**(ENTER DMO/CDMO HERE) PUBLIC OPINION SURVEY REVEALS 94% OF RESIDENTS EAGER TO WELCOME VISITORS TO NORTHERN BC**

***(Enter DMO/CDMO) completed resident sentiment polling in the community in June 2022, in partnership with Northern BC Tourism.***

**For Immediate Release**

**July 1, 2022, *(Insert Community Here),* British Columbia** – As the tourism industry and tourism related businesses continue their recovery from the dramatic impacts of the pandemic, (Insert DMO Here) is working hard to understand resident attitudes and perceptions regarding the value of tourism in the community. Between June 6 - 9, 2022, (insert DMO) participated in polling, executed in partnership with Northern BC Tourism, aimed toward better understanding the sentiment of residents in the region regarding the value of tourism and tourism marketing related activities.

“Our research has demonstrated that…,” said (insert name, title, org). Adding, “.”

Residents of eight communities across Northern BC were surveyed regarding their opinions on the value tourism and tourism related marketing activities in their region. (Insert number of respondents across the region) were asked questions regarding the impact that tourism has on their daily lives and the value that it brings to their community. The survey also strived to better understand resident’s level of comfort around encouraging tourism in their region and their own comfort traveling.

Result 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.

“As a regional tourism organization, we felt it was important to know exactly where each community stood regarding the value of tourism to their community and proactive marketing or advocacy efforts.” said Clint Fraser, CEO, Northern B.C. Tourism. Adding, “now that we better understand the current sentiment of residents in the region we can move forward, advocating in the most effective manner, to share the incredible value of tourism for our residents.”

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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

DMO

P:

E: