



Tourism in BC

It's Our Story to Tell

Kootenay Rockies Tourism Conference
Walt Judas, CEO

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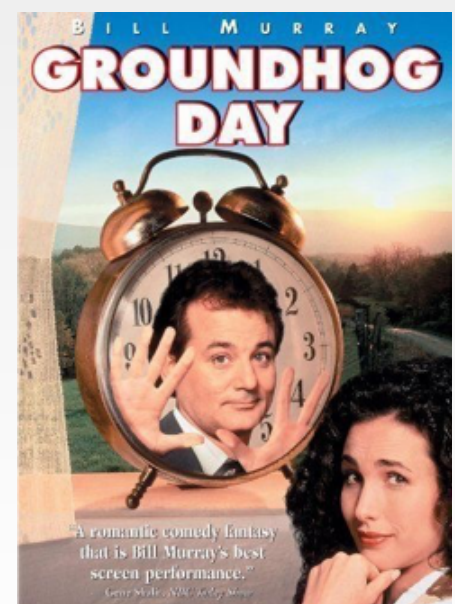
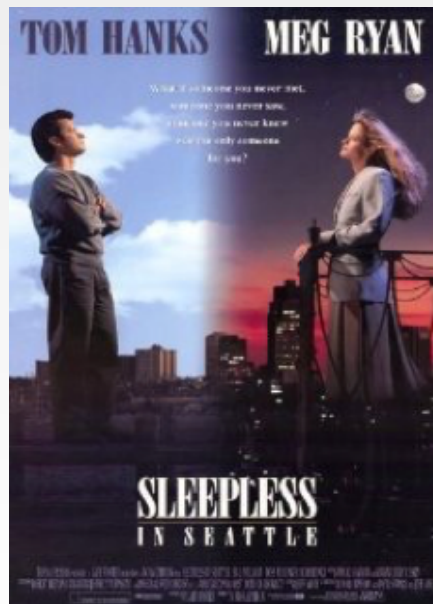
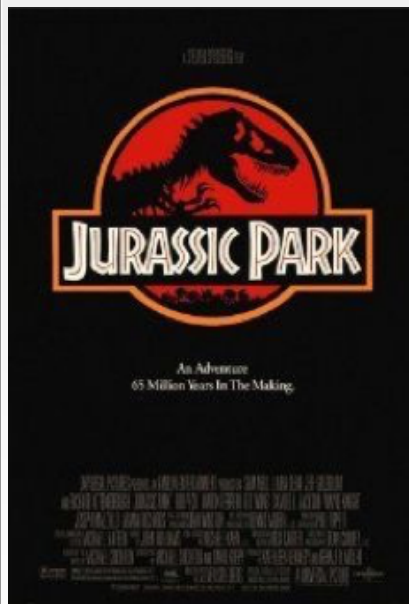


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About TIABC



- Organization founded as Council of Tourism Associations (COTA) in 1993



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About TIABC – 13 Member Board



Jim Humphrey (chair) - Beaver Lake Resort



Sandra Oldfield (vice-chair) - Tinhorn Creek Winery



Christine Willow - (past-chair) - Chemistry Consulting



Patrick Gramiak - Wood Lake RV Park & Marina



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About TIABC – DMO's



Paul Nursey - Tourism Victoria



Bruce Okabe - Okabe & Associates



Tony Munday - Munday Media & Design



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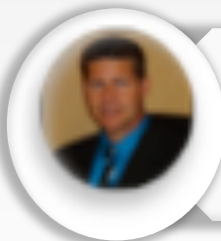
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About TIABC- Regions



Paula Amos - Aboriginal Tourism BC



David MacKenzie - Pemberton Valley Lodge



Andre Kuerbis - AFK Business Consulting



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About TIABC – Small Business Operators



