



**TIABC'S
MUNICIPAL
ELECTION
TOOLKIT**



HOW TO PLAY A LEADING ROLE IN THE 2022 MUNICIPAL ELECTIONS

Municipal elections in British Columbia will be held on Saturday, October 15, 2022. As a leader in the tourism industry, you will play a vital role in shaping the conversation and outcome of these elections.

This THREE-STEP kit is designed to prime you with the right data, messages, and questions that will elevate the importance of the visitor economy in BC and help position you as a leader in it.

As part of our mandate, TIABC desires to help you participate as an integral player in the socio-economic future of BC and its local communities.

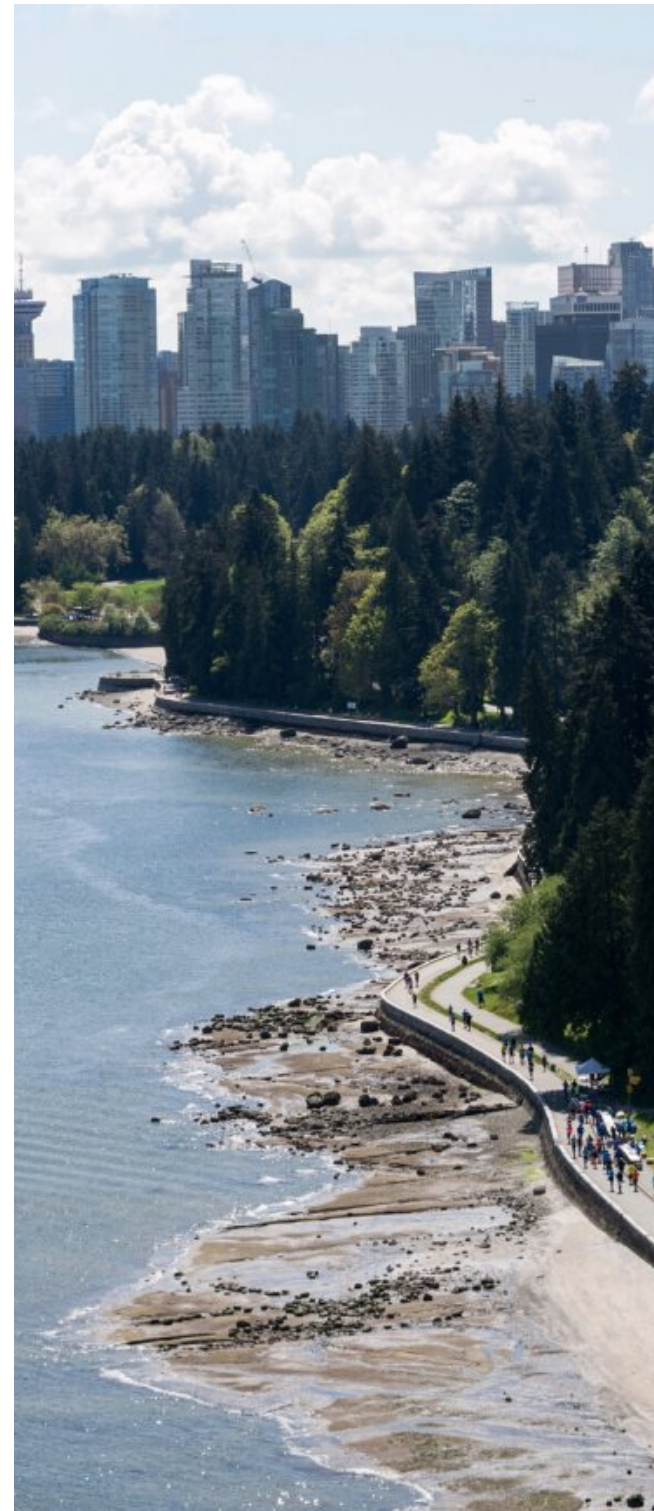
READ TIABC'S ELECTION TOOLKIT. STAND UP. BE HEARD.

