

TIABC ADVOCACY REPORT CARD

2023

Tourism Industry
Association of BC
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MESSAGE FROM THE CHAIR & CEO

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It’s hard to believe that the pandemic started nearly four years ago and sent the tourism industry into a downward spiral for the better part of 24 months. And although BC’s visitor economy is not yet at pre-COVID levels for overnight visitation, total revenue, number of employees and other key measures, tourism has enjoyed modest growth since pandemic-related restrictions were lifted in 2022.

What COVID and other crises before and after have taught us as a province is that tourism is not only a resilient sector, but also vital to the social, economic, environmental and cultural fabric of British Columbia.

Thanks to the collective efforts of business operators, communities, destination marketing/management organizations, all levels of government, suppliers and of course, sector associations, the tourism sector is on track to grow and prosper to new heights in the coming years provided the right government policies are enacted, strategic private and public sector investment is secured, and the industry can effectively address the many obstacles it faces each year.

As the Voice of Tourism for British Columbia, TIABC’s mission to unite operators, sectors, DMOs, government and residents to support and be passionate about making this province a great place for tourism is paramount to realize our vision for the visitor economy to be recognized as one of BC’s leading and sustainable industries.

For the most part, the broader tourism industry fared well in 2023 but some regions and sub-sectors struggled. Suffice it to say, there is much more work to do to help the BC visitor economy become more resilient, reach its full capacity, and thrive once again.

As we get set for another provincial election in fall 2024, TIABC is well positioned to ensure politicians of all parties keep tourism at the forefront of policies and priorities in the years ahead.

Our annual Advocacy Report Card provides a brief snapshot of the work we did on behalf of our members and stakeholders in 2023. It also provides a synopsis of some of the organization’s key initiatives to ensure that we’re transparent and accountable to our constituents for the objectives we set out to achieve.

We invite you to connect with us at any time for questions, comments or recommendations on TIABC’s direction, as well as any other ideas or concerns pertaining to your business, DMO, organization or community. As always, we look forward to hearing from you.



JJ BELANGER, CHAIR



WALT JUDAS, CEO

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ROLLING STRATEGIC PLAN & ANNUAL GOALS

Each year, TIABC’s Board of Directors reviews the organization’s annual goals to ensure we’re meeting the expectations of our members and the tourism industry at-large. There are six areas of focus as follows:

ADVOCACY & POLICY DEVELOPMENT

- ▶ Elevate the importance, value, and potential of the tourism industry within all levels of government.
- ▶ Ensure TIABC’s advocacy efforts are effectively influencing all levels of government to successfully support the tourism industry in a timely manner.
- ▶ Encourage tourism-friendly municipal policies.

COMMUNICATIONS

- ▶ Raise awareness of the social, cultural, environmental, and economic value of the tourism industry among key audiences.
- ▶ Retain (maintain) TIABC as the authority for information on tourism issues.
- ▶ Ensure active engagement and communication with members.
- ▶ Retain a sense of ownership and pride for TIABC and the industry as an advocacy leader and the voice of tourism in BC.
- ▶ Communicate industry-based policies to appropriate bodies.

DIVERSITY, EQUITY, INCLUSION & RECONCILIATION

- ▶ Identify the gaps on DEIR knowledge and practices in the tourism sector and within our own organization to determine a path forward, both internally, as well as within our industry.
- ▶ Lead by example by partnering with engaged organizations that are advancing DEIR initiatives and promoting them throughout our sector.
- ▶ Learn best practices from other organizations and business sectors and apply them internally and/or within the industry if and when possible.
- ▶ Understand government’s priorities on DEIR and look to adopt the province and federal government’s DEIR mandate where possible.

MEMBERSHIP

- ▶ Increase the value of TIABC to industry and to grow membership.
- ▶ Build the profile and value of TIABC, thereby ensuring unity of the industry.

FINANCE

- ▶ Explore incremental revenue generating opportunities to ensure long-term sustainability of TIABC.
- ▶ Through oversight, ensure financial viability of TIABC.
- ▶ Identify strategic tactics such as special projects, research assignments, sponsorships, partnerships, and grants to offset operating expenses.
- ▶ Increase annual revenues while controlling expenses.

OPERATIONS

- ▶ Ensure that TIABC is governed effectively by a Board of Directors representative of the industry, including equity, diversity and inclusion.
- ▶ Maintain a rolling 3-year strategic plan and annual tactical and financial plan within the framework of oversight.
- ▶ Increase revenue from programs, fundraising and sponsorships, and to seek financial partnerships with government and industry.
- ▶ Provide effective measure of fiduciary oversight and strategic direction that is aligned with industry.
- ▶ Attract and retain high quality employees through a sufficient benefit and/or reward package.

In 2024, TIABC will undertake extensive industry consultation to refine our strategic priorities.

POLICY & ADVOCACY

INTRODUCTION

TIABC's Policy Committee regularly reviews a grid of priorities with a view to see where government is positioned on a particular issue, if there are any possible or impending policy changes that will affect tourism operators, and what policy we need to pursue to inform government of industry's position. The committee also determines whether TIABC has the knowledge and capacity to play a lead role in advocating on a specific file, or whether and how we support the work of another sector association to achieve a desired outcome.

We have also deliberately and strategically participated with and supported the advocacy work of our key sector partners including (but not limited to),

Tourism Industry Association of Canada,
Provincial & Territorial Tourism Industry Association,
Tourism HR Canada,
go2HR,
Hardest Hit Coalition,
Adventure Tourism Coalition,
BC Hotel Association,
BC Regional Tourism Secretariat,
BC Destination Marketing Association Organization,
BC Aviation Council,

and many others including chambers of commerce, business associations and private companies.

It's important to note that TIABC has enjoyed a strong working relationship with the Ministry of Tourism, Arts, Culture & Sport who we work closely with on a number of files. We also worked with the Premier and several other ministries to advance the interests of our sector and resolve some of the major challenges we faced over the last year. At the federal level, TIABC has built relationships with several cabinet ministers, MPs, the Minister of Tourism, and the federal Tourism Caucus. We will continue to build those relationships, as well as with members of the official opposition on behalf of our members and stakeholders.

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“Being a member of TIABC is knowing there is a lead organization who's primary purpose is to take care of the advocacy issues that are important to shaping and driving our industry forward”

Nancy Arsenault

*Managing Partner, Tourism Cafe Canada and
member of TIABC since 2015*

Photo credit to: BC Content Hub.

2023 NEW/REVISED POLICIES & SUBMISSIONS

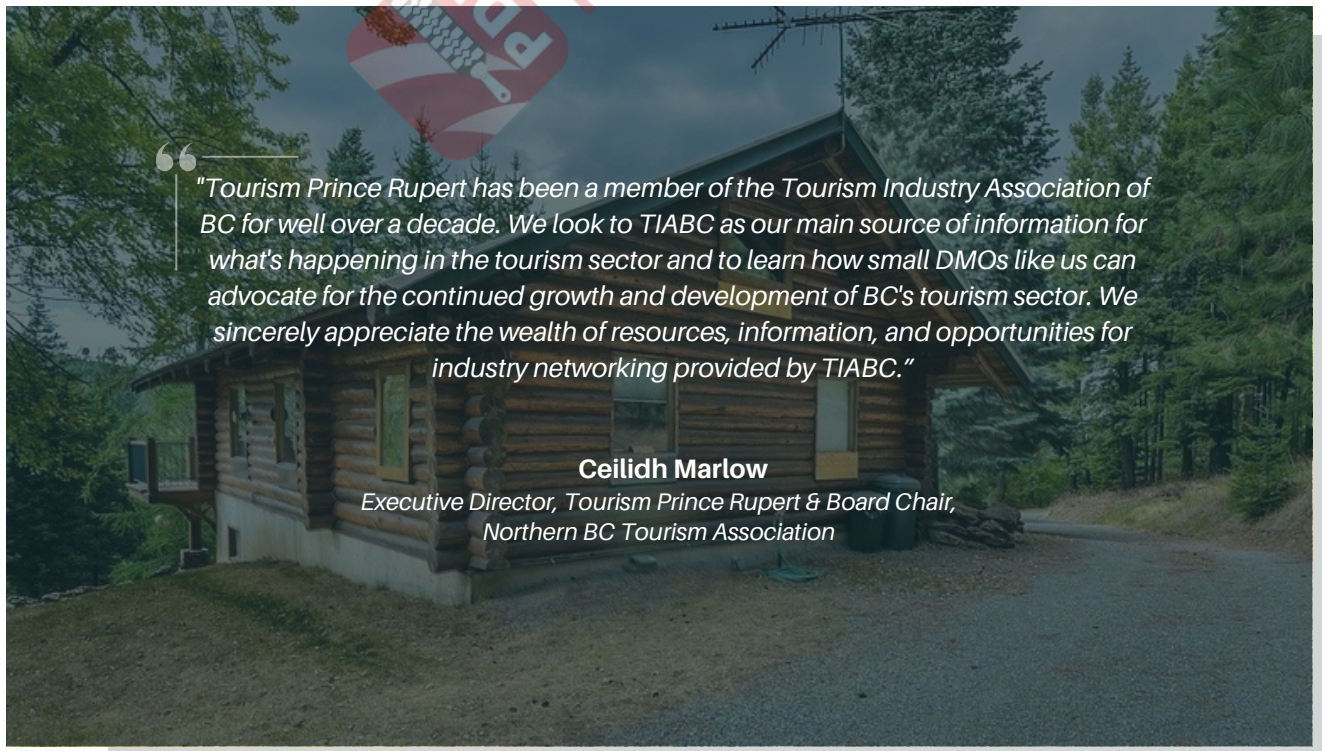
TIABC introduced several new policies and updated others for submission to both the province and federal government in 2023. We also responded to several consultation processes to provide a tourism industry perspective on issues ranging from coastal marine strategy intentions, to Major Events Municipal and Regional District Tax.

SHORT-TERM VACATION RENTALS

Because short-term vacation rentals (STVR) are a significant factor in the loss of affordable and available rental housing for residents and workers in many BC communities, TIABC continued to prioritize this file to help inform the province's impending legislation to address the issue. After several meetings with Housing Minister Kahlon and other government officials, we were pleased to see many our recommendations adopted into law. These included (but not limited to):

- ▶ All operators of private short-term vacation rentals should be licensed and registered within each community and agree to comply with local regulations.
- ▶ All short-term rentals to be registered and listed on a centralized registry for the province and local governments to access accurate and complete data for enforcement of regulations within local communities.
- ▶ Short-term rentals be confined to a principal residence.

TIABC will evaluate the impact of the new legislation and regulations on communities, and advance policy adjustments to government as needed.



“*Tourism Prince Rupert has been a member of the Tourism Industry Association of BC for well over a decade. We look to TIABC as our main source of information for what's happening in the tourism sector and to learn how small DMOs like us can advocate for the continued growth and development of BC's tourism sector. We sincerely appreciate the wealth of resources, information, and opportunities for industry networking provided by TIABC.*”

Ceilidh Marlow

*Executive Director, Tourism Prince Rupert & Board Chair,
Northern BC Tourism Association*

2023 NEW/REVISED POLICIES & SUBMISSIONS

CAMPFIRE BANS

Each year the provincial government assesses the dry conditions and high probability of wildfires and when necessary, initiates a ban on open fires for recreational purposes (category 1) in all or parts of BC. In some situations, campfire bans may be necessary, particularly in the backcountry where the environment is less-structured, access is limited for first responders, there is virtually no water-based suppression equipment, and dry forest fuel is in abundance.

Conversely, controlled campgrounds, such as those within BC Parks and private-sector campgrounds are prepared for emergency situations with designated areas for open fires, supervision and other measures to ensure the safety of guests and staff. Therefore, province-wide or regional bans may not be necessary depending on the area, operator, venues, individual, or other considerations.

