

Step 3: Advocacy



The third step in an effective value of tourism campaign is advocacy. You have engaged with your community, identifying champions and stories that will resonate, and gathered their input through public opinion polling. You have educated your community leaders and residents regarding the economic and human impact of tourism in your region. Now is the time to take action, activating your audiences. As you take the third step towards advocacy, reflect on these three questions:

- **Why is the tourism industry important?**
- **What value does the tourism industry have in our community?**
- **How can we empower residents to show they value tourism?**

PRESS RELEASE TEMPLATES

The Northern BC Tourism Value of Tourism Campaign Kit includes two unique media release templates for advocacy. These media release templates are designed to set you up for two interesting media stories as you continue to advocate for the value of tourism in your community.

The goal of the first media release is to share with your residents the results of the recently completed polling. By sharing these results, you also allow them to be part of the ongoing conversation. They get to see where the community is aligned and can start to understand what that means for your destination organization.

The second news release is to be used after you have solidified a date for a 'local tourism' proclamation with your local elected officials. It will educate the media and community about the important decision and help them to understand how they can be part of the important community initiative.

Fill in the templates with information specific to your destination. Post it to your website, share it on your social channels, and send it with your local media outlets via email.

KEY MESSAGE TEMPLATE

Key messages allow you to align your organization and stakeholders as they speak with elected officials, neighbours, and other community leaders. These key messages will guide your conversations throughout the next few weeks.

Fill in the template with information specific to your destination. These numbers will be what you collected during your research as well as what Northern BC Tourism's resident sentiment poll found. Your goal is to start to engage and empower your community about the value of tourism – the key messages give you the soundbites to help you do that.

OP-ED TEMPLATE

The op-ed template is an opinion editorial piece that can be submitted to local media, local organizations' monthly or quarterly publications, and other newsletters throughout your community.

The piece is to include your president or executive director in the byline. The aim is to increase your value of tourism message and share recent results of the resident sentiment poll and what the community needs to do in order to support tourism moving into the future.

GOVERNMENT SPECIFIC RESOURCES

LETTER TEMPLATE

Use this letter template with the information uncovered in the resident sentiment poll as well as any local polling/research you completed and send this to local elected officials as well as provincial and federal elected officials.

Your job is to solidify that tourism matters to the community – you want your research to help inform the decisions they will make about tourism in the area.



POWERPOINT PRESENTATION

You should also strive to meet with your elected officials to give them more information about tourism. These meetings could be informal over a coffee or they could be a more formal presentation to a larger group at your local Council Chambers.

This presentation is mostly complete. You can change or fill in the presentation with additional slides specific to your DMO/CDMO.

The presentation is based off the key messages and the Northern BC Tourism resident sentiment polling. Your goal is to ensure your local elected officials understand the results and what the next step for tourism-based businesses in the community could be.

PROCLAMATION TEMPLATE

One of your goals in the advocacy step will be for the government to proclaim a week – a month – or a year – local tourism focused. This proclamation template can be filled in with your community specific information and used to assist your elected officials with their announcement. Having the proclamation ready makes your ask easy!

RESIDENT SPECIFIC RESOURCES

POSTCARD TEMPLATE

When you can amplify your own voice, it will always assist you get your message across. This postcard campaign is for you to empower your locals to tell the local elected officials that tourism is important to them.

Fill in the template with your own DMO/CDMO information – including the mailing address of your municipal government office. Share the postcards on your website, newsletters, and social channels encouraging your residents to print and send the postcards in.

The postcard is a bit different than last time – now it has a specific ask. You want residents to tell their elected officials that a good decision for tourism is a good decision for the community.



SOCIAL MEDIA BADGE

This badge should be distributed through your social media channels, website, and newsletter. Encourage people to share the badge in their social media feeds including your social media handles and the hashtag [#BCTourismMatters](#).

The badge signals that the individual posting believes tourism is valuable to the community.

All your board and staff should be the first people to post this. They should then encourage their networks to do the same. The uptake of the badge should feel like a grassroots initiative.

INSTAGRAM STORIES TEMPLATE

This Instagram Story template can be rebranded, or you can use what is provided. The goal is to give residents an interesting way to engage with you on the topic of local advocacy. These types of templates are quite trendy and should serve to boost your social media reach while at the same time continuing your advocacy campaign around how far valuable tourism is to your community.

Your destination organization should post from your own account first. Staff and board members should be the first to participate tagging individuals from their own network that will participate. With some encouragement you will see the story go viral within your community. Share all the completed stories through your own Instagram channel.

