



#WeAreTourism

A TOURISM ADVOCACY MOVEMENT

A grass-roots movement to support
the Tourism & Hospitality Industries
across Metro Vancouver

METRO VANCOUVER TOURISM & HOSPITALITY RESPONSE & RECOVERY TASK FORCE
COMMUNITY & TOURISM ADVOCACY SUBCOMMITTEE

DISCOVER THE VANCOUVER YOU DIDN'T KNOW...SAFELY, TOGETHER

OBJECTIVE:

To inspire Tourism & Hospitality associates to advocate for their industry by drawing attention to the impact and significance of tourism in creating the vibrant and livable Metro Vancouver community that we all enjoy.

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HOW:

Create a grassroots movement that is initiated by the contacts and connections of the Tourism Task force working group who will invite, encourage and engage associates through social media channels.

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GOAL:

Build a groundswell of support and positive sentiment between our industries and communities by:

- sharing the diversity of our personal stories across social media platforms
- demonstrating the importance of the industry to our local economy
- offering recommendations for the community
- challenging friends, family and community to enjoy our destination this summer

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1. SHARE MY INDUSTRY STORY

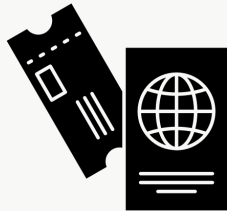
Who, What, Where?
Why, When, How?



2. SHARE MY COMMUNITY PRIDE

Favourite places...
New discoveries...
What have you missed...
First place you will go...

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HOW TO HELP



3. SHARE MY INDUSTRY

Supports diverse sectors, businesses and people
Contributes \$14.4B to the local economy
Welcomed nearly 11 million overnight visitors in 2019
Visitor economy hardest hit sectors by COVID-19
Share stats on how your sector has been impacted



4. SUPPORT MY LOCAL TOURISM

Take a day trip or book a staycation
Offer recommendations to our community
Post stories using #WeAreTourism
Tag and challenge friends and family
Share this with industry colleagues

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INDUSTRY DEMOGRAPHICS:

The following statistics shows the demographics of the people in our communities impacted by business closures, job losses and layoffs in the tourism & hospitality industries.

- 35% of tourism labour force identify as visible minority
- 33% of workforce are young workers 15 - 24, with more than 20% visible minority
- 5.2% of workforce in BC identify as indigenous
- More women than men are employed in tourism sectors like accommodations, food & beverage, and travel services
- 90% of tourism businesses are considered small business. Most tourism businesses buy goods locally, hire locally, and retain their profits locally.
- More than 30% of the tourism labour force in BC is supported by immigrants and non-permanent residents, the highest percentage in Canada

Sharing these or your own statistics from your organization can help our communities across Metro Vancouver understand who has been impacted the most in this industry.

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INDIVIDUALS

HERE'S WHAT YOU CAN DO:

1. Incorporate video or images. Here's a [great example](#).

2. Use a hand-held sign with #WeAreTourism and tag businesses.

3. Share the movement with your industry friends.

4. Tag and challenge your family and friends. Make it public.

5. Demonstrate our diversity in the industry.

6. Highlight BIPOC, LBGTQ+, cultural diversity.

7. Inclusive and welcoming

Encourage kindness. And know before you go.

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ORGANIZATIONS

HERE'S WHAT YOU CAN DO:

1. Share with your organization and team members.
2. Use a hand-held sign with #WeAreTourism in your photo and tag colleagues.
3. Tag your industry partner, or better yet, visit them.
4. Incorporate #WeAreTourism, and secondary supporting hashtags such as #TourismCounts.
5. Demonstrate our diversity in the industry.
6. Highlight BIPOC, LBGTQ+, cultural diversity.
7. Inclusive and welcoming.

Encourage kindness. And know before you go.

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CONTACT:

COMMUNITY & TOURISM ADVOCACY SUBCOMMITTEE

Gwendal Castellan, Tourism Vancouver

✉ gcastellan@tourismvancouver.com

Nancy Chilton, Vancouver Attractions Group

✉ info@vancouverattractions.com

Kelly Liberatore, Sales, Marketing, Tourism Consultant

✉ kelly.liberatore@shaw.ca

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THANK YOU

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