



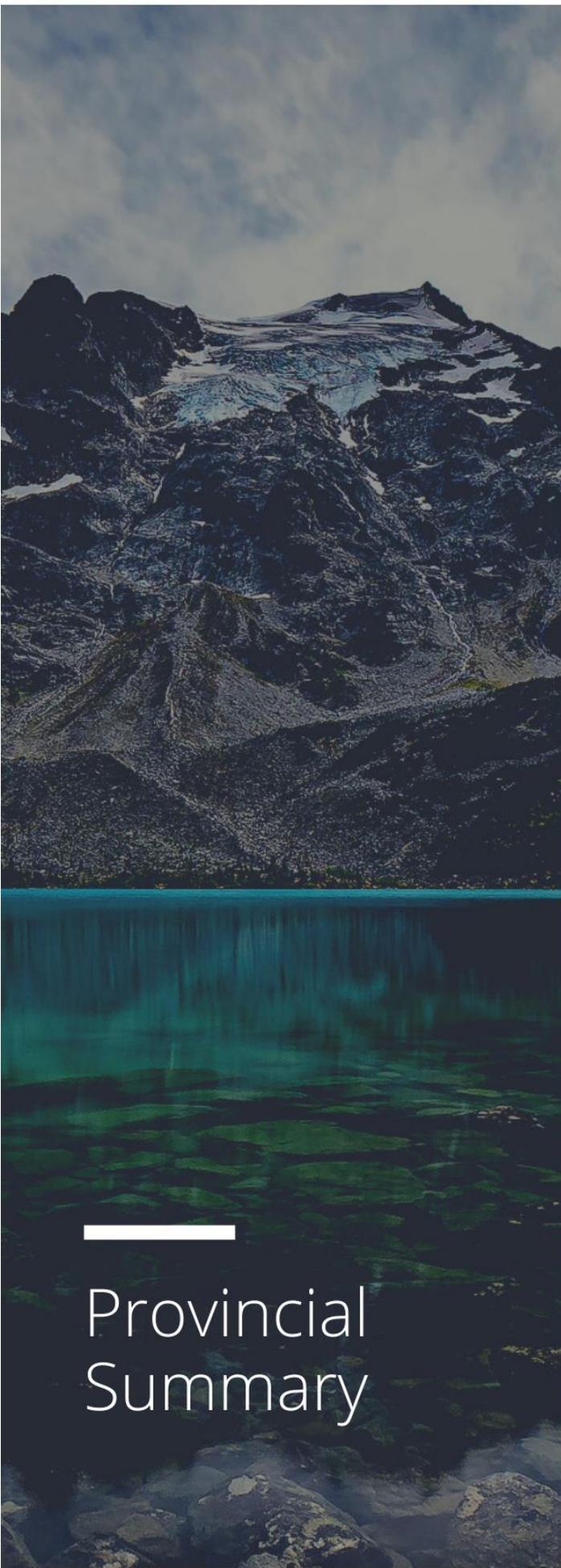
BRITISH COLUMBIA REGIONAL TOURISM SECRETARIAT

# COVID-19 TOURISM IMPACT REPORT

WEEK OF APRIL 13, 2020

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FOR QUESTIONS CONTACT:  
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## Provincial Summary

### *Opening message*

The British Columbia Regional Tourism Secretariat, British Columbia Hotel Association and the British Columbia Destination Marketing Organization Association are continuing to leverage our collective business network to collect, collate and report on the impact of the COVID-19 pandemic on tourism businesses and to gather feedback on potential response and recovery measures. This business intelligence was gathered through telephone and online surveys from April 14th to April 17th with 281 tourism businesses.

### Key Issues for Consideration:

- Many businesses are facing not only financial challenges but also emotional challenges
- Businesses are concerned that the impact of COVID-19, specifically for the tourism industry, will be severe and remain long after the pandemic is over
- Some businesses have difficulty with the application process for government support programs

