

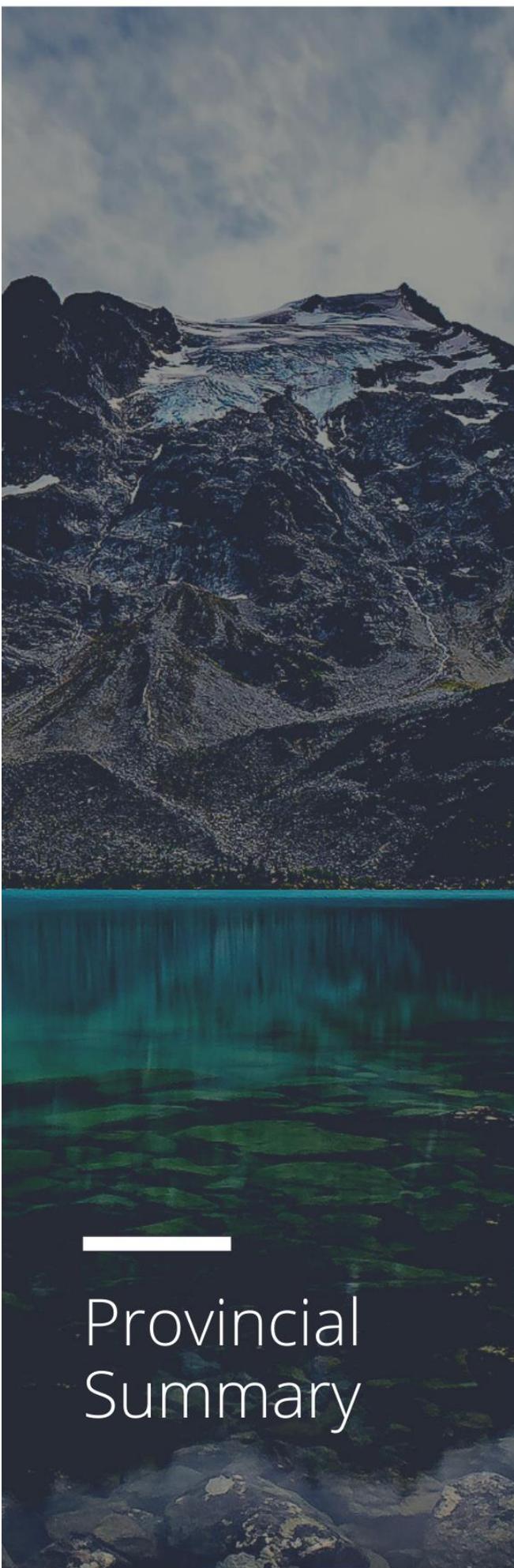


BRITISH COLUMBIA REGIONAL TOURISM SECRETARIAT

COVID-19 TOURISM IMPACT REPORT

WEEK OF APRIL 20, 2020

FOR QUESTIONS CONTACT:
Glenn Mandziuk
Chair, BC Regional Tourism Secretariat
250-860-5999
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Provincial
Summary

Opening message

The British Columbia Regional Tourism Secretariat, British Columbia Hotel Association and the British Columbia Destination Marketing Organizations 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 20th to April 24th with 516 tourism businesses.**

Key Issues for Consideration:

- **Impact on bookings continues to push forward**, for >60% of firms in September and beyond compared to just July and beyond a few weeks ago
- **Smaller firms** look more like in "hibernation" - **more likely to be closed** but also **slightly more able to pay bills as compared to larger firms**;
- Only **35%** of firms think they could **remain operational** through **3 months** of social distancing
- Overall **positive experience** among the 27% of firms who have accessed **government programs**

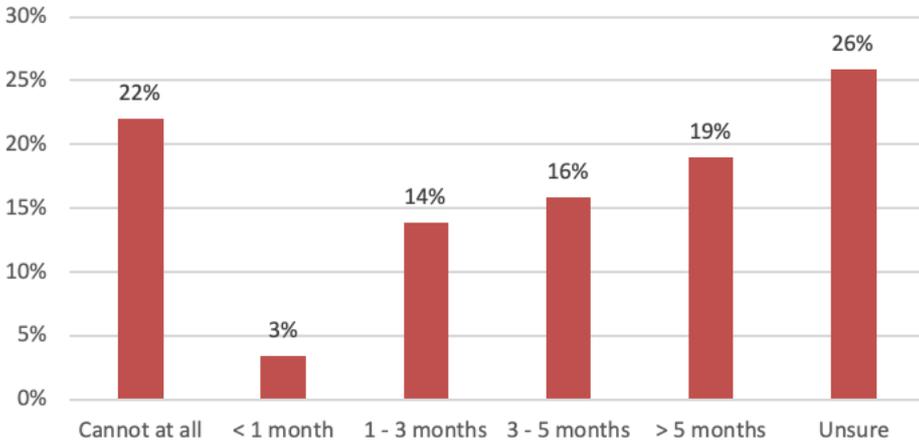
On behalf of the British Columbia Regional Tourism Secretariat and our partners, I would like to thank the Honourable Minister of Tourism, Arts and Culture, Lisa Beare, and her staff for their dedication and support during this most challenging time.