Recognizing the balance between reducing the risk of wildfires, as well as the impact of a campfire ban on BC's reputation as desired destination for camping, TIABC carefully advanced the following recommendations to government:

- ▶ Annually ban category 1 open campfires in the backcountry only between May 1st and October 31st.
- ▶ Allow the use of CSA-rated or ULC-rated stoves and fire pits in the backcountry unless extreme weather conditions dictate otherwise.
- ▶ Unless operators deem conditions to be unsafe, allow category 1 open fires at remote lodges, private or public campgrounds that have dedicated supervision, water-based suppression equipment and designated campfire areas.

While no policy has yet been introduced by the province, TIABC will work with government to provide further input and advance new regulations based on continued feedback by tourism operators.



2023 NEW/REVISED POLICIES & SUBMISSIONS

MAJOR EVENTS MUNICIPAL & REGIONAL DISTRICT TAX

We continue to work on the MRDT file, both from the perspective of endeavouring to retain the existing funding system for tourism marketing, projects and programs, but also to address new proposals for the use of MRDT that may be considered incongruent with community objectives and the tourism sector.

In late 2023, the Province of British Columbia launched a consultation process on a proposed additional Major Events Municipal and Regional District Tax (MEMRDT) to help fund and host major events such as world expositions or the Olympic games.

MEMRDT (i.e. additional 2.5% applied to accommodation) was introduced in the City of Vancouver in Spring of 2023 to generate incremental tax revenues to help offset expenses related to FIFA World Cup 2026. Government is evaluating the notion of a similar program for other communities seeking to host major events.

TIABC has consistently opposed further expanding the usage of MRDT for purposes other than tourism marketing, projects, programs, and affordable housing for tourism workers. To that end, the organization currently does not support MEMRDT as a resource preference for major events.

TIABC, in partnership with the BC Destination Marketing Organization Association (BCDMOA) and the BC Hotel Association (BCHA) submitted its observations on the proposed MEMRDT and offered recommendations to government for implementation in order to gain support for the program. These include, but are not limited to:

- ▶ The Province must develop a comprehensive and coordinated major events strategy that identifies clear objectives, roles and responsibilities, structure, resources, capacity, processes, and other criteria for attracting, bidding for and/or hosting major events.
- ▶ The event must procure, fund and produce an independent business case study on the benefits, as well as a general plan to bolster tourism, employment, social and economic benefits for the host community and province.
- ▶ Implementation of an addition MEMRDT in a community must include unanimous support by three parties – local municipality/regional district (designated receipt), local destination marketing/management organization (eligible entity), and local hotel community, akin to the current and original MRDT model.
- ▶ If MEMRDT is deployed to help fund a major event, a maximum timeframe and contribution cap must be applied.

2023 NEW/REVISED POLICIES & SUBMISSIONS

TAXIS, RIDESHARING & GIG WORKERS

In 2023, TIABC presented to the Committee on Passenger Directed Vehicles, as well as submitted a brief together with Restaurants Canada on Gig workers...namely food delivery and ride-sharing drivers.

We also submitted a brief to the Passenger Transportation Board that focussed on levelling the playing field between taxis and ridesharing operators. Recommendations included, but were not limited to:

- ▶ TIABC supports the use of class 4 licenses for both taxi drivers and Transportation Network Companies (TNC) drivers since they are both providing essentially the same service...driver for hire.
- ▶ The same National Safety Code regulation should apply to both taxis and TNC's related to counting the number of working hours in any given day for a driver.
- ▶ Taxi drivers in many communities are required to have on-board cameras to help protect both passengers and drivers whereas TNC drivers are not. It should be the same for both whether cameras are required or not in future.
- ▶ In order to protect taxi operators in smaller or rural communities where ridesharing has been approved, provisions should be implemented that limit the number of hours TNCs are permitted to operate in those jurisdictions, especially where there is enough taxi supply to meet the demand.
- ▶ Changes to provincial regulations that allow for regionalization of taxi services and cross-boundary pick-ups and drop-offs of passengers are necessary to ensure that customers receive the services they need when they need them. This could help address challenges related to adequate supply.
- ▶ Passenger directed vehicles and transportation network companies should be allowed to pick-up/drop-off anytime, anywhere to allow all drivers, including taxis, the same access to provide services wherever and whenever a passenger needs a ride.
- ▶ The province needs to open up taxi supply in certain communities to address the current shortage of taxis and vehicles for hire, which will provide more choice, accessibility, and opportunity for both consumers and drivers.
- ▶ TIABC and Restaurants Canada support the approach of treating delivery drivers the same as taxi drivers with respect to minimum wage ensuring that the total wages a driver receives over the course of a month are at least equivalent to the wages the driver would receive if they had been paid minimum wage for every active hour worked in the month.
- ▶ App-based delivery drivers should continue to be classified as independent contractors to maintain the current business model which provides delivery drivers the flexibility to work only those hours that best suit their individual schedules and circumstances.

Within the new Gig worker regulatory regime, the province adopted many of the recommendations put forward by TIABC and Restaurants Canada.

2023 NEW/REVISED POLICIES & SUBMISSIONS

COASTAL MARINE STRATEGY

TIABC led a submission together with a number of partners (Boating BC, BC River Outfitters Association, Commercial Bear Viewing Association, Cruise Lines International Association, Greater Victoria Harbour Authority, Pacific Whale Watch Association, Sport Fishing Institute, Wilderness Tourism Association) in response to the province’s Coastal Marine Strategy Intentions Paper. It was a comprehensive document that addressed a number of issues related to marine tourism operators. The recommendations include, but are not limited to:

- ▶ The province create and maintain a baseline data set containing current data for all environmental, economic, social, and cultural values on the coast. Based on the information provided, it currently lacks comprehensive information.
- ▶ A new coastal marine strategy needs to reflect the challenges facing the coastal region from an environmental, economic, social, and cultural perspective, and identify possible actions and a timeline to begin to address the challenges.
- ▶ In the event of policy, regulatory or enforcement changes, marine tourism stakeholders must be included prior to the implementation of decisions to ask questions, incorporate local, historical and traditional knowledge, as well being able to voice concerns. While the notion of fostering healthy coastal communities and economies is encouraging, transparency about how that unfolds is essential to be able to move it forward with support and buy-in from everyone effected.
- ▶ A new coastal marine strategy needs to clearly address and define the multi-jurisdictional challenges between the federal, provincial, First Nations and regional governments over navigation, resource utilization and management, habitat stewardship, and economic activities.
- ▶ A new coastal marine strategy should prioritize the education of recreational users on various marine-related regulations.
- ▶ That port authorities, government, First Nations, as well as marine tourism stakeholders support measures to prevent and/or clean-up marine debris along BC’s coastline.
- ▶ That stakeholders help ensure the recovery and sustainability of southern resident killer whales and other marine species-at-risk through wildlife strategies and specific actions that help reduce environmental impacts on animals and mammals.



2023 NEW/REVISED POLICIES & SUBMISSIONS

PROVINCIAL PRE-BUDGET (2024) SUBMISSION

Each year TIABC either appears before the Standing Committee on Finance & Government Services or provides a written submission (restricted to three key priorities) to help inform BC's Budget. Our submission for 2024 focussed on three areas: Emergency Management Funding for Regional Destination Marketing/Management Associations (BC Regional Tourism Secretariat – BCRTS); Retention of MRDT for Tourism Marketing, Projects and Programs; and Further Investment in Destination Development. In summary:

Additional Funding for BCRTS

While BCRTS play a critical role in the four stages of BC's Tourism Emergency Management Framework (i.e. mitigation, preparation, response, recovery), limited government funding has meant reduced capacity to lead the planning, training and delivery of emergency management services despite an increase in annual major crises such as wildfires, heat domes, flooding, drought, etc. TIABC recommended annual emergency management funding of \$100,000 for each region over a three-year period.

Protection of MRDT for Core Purposes

The Municipal and Regional District Tax (MRDT) is intended to help grow BC revenues, visitation and jobs, and amplify the province's tourism marketing efforts in a competitive marketplace. There are 64 MRDT communities participating. In recent years, more municipalities have looked to use a portion of MRDT revenues to fund infrastructure projects that aren't directly related to supporting the visitor economy or local housing needs for tourism workers. TIABC recommended protecting the integrity of MRDT for its original purpose of tourism marketing, projects, program and affordable housing for tourism workers.

Investment in Destination Development

In 2021, government committed \$45 million over three years to build or rejuvenate tourism infrastructure in communities throughout BC. Funding was spread amongst 70 communities. In our view, it's important for the province to continue to partner with the tourism sector and help the industry rebuild and thrive in the years ahead. TIABC recommended that government commit another \$45 million over three years to further provide grant funding to communities/projects to further support post-pandemic recovery and resiliency of the tourism sector.

2023 NEW/REVISED POLICIES & SUBMISSIONS

FEDERAL PRE-BUDGET (2024) SUBMISSION

In TIABC’s federal pre-budget (2024) submission, we provided recommendations that matched our federal counterparts at the Tourism Industry Association of Canada, as well as Tourism HR Canada.

Our submission stated that in order for Canada’s tourism sector to meet broad objectives for annual revenue and economic impact, number of jobs created, visitation, brand preference, sustainability, and other measures, the Federal Government must invest in, create the regulatory regime, and partner with the industry to ensure a healthy and vibrant visitor economy for all provinces. We also must continue to work together strategically to help the tourism sector remain a globally competitive, accessible, affordable, and sustainable contributor to Canada’s local and national economies. The recommendations TIABC put forward include:

Recommendation #1

Create a dedicated tourism sector stream under the Temporary Foreign Worker Program (TFW), akin to the agriculture sector stream.

Recommendation #2

Provide core funding to Tourism HR Canada (THRC) to bolster strategic initiatives in support of tourism workforce growth.

Recommendation #3

Cancel the repayment of the CEBA loans or extend repayment terms by an additional year. Similarly, modify the terms for the RRRF and HASCAP loans to allow more time and flexibility for repayment.

Recommendation #4

Launch a dedicated Tourism Infrastructure Fund to support major capital projects in the sector, with a particular focus on renovating and expanding conference venues, airports and attractions.

Recommendation #5

Establish a tax credit program to incentivize investment in housing for workers, as well as new tourism assets and the upgrading of existing infrastructure.

Recommendation #6

Within the Small Business Tax Deduction policy, eliminate the annual CRA adjudication and allow campgrounds that employ under five full-time employees to automatically be classified as active not passive businesses, even when closed due to their seasonality.

Recommendation #7

Bolster support for investment in the Trans Canada Trail network to maintain and build the use of this iconic trail.

Recommendation #8

Support Canada’s Blue Economy by understanding the contributions of tourism and consider the impacts which inform planning and decision making related to healthy and intact ecosystems.

Recommendation #9

Create and help fund a robust Canada-wide transportation system that links visitors and residents of rural communities to major centres through a motorcoach network and other modes of transportation.

Recommendation #10

Create a fund dedicated to improving tourism infrastructure vis-a-vis electric vehicle (EV) charging stations in rural areas enabling Canada to meet its 2030 Emissions Reduction Plan: Clean Air Strong Economy goals through a reduction in carbon emissions.

The submission also bolstered the work of TIABC, TIAC and other sectors in lobbying the federal government to further extend the CEBA loan repayment terms to 2025 or beyond.

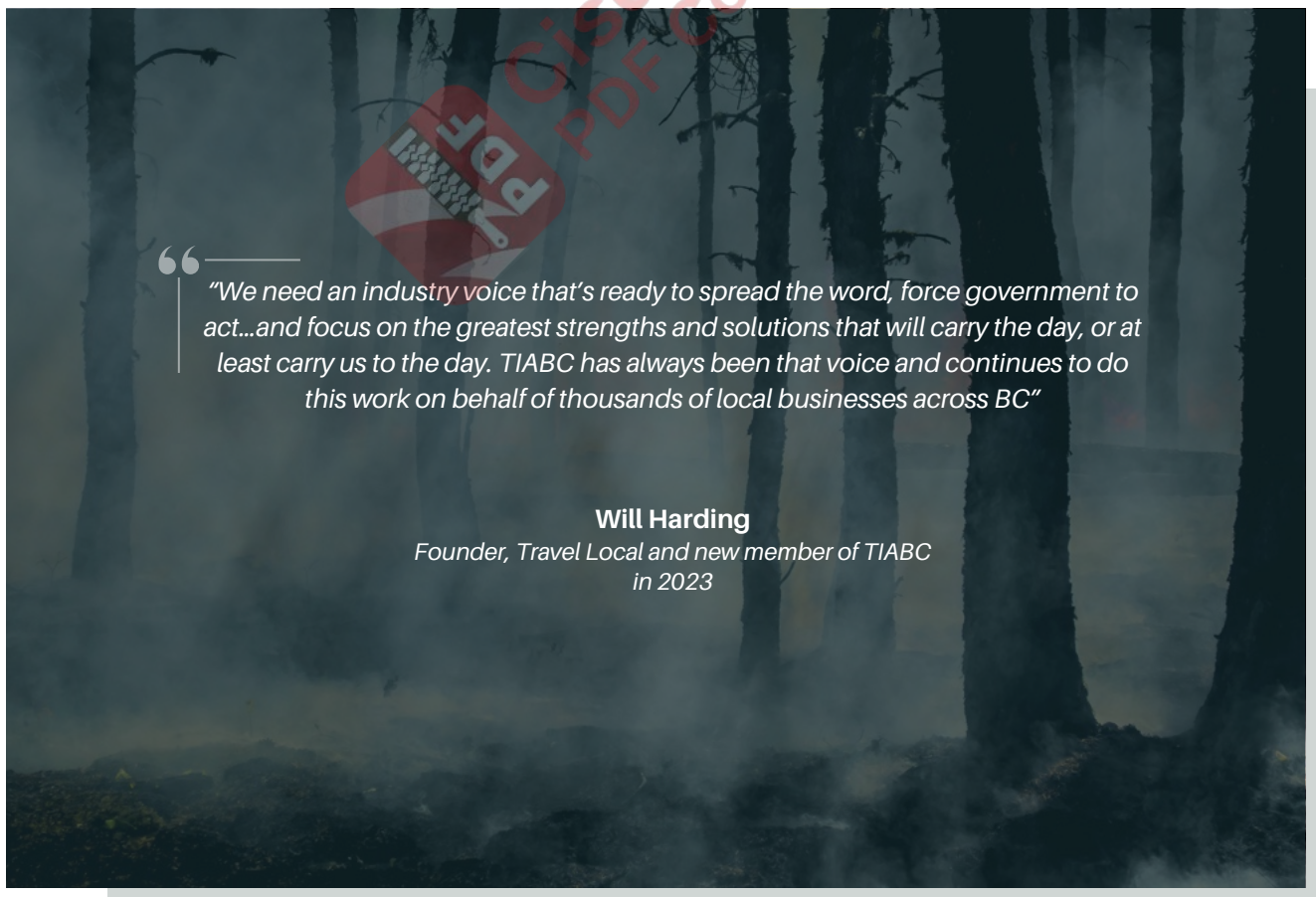
2023 NEW/REVISED POLICIES & SUBMISSIONS

TOURISM EMERGENCY MANAGEMENT COMMITTEE

Along with the Ministry of Tourism, Arts, Culture & Sport, TIABC co-chairs the Tourism Emergency Management Committee (TEMC) that also includes Destination BC, Indigenous Tourism BC, Ministry of Emergency Management & Climate Readiness, BC Regional Tourism Secretariat and BC Destination Marketing Organization Association.

In 2023, the TEMC progressed on developing its annual Action Plan to address the tourism industry’s role in the four pillars of emergency management – Mitigation, Preparation, Response & Recovery.

Members of the TEMC and the corresponding Tourism Emergency Response Team (representing a cross section of government ministries/organizations, DMOs, sector associations as needed) responded to several major crises starting in spring, primarily related to wildfires and drought. The TEMC continues to work with the province on support systems to help tourism operators through significant incidents such as the wildfires on Vancouver Island and the South Okanagan that resulted in highway closures and travel bans, causing notable economic hardship to many businesses.



2023 NEW/REVISED POLICIES & SUBMISSIONS

BC LOBBYIST REGISTRY REPORTS

As a registered lobbyist, TIABC’s Walt Judas is compelled by law to file monthly activity reports with the BC Lobbyist Registry, detailing the nature of his lobbying activities with provincial cabinet ministers, MLAs, and senior bureaucrats.

In 2023, TIABC engaged with several provincial government ministries, as well as the Premier’s office. Although the number of direct contacts with government was considerably higher, formal lobbying resulted in over 40 filings with the BC Lobbyist Registry.

TIABC POLICY COMMITTEE MEMBERS



Michael J. Ballingall
Big White Ski Resort
Chair



Brenda Baptiste
Indigenous Tourism
Association BC & TIABC
Director



Barrett Fisher
Tourism Whistler



Beverley de Santis
Western Canada
Theatre



Kathy MacRae
Commercial Bear Viewing
Association of BC



Joss Penny
BC Lodging &
Campgrounds Association



Paul Vallee
Gaining Edge Consulting



John Wilson
Wilson’s Transportation
Group

DIVERSITY, EQUITY, INCLUSION & RECONCILIATION (DEIR) COMMITTEE

TIABC commits to champion the values of diversity, equity, inclusion, and reconciliation by listening, learning and acting. We foster a working environment where we value and develop employees, directors, volunteers, members, advisors, contractors and partners of all backgrounds and experiences.