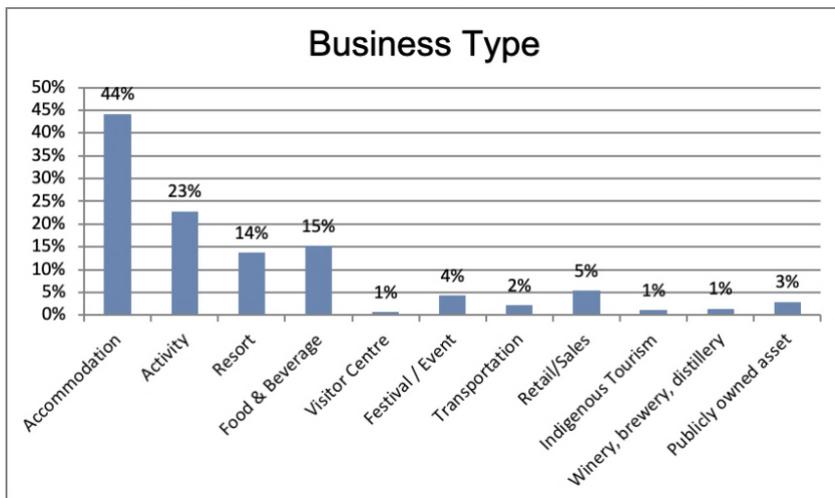
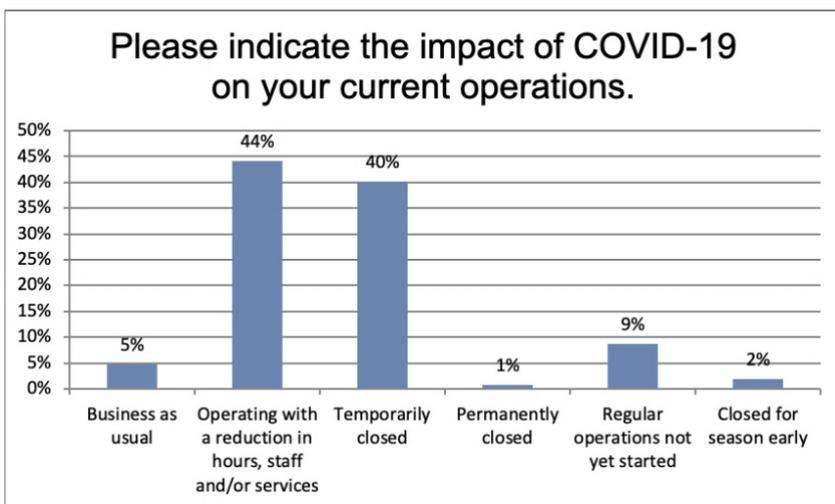
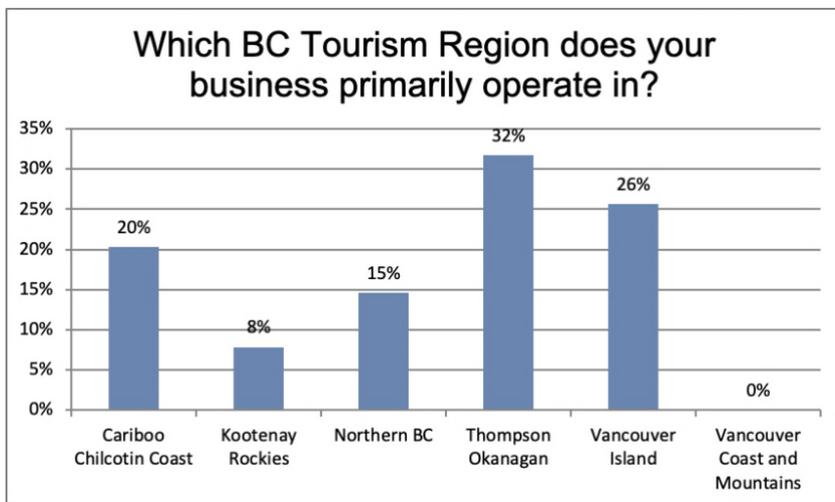
On behalf of the British Columbia Regional Tourism Secretariat and our partners, I would like to thank the Honourable Minister of Tourism, Arts and Culture, Lisa Beare, and her staff for their dedication and support during this most challenging time.

Sincerely,

Glenn Mandziuk  
Chair, British Columbia Regional Tourism Secretariat

# PROVINCIAL SUMMARY

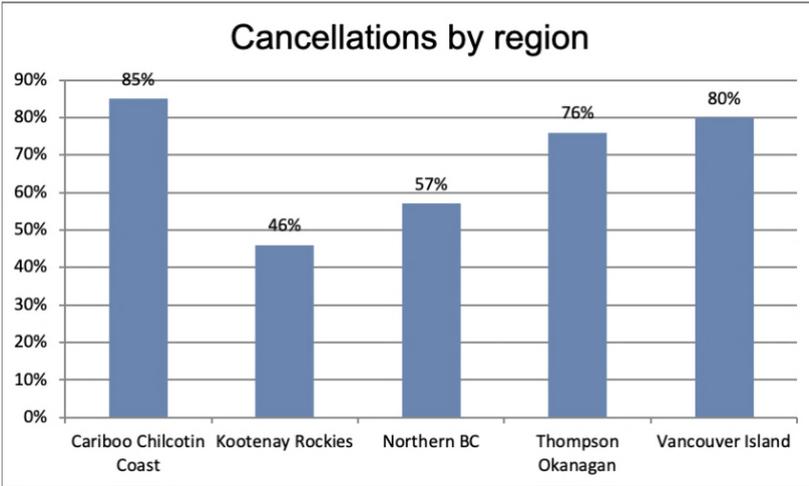
## SURVEY RESULTS\*



\*All findings are based on member surveys collected by the Secretariat during April 14 - 17, except where otherwise noted. Data and figures represent a subset of regional tourism operators and are subject to change with changes in coverage, data cleaning, weighting and other statistical correction and/or as data become more complete

