

# Value of Tourism Campaign Checklist



This week you are using the information you gathered in your previous weeks to kick-start a local tourism value of tourism campaign.

## WHY IS A VALUE OF TOURISM CAMPAIGN IMPORTANT?

By now, most individuals should be starting to understand how far reaching the tourism industry is. Now your community is primed and ready to understand how valuable the tourism industry really is. Your education campaign was focused on facts; your value of tourism campaign should be focused on empowerment.

Using your key messages, resident sentiment poll results, and the tools within this update you can empower residents to be vocal advocates for the tourism industry.

**Advocacy can make a difference.** As your community becomes more passionate about tourism and its impact, they will not be able to hold back! As you need support for destination development, funding, programming, and local campaigns you will have a community of champions ready and willing to support you.

## WHAT IS YOUR KEY DELIVERABLE THIS WEEK?

In any campaign the individual with the longest list will be able to deliver a victory. No matter what you need support for you will need a list of champions that you can call upon.

Your call to action this week should be about signing up to show support for the tourism industry. You can utilize a Google Form, a newsletter form, or even utilize Survey Monkey. Make sure you ask for location information, names, and emails. You will be able to call upon these locals whenever you are launching local campaigns that need their attention – your first might be a call out for supporting local business – down the line it might be for supporting a funding request at Council.

You are not promising them a newsletter or updates – you are promising them an opportunity to support tourism when you need it most.

## YOUR VALUE OF TOURISM CAMPAIGN

- ☐ As you plan out your next few weeks use this checklist as your guide to execution.
- ☐ Review the Northern BC Tourism polling presentation and the local data from your community
- ☐ Finalize the key message document with your specific community information and add any important points you think your community needs to know:
  - ☐ Specific polling numbers or data you have collected
  - ☐ Important initiatives you have underway
  - ☐ Key issues you need support for
  - ☐ Local businesses that need your community's support
- ☐ Send your government officials the government letter after you have filled it in with community specific information
- ☐ Follow-up with government officials and present your tourism facts to them by using the Northern BC Tourism polling presentation template
  - ☐ Make sure you make any specific changes to the presentation that reflect your community's specific information before you present
- ☐ Fill in your polling results announcement press release template and send it to your local media
  - ☐ Follow up with media and ask if they would be willing to interview you and your tourism champions
  - ☐ Post the press release to your website
  - ☐ Share the press release and the information on your social media channels
- ☐ Find other opportunities to present the polling information to
  - ☐ Can you have a webinar in your community?
  - ☐ Is a local group meeting and looking for an interesting speaker?
  - ☐ Can you give a presentation on Facebook Live?
  - ☐ Are there other associations that benefit from tourism that could host a webinar or event for you?
  - ☐ Can you line up a segment on a local radio or television show?

- ☐ Encourage locals on social media to share their passion for the tourism space by posting the social media badge on their profiles or by utilizing the Instagram Story templates
  - ☐ Make sure you remind them to tag you and use the **#BCTourismMatters** hashtag so you can keep track of all the posts
- ☐ Encourage locals to share their sentiment around the value of tourism by selecting and sending a postcard to your local municipal leaders
  - ☐ Make the postcards downloadable on your website and post them on your social media channels and share them in your e-newsletters
  - ☐ Print copies of the postcards and distribute them at speaking events or have them on hand in your office if someone wants to pick one up as opposed to downloading it.
- ☐ Work with local media on a campaign that tells the stories of your identified tourism champions
  - ☐ If you already have a campaign in market now is the time to shift any messaging from education to empowerment
- ☐ Work with your elected officials to proclaim an upcoming week – month – or year to be dedicated to the promotion of local tourism. Use the proclamation template included.
- ☐ Once your local government does proclaim its connection to tourism use the proclamation press release template to alert the media
  - ☐ Post it on your website and share it through social media
- ☐ Make connections and keep driving people to sign up to show their support for tourism in the community. Remember, you are not promising them a newsletter or updates – you are promising them an opportunity to support tourism when you need it most.