Sincerely,

Glenn Mandziuk
Chair, British Columbia Regional Tourism Secretariat

PROVINCIAL SUMMARY

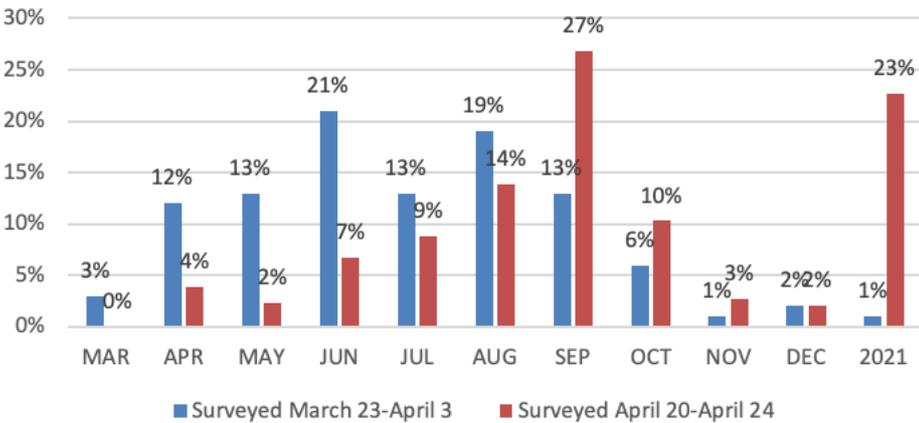
How long could this business remain fully/partially operational while social distancing measures are in place?



3,746
SEASONAL
STAFF

WILL NOT
BE HIRED

What is the furthest out you are seeing a change in the pace of future bookings?



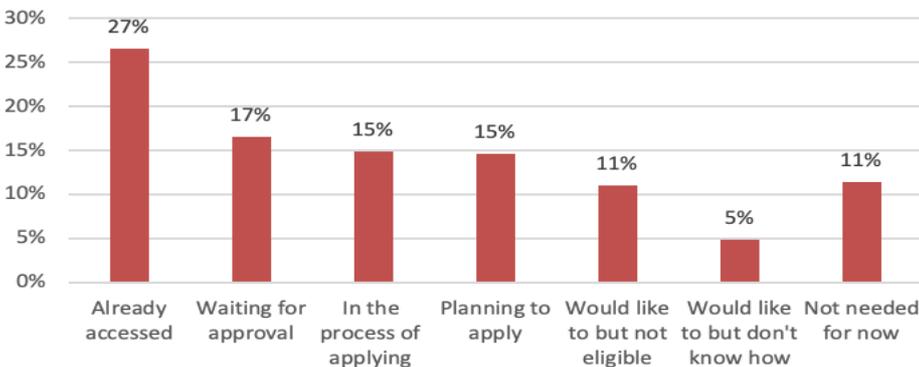
7,704

STAFF
LAYOFFS
across 516 businesses

\$124,282

AVERAGE
EXPECTED LOSS
FOR APRIL
RANGE*: \$0 - \$200,000
MEDIAN: \$12,000

Have you accessed any government programs, supports or services related to COVID-19?



