

Make tourism count in 2017 municipal elections

Here is a sample text you can use to discuss tourism priorities with your municipal government.

Subject: Municipal government support for the tourism industry

Dear [CANDIDATE NAME],

I am [NAME] and I work/manage/own [BUSINESS] in [MUNICIPALITY]. [BUSINESS] has done business in this area since [DATE] and has [# of] employees.

I am a proud contributor to Newfoundland and Labrador's \$1 billion tourism industry which accounts for 8% of provincial jobs and as such, I am writing to ensure that [MUNICIPALITY] is aware of its role in contributing to the growth and sustainability of the tourism sector. Key areas of importance include:

- Destination Development, with investments in tourism based on strategic priorities established under the guidance of the NL Tourism Board and its regional partners.
- Quality Assurance to ensure alignment with provincial standards designed to elevate offerings and provide consistency across NL.
- Maintenance of roads and other infrastructure under municipal jurisdiction.
- Providing access to enhanced visitor information locally.
- Enhanced public transportation systems.
- Ensure level playing field by addressing unlicensed and unregulated accommodations at a municipal level.
- Ensure Room Levies are tourism industry led, focused and managed with the monies collected re-invested in tourism marketing and tourism development.
- Ensure protection and preservation of critical tourism natural and cultural resources and assets through municipal policy and regulatory frameworks.

I would welcome an opportunity to discuss these priorities and their impact on my business and tourism in [MUNICIPALITY]. In the meantime, please feel free to contact me should you have any questions.

Regards,

[SIGNATURE/NAME BLOCK]