Stuart Coventry - West Coast Sightseeing



Deborah Kulchiski - Tourism Langley



Jacqueline Clarke - Capilano University

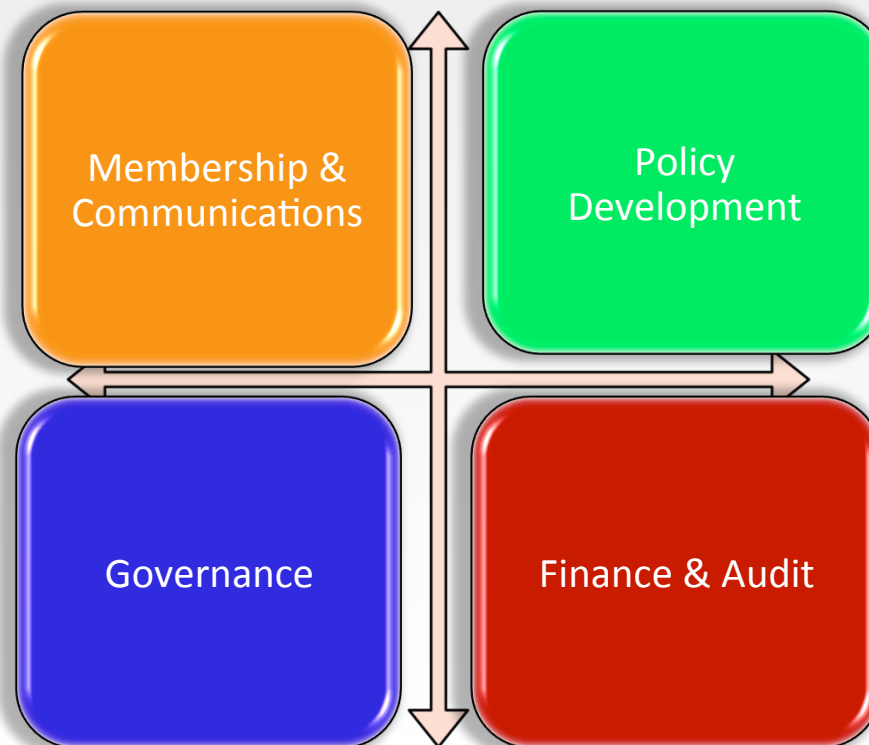


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About TIABC – Core Committees





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About TIABC – 120+ Members



TOURISM
REVELSTOKE 



Island Lake
Lodge



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TIABC Vision

*Uniting people
passionate about
making British
Columbia a great
place for tourism*





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TIABC Mission

*Be the advocate for
the tourism industry
to government,
business and the
people of BC*





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4 month review





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TIABC Strategic Priorities - Operations

- Sustainability
- Relevancy
- Resources





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TIABC Strategic Priorities - Membership

- Structure reflective of industry
- Cohesive approach
- Governed by industry board
- Voice of tourism
- Value and benefits to members





- Raise awareness of the social, economic and environmental value of the tourism industry with government, residents, business community, media



Warning: This story contains descriptions of violence and coarse language. Reader discretion is advised.

The changes were made on June 14, 2004 following an on-site property walk. Twenty-five acres that left two undeveloped tracts of 10.5 acres, 27, of Round Lake and 82.5 acres, 21, a lake area and a portion of nearby Round Lake were forested. These areas were either a single forest or a mixture of forest with a grassy meadow. The property is in the early successional forest.

Chlorinated hydrocarbons and benzene found in the water are not expected to be a health risk, but the water is not safe to drink. Chlorinated hydrocarbons will not be able to supply the people for 15 years and will cost about \$100 million to operate, said.

Chlorinated hydrocarbons have been found in the water of the first stage inside. Chlorinated hydrocarbons are found in the water of the first stage inside. Chlorinated hydrocarbons are found in the water of the first stage inside. Chlorinated hydrocarbons are found in the water of the first stage inside.



delivered last week, as an agreement for the transfer of the 100,000 shares to the company. The transfer of the shares to the company was completed on 10/10/00.

WHAT HAPPENED THE NIGHT OF OCT. 13-14, 2010?

At the time of the meeting, four persons are living together at a small roadside town thirty miles, Altona, a small town in a wilderness north of Edmonton.

They were Steven Leung (77) from Australia (77), Philip Kachur (71) from the Czech Republic (70). The ages are listed as follows: the students Theng (64) had also been formerly from Toronto, all

[illegible]

the gross operation was guided by the expert hand. For this job he was given a 75 percent charge.