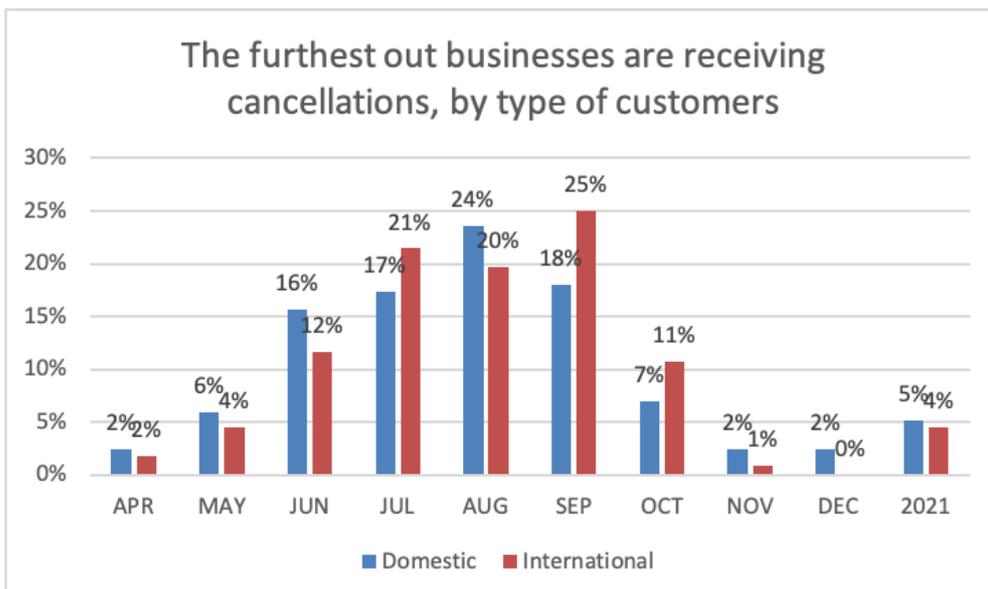
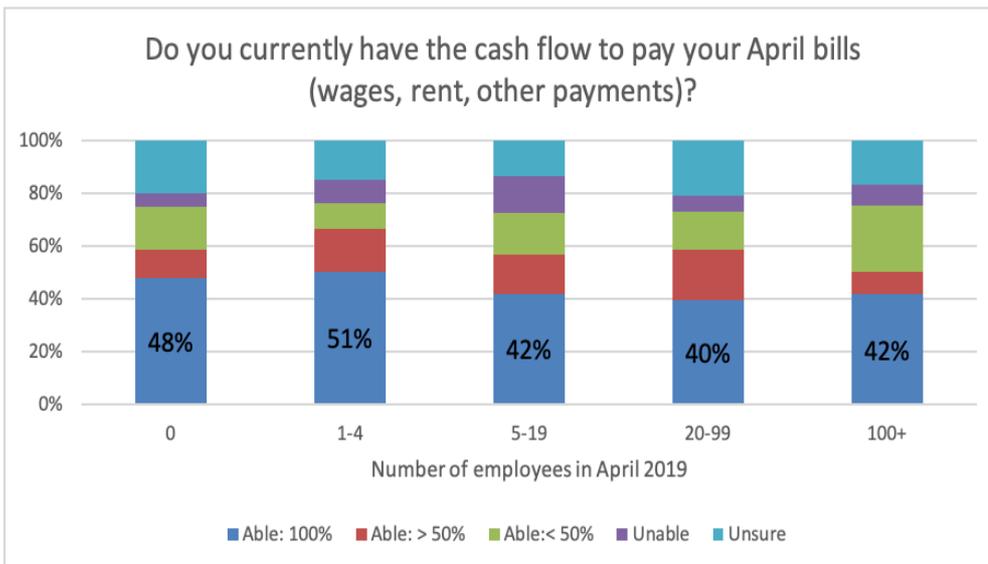
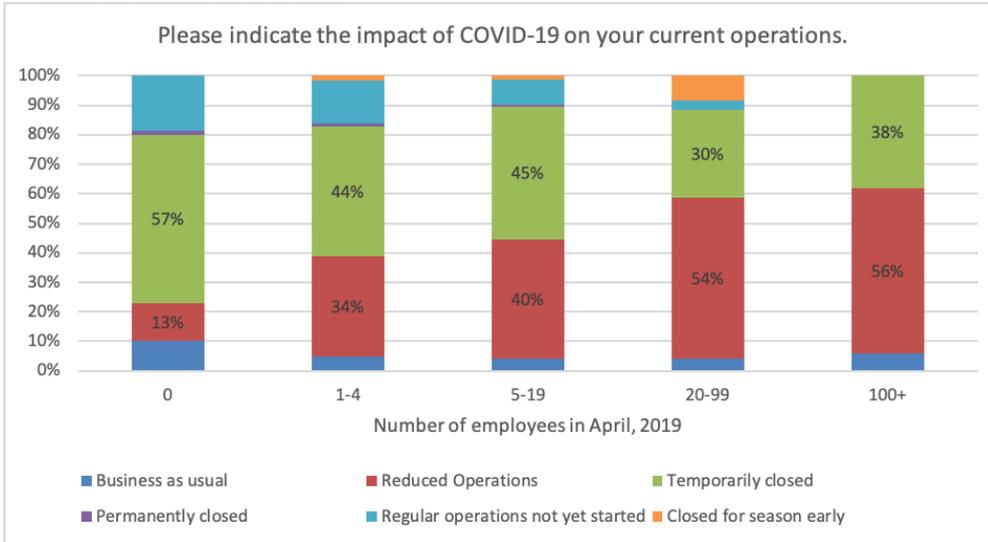
\$31,925
ON AVERAGE
PER MONTH

