

KRTA Conference 2017

Walt Judas, CEO

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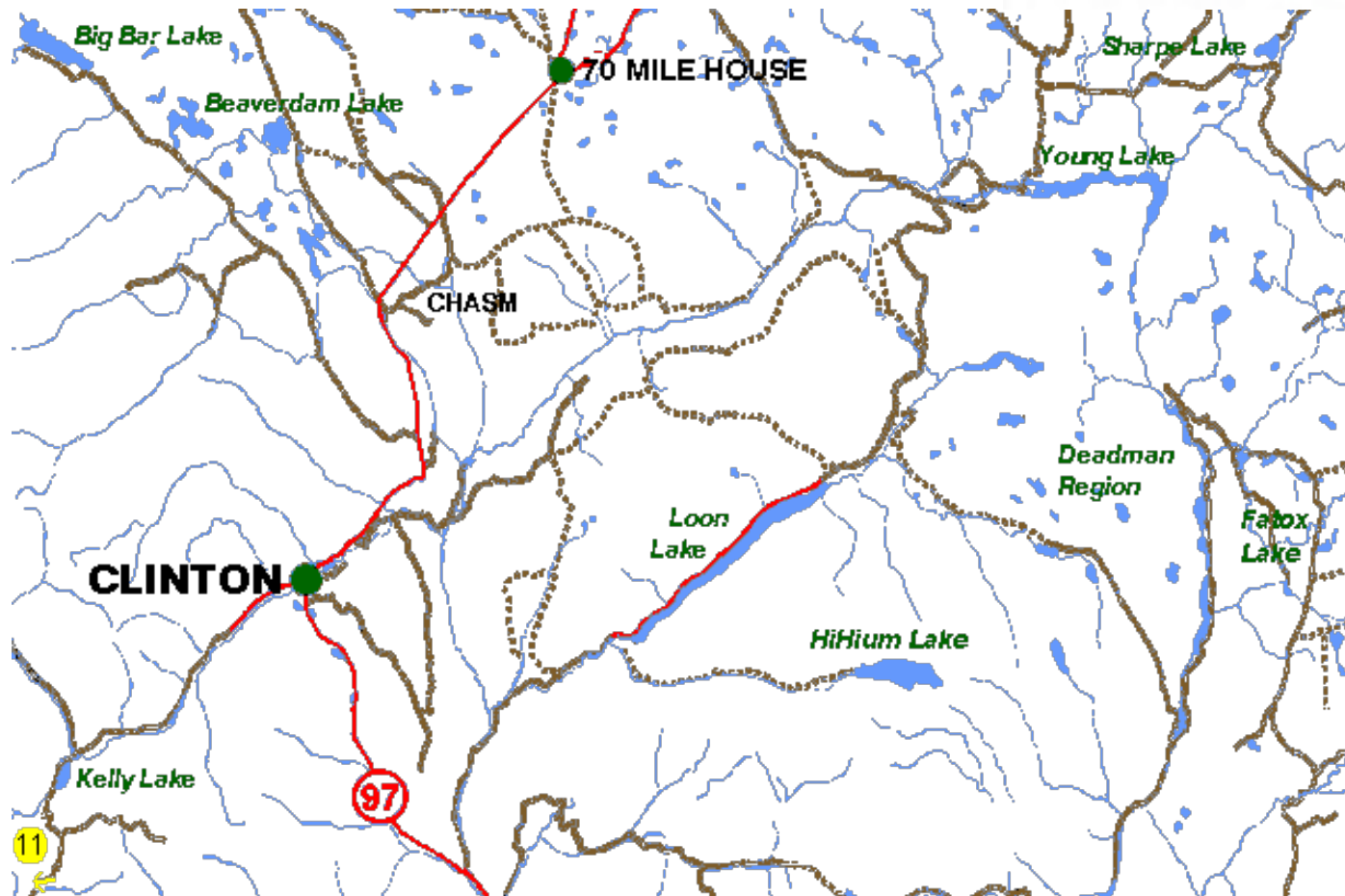
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Circle W HiHium Fishing Camp

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Circle W – post Wildfires

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Circle W post-Wildfire

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BC Wildfires 2017

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Wildfires – What Worked

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- Interim communication framework worked
- Strong cooperation between DBC, RDMOs, CDMOs, TIABC, Min of Tourism, BC Parks
- Proactive communication with clients
- Consistent messaging
- Know Before You Go



[Home](#) » [British Columbia](#) » [About BC](#) » [Know Before You Go - Wildfires](#)

Know Before You Go - Wildfires

As you may know, there are a few areas of British Columbia currently dealing with wildfires. However, British Columbia is a very large and diverse province, and there are many areas that are not impacted and are open for business.