In addition to offering full participation in programs, policy formulation, and advocacy initiatives, TIABC endeavours to build respect, dignity, fairness, and equality in everything we do.

We pledge to share best practices in advocating for diversity, equity, inclusion, and reconciliation within BC's tourism and hospitality industry, and seek to achieve the annual goals and objectives we set around this topic to hold us accountable.

Some of the progress we made on our goals included:

- ▶ Advancing the work of the DEIR sub-committee to become a formal committee of TIABC, which was approved by the board, setting in place a schedule of bi-monthly meetings.
- ▶ To be a TIABC director, all board members are required to complete the go2HR Safer Spaces certification.
- ▶ We provided a platform for DEIR at our 2023 BC Tourism & Hospitality Conference held this past March through workshops, and award recognition in the inaugural Businesswoman of the Year award.
- ▶ For the first time ever, we implemented a Code of Conduct Oath at the conference – stating our commitment to host an event in which everyone can participate in an inclusive, respectful and safe environment – where racism or discriminative behaviour is unacceptable.
- ▶ In 2023, we partnered with Destination BC and go2HR on a DEIA survey to determine the extent to which our industry is aware and pursuing diversity, equity, inclusion, and reconciliation practices in their business operations, and importantly where help and leadership is needed to move the tourism sector on the DEIR spectrum. The results of that survey have recently been analyzed by our committee with information to come in the weeks ahead.

DIVERSITY, EQUITY, INCLUSION & RECONCILIATION (DEIR) COMMITTEE

In 2023, we signed an MOU with #NotMe adding TIABC’s support and leveraging our communication channels to encourage individuals and organizations to use this app as an effective and safe tool for reporting sexual harassment in the workplace.

We also secured a partnership with WORTH Association as part of their Leadership Circle. We specifically focused on a commitment to participate in the WORTH mentorship program with two TIABC board members acting as mentors to women in our industry.

We remained committed to the Catalyst Accord which calls on Canadian boards and CEOs to accelerate the advancement of women in business by increasing the average percentage of women on boards and women in executive positions in corporate Canada to 30% or greater by 2032. In 2023 we met our commitment to the 50-30 challenge earlier than anticipated, recognizing 50% of our directors are women.

DEIR COMMITTEE MEMBERS



Sandra Oldfield
Elysian Projects & TIABC
Vice-Chair
Chair



Jarrett Bachman
Fairleigh Dickinson
University & Destination
British Columbia



Lianne Ballantyne
Tourism Kelowna



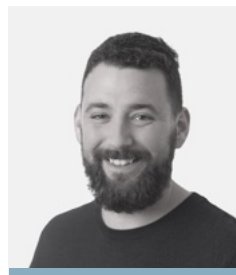
Brenda Baptiste
Indigenous Tourism BC
& TIABC Director



JJ Belanger
Crystal Cove Beach
Resort & Chair, TIABC



Miranda Ji
Destination Greater
Victoria & TIABC Director



Chris Lewis
Tourism Kelowna &
TIABC Director



Sandra van Steijn
St. Eugene Golf Resort &
Casino & TIABC Director

COMMITTEES AND ENGAGEMENT

In 2023, TIABC CEO Walt Judas served on several committees and boards, providing both TIABC and the BC tourism industry’s perspective on various files. These committees included, but were not limited to:

ADVISORY COMMITTEE - TOURISM RENEWAL INITIATIVE

The Tourism Renewal Initiative was set up to explore opportunities to increase efficiency and effectiveness in the funding systems and structures that support the sector, with the goal of presenting recommendations to the province for renewing the system by early 2024. The Advisory Committee provides strategic advice to the Tourism Sector Strategy Division vis-a-vis research findings related to tourism systems and funding mechanisms, assessing options and ideas related to the future state of tourism in BC, and assisting in shaping options on strategies, policies, and mechanisms that will lead to better outcomes for a renewed tourism system in BC.

ADVISOR - PREMIER’S TASKFORCE ON WILDFIRES

The Premier’s Expert Task Force on Emergencies was established in October 2023 to provide strategic advice and action-oriented recommendations on how the Province can better support people on the front lines of emergencies, enhance support delivery for evacuees and apply lessons the Province has learned in preparation for the next emergency. Although TIABC is not a member of the Task Force, it was specifically selected to provide advice on strengthening the tourism industry’s role in the four pillars of emergency management.

BOARD MEMBER - TOURISM INDUSTRY ASSOCIATION OF CANADA (TIAC)

TIAC serves as the national sector advocate for Canada’s visitor economy. Based in Ottawa, TIAC’s primary mandate is to advocate on behalf of its members to elevate concerns at the national level. Its Board of Directors, representing a cross section of tourism operators and organizations from across the country, provides guidance to TIAC’s executive on advocacy priorities, operations, and other initiatives to help TIAC achieve its annual goals.

STEERING COMMITTEE MEMBER - EXTENDING CEBA REPAYMENT DEADLINE

Along with TIAC, the Canadian Federation of Independent Business, the Canadian Chamber of Commerce, Restaurants Canada, and the Hotel Association of Canada, TIABC served on a steering committee that enlisted the support of chambers and sector associations across Canada calling for the federal government to extend the Canada Emergency Business Account (CEBA) repayment deadline by two years to allow businesses affected by the pandemic more time to service the debt owed on CEBA loans without losing the forgivable portion.

CHAIR - PROVINCIAL & TERRITORIAL TOURISM INDUSTRY ASSOCIATION (PTTIA)

The role of the PTTIA is to share information regarding issues that affect the tourism industry, and to align provincial/territorial tourism advocacy organizations and the Tourism Industry Association of Canada on common national and provincial/territorial advocacy and communication priorities that are aimed at advancing the tourism industry in Canada and in all provinces/territories. The focus of collaboration and alignment efforts is in the development and implementation of advocacy strategies and communication initiatives.