Conklin had another operation in Eugene, Oregon, after that meeting that utilized gross operations. Lindsay was in town late with a cold. Conklin's assistant, Dennis Smith, and his young lady, Elizabeth,

the second page.

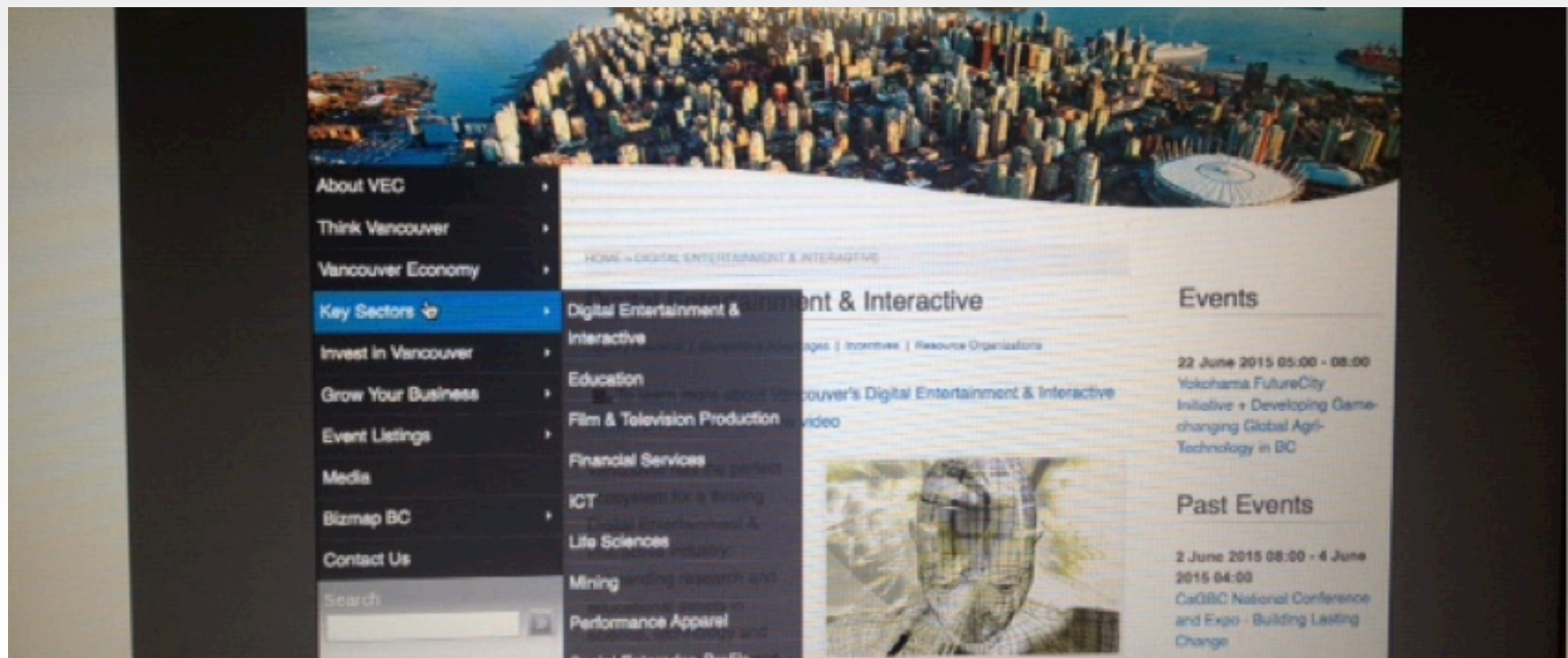


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TIABC Priorities - Communications





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TIABC Strategic Priorities - Advocacy

- Influence policy changes and develop policy
- Take action on behalf of members & industry





TIABC Priorities - Advocacy

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9,648



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How is Advocacy Defined?

- A political process which aims to influence decisions within political, economic, and social systems and institutions;
- Can include many activities including media campaigns, public speaking, commissioning and publishing research.





