

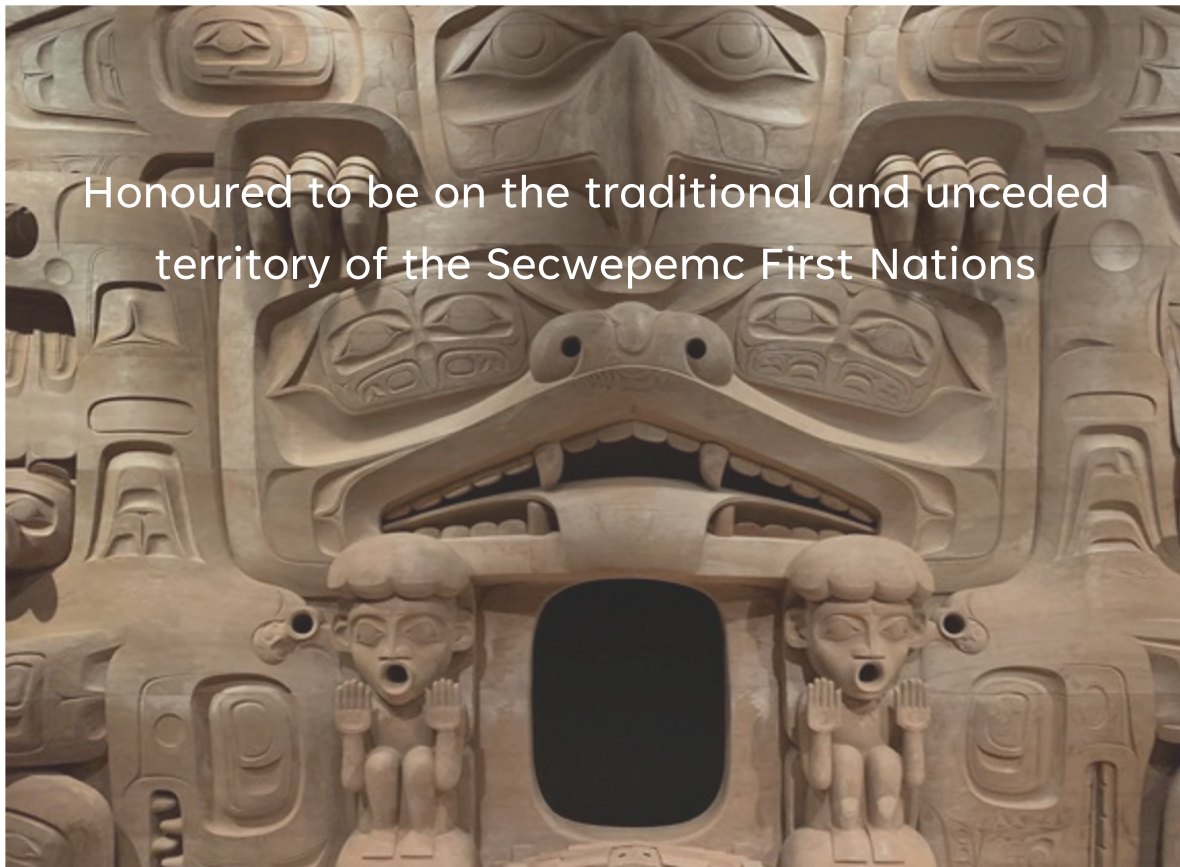


TIABC's *Tourism Advocacy Priorities*

Walt Judas
CEO, TIABC

www.tiabc.ca

TERRITORIAL ACKNOWLEDGEMENT



Honoured to be on the traditional and unceded
territory of the Secwepemc First Nations

2023 TIABC MEMBER PRIORITIES

1. Workforce
2. Value of Tourism
3. Sustainability
4. Transportation
5. MRDT
6. Infrastructure
7. Reconciliation
8. STVR
9. Land use
10. DEIR



