**June 16, 2022**

(Insert name of official here)

(Insert title of official here)

(Official’s Mailing Address)

(Official’s Email Address)

Dear XXX:

**RE: Public Opinion Survey Results in (insert community here)**

I am writing you today to advocate for the tourism-related businesses and the entire tourism industry in (insert community here). As businesses in our region continue to recover, we have an obligation to support the tourism industry, and by doing so, indirectly we will support economic growth and cultural revitalization in our community.

As part of a wider value of tourism campaign across Northern BC, members of our community were asked to participate in a public opinion survey completed via telephone calls during the first week of June 2022. (DMO/CDMO) would appreciate the opportunity to meet with you in the coming weeks to share the results of this survey and further discuss the incredible impact of tourism on our local economy.

Our survey of more than 1200 residents across Northern British Columbia has provided us with many important insights into the attitudes and perceptions of residents regarding tourism in the region. These highlights include:

* Nearly 90% of respondents believe tourism is an important economic contributor in their community.
* 80% of respondents indicate that tourism leads to an increase in their quality of life.
* 70% of respondents believe tourism leads to good jobs.
* More than 85% of respondents indicate money spent on promoting tourism a good investment.
* 94% of respondents believe we should be welcoming visitors to the region.
* Less than 50% of respondents believe small businesses and tourism operators have been provided necessary support.
* 87% of respondents support national and international marketing efforts.

We are eager to meet with you and your colleagues to share our local value of tourism findings and human stories. We look forward to meeting with you and continuing to engage about the important roll tourism plays in our local/regional/provincial economy.

Sincerely,

(Insert Signature here)

Insert Name, Title

DMO/CDMO Here

Phone:

Email: