

Local Government

For local governments, tourism revenues directly support essential services and visible infrastructure. Embedding tourism into local and regional planning ignites growth, strengthens community pride, supports Indigenous and non-Indigenous businesses, and ensures critical services and small enterprises thrive over the long term.

Audience Overview

Provincial, territorial, municipal, and Indigenous leaders, economic development officers, regional planners, and public works departments.

Why They Matter

Local and provincial governments fund, permit, and operate infrastructure like parks, signage, and cruise terminals. They shape zoning, land use, and visitor management and are the visible face of policy. With the right tools, local leaders become champions. They translate national narratives into localized storytelling that reaches residents.

Key Messages

- 1. Invest in your community's quality of life.**
Tourism revenues support services and infrastructure from parks to public safety. Champion projects that amplify this positive cycle.
- 2. Energize your local economy, ignite growth.**
Embed tourism in strategic plans. It drives job creation, small business growth, and lasting prosperity, helping keep essential local services alive.

Proofpoints

One in five local governments prioritize tourism's tax benefits.

KEY MOTIVATIONS

Economic development, job creation, and regional pride

Visible results from investments

Community engagement and livability

CALL TO ACTION

Integrate tourism into regional planning

Promote and fund local and Indigenous tourism initiatives

Partner with Indigenous and non-Indigenous communities for shared messaging

MAIN CHANNELS

Council briefings and municipal strategy docs

Local newspapers and newsletters

Federation of Canadian Municipalities (FCM) meetings

Provincial caucus events

KPIs

Tourism in economic development plans

Local campaign funding or infrastructure commitments