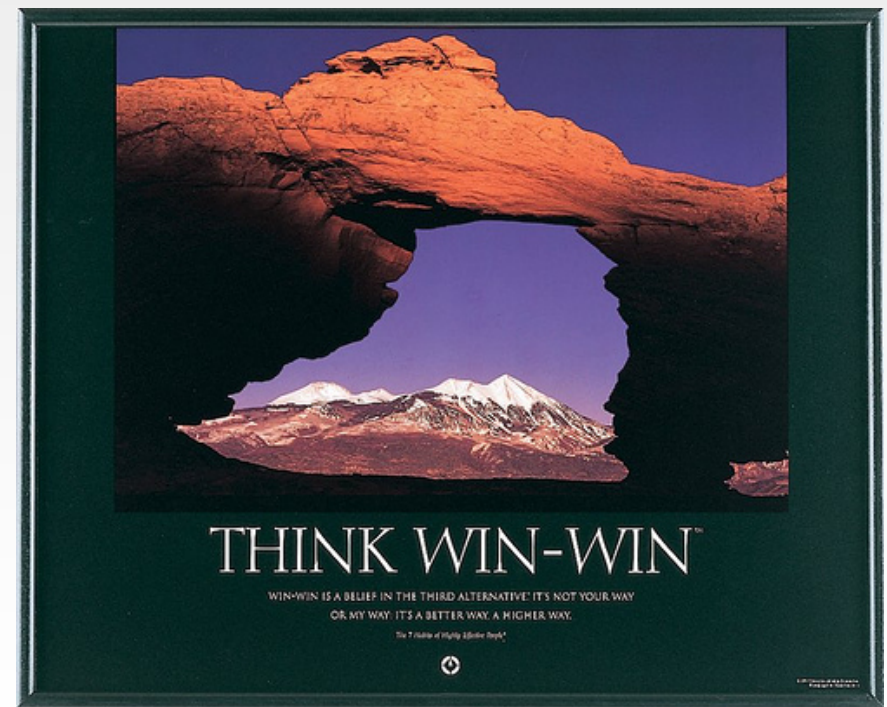
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Why is Advocacy Necessary?

- Can change community attitudes & misconceptions
- Can assist in gaining access to resources, funding, information
- Can help an industry take control of its destiny
- Ensures you have a voice and that it's heard