# PROVINCIAL SUMMARY

## SURVEY RESULTS



16%  
OF ALL BOOKINGS

RELATED TO  
COVID19/  
ESSENTIAL  
SERVICES

3,105

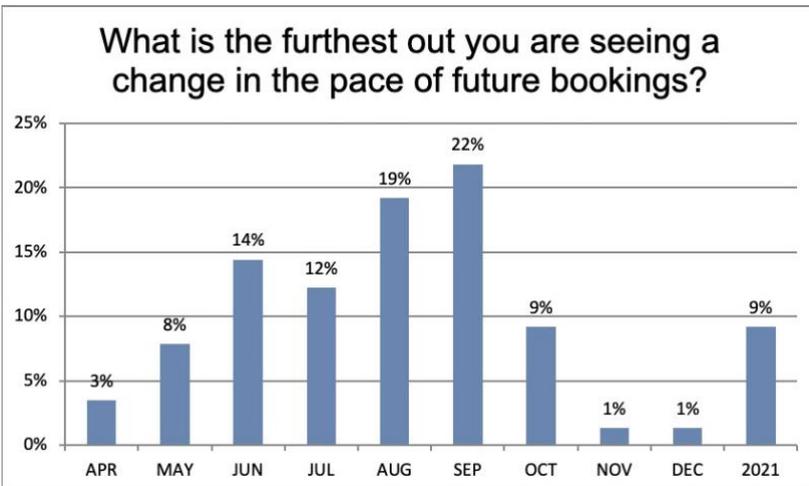
STAFF  
LAYOFFS  
across 239 businesses

\$139,550

AVERAGE LOSS  
TO DATE  
RANGE\*: \$0-\$520,788  
MEDIAN: \$20,000

