**(Enter DMO Here) ADVOCATES FOR CONTINUED SUPPORT OF TOURISM ECONOMY AS PANDEMIC RECOVERY CONTINUES**

***(Enter DMO/CDMO) is highlighting the vital economic contribution and impact of tourism and tourism-related businesses in (Insert community).***

**For Immediate Release**

**July 1, 2022, *(Insert Community Here),* British Columbia** – As tourism businesses across the region continue their recovery from the extraordinary impacts of the pandemic, (Insert CDMO Here) is reminding residents of the vast direct and indirect economic impacts of the tourism industry. As summer 2022 begins, (insert CDMO) is asking for residents’ support for revitalizing this integral sector of the local community and economy.

“The value of tourism is most directly corelated with the success of hotels, restaurants, and the entire hospitality industry,” said (insert name, title, org). He/She added, “The reality is that the tourism industry and its impacts reach far beyond hospitality, impacting countless others including local shops, attractions, breweries, wineries, farms, and numerous other small businesses.”

The latest research from Destination BC indicates a nearly 65 per cent drop in total revenue from tourism in 2020, and a nearly 60 per cent drop in provincial, regional, and municipal tax revenue in 2020 as a result of the pandemic. These numbers reflect the incredible impact and potential of our tourism industry. (Insert local impact numbers here)

Additional pandemic recovery research demonstrated that in September and October of 2021, significant issues persisted across the tourism industry including staff shortages and capacity restrictions, which have disproportionately affected food and beverage businesses, while international travel restrictions continue to have had the largest impact on hotels and remote businesses. The same research also revealed the following statistics based on interviews with 181 tourism-related businesses:

* Only 28% of businesses reported "business as usual" indicating the sector continues to face abnormal business conditions. Hotels and resorts show the highest percentage of closed firms (27%).
* 30% of businesses reported losing more than half of their revenue relative to the same month in 2019. And 58% reported losses of 25% or more year over year.
* 31% of businesses were unable to pay their Aug/Sept 2021 bills, an increase of 2 percentage points since July/Aug report.
* 17% - 33% reported being ineligible for major provincial and federal programs targeted for businesses, a stationary trend over time.
* 50% reported receiving a quarter or less than their 2019 bookings.

(Insert quote regarding local impact numbers here)

“While we are pleased to see that our sector has moved towards recovery in 2022, the reality remains that the pandemic has impacted our tourism industry in a considerable way. We continue to see the consequences, both directly and indirectly, across the region. Not only are we seeing high vacancy rates and lower revenue in the hospitality industry, we are seeing far reaching, indirect impacts across sectors,” said Clint Fraser, CEO, Northern B.C. Tourism. He added “We are highlighting the importance of the tourism industry because we know that a healthy tourism industry will mean a healthy local economy for this entire region”.

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For more information regarding (insert DMO here ‘s) effort to engage with and support local businesses visit (insert website here).

Media Contact:

Name, Title

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