Circle W HiHium Fishing Camp
Circle W HiHium Fishing Camp
Circle W – post Wildfires
Circle W post-Wildfire
Wildfires – What Worked

- 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
Wildfires – Challenges

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

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

- 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
New Government

- Hon. Lisa Beare, Minister of Tourism, Arts & Culture
- Dedicated ministry
Travel Disruptors
Family Day
Labour Shortages
HOUSING AFFORDABILITY WORSENS IN CANADA...
Transportation
Pipelines
Stakeholder Relations

TOURISM INDUSTRY ASSOCIATION OF BC
2017...so far

- $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