TIABC FEDERAL BUDGET SUBMISSION

1. Cancel CEBA loans or delay repayment
2. Dedicated tourism TFW stream
3. Dedicated tourism infrastructure fund
4. Re-adjust small business tax policy
5. Bolster support for Trans-Canada Trail network
6. Fund Canada-wide transportation system that links travelers to rural communities
7. Create EV charging station network within tourism infrastructure



WRITTEN SUBMISSION FOR THE PRE-BUDGET CONSULTATIONS IN ADVANCE OF THE UPCOMING 2024 FEDERAL BUDGET

Submitted by:
Tourism Industry Association of BC

TIABC PROVINCIAL BUDGET SUBMISSION

1. Emergency Funding for regional DMOs
2. Protect MRDT for tourism marketing, projects, programs, housing
3. \$45 million for destination development



**TIABC'S 2024 PRE-BUDGET SUBMISSION TO THE
PROVINCE'S STANDING COMMITTEE ON FINANCE
& GOVERNMENT SERVICES**

CURRENT TIABC PRIORITY FILES



EMERGENCY MANAGEMENT

OBJECTIVES

The Framework provides a foundation for tourism organizations and partners to work cooperatively and with emergency management organizations to advance the following objectives:



MITIGATION

The tourism sector continues to build resilience to support business continuity, crisis communications and post-disaster marketing in the face of disaster events.

OUTCOMES

- Ongoing research to improve tourism resilience and emergency management
- Development of standards of training
 - Database of industry resources
- Industry level coordination
 - Contingency funding
- Tools for Hazard, Risk and Vulnerability Analysis (H-RVA) for tourism operators to mitigate or reduce risk

TOOLS

- Tourism Emergency Management Committee Annual Work Plan



PREPAREDNESS

Tourism agencies and industry are ready to respond to emergency events and support emergency agencies and visitors, and visitors' needs are integrated into emergency management plans.

OUTCOMES

- Tourism organizational preparedness training and emergency plan
- Crisis communications plan
- Coordination of tourism system partners to support emergency response structure
- Consideration of unique visitor and destination management needs in emergency management structures

TOOLS

- Tourism Emergency Management Training Plan
- Tourism Emergency Response Communications Plan
- Prepared BC: Guide for Tourism Operators



RESPONSE

The Tourism Emergency Response Plan is ready to activate in support of emergency agencies to ensure the safety and well-being of visitors and maintain the reputation of B.C. as a safe and desirable destination.

OUTCOMES

- Coordinated visitor communication strategy
- Tourism industry resources mobilized, relative to size and scope of the event, to support emergency response to ensure the safety of visitors and to maintain confidence in B.C. as a travel destination
- Visitor Service Network coordinated for continuity of service and information sharing
- Tourism liaisons integrated in emergency operations centres

TOOLS

- Tourism Emergency Response Plan
- Tourism Emergency Response Communication Plan
- Prepared BC: Emergency Plan for Tourism Operators



RECOVERY

The economic impact of emergencies on the visitor economy is reduced.

OUTCOMES

- Post-disaster marketing to promote visitation to impacted regions
- Disaster relief supports for tourism businesses or tourism experiences
- Investments in recapturing tourism assets post disaster
- Tourism businesses supported to pivot experiences and delivery of services

TOOLS

- Tourism Emergency Management Committee Annual Work Plan

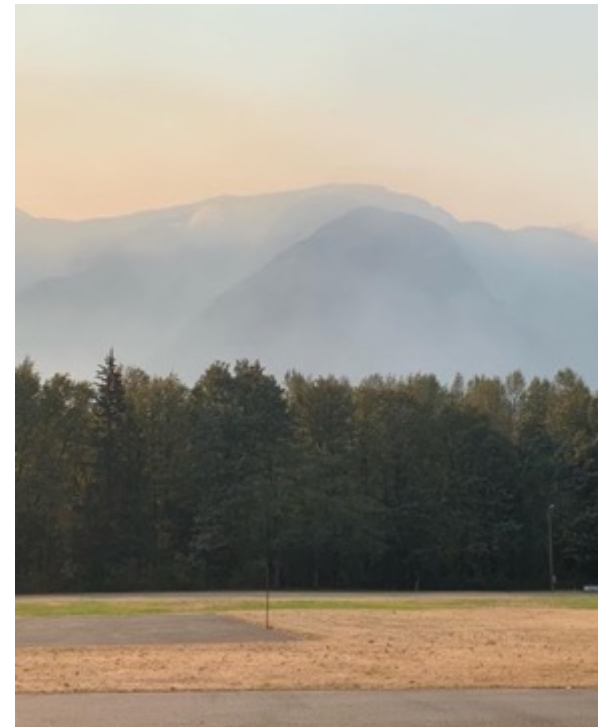
EMERGENCY MANAGEMENT (WILDFIRES)

- No warning/input re: travel restrictions
- Lack of coordination with ESS
- Lack of resources for tourism organizations
- Loss of bookings, revenues, employees for tourism businesses



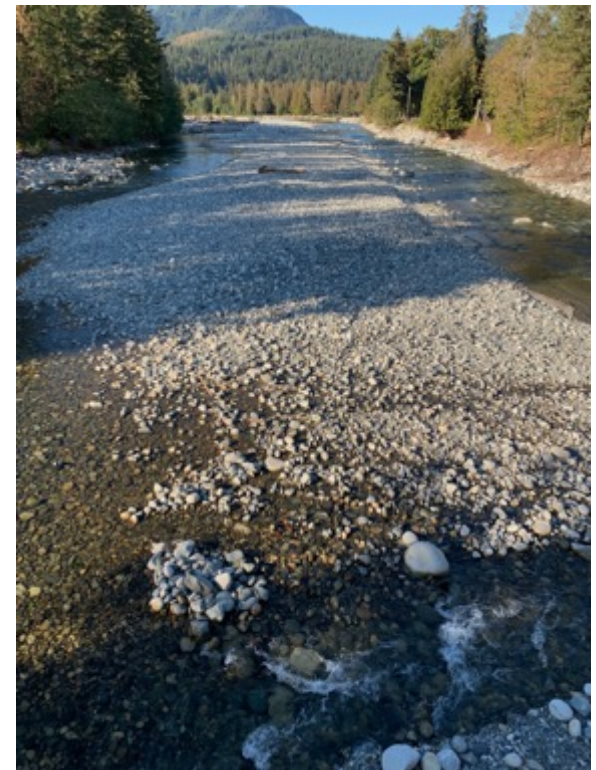
EMERGENCY MANAGEMENT – POLICY RECOMMENDATIONS

- Travel orders as last resort
- Consult tourism sector
- Mitigation plans or support in advance of future crises



EMERGENCY MANAGEMENT (HIGHWAY CLOSURES)

- Little notice for operators & communities
- No mitigation plans for local businesses
- Limited insurance coverage for rental vehicles
- Incompatible hours for road work & businesses



EMERGENCY MANAGEMENT – POLICY RECOMMENDATIONS

- Advance work with businesses re: route and timing options
- Communication - locals, guests & other stakeholders
- Mitigation measures
- Daily meetings between ministry & stakeholders



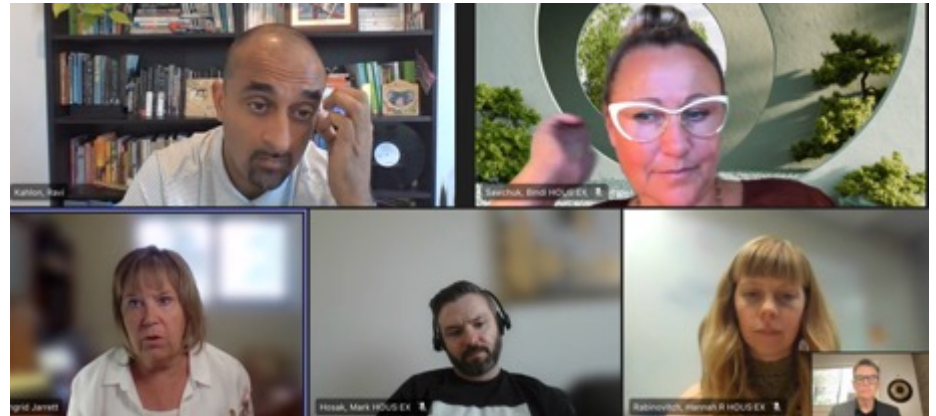
HOUSING - SHORT TERM RENTALS

- Short-term rentals driving up rental costs & taking away housing for residents and workers
- STRs not paying fair share of taxes or are not fully licensed



HOUSING – SHORT TERM RENTALS - POLICY RECOMMENDATIONS

- Operators must be licensed
- Operators must register with provincial registry
- STRs limited to principal residence
- OTAs to submit data on STRs to Province



TAXIS & RIDE-SHARING

- Unfair playing field regarding regulations for taxi companies
- High costs, limitations & obligations create difficult operating environment
- Communities underserved by passenger transportation providers



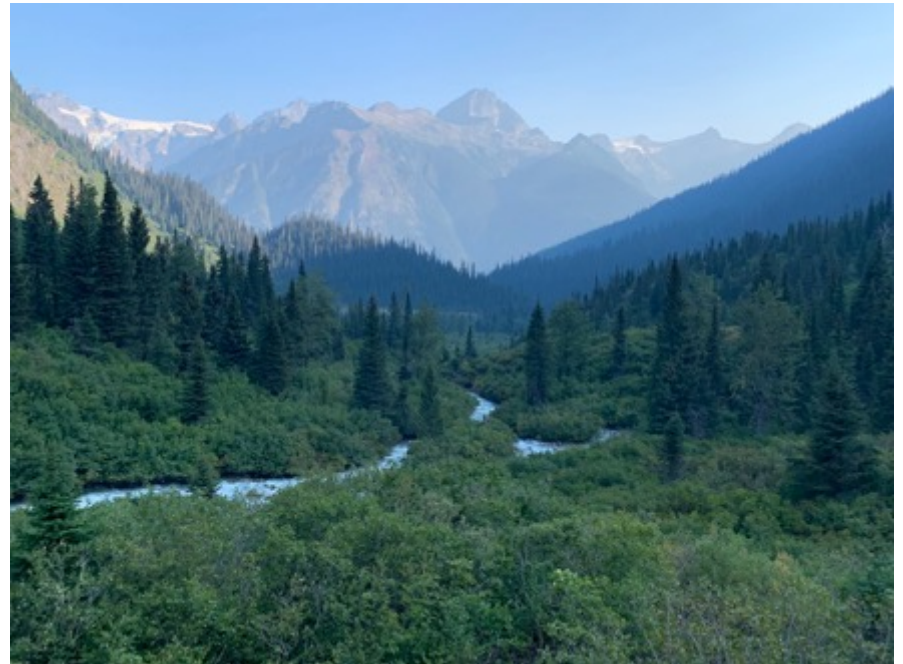
TAXIS & RIDESHARING- POLICY RECOMMENDATIONS

- Retain class 4 for all segments
- Expand ride-sharing to under-serviced communities
- Limit ride-sharing hours where taxi service is sufficient
- Consistency for shift hours
- Keep drivers as independent contractors but provide benefits & coverage for injuries



EXTRACTIVE INDUSTRIES VS. TOURISM INTERESTS

- Increasing conflicts between sectors operating on tenured land
- No system for identifying tenure holders & mitigating impacts
- No compensation for affected operators
- Provincial tenure system favours extractive industries



EXTRACTIVE INDUSTRIES – POLICY RECOMMENDATIONS

- Better communication with various ministries
- Compensation for affected tourism operators
- Conditions on approvals to protect tourism interests
- Renewal of MOU between TIABC, Mining Association of BC, Association of Mineral Explorers BC



CAMPFIRE BANS

- Annual regional or provincial campfire bans
- Hurts BC's reputation
- Spoils camper experience



CAMPFIRE BANS – POLICY RECOMMENDATIONS

- Ban category 1 campfires in backcountry – May 1- Oct 31 inclusively
- Category 1 campfires should be allowed in private/provincial campgrounds, remote lodges with designated campfire areas, designated supervision & fire suppression equipment
- Allow CSA rated stoves & firepits in backcountry
- Mitigation measures to offset public perception of banning campfires



TIABC POLICY ON CAMPFIRE BANS

June 2023

CAMPGROUND RESERVATIONS FOR COMMERCIAL OPERATORS

- Unable to secure group sites for guided trips in advance
- Competing with general public for sites/dates
- Cannot market effectively to international clients in a timely way to attract advance bookings



CAMPGROUND RES FOR CO's – POLICY RECOMMENDATIONS

- Guaranteed reservations for commercial operators
- Group bookings for non-preferred dates 1-2 years in advance
- Licensed & registered companies only



AIR SERVICE ATTRACTION FUND

- Seat capacity at YVR below competitors
- Competition luring business away from YVR & other BC airports
- Little to no investment in route development vs, other destinations



AIR SERVICE ATTRACTION FUND – POLICY RECOMMENDATIONS

- Incentivize new domestic, intra-provincial & international connections
- Develop sustained fund over multiple years



September 19, 2023

Hon. Lana Popham
Minister of Tourism, Arts, Culture & Sport

Hon. Rob Fleming
Minister of Transportation & Infrastructure

Hon. Katrine Conroy
Minister of Finance

Province of British Columbia
Parliament Buildings
Victoria, B.C. V8V 1X4

Re: Air Service Attraction Fund for British Columbia

Dear Ministers Popham, Fleming, & Conroy,

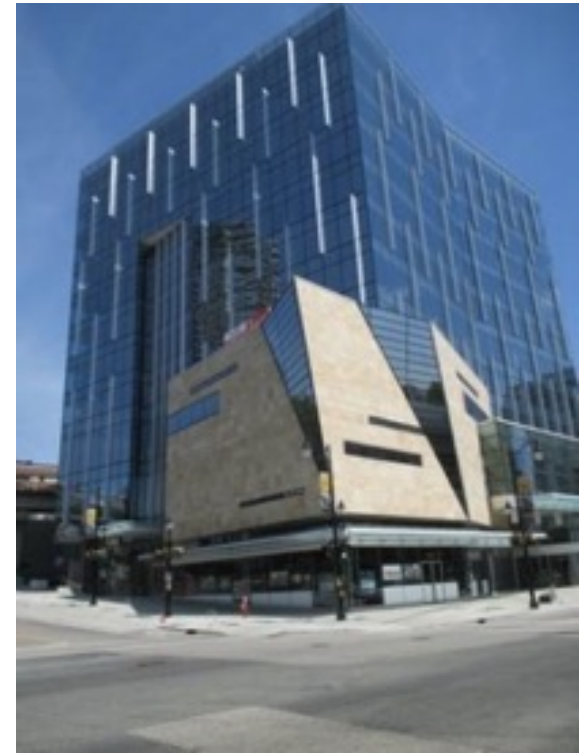
The Tourism Industry Association of British Columbia (TIABC) plays a key advocacy role in ensuring the growth of the visitor economy, part of which includes working closely with partners like airlines and airports on many issues and opportunities such as the development of new air services. As you know, the movement of people is fundamental to the tourism industry and the overall economy of the province, and as such, air service and connectivity are vital.

To that end, TIABC supports the idea of a merit-based **Air Service Attraction Fund** (ASAF) to incentivize new domestic, intra-provincial and international air connections that would enable further trade and business relationships between British Columbia and other countries, and also draw new visitors to our province. Given that many tourism businesses across BC rely almost exclusively on international visitors, attracting foreign carriers and new routes would help these operators further recover from the devastating impacts of the pandemic.

As you are aware, direct air services generate many benefits for the province including the creation of new jobs, new investment, and tax revenues while bolstering many sectors aside from the visitor economy. In fact, every new international flight to YVR can generate up to \$36 million in economic output, contribute \$19 million to provincial GDP, and create 320 new jobs.

TOURISM INFRASTRUCTURE

- Lack of hotel rooms & convention space
- Aging, out-of-date cultural venues
- Inadequate airport infrastructure



TOURISM INFRASTRUCTURE - POLICY RECOMMENDATIONS

- Comprehensive list of cultural venues, attractions
- Increase federal government investment in airports



TOURISM RENEWAL INITIATIVE

- *What We Heard Report* released in March
- Four themes –
 - 1.Barriers/access;
 - 2.Systems/roles;
 - 3.Support/investments
 - 4.Sector resilience
- TIABC priorities – transportation access, infrastructure, land use planning



DEIA SURVEY

- Deployed to entire industry
- Seeking to identify gaps in knowledge and training; determining next steps

Which of the following statements best describes the current state of DEIA efforts within your business?

- ☐ DEIA is new to my business, and we are just becoming aware of its importance. (1)
- ☐ DEIA is focused on compliance with legal requirements (i.e., BC Human Rights Code). (2)
- ☐ DEIA efforts have been connected to some business initiatives and outcomes. (3)
- ☐ DEIA is part of everything we do as a business; we have both internal (employees) and external (customers/guests) efforts on DEIA. (4)
- ☐ DEIA efforts are best-in-class, model best practice and have remained strong over time through our commitment to continuously improve and evolve. (5)

VALUE OF TOURISM



THE VALUE OF TOURISM

Why Tourism Is Everyone's Business

[We] acknowledge that [we] are located on the traditional, unceded territory of the [] nation(s) of the [] peoples. [We] acknowledge and respect the many generations of Indigenous Peoples who have stewarded these lands for over 10 millennia. [We] are grateful to those who came before us and for the Elders and the keepers of tradition who are still among us to continue their historical relationships with the land to this day. We are committed to reconciliation, and are grateful to those whose territory we reside on and for the opportunity to work and live on these lands.

TOURISM INDUSTRY
ASSOCIATION OF BC



VALUE OF TOURISM

THE VALUE OF TOURISM

Tourism's Impact on Quality of Life + Health and Wellness

Tourism is more than just its
economic impact.

It benefits the well-being and quality of life
of everyone in BC.

How?



TIABC's *VOICE OF TOURISM* PODCAST



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PROVINCE-WIDE CAMPFIRE BAN

ONE MINUTE MONITOR SURVEY RESULTS

QUESTION: Do you support the idea of a province-wide (open) campfire ban between the months of May and October to help mitigate wildfires in British Columbia? YES or NO?

YES - 64%

NO - 36%

< >

About TIABC

The Tourism Industry Association of BC advocates for the interests of British Columbia's \$22.3 billion visitor economy (normalized year).

LEARN MORE

Membership

Through your membership, you will part of a strong, collective voice while helping to support TIABC's advocacy efforts.

LEARN MORE

Advocacy

TIABC leverages advocacy as a tool to achieve sustainable tourism solutions by identifying the key issues from our industry.

LEARN MORE

Policy

Guided by the TIABC Policy Committee, policies have been developed to advise, direct and help reframe tourism development.

LEARN MORE

TIABC ANNUAL GENERAL MEETING



NOTICE OF 2023 ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Annual General meeting of the Tourism Industry Association of BC (TIABC) will be held on the following date and location:

Date: Thursday, November 9, 2023

Location: Virtual – Zoom meeting. Register in advance for the AGM [HERE](#).

Time: 10:00 a.m.

BC TOURISM INDUSTRY CONFERENCE - March 6,7, 2024 - Victoria



BC TOURISM INDUSTRY CONFERENCE 2024

SHAPING OUR FUTURE TOGETHER



CONTACT DETAILS



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