\$34,841  
ON AVERAGE  
PER MONTH

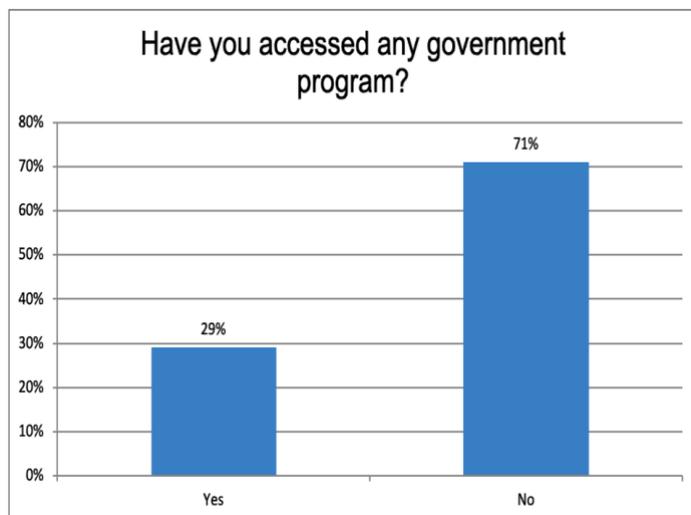
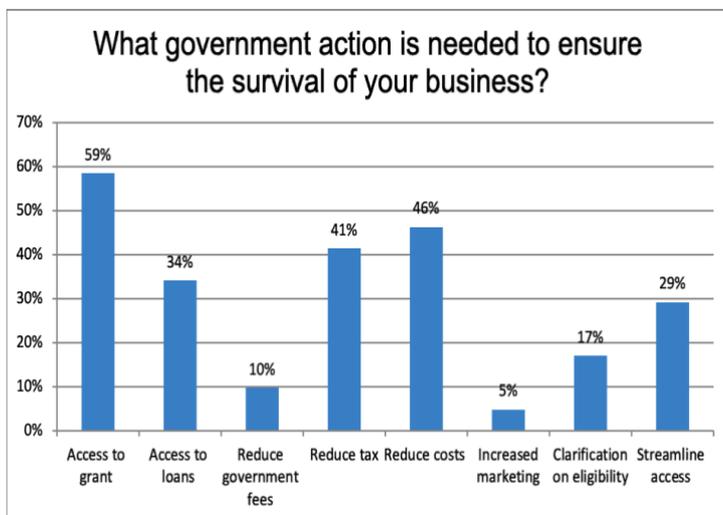
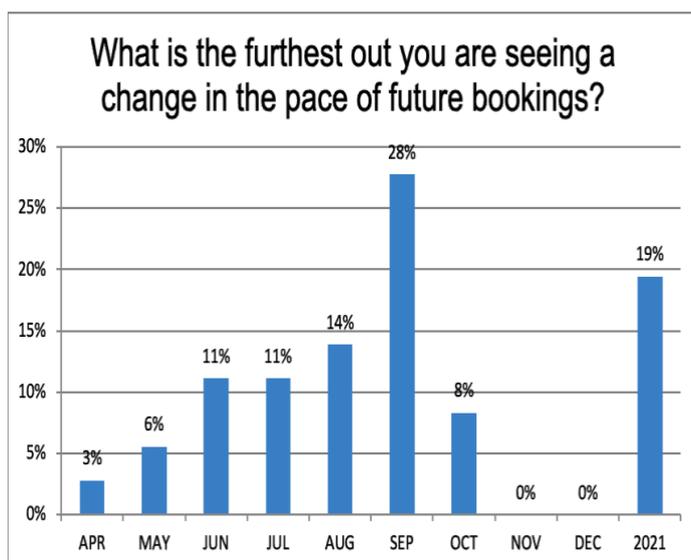
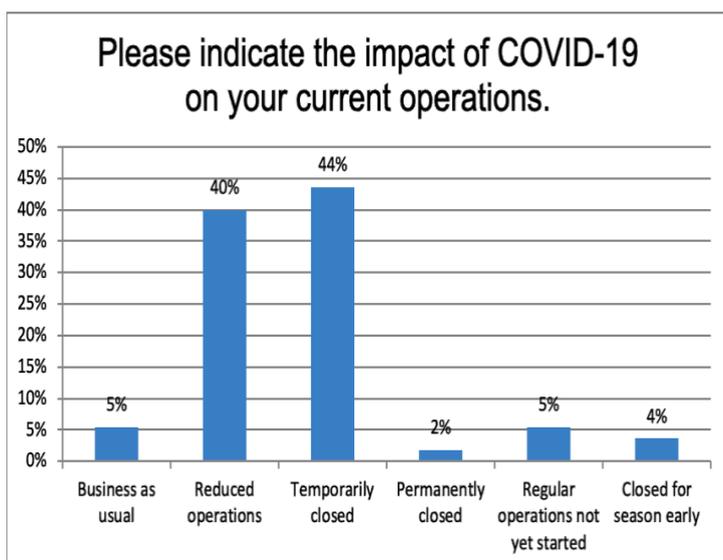
TO REMAIN  
SOLVENT  
RANGE: \$0 - \$100,000  
MEDIAN: \$8,000



\*All data ranges in this report are calculated from the 10<sup>th</sup> percentile to the 90<sup>th</sup> percentile

# CARIBOO CHILCOTIN COAST

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$750 to \$750,000, average: \$136,815 median: \$13,500
- Fixed cost to remain solvent ranges from \$1350 to \$121,500 per month, average: \$40,273, median: \$5,000

### Provincial support

- Extensions for all the support programs

### Regional support

- Plans for recovery marketing
- Collective local lobby
- Regional specific outreach

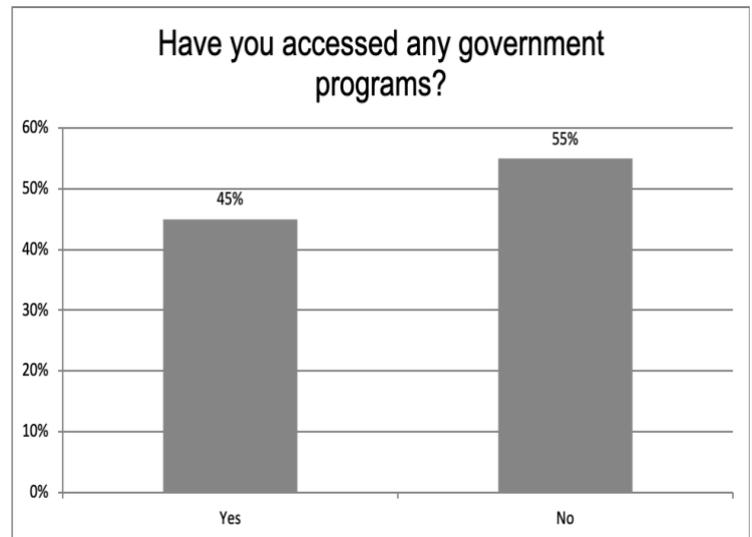
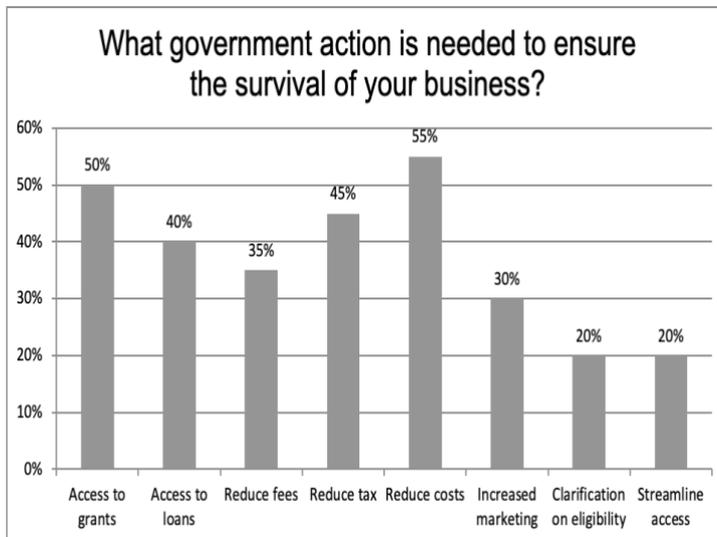
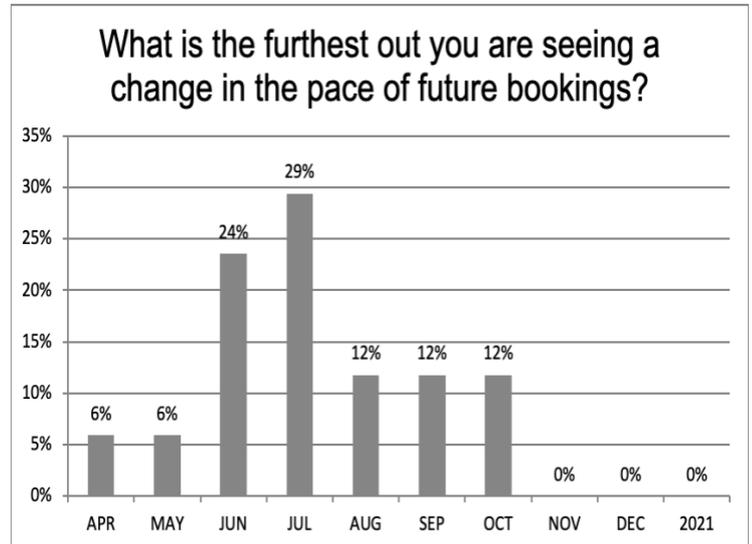
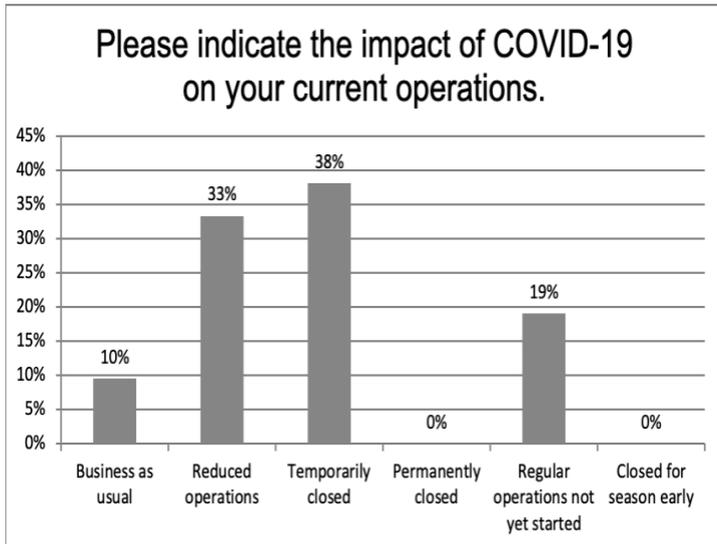
### General notes

- Businesses face similar and potentially more severe challenges to that of the 2017 Wildfires

\*Categories abbreviated. For full definitions, see earlier reports

# KOOTENAY ROCKIES

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$5800 to \$996,467, average: \$110,189, median: \$22,500
- Fixed cost to remain solvent range from \$0 to \$308,800 per month, average: \$15,861, median: \$5,000

### Provincial support

- Provide clear and adequate information

### Regional support

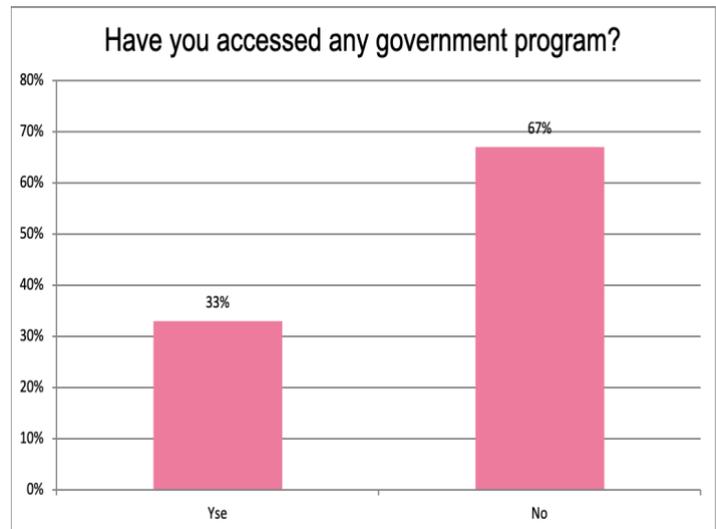
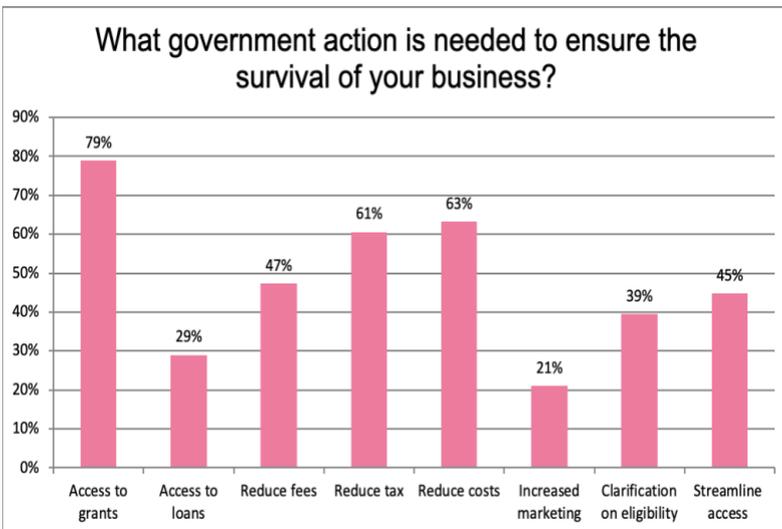
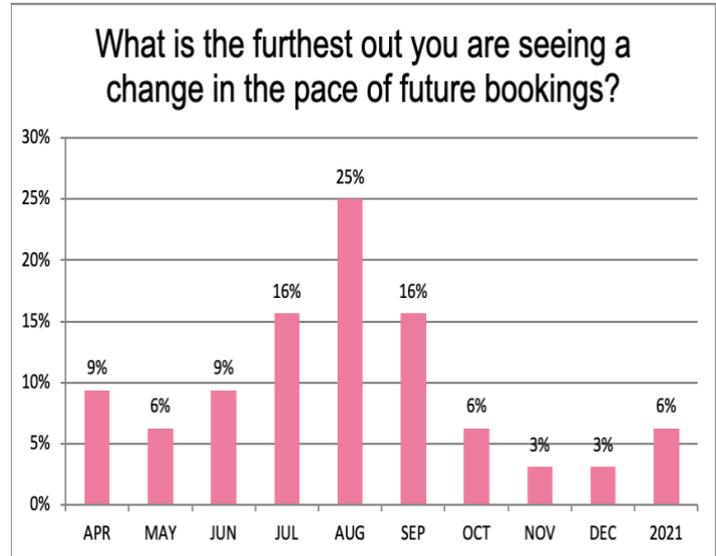
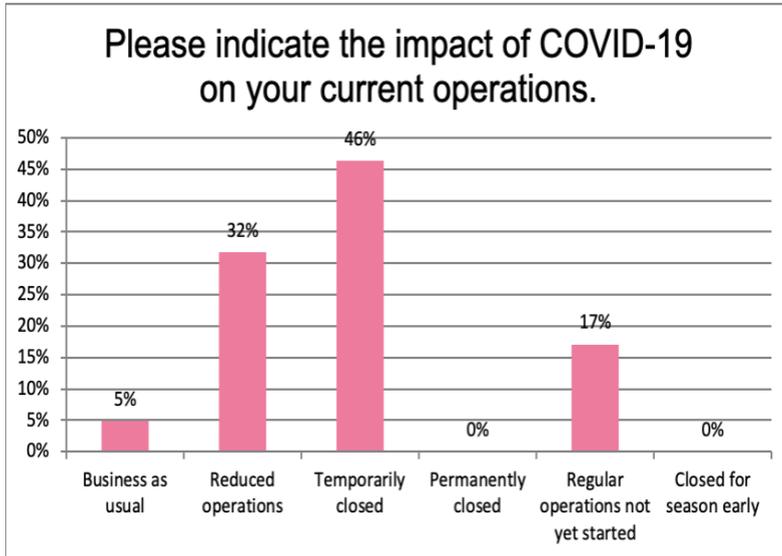
- Provide assistance/guidance in applying for government support programs

### General notes

- Businesses face major challenges in revenue loss, laid-off, and booking cancellations

Note: The sample size for Kootenay Rockies in this report is smaller than in previous weeks, and comparisons should be made with caution

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$0 to \$485,000; average: \$108,478; median: \$20,000
- Fixed cost to remain solvent range from \$5 to \$72,500 per month; average: \$24,282; median: \$8,000

### Provincial support

- Ensure that the application process for government support programs are easy and straight-forward

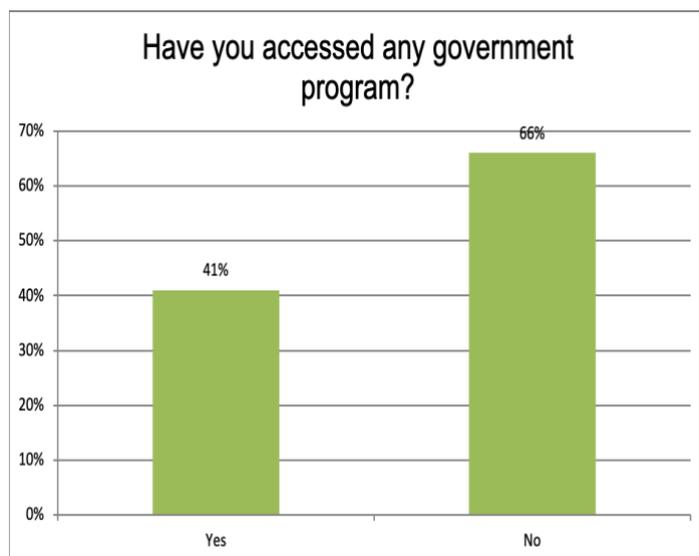
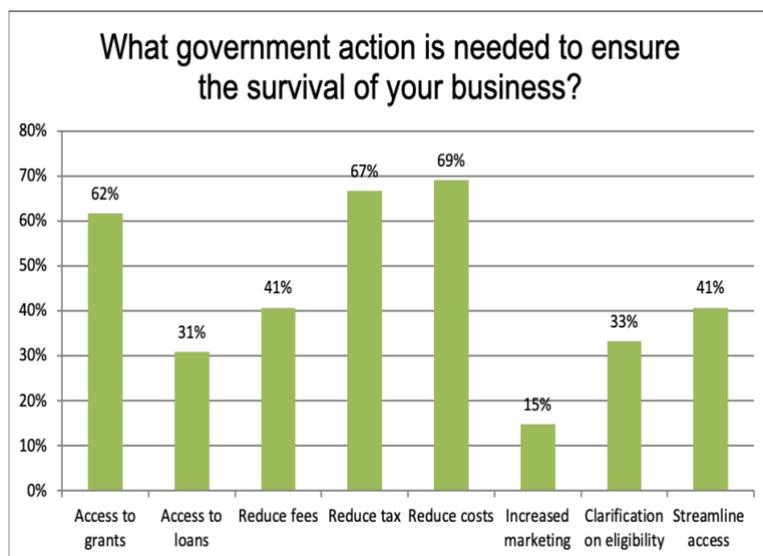
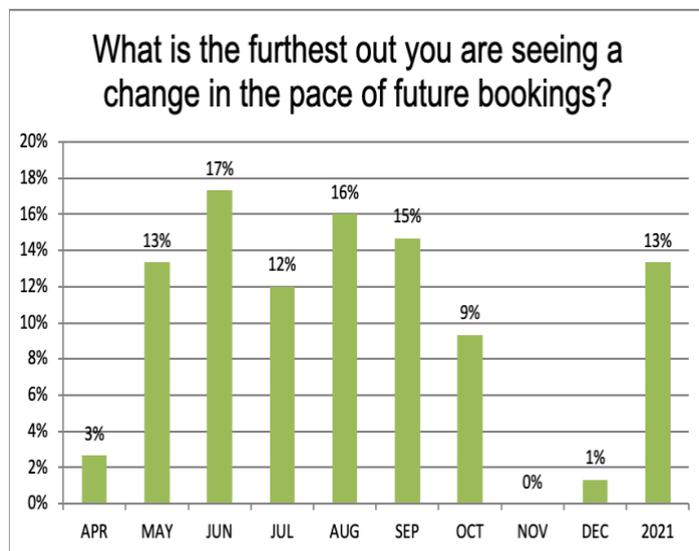
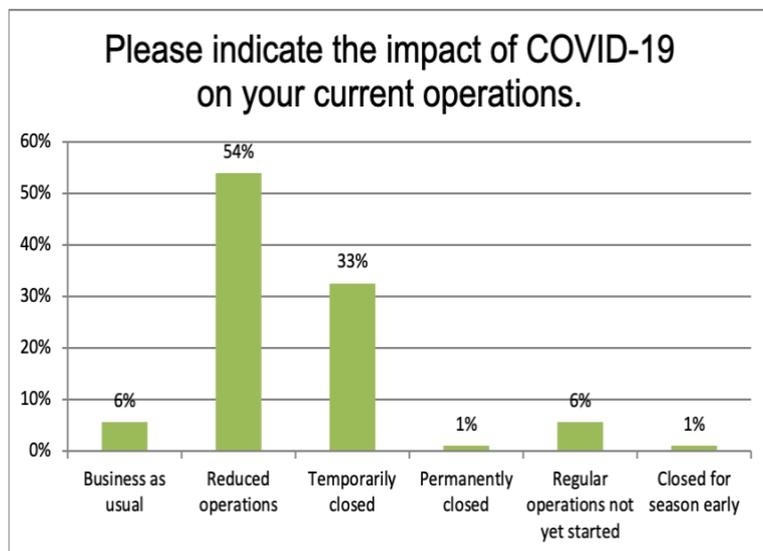
### Regional support

- Collaboration with NBCTA in communications and promoting the north
- Clarify eligibility for support programs

### General notes

- Businesses are concerned that the impact of COVID-19 will remain long after travel restrictions have been lifted

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$180 to \$678,313; average: \$141,749; median: \$11,435
- Fixed cost to remain solvent range from \$0 to \$669,326 per month, average: \$29,371; median: \$10,000

### Provincial support

- Clarify if individuals on CERB are now also able to earn \$1000.00/month
- Quicker response and turnaround from the banks once we have applied for the emergency loan funding