Wildfires – Challenges

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- Media sensationalism
- Stakeholders not responding to or engaging with communication channels
- Short-term needs versus long-term gain



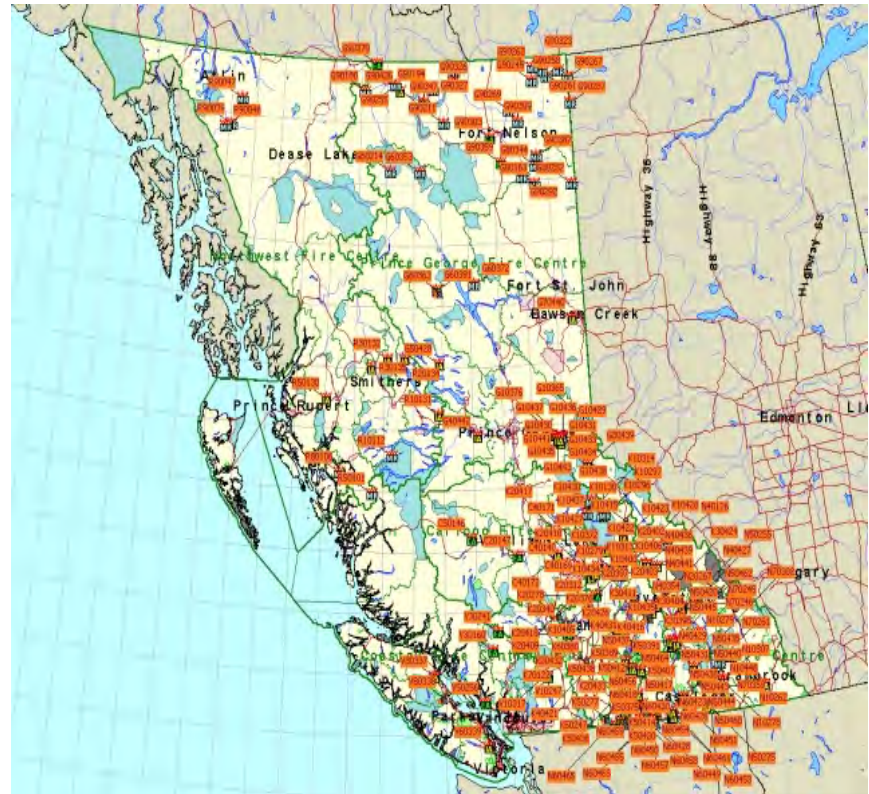
Wildfires – Challenges

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- New government
- Bureaucrats risk averse; no consideration for tourism industry; poor communication



Wildfires - Recommendations

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- Need firm communications framework & protocol
- Need RDMOs embedded into local emergency centres
- Need to educate bureaucrats and government
- Need to consider individual client's experience as part of decision-making

Evacuation Order

What To Do

- Close all windows and doors
- Turn off unnecessary appliances
- Keep on 1 outside light
- Take critical items like medication
- Take pets in a kennel

Climate Change

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New Government



- Hon. Lisa Beare,
Minister of Tourism,
Arts & Culture
- Dedicated ministry



Formula Funding

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$$\Delta \mathbf{x} = \mathbf{x}_f - \mathbf{x}_i \quad \Delta \mathbf{v} = \mathbf{v}_f - \mathbf{v}_i$$

$$\bar{\mathbf{v}} = \frac{\Delta \mathbf{r}}{\Delta t} \quad \bar{\mathbf{a}} = \frac{\Delta \bar{\mathbf{v}}}{\Delta t}$$

$$\mathbf{v} = \mathbf{v}_0 + \mathbf{a}t$$

$$\mathbf{x} = \mathbf{x}_0 + \mathbf{v}_0 t + \mathbf{a}t^2/2$$

$$v^2 - v_0^2 = 2\mathbf{a}(\mathbf{x} - \mathbf{x}_0)$$

$$\bar{\mathbf{v}} = \frac{\mathbf{v}_f + \mathbf{v}_i}{2} \quad \Delta \mathbf{x} = \bar{\mathbf{v}} \Delta t$$