CO-CHAIR - TOURISM EMERGENCY MANAGEMENT COMMITTEE (TEMC)

The TEMC manages and implements the BC Tourism Emergency Management Framework that focuses on mitigation, preparedness, response, and recovery for the tourism sector. As part of its role, TIABC also provides tourism industry input on policy discussions around emergency management and assists with communications between tourism industry and emergency management organizations.

OTHER INITIATIVES & ACTIVITIES

TIABC continued to focus on effectively communicating with industry, members and stakeholders by increasing awareness of our advocacy efforts, government announcements, and the state of the industry. In addition to the regular activities, TIABC curates additional content that commemorates milestones and dates of importance to the tourism sector such as Tourism Week, the National Day of Truth and Reconciliation, International Women’s Day, World Tourism Day, Small Business Week, etc.

The following offers a snapshot of some related communication and activities:

BC TOURISM INDUSTRY CONFERENCE

One of our core activities is to stage the annual BC Tourism Industry Conference. This event continues to drive the bulk of our revenue but it also brings our industry together to network, build relationships, to learn and to celebrate the best of the best in our sector.



In 2023, we partnered with the BC Hotel Association and delivered the second consecutive in-person conference post pandemic.

The event was themed “All Systems Go” and aside from some travel challenges due to heavy snow in parts of the province, delegates experienced true northern hospitality courtesy of Tourism Prince George and the Northern BC Tourism Association. The 2024 BC Tourism Industry Conference, solely hosted by TIABC, will be held in Victoria, March 6 & 7.



OTHER INITIATIVES & ACTIVITIES

VOICE OF TOURISM NEWSLETTER

TIABC’s Voice of Tourism newsletter is the anchor of our regular communications and remains the mainstay of keeping industry informed on our activities as well as government programs, policy development, travel restrictions, emergency preparedness, and activities of our industry.

In 2023, TIABC issued over 60 Voice of Tourism newsletters and special editions. The newsletter is distributed every Friday and experiences an impressive open rate of 49% (an increase of 9% compared to 2022).

We also grew the utility of TIABC’s website, posting timely updates to help reach a wider audience.

Complementing our communications strategy, TIABC has amplified its messaging by delivering fresh insights to our widespread audience through social media channels - LinkedIn, Facebook, Instagram & Twitter. LinkedIn is the organization’s primary industry connector for relaying timely news, advocacy updates, and responding to the continuous flow of information.

Engagement, number of posts, number of followers and total impressions increased in 2023 compared to 2022 activity. Highlights include:

AUDIENCE GROWTH +20% **TOTAL IMPRESSIONS +5%** **VIDEO VIEWS +220%**

Sign up for *TIABC's Voice of Tourism* newsletter at

www.tiabc.ca

Read past newsletters at

<https://tiabc.ca/category/tiabc-voice-of-tourism-newsletter/>

OTHER INITIATIVES & ACTIVITIES

MEMBERSHIP SURVEY

In November 2023, TIABC distributed our second consecutive survey. The survey was widely distributed to our membership, non-members and industry stakeholders to gauge how satisfied members are with the work that we're doing. Overall survey response and feedback was stronger compared to 2022 with analysis currently underway. Results of the survey will help inform the strategic planning process which seeks to determine the direction of the organization and advocacy priorities for 2024.

VALUE OF TOURISM PRESENTATION TOOLKIT

In 2023, through funding and support from PacifiCan and Tourism Richmond, TIABC developed a comprehensive Value of Tourism presentation toolkit. The content encompasses the full realm of BC's tourism sector and has been built to be flexible so anyone in our industry can customize a presentation when needed. The toolkit is available to the entire industry.



OTHER INITIATIVES & ACTIVITIES

VOICE OF TOURISM PODCAST

In 2023, TIABC introduced an additional 16 Voice of Tourism podcasts providing education and information to various target audiences from experts in their field on the issues that matter to our sector.

Hosted by TIABC CEO Walt Judas, TIABC’s Voice of Tourism Podcast features industry leaders from sector associations, DMOs, and businesses. Podcasts are available via [TIABC’s website](#) or [Spotify](#) channel. TIABC will continue to release additional episodes to the Voice of Tourism Series throughout 2024.



“TIABC amplifies our collective voice by advocating for tourism related matters that impact our industry. It’s empowering to know we stand united in propelling the growth and prosperity of our vibrant tourism sector”

Alex Beryland
 BC Programs Coordinator, Tourism Innovation Lab. TIABC Partner and new member of TIABC in 2023

Photo credit to: Destination BC/Yuri Choufour.

ONE-MINUTE MONITOR

From time-to-time, and as necessary, TIABC reaches out for member input through our One-Minute Monitor survey that identifies specific issues aimed at better understanding how industry may be impacted by a certain event, announcement, or government decision. For example: “Do you support the province’s new legislation on short-term rentals?”. Results are shared with our members and stakeholders, including government.

CORPORATE & PROGRAM PARTNERS

TIABC continues to forge mutually beneficial partnerships to ensure our organization maximizes resources that are critical to supporting policy and advocacy initiatives. We are grateful to our corporate partners that include: Air Canada, Fortis BC, Tourism Richmond and PacifiCan.

We also have relationships and support the efforts of several program partners including: WORTH Association, Tourism Innovation Lab, GreenStep Solutions, #Not Me, and Spinal Cord Injury BC.

MEDIA RELATIONS

As the primary advocate for British Columbia’s visitor economy, TIABC leads the way in providing a trusted and informative voice, representing the interests of the tourism and hospitality industry to various audiences through an extensive media network. In 2023, TIABC’s CEO, Board Chair and several directors regularly delivered insightful responses on the state and needs of BC’s tourism industry on behalf of tourism businesses and organizations.

In 2023, TIABC was quoted in close to 100 articles, as well as countless provincial and national radio and television interviews. Coverage included but was not limited to BIV, Canadian Press, Castanet, CBC, Global News, Globe and Mail, News 1130, Prince George Citizen, The Province, Spice Radio, the Times Colonist, the Vancouver Sun, and CTV.