TO REMAIN
SOLVENT
RANGE: \$0 - \$81,560
MEDIAN: \$10,000

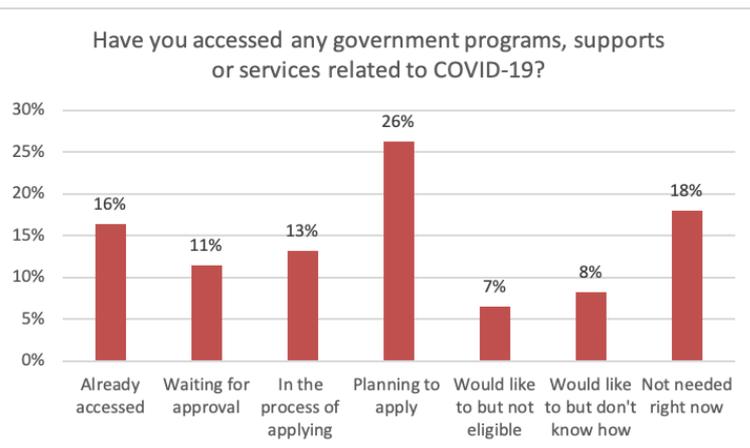
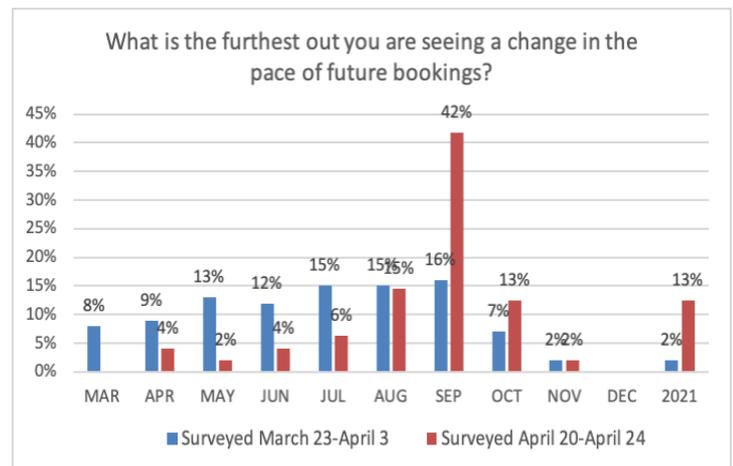
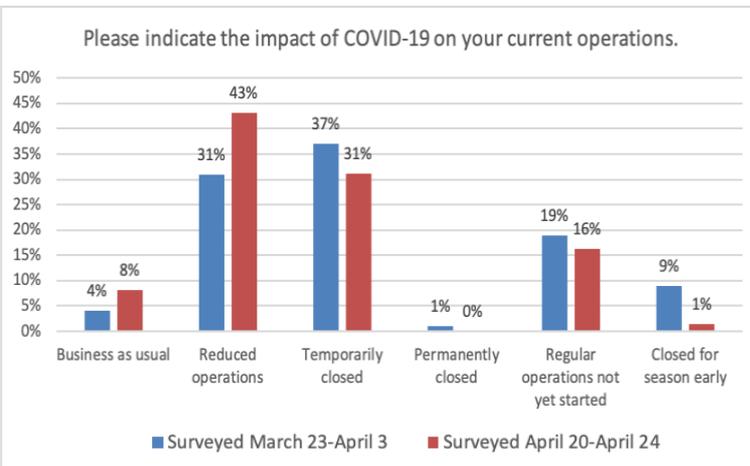
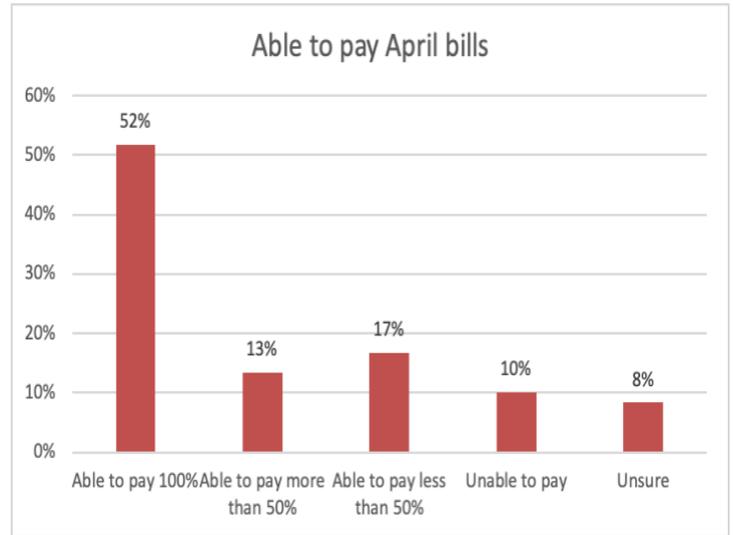
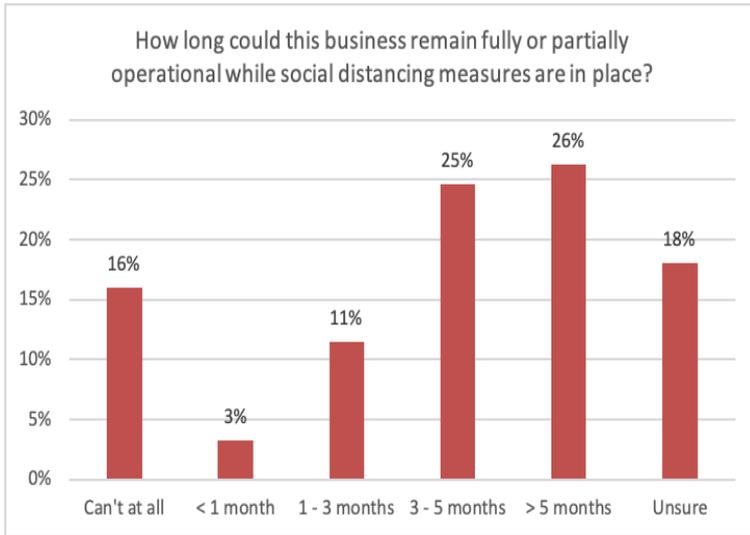
Note: All data ranges in this report are calculated from the 10th percentile to the 90th percentile

*All findings are based on member surveys collected by the Secretariat during April 20 - 24, 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



CARIBOO CHILCOTIN COAST



*Categories abbreviated. For full definitions, see earlier reports

Financial Impact

- Expected revenue loss in April, 2020 per business ranges from \$0 to \$362,600, average: \$163,630, median: \$14,682
- Fixed cost to remain solvent ranges from \$0 to \$112,090 per month, average: \$33,767, median: \$7,500

