**Suggested Key Messages**

Use these key messages to help you craft communications as well as answer questions from elected officials, media, and community members throughout your value of tourism campaign.

The goal will be to focus on the value of tourism. Talk about the direct and indirect tourism impact on the people behind the businesses. Highlight the economic impacts behind last week’s human stories and connect your community to the economic impact of tourism in BC. The tourism industry in BC makes incredible contributions to local and provincial economies and governments through spending, job creation and taxes.

The impact of tourism is often understated from an economic perspective. The more people know about the economic impact of our industry, the more likely they will be to take the problem seriously.

This is your opportunity to empower the community and let them know how to support the industry.

**Key Messages**

**Tourism – Empowering Locals to Play**

* We need locals to support our tourism economy this summer.
* For a list of experiences that are perfect for any type of hometown traveler visit or website or follow us on social media (note your handles and URL)
  + Provide example of business to support
  + Provide example of business to support
  + Provide example of business to support
  + Provide example of business to support
  + Provide example of business to support
* Enjoy your favourite BC activities, close to home. Learn more about our current operating hours and procedures at insert website.
* Start booking your BC-based holidays for summer and fall. Be sure to check on cancellation and refund policies.
* 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 operators and tourism businesses you are contributing to the value that our tourism industry provides through spending, employment, and tax revenue.
* Tourism in insert community here impacts our entire community both directly and indirectly. Show your support for our community by supporting a tourism related business today.
* British Columbia’s tourism industry had an exceptional year in 2019, with a total of 6,213,752 overnight international visitor arrivals to the province, including 3,980,733 visitors from the US, 1,348,676 from Asia Pacific, and 607,807 visitors from Europe. International visitor arrivals were up 2.6% over 2018.
  + The last two years have given us the opportunity to explore our own backyard - something we often take for granted. There are exceptional experiences here in northern BC that many were unaware of and more than enough experiences to fill our calendars for the rest of our days. Supporting the tourism sector locally has positive ripple effects for your community.

**Resident Sentiment Polling:**

* Use the [resident sentiment polling data](https://www.travelnbc.com/wp-content/uploads/2022/08/NBCT_ResidentSentimentPresentation_2022-1.pptx) and results presentation to select the statistics you believe will be most powerful for your community; have 3-5 key points and a call to action for locals after each