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The tourism industry in British Columbia contributed more towards our provincial GDP in 2018 than any other primary resource industry including forestry and logging, agriculture and fishing, oil and gas, and mining. Since 2019, when BC tourism saw our highest numbers ever, everything has changed.

Today tourism-related businesses are adjusting and recovering in the wake of a global pandemic. In Northern BC we know that each of our local economies are deeply impacted by the tourism industry, both directly and indirectly. Beyond hotels, restaurants, and the entire hospitality industry, which create countless jobs and generates spending in the local economy; our local shops, activities, attractions, breweries, wineries, and farms, are all reliant on the spending that is generated by tourism. These businesses indirectly impacted by tourism enhance the cultural fabric of our communities.

The more than 161,500 British Columbians employed by some 19,329 tourism-related businesses need our help. They need us to support the tourism industry and tourism related businesses in our community by staying close to home and exploring the best of what (insert community here) has to offer. By supporting our local tourism industry, we can not only keep our friends, families, and our neighbours safe, but we can contribute to our local economy.

As businesses in (insert community here) continue to recover and adjust to their new realities, I ask that we all enjoy our favourite BC activities and advocate on behalf of our neighbours who are operating small businesses. In 2022 the challenges of operating a hospitality or tourism related business look entirely different than ever before. (insert community here) and our tourism-related businesses need your support as they find their footing in this new reality.