### Regional support

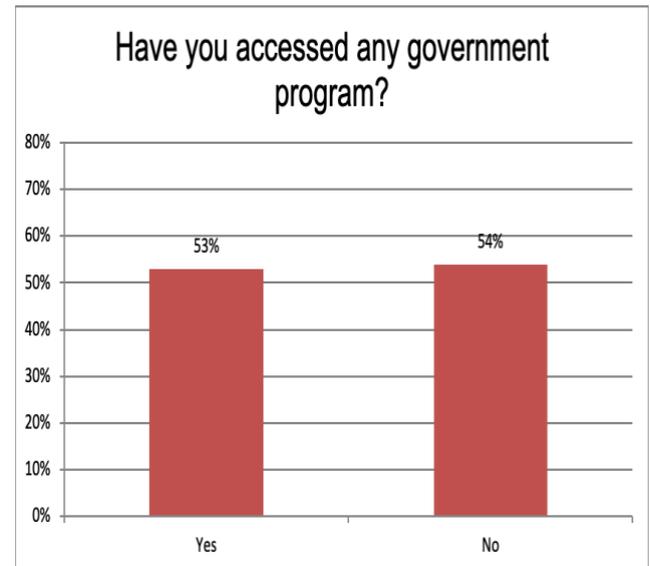
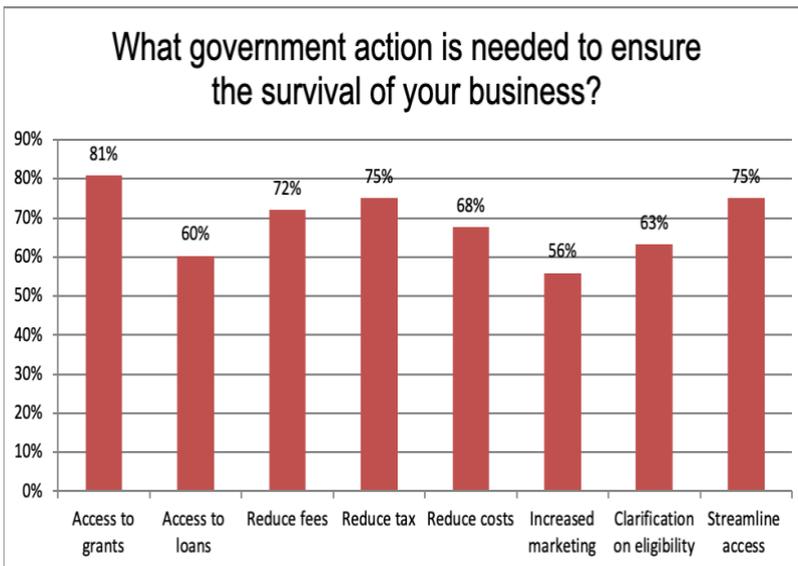
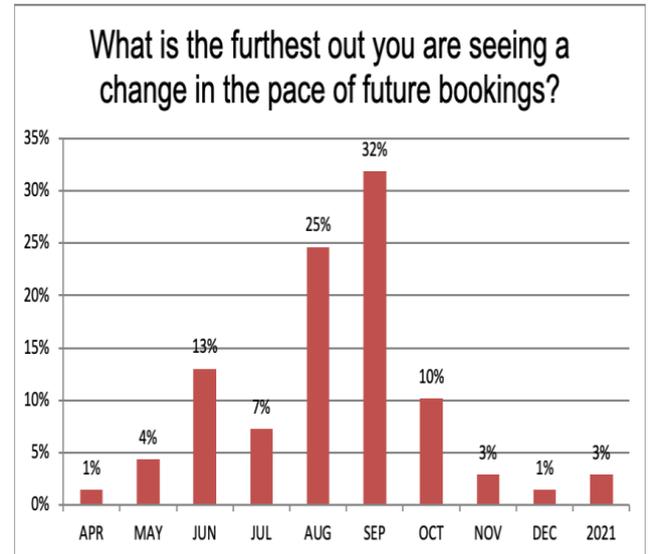
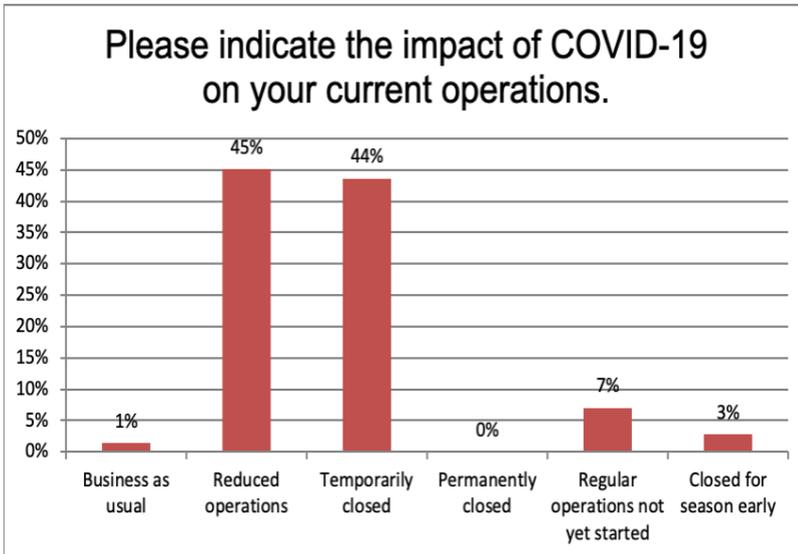
- Update information, especially with deadlines
- Advocate for support programs that owners of newly established businesses can qualify for

### General notes

- Business are facing not only financial challenges but also emotional challenges. Access to emotional/mental support programs will be appreciated

# VANCOUVER ISLAND

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$3,869 to \$564,174; average: \$165,661; median: \$40,000
- Fixed cost to remain solvent range from \$1350 to \$172,204 per month; average: \$51,185; median: \$10,000

### Provincial support

- Lobby the government for support programs that are designed specifically for the tourism industry
- Clarification on the eligibility and details of government support programs

### Regional support

- Help speed up access to government support programs

### General notes

- Most respondents for this week did not have the time/access to their financial documents to answer some of the finance-related questions in the survey

## **SURVEY RESULTS**

We do not have enough survey data for Vancouver, Coast & Mountains this week to produce statistically meaningful results.