$$\mathbf{x} \rightarrow x, y \quad \mathbf{x}_0 \rightarrow x_0, y_0$$

$$\mathbf{v} \rightarrow v_x, v_y \quad \mathbf{v}_0 \rightarrow v_{0x}, v_{0y}$$

$$\mathbf{a} \rightarrow a_x, a_y$$

$$v_x = v \cos(\theta)$$

$$\theta = \tan^{-1}\left(\frac{v_y}{v_x}\right)$$

$$\theta = \cos^{-1}\left(\frac{v_x}{v}\right)$$

$$\theta = \sin^{-1}\left(\frac{v_y}{v}\right)$$

$$\mathbf{r} = r\hat{\mathbf{r}} \quad \mathbf{v} = \omega \mathbf{r}$$

$$\mathbf{a} = \alpha \mathbf{r}$$

$$I = \sum_i m_i r_i^2 \quad \theta = \theta_0 + \omega_0 t + \frac{1}{2} \alpha t^2$$

$$\omega^2 - \omega_0^2 = 2\alpha(\theta - \theta_0)$$

$$L = r_{\perp} p = mvr_{\perp} \quad \tau = r_{\perp} F = rF_{\perp}$$

$$L = I\omega \quad \tau = \frac{\Delta L}{\Delta t} \quad \tau = I\alpha$$

$$\frac{1}{2} I \omega^2$$

$$\sum_i \vec{\mathbf{F}}_i = 0 \quad \sum_i \vec{\tau}_i = 0$$

$$\mathbf{F}_{\text{tot}} = m \mathbf{a}$$

$$E = K + U$$

$$E_i = E_f$$

$$\frac{1}{2} mv^2$$

$$\Delta Q = (\text{quant}) C_{\text{cond}} \Delta T$$

$$\Delta Q_{\text{into}} = \Delta W_{\text{by}} + \Delta E$$

$$\frac{RT}{2} \Big|_{\text{deg. freedom}} \quad C_p = C_v + R$$

$$\Delta S \geq 0$$

$$\Delta Q = I \Delta(\text{quant})$$

$$PV = nRT$$

$$e = \frac{\Delta W}{\Delta Q} \quad e = 1 - \frac{T_L}{T_H} \quad P = \frac{F}{A}$$

$$M = \rho V \quad P_1 = P_2$$

$$\Delta P = \rho g \Delta h$$

$$B = \rho_{\text{liq}} V_{\text{disp}} g$$

$$A_1 v_1 = A_2 v_2$$

$$P + \frac{1}{2} \rho v^2 = \text{const.}$$

$$\mathbf{F}_{\text{tot}} = m \mathbf{a}$$

$$W = F d_{\parallel} = F_{\parallel} d$$

$$W_{\text{tot}} = \Delta(\text{KE})$$

$$\Delta U = -W_{\text{if}}$$

$$\frac{1}{2} kx^2 \quad \omega = \sqrt{\frac{k}{m}}$$

$$p = m v$$

$$\vec{P}_{\text{init}} = \vec{P}_{\text{final}}$$

$$\left(\sum_j m_j \vec{v}_j \right)_{\text{init}} = \left(\sum_j m_j \vec{v}_j \right)_{\text{final}}$$

$$M_e = 5.97(10)^{24} \text{ Kg}$$

$$R_e = 6.37(10)^6 \text{ m}$$

$$G = 6.67(10)^{-11} \text{ N m}^2/\text{Kg}^2$$

$$\frac{GM_e}{R_e} = g R_e$$

$$\frac{GMm}{r^2}$$

$$-\frac{GMm}{r}$$

Travel Disruptors

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Family Day

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Labour Shortages

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HOUSING AFFORDABILITY
WORSENS IN CANADA...



Transportation

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Pipelines

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Stakeholder Relations

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2017...so far

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- \$15.9 billion in revenues
– higher GDP than agriculture, fishing, mining
- 127,000 employees, 19,000 businesses
- 3.3 million international visitors (July 2017), +3%
- Room revenue
 - East Kootenays = +9.4%
 - Revelstoke = +7.5%



#BC Tourism Matters

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BC Tourism Industry Conference

March 7-9, 2018 - Kelowna

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