**Tourism Northern B.C.**

**Key Message Document**

**Tourism Impact Messages**

**This document includes a variety of key message for you to use when communicating with local elected officials and community leaders.**

**In order to have the greatest impact draw out the human stories and reconnect your community to the people behind the businesses they love, or those they may not be familiar with yet. The tourism industry has a huge trickledown impact, connect people who are indirectly impacted by tourism. The more people that know about our industry, the more likely they’ll be to spend their travel dollars in your community. Share the value of tourism in Northern B.C. with your audiences.**

**The value of tourism**

* A healthy tourism economy is a vital contributor to a vibrant community and local economy.
* Tourism provides social, cultural, environmental, and economic value to our communities.
* Hotels, restaurants, and the entire hospitality industry create countless jobs and generate spending in the local economy.
* Local shops, activities, attractions, breweries, wineries, farms, marketing companies, and photographers are all reliant on the spending that is generated by tourism and enhance the cultural fabric of our communities.
* Visitors pay taxes to municipal and provincial governments when they spend time in our community, supporting DMOs/CDMOs and tourism advocacy.

**The people behind tourism**

* (Insert Tourism Champion 1 here) is supporting our community by (insert story here).
* (Insert Tourism Champion 2 here) is directly impacted by the tourism industry in the following ways (insert story here).
* (Insert Tourism Champion 3 here) is indirectly impacted by the tourism industry in the following ways (insert story here).
* As a result of the pandemic our local tourism industry has experienced (insert local impact numbers around hotel vacancies, job losses, closing businesses).

**Statistic proof points**

* In 2019 destination BC reported more than 19,000 tourism-related businesses across the province.
* In 2019 tourism related businesses in BC employed more than 161,500 individuals, this number dropped by 64.4% in 2020.
* The latest research from Destination BC indicates a nearly 65% drop in total revenue from tourism in 2020.
* In 2020, BC saw a nearly 60% drop in provincial, regional, and municipal tax revenue as a result of the pandemic.
* 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%).
  + 33% of businesses reported using less than half their usual staff for this time of year, a small improvement from June. The average staffing level rose to 67% in July and dropped to 58% in August of 2021.
  + 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.