Out of pocket COVID-related expenses

- Businesses spend on average \$400 for hygiene products such as masks and sanitizers

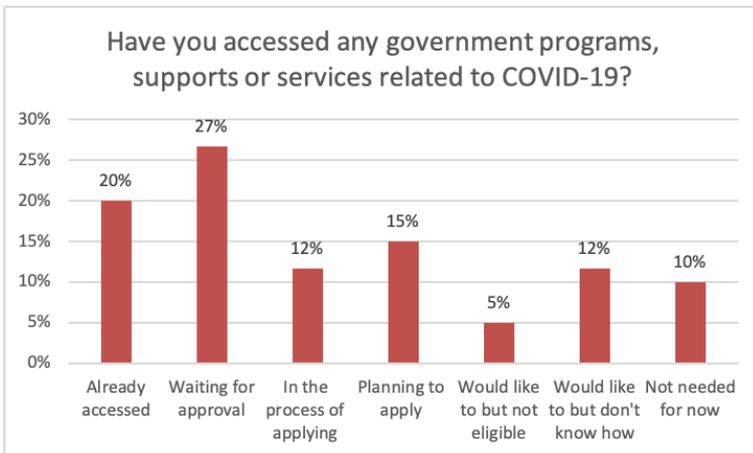
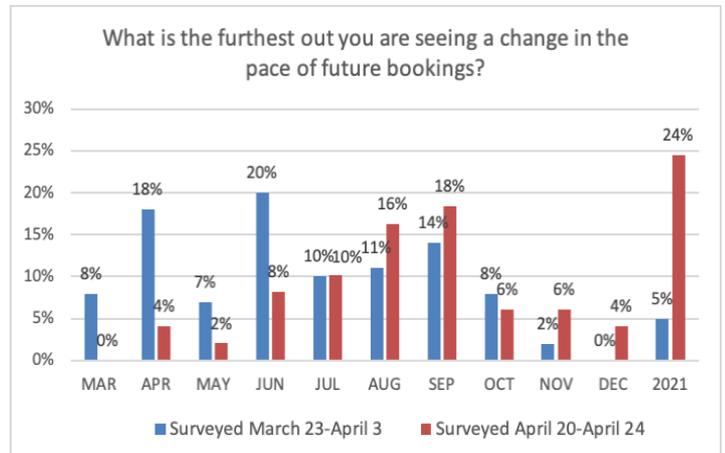
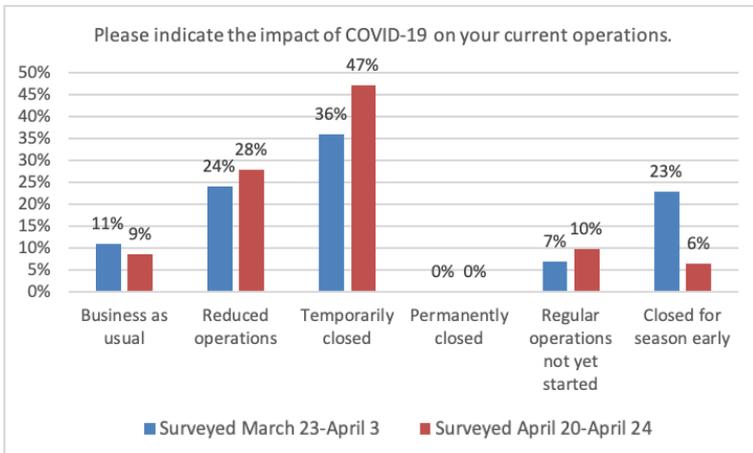
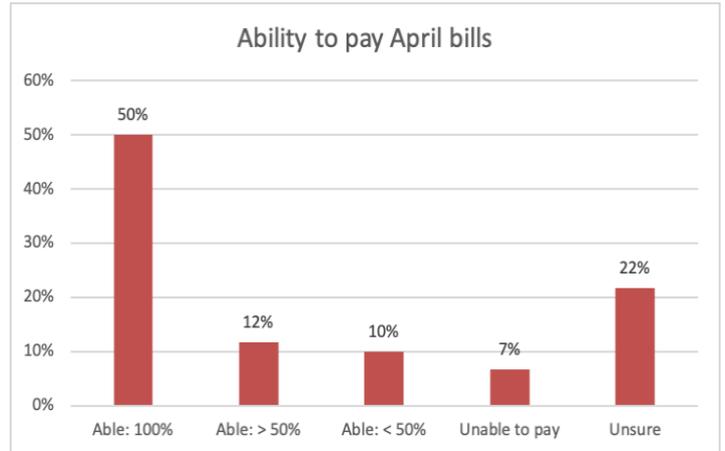
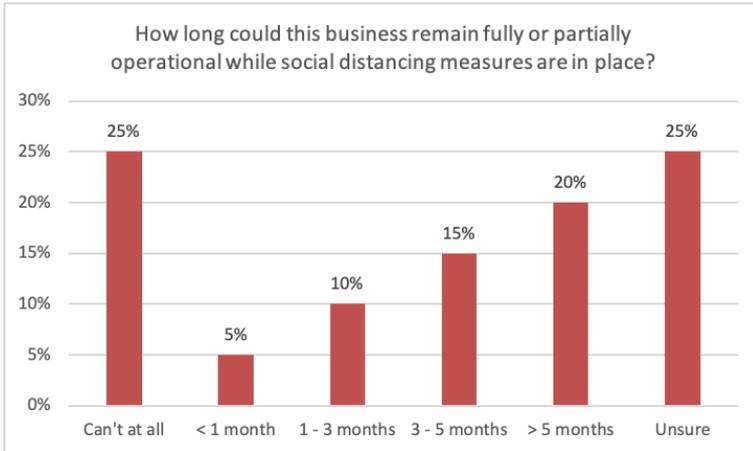
Provincial support