Proposed B.C. ski resorts find First Nations buy-in is vital

Indigenous support seen key to approval and long-term success as four new all-season resorts look to open

By Peter Mitham, Western Investor | April 18, 2023, 8:45am

[TIABC CEO Welcomes Proposed Investments in BC Ski Resorts and First Nations Partnerships](#)

April 18, 2023

Business Intelligence for B.C.

Travel ban in parts of B.C. disrupting tourism as raging wildfires burn



[TIABC Explains How Travel Restrictions in Parts of BC Disrupted Tourism](#)

August 20, 2023

CTV News

B.C. developing new outdoor recreation strategy

Nearly seven out of 10 B.C. adults participated in outdoor rec in 2022

[TIABC CEO Walt Judas Responds to New Outdoor Recreation Strategy](#)

April 18, 2023

piquenewsmagazine



[TIABC Board Chair Discusses Challenge of CEBA Loan Repayment](#)

January 19, 2024

CBCLISTEN

CBC Lite

News • Canada • British Columbia

[B.C. tour operators fear business downturn after China snubs Canada on tour group list](#)

CBC News | Posted: Thursday, August 17th, 2023 4:00 AM | Last Updated: August 17th

China was 2nd-largest market for travellers to B.C. in 2019, behind U.S.

[TIABC Responds to Canada Not Included in China’s Approved Destinations](#)

August 17, 2023

CBC



CHECK OUT HIGHLIGHTS OF TIABC “In The News” [HERE](#).

TOURISM WEEK

National Tourism Week 2023 took place April 24-30, 2023. This annual event is an invitation for all tourism partners to come together to celebrate tourism as vital to the Canadian economy, the social and cultural fabric of communities across the nation, and to champion and promote Canada’s destinations, tourism businesses, and employees from coast-to-coast-to-coast.

TIABC, together with Destination BC and the Ministry of Tourism, Arts, Culture & Sport provide BC’s tourism industry with a Tourism Week toolkit for how to participate in and/or coordinate events, media activities, key messaging and other activities to highlight BC’s visitor economy.

The 2023 Tourism Week Industry Toolkit was widely distributed through TIABC distribution channels (e-newsletter, social media, website, email) and contained comprehensive resources that included:

- ▶ A Tourism Week Fact Sheet
- ▶ Key Messaging
- ▶ Suggested Social Media Posts
- ▶ Graphic Tiles
- ▶ Suggested Tourism Week Activities
- ▶ TIABC’s Value of Tourism Videos
- ▶ Government Resources
- ▶ TIAC Resources
- ▶ go2HR Resources
- ▶ Sustainable Tourism Pledge 2030



TIABC TEAM



Walt Judas
CEO



Deborah Kulchiski
Manager, Special Projects



Pria Flanagan
Social Media Coordinator



Fiona Wray
Finance, Legal, Contracts

TIABC POLICY ADVISORS



Ed Mansfield
Founder & President, Mansfield Consulting Inc.
Ed has more than 30 years of experience in providing consulting services to public and

private companies, professional associations, industry organizations, and government agencies. He has worked extensively with the tourism, major events, arts and culture, and entertainment sectors across Canada and the United States.



Dan Baxter
Principal, Quadra Strategies
Dan served as a policy advisor until he joined the Progressive Contractors Association of Canada as their Regional Director in

BC in Q2 of 2023. Prior to his work with TIABC, Dan spent nearly a decade in the BC Chamber network between the Richmond Chamber of Commerce (as president and CEO) and the BC Chamber of Commerce (as Director of Policy Development, Government and Stakeholder Relations including six months as interim CEO of the organization). Earlier in his career, Dan worked for Hon. Ed Fast, MP for Abbotsford who was Minister of International Trade and Minister for the Asia-Pacific Gateway.



Katherine MacRae
Executive Director of the Commercial Bear Viewing Association
As an accomplished professional in the tourism industry, Kathy also serves as president of

the Wilderness Tourism Association, co-chairs the Adventure Tourism Coalition, and teaches at Royal Roads University. Katherine's goal is to continue advocating for change within the tourism industry. She aspires to further shape and promote responsible and sustainable tourism practices, ensuring a harmonious balance between exploration, conservation, and preserving our natural habitats.

TIABC BOARD OF DIRECTORS



JJ Belanger
General Manager, Crystal
Cove Beach Resort
Board Chair



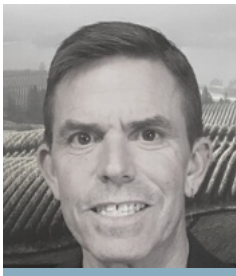
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Senior VP, Marketing &
Sales, Big White Ski
Resort



Brenda Baptiste
Chair, Indigenous
Tourism Association BC



Joanne Burns Millar
CEO, Pacific Destinations
Inc.,



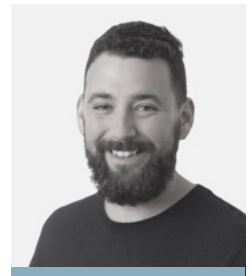
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President, BC Lodging
and Campgrounds
Association



Dennis Innes
Dean of Hospitality,
Culinary & Baking,
Vancouver Community
College



Miranda Ji
Executive Vice President,
Sales and Business
Development,
Destination Greater
Victoria



Chris Lewis
Director of Destination
Development, Tourism
Kelowna



Sandra Oldfield
Partner, Elysian Projects,
Board Vice-Chair



Mike Retasket
Director, Cariboo
Chilcotin Coast Tourism
Association



Sandra van Steijn
CEO, St. Eugene Golf
Resort & Casino



Nicole Ford
VP, Communications,
Sustainability and
Stakeholder Relations,
Rocky Mountaineer

TOURISM INDUSTRY
ASSOCIATION OF



**OUR PRIORITY IS
TO ADVOCATE ON
YOUR BEHALF**

Photo credit to: Cariboo Chilcotin Coast/Michael Bednar.

2023 TIABC ADVOCACY REPORT CARD

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