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TIABC Priorities





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The Issues & the Stories



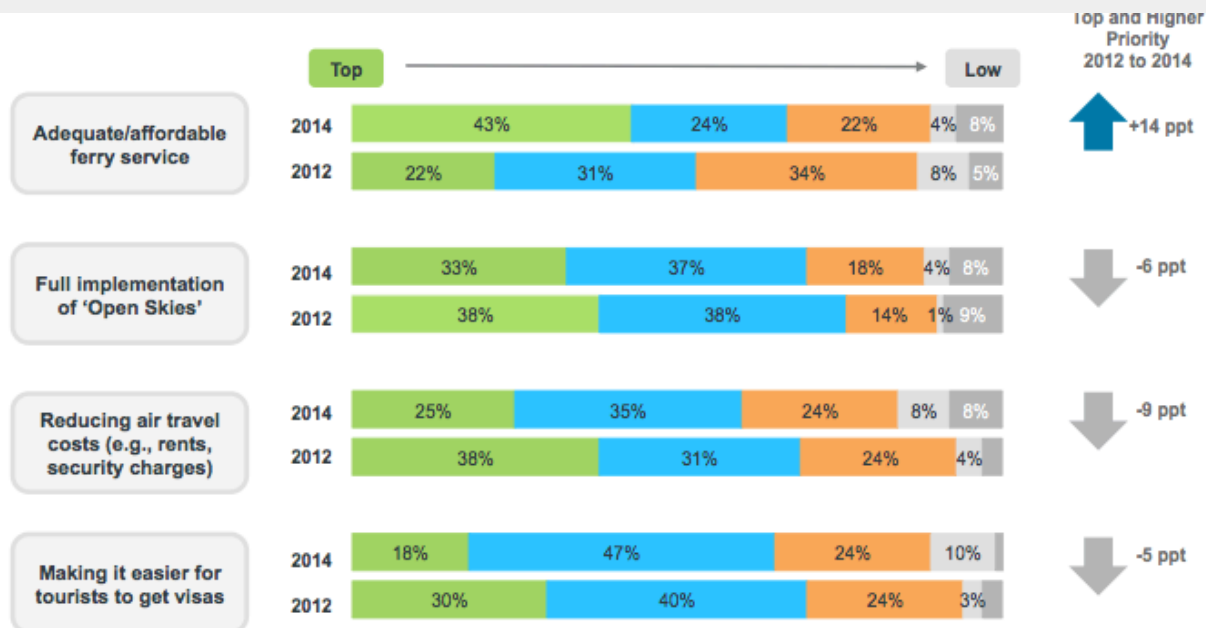


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What TIABC Members Say





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The Issues – Labour Shortages





The Issues – Land Use

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The Issues - Transportation





The Issues – Travel Disruptors





The Issues – Formula Funding/MRDT





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The Issues – Land Assessments