- Understand that businesses are very diverse and unique in their problems → require solutions that are not catered to just one group

General notes

- Most accessed government program is CERB.
- Close to 90% of businesses that have accessed at least 1 government program consider it somewhat effective, very effective, or extremely effective

KOOTENAY ROCKIES



Financial Impact

- Expected revenue loss in April, 2020 per business ranges from \$0 to \$206,700 average: \$36,183, median: \$17,500
- Fixed cost to remain solvent range from \$150 to \$77,800 per month, average: \$27,800, median: \$7,250

Out of pocket COVID-related expenses

- Businesses spend on average \$3000 for safety supplies

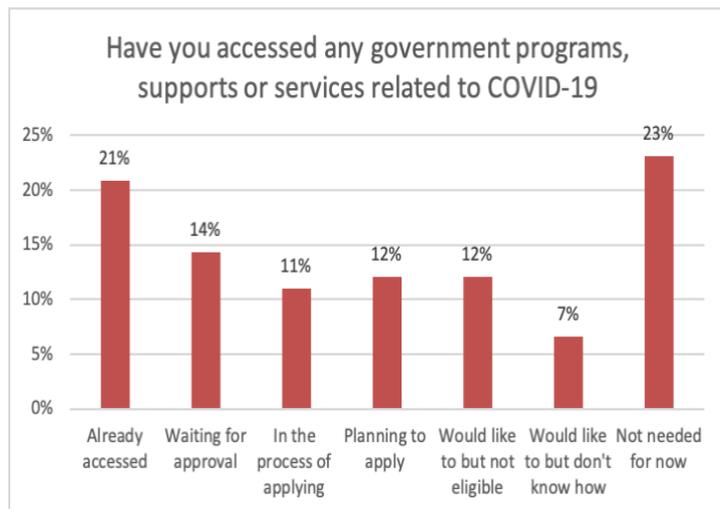
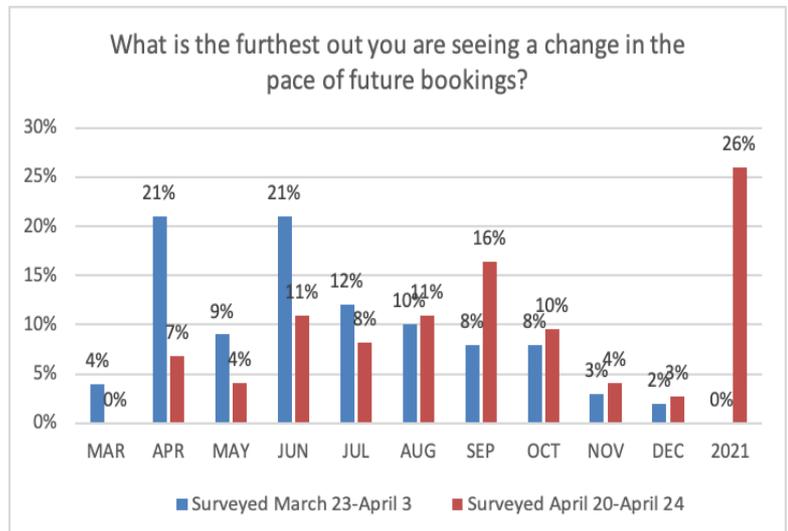
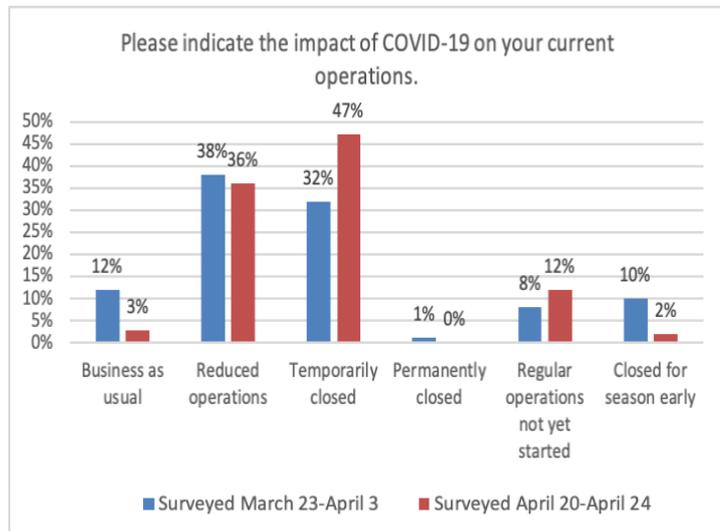
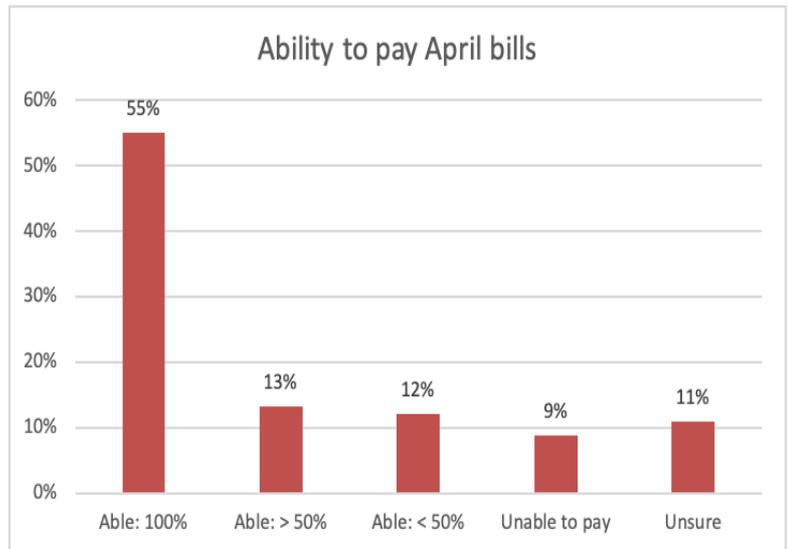
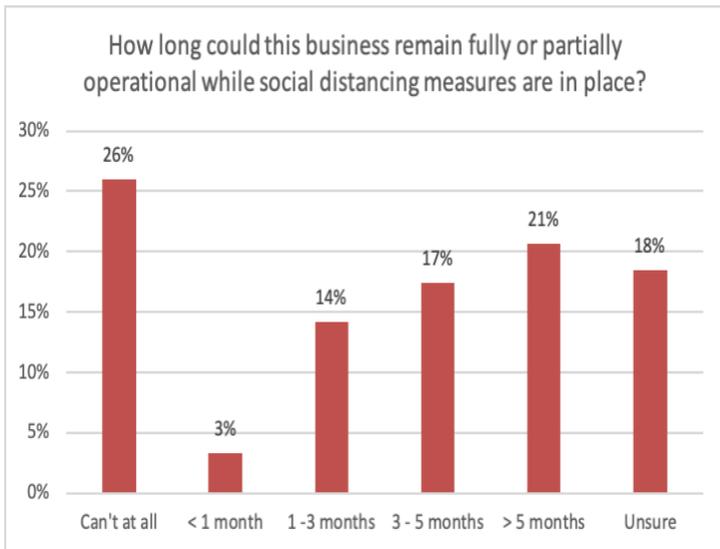
Provincial support

- More financial support for SMEs

General notes

- Most accessed government program is CERB.
- 3/4 of businesses that have accessed at least 1 government program consider it somewhat effective

NORTHERN BC



Financial Impact

- Expected revenue loss in April, 2020 per business ranges from \$-965 (revenue increases by \$965 compared to April 2019) to \$155,500, average: \$60,056, median: \$6000
- Fixed cost to remain solvent range from \$0 to \$57,000 per month, average: \$22,708, median: \$9,250

Out of pocket COVID-related expenses

- Businesses typically do not spend out of pocket expenses

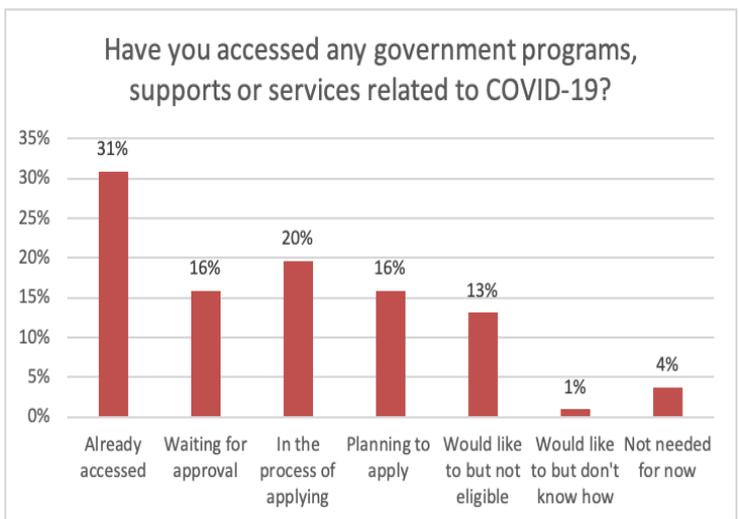
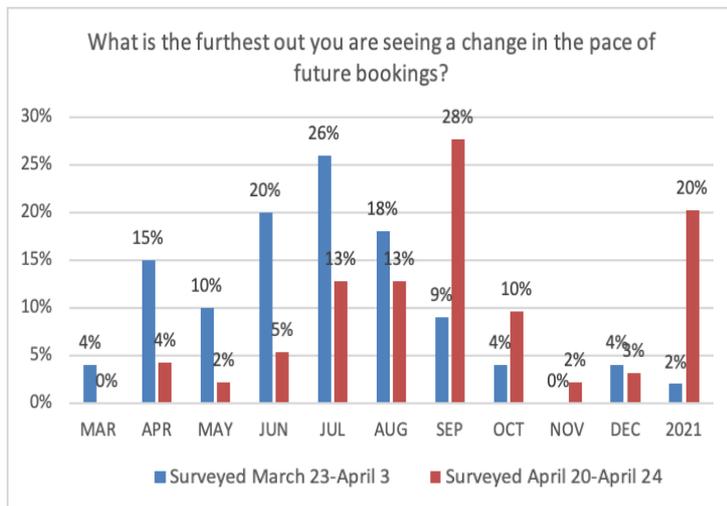
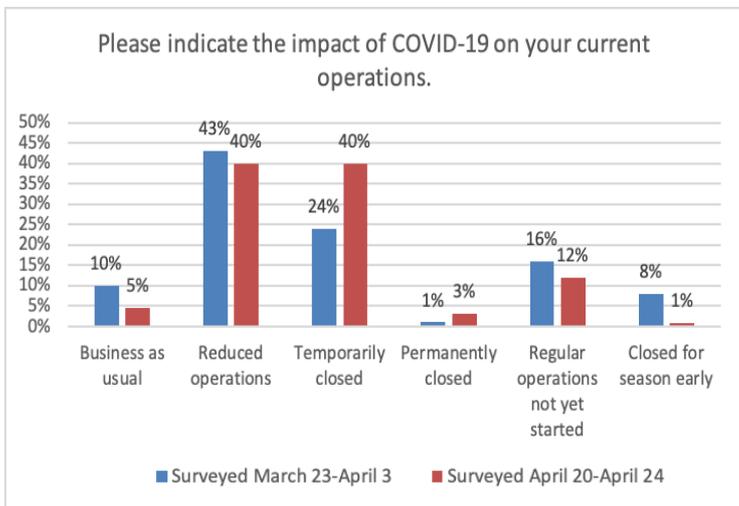