ABOUT TIABC

The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia’s multi-billion-dollar visitor economy. As a not-for-profit trade association, TIABC works collaboratively with its members – private sector tourism businesses, industry associations and destination marketing/management organizations – to ensure the best working environment for a competitive tourism industry.

Our vision is for tourism to be recognized as one BC’s leading and sustainable industries. As the primary advocate for British Columbia’s visitor economy, TIABC’s mission is about uniting operators, sectors, DMOs, government, and residents to support and be passionate about making BC a great place for tourism.

To grow BC’s visitor economy and generate incremental revenues for operators and government, we need the right mix of marketing investment, infrastructure and product development, access to labour, and policies that facilitate and enable success. That’s where TIABC’s role benefits BC’s tourism industry.



STEP 1. KNOW YOUR KEY MESSAGES

In BC, tourism typically represents a greater proportion of provincial GDP than any other province in Canada

Close to one-third of international visitor arrivals to Canada enter via British Columbia

BC has a greater dependence on international tourism than any other province

For every \$100 million in tourism spending, an estimated \$69m in GDP and 1,373 new jobs are generated

NOTE – Use stats and key performance indicators from your local DMO to illustrate the value of tourism to your community

2020 Value of Tourism A Snapshot of Tourism in BC



TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole was down -3.4% over 2019. In 2020, tourism contributed 1.0% or \$2.4 billion of value added to the BC economy, as measured through GDP (in 2012 constant dollars). The contributions of the tourism industry in 2020 was slightly above Forestry & Logging (\$1.7 billion) and below all other primary resource industries; a change that has not been seen prior to COVID-19 when tourism represented the largest contribution of GDP to the province. Tourism experienced the greatest impact of COVID-19 compared to any other primary resource industry in 2020. Compared to other primary resource industries, the tourism industry experienced the greatest impact of the pandemic. The tourism industry's GDP declined -67.4% over 2019, and declined -62.2% since 2010.

GDP BY PRIMARY RESOURCE INDUSTRY



TOURISM BUSINESSES

19,690

tourism-related businesses in operation in BC in 2020, a -0.3% decrease over 2019*.

* Number of tourism-related businesses in operation at a single point in time in 2020 (December 2020).



TOURISM EMPLOYMENT

46,400

people employed in tourism-related businesses, a -64.4% decrease over 2019.

* Number of jobs that tourism spending supports



TOURISM WAGES AND SALARIES

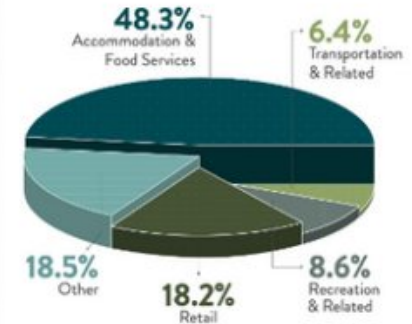
The tourism industry paid **\$1.8 Billion**

in wages and salaries in 2020.

-64.2% Over 2019 | -50.6% Since 2010



SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



CONTACT US

Destination BC Research and Analytics
Email: TourismResearch@DestinationBC.ca
Web: DestinationBC.ca/Research-Insights

WANT MORE INFORMATION?

Sign up for updates, invites and our industry newsletter, DIRECTIONS, here: DestinationBC.ca/subscribe.aspx

Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2022 should not be compared to the values published prior as all changes have been applied retrospectively. Updated retrospective values will be available in the Value of Tourism British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022.

STEP 1. KNOW YOUR KEY MESSAGES

The tourism industry was the first and hardest hit during the pandemic, and will likely be the last to fully recover

Tourism revenues dropped by estimated two-thirds in 2020 and 2021 due to the pandemic

To fully recover from the pandemic, the tourism industry needs improvement to transportation infrastructure, development of new and unique tourism products/experiences that are environmentally friendly, access to labour and housing, partnerships with Indigenous groups, widespread adoption of digitization, better access to local products and suppliers, support from all levels of government, among other requirements

Note – 2020 snapshot represents the latest statistics available

2020 Value of Tourism A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the annual economic value of tourism in British Columbia and the impact of COVID-19 on the tourism industry in 2020. This is complementary to the Value of Tourism in British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022. Information provided is produced by BC Stats for Destination BC.

TOTAL TOURISM REVENUE

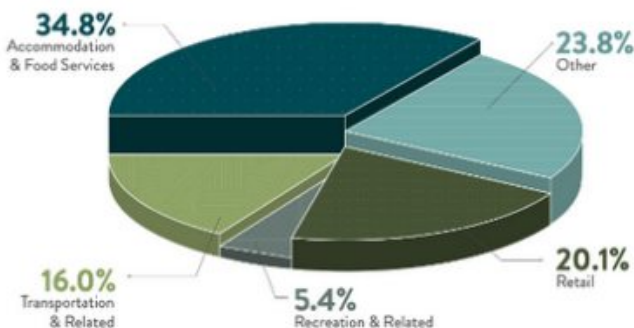


Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

\$7.1 Billion
2020 Annual Revenue



2020 SHARE OF TOURISM REVENUE BY SERVICE AREA



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



ESTIMATED ROOM REVENUE

Based on 10 participating FRID's revenue for 2020, 52% of 2019 and 52% of 2020.



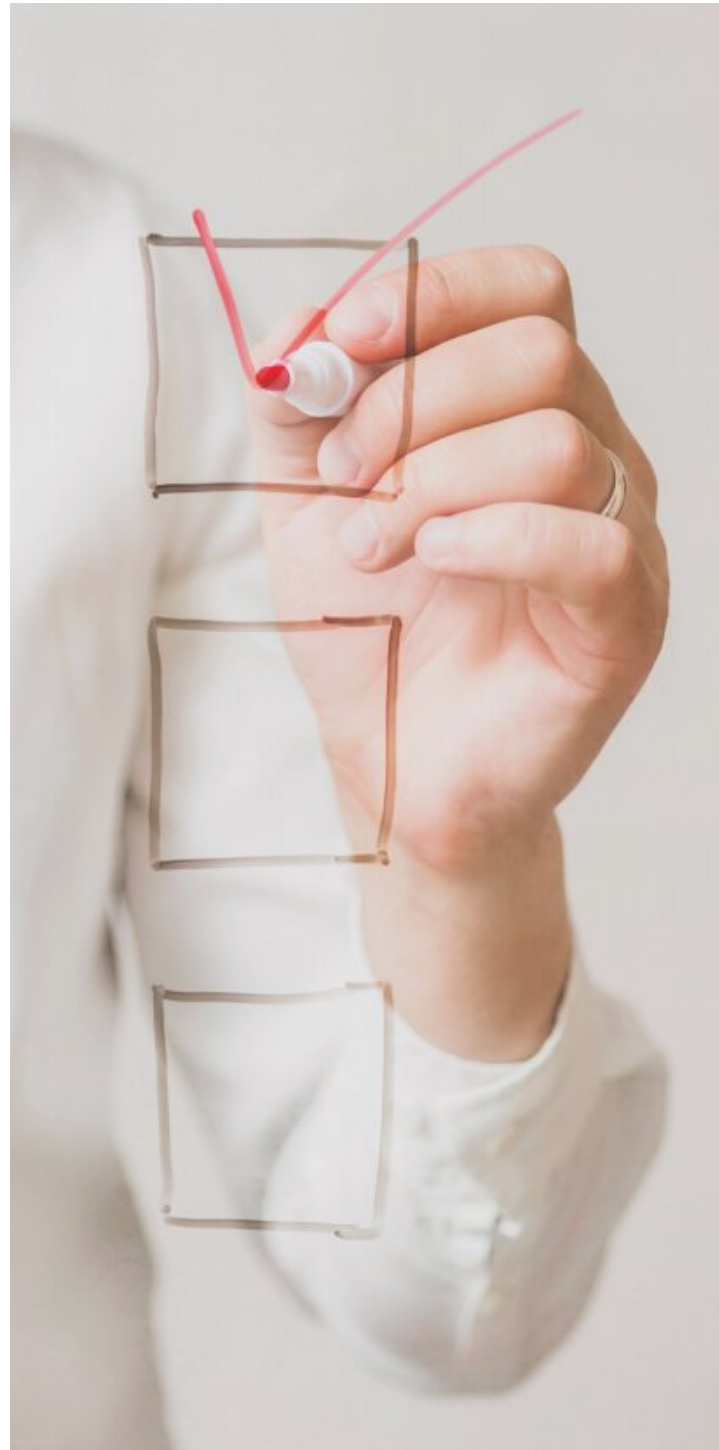
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JANUARY 2022

STEP 2.

GET THE FACTS & BUILD YOUR PLAN

- Find your candidates through Elections BC - elections.bc.ca
- Get the facts on the impact of tourism in British Columbia through tiabc.ca, destinationbc.ca or through go2HR.ca
- Find out the number of visitors, spending by tourists, the impact of your local visitor economy, hotel occupancy, tax revenues, and how many tourism jobs are created by the tourism sector in your community through your local or regional Destination Marketing/Management Organization (DMO)
- See what candidates have to say about tourism on social media or through traditional media channels
- Compile a list of questions to ask candidates about the industry
- See what TIABC members are saying about tourism through tiabc.ca
- Use *#BCTourismCounts* on your social media channels to show that tourism is important



STEP 3.

EDUCATE & ENGAGE YOUR CANDIDATES

Local, provincial, and federal governments have all recognized tourism's contribution to their respective economies and, by and large, have provided particularly during the pandemic widespread support. Yet, some decision-makers overlook the tourism industry in the context of planning, policy, and investment opportunities.

It is vital that industry stakeholders connect with local candidates from all parties to inform them about any issues and barriers to growth facing British Columbia's visitor economy. Let them know that BC Tourism Counts.

There are several ways for you to be directly engaged in the lead-up to the municipal election to ensure tourism's voice is loud and clear in the debates, discussions, and within party platforms. Here are some examples:

1. Attend or organize an all-candidates' debate
2. Invite candidates to an event you are hosting or to visit your business...or if time permits, invite a frontrunner for coffee
3. Write a letter or send a social media message to your candidate with your ideas
4. Call in to radio talk shows to express your views or question a candidate
5. Become a spokesperson on behalf of your sector/business and make yourself available to media to discuss various tourism issues
6. Provide candidates with an overview of your tourism business and its social, economic, environmental, and employment contribution to your community



PICK & CHOOSE FROM THESE 2022 SAMPLE QUESTIONS

TRANSPORTATION

- When people and goods are moving safely and efficiently, communities thrive. How do you plan to tackle transportation issues in your community such as inadequate service, congestion, restricted access, poor wayfinding, limited EV charging stations, or other challenges?
- Do you have plans to implement mobility (road) pricing or other measures that will impact drivers, including visitors to your community?



HOUSING

- Housing...and how it intersects with both individual affordability and community economic success...has emerged as the number one issue of our time. What are your plans or ideas to help resolve housing challenges for new hires and tourism workers who wish to live and work in your community?
- Do you have plans to use Municipal and Regional District Tax revenue from online accommodation platforms for affordable housing or will they be used for tourism marketing, projects, and programs as per your agreement with the designated recipient?
- How will you tackle the proliferation of short-term vacation rentals that are taking away permanent rental housing for residents and contributing to the lack of affordability and availability in your community?



PICK & CHOOSE FROM THESE 2022 SAMPLE QUESTIONS

NEW TOURISM PRODUCT DEVELOPMENT

- Locals and visitors alike benefit from new or enhanced tourism infrastructure and experiences because they make communities more interesting and livable. What are your plans or ideas on the development of new visitor experiences that will attract more or specific types of tourists to your community?
- What gaps do you see in new products and experiences for visitors to your community?
- What new ideas or community amenities do you propose to serve both residents and visitors alike?



SERVICES FOR VISITORS

- Free, community-wide WIFI connectivity is increasingly becoming part of the table stakes when attracting international visitors. Do you have plans to offer free community wide WIFI to visitors in your community? If so, when?
- Do you see the need to improve wayfinding in your community to provide visitors with better direction and signage to locate businesses, attractions, amenities, and transportation corridors?

PICK & CHOOSE FROM THESE 2022 SAMPLE QUESTIONS

INFRASTRUCTURE PRIORITIES

- Tourism operators are visionaries – we want to see leaders in power than have a VISION. What priorities vis-a-vis tourism infrastructure do you believe are needed in your community to service/accommodate both residents and visitors?
- How will you stimulate new community and/or private investment in tourism infrastructure such as hotels, visitor services venues, meeting space, etc?
- How can the city/community/region do a better job at evaluating and ultimately approving development applications in a more timely manner?



CONDITIONS FOR BUSINESSES TO OPERATE

- How do you plan to help attract and/or retain small and medium-sized businesses in your community who are increasingly faced with rising costs related to property taxes and fees, inflation, insurance, and other expenses?
- What is your position on setting property tax rates to ensure that businesses do not bear the full burden of tax increases?
- Do you believe all home-based businesses need a business license, particularly within the context of the sharing economy (e.g. Airbnb)?

PICK & CHOOSE FROM THESE 2022 SAMPLE QUESTIONS

TOURISM AS A VIABLE & THRIVING INDUSTRY

- The most vibrant and economically resilient communities plan ahead. How can local government work better with tourism operators, destination marketing/management organizations and other tourism stakeholders to better advance tourism master plans and destination development opportunities to ensure a healthy, sustainable, and vibrant sector?
- What will you do to ensure that tourism (i.e. visitors) and residents can co-exist peacefully and that visitors are made to feel welcome in your community?
- What is your community's biggest tourism challenge?
- How do you view the value of tourism to your community?



SOCIAL ISSUES

- The tourism sector cares deeply about local, social, and humanitarian issues because our operators are wholly invested in healthy communities. But on the economic front, how will you deal with social issues like homelessness, crime, open (hard) drug use, harassment, and related problems that leave visitors feeling unsafe and impact your community's reputation?



PICK & CHOOSE FROM THESE 2022 SAMPLE QUESTIONS

POLICY

- Local governments that remove bureaucratic red tape hang on to long-time businesses, attract new ones, and offer better paying jobs for local residents. How can your community/municipality simplify the process or make it more efficient for tourism businesses to apply and receive approvals for zoning changes that allow for new business opportunities and give operators a chance to adjust to changing market conditions or customer needs (e.g. more patios)?
- Can you articulate your position on zoning bylaws that apply to campgrounds and RV parks and whether they should be prescriptive or not?



SUSTAINABILITY

- In many communities, tourism operators are leading the way on the sustainability front because it's increasingly becoming part of the purchase criteria for visitors. How can the tourism industry work better with council to engage in the community's sustainability initiatives?
- How can your community/region/district/municipality/city do a better job of addressing issues such as the dumping and treatment of sewage from sources such as RVs, which have dramatically grown since the start of the pandemic?





TIABC'S ELECTION TOOLKIT

2022 MUNICIPAL ELECTIONS

For further information on TIABC, our policies, or the contents of this toolkit, please reach us using the contact details below.

#200-948 Howe Street
Vancouver, BC. V6Z 1N9
WWW.TIABC.COM

Walt Judas, CEO, TIABC
wjudas@tiabc.ca

TOURISM INDUSTRY
ASSOCIATION OF **BC** 

#BCTourismCounts