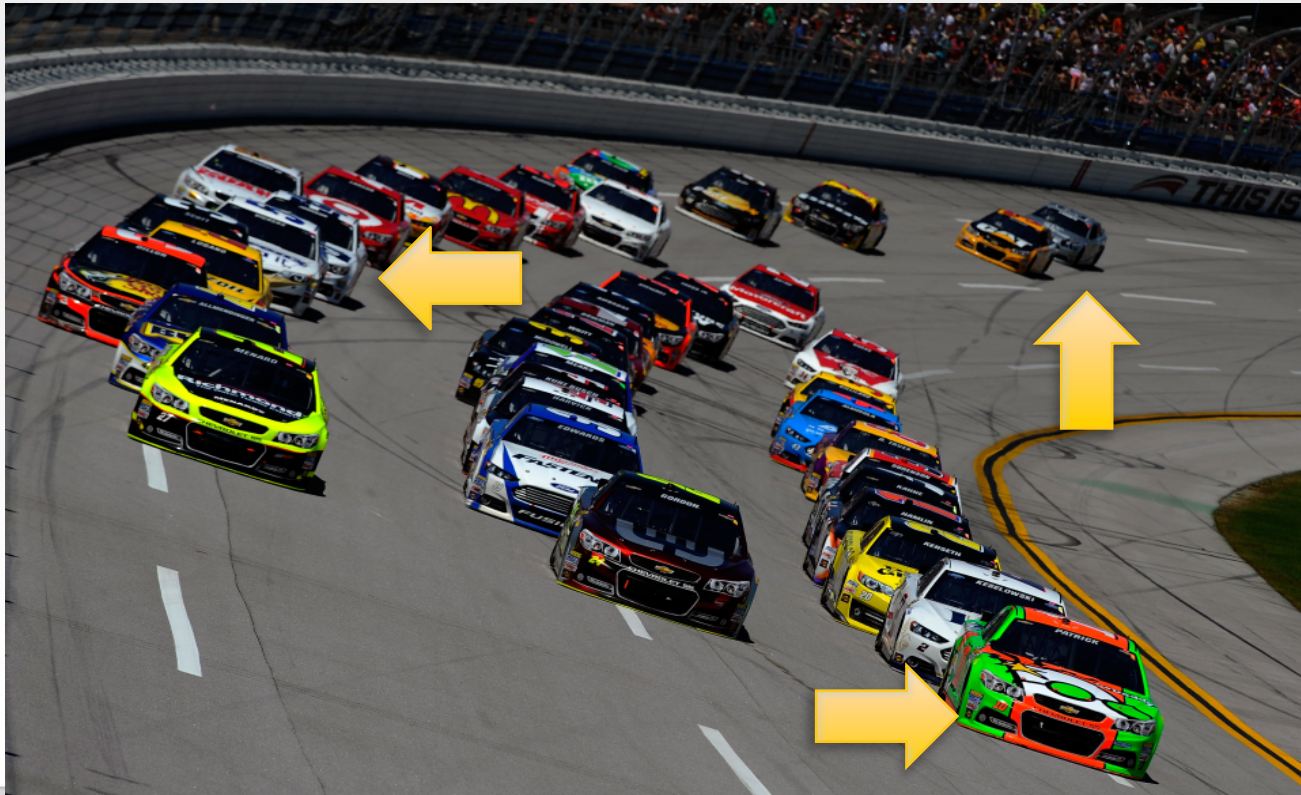


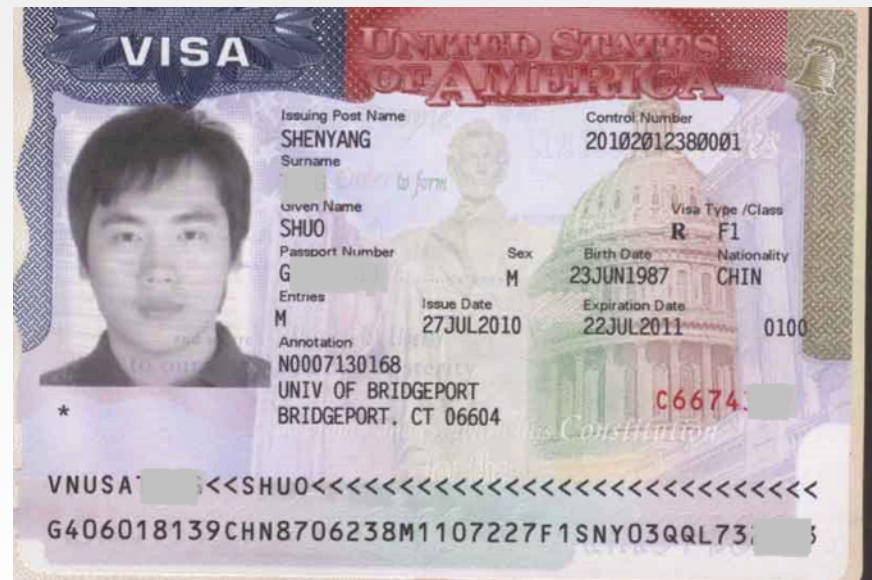
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The \$250k question...







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Opportunities - Aboriginal Tourism





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Opportunities – High School Grads





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Engage in the Federal Election Campaign

- Where do you stand on issues impacting Canada's travel economy?





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Candidate Questions

- How will your party ensure that DC has the resources it needs to generate interest in Canada as a travel destination?
- What is your party's plan to reduce the burden of fees, taxes and levies on air travel to and within Canada?
- While ensuring the safety of Canadians, how will your party make it easier for legitimate travellers to visit Canada?
- How does your party propose to support existing attractions and encourage investment in new and innovative tourism products?
- What is your party's plan to address the labour shortage in several key regions of Canada?



A large wall of interlocking puzzle pieces, each containing text related to the 1992 Olympic Games. The text includes names of athletes, event locations, and Olympic slogans. The puzzle is arranged in a grid-like pattern, with some pieces missing or slightly offset, creating a sense of a partially completed or dynamic display.



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Immediate Priorities

- Advocacy
- Strategic Plan
- Policy Book
- Building Membership & Uniting Industry
- Communication
- Tourism Industry Conference

Communication Plan									
Key meetings and milestones - [Page 1 of 1]									
Start Date:	Q2	Q3			Q4			End Date:	
7/1/2011	June	July	August	September	October	November	December	Janu	12/30/2011
Responsible									
Project Leader									
Meetings									
Milestones									
Key meetings and milestones									



- Leadership
- Unity
- Credibility
- Resolutions
- Sustainability





TIABC's Modus Operandi

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➤ **T**rust

➤ **I**nsight

➤ **A**ction





TIABC & Industry Partners

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- Join TIABC as a member
- Engage us in issues
- Communicate with us - tell us your stories





Contact Us

- wjudas@tiabc.ca or 778-953-0620
- www.tiabc.ca
- www.bctourismconference.ca
- Facebook – www.facebook.com/TourismIndustryAssociationBC
 - www.facebook.com/bctourismconference
- Twitter & Instagram - @tiabc_ca
- www.linkedin.com/company/tourism-industry-association-of-bc



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PREMIER TOURISM
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**CLICK HERE
FOR DETAILS**

**OCT
19-21**



**I don't always have to
Do public speaking**



**But when I do, I get
super competitive**



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