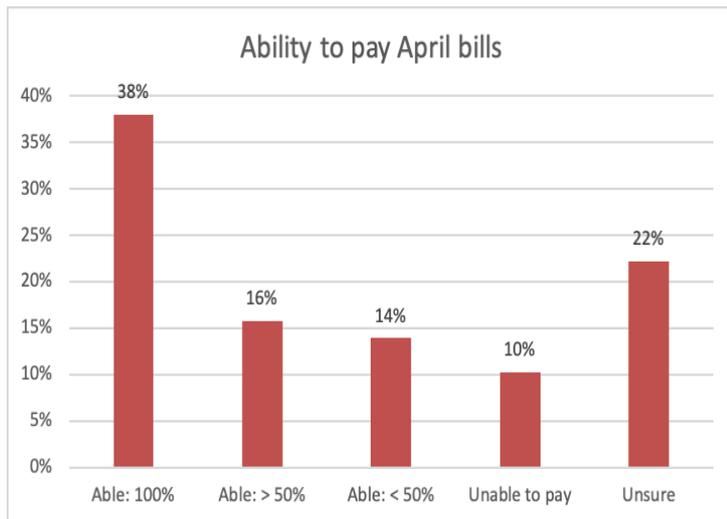
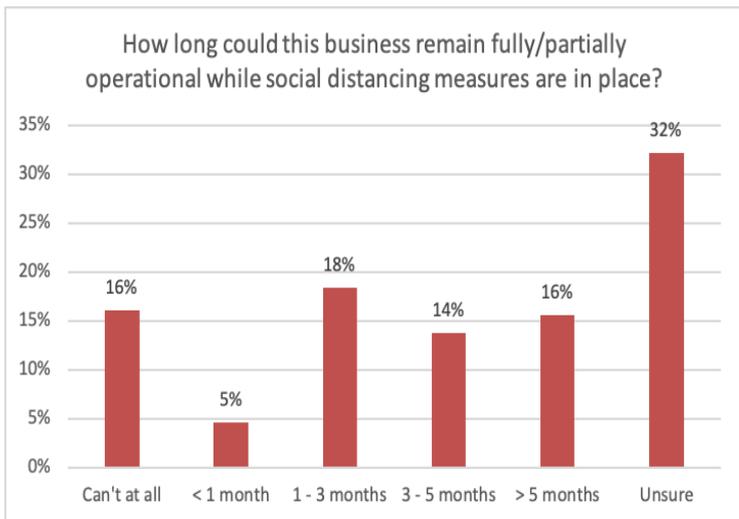
Provincial support

- The support programs are not easily accessible

General notes

- Most accessed government programs are CERB, loans, and wage subsidy
- 83% of businesses that have accessed at least 1 government program consider it somewhat effective, very effective, or extremely effective

THOMPSON OKANAGAN



Financial Impact

- Expected revenue loss in April, 2020 per business ranges from \$0 to \$250,000, average: \$224,000 median: \$34,000
- Fixed cost to remain solvent range from \$930 to \$150,000 per month, average: \$42,839, median: \$10,000

Out of pocket COVID-related expenses

- Businesses spend on average \$3,000 on signage, sanitary measures, and wages

