the next steps. Building your list makes setting up meetings and presentations easy and it also gives you a direct distribution channel for some of your next local advocacy materials.

**HOW?** All elected officials are publicly listed, along with their contact information. When identifying organizations that will be important to your advocacy efforts, begin by identifying their leadership and build from there. Ensure that you are identifying a variety of individuals with different perspectives.

This does not have to be fancy. Open a spreadsheet on your computer and capture the organization name, the individual's name, the address, the email, and make a few notes when applicable (IE - do they have a meeting or even coming up? Are there board members or other strong tourism advocates already a part of the team there? Have they partnered with you on initiatives in the past?)

## 3 **CALCULATE YOUR LOCAL IMPACT NUMBERS AROUND TOURISM**

**WHY?** Simply put, nothing proves a point more effectively than data and numbers. By beginning the process of gathering local economic impact numbers you will be better prepared to advocate for your local tourism businesses and operators. These numbers will be more impactful than provincial and regional numbers.



**HOW?** Begin by identifying the categories that are important or impactful for your specific community. These might include:

- Tourism's economic contribution
- Number of jobs tourism provides in your community
- Number of visitors per year
- Pre-COVID19 and present comparisons of vacancy, open-businesses, and visitors

If you do not have this data directly, try using the provincial and regional metrics and localize them. Use your best estimations if you do not have the capacity to find and research the actual numbers.

## 4 UNDERSTAND RESIDENT OPINIONS ON TOURISM

**WHY?** It can be difficult to know when, how or why to advocate if you do not have opinion data. Polls can help to inform when and how to best communicate and advocate on behalf of your community and tourism businesses.

Elected officials and business leaders will always value the opinions of the community – having these numbers makes your discussions with them more powerful and impactful.

It is easy to assume the sentiment of your community based on a few loud voices and opinions. A poll allows you to take a real pulse check of the community. Maybe your locals are more supportive of tourism than you thought. Or maybe they have less understanding of the importance of the tourism industry than you would like.

**HOW?** Polling can take many forms:

- Official polling of the community (scientific polling)
- Informal conversations or pulse checks documented and tracked
- Or even, informal online polls through SurveyMonkey, social media, or a Google form



A scientific poll will carry the most weight in your upcoming advocacy efforts. Check out the 'How to Poll Your Community' checklist for a step by step guide in launching your own telephone poll in the community.

A non-scientific poll can still be useful if you put the work in. You can tackle this by setting up your own only survey based on the same poll questions in the 'How to Poll Your Community' checklist and distribute it to the list you created in step 2, the local lists you have internally already (email lists, etc.), and family and friends. You can also use social media to poll – but beware – results on social media will always appear to be more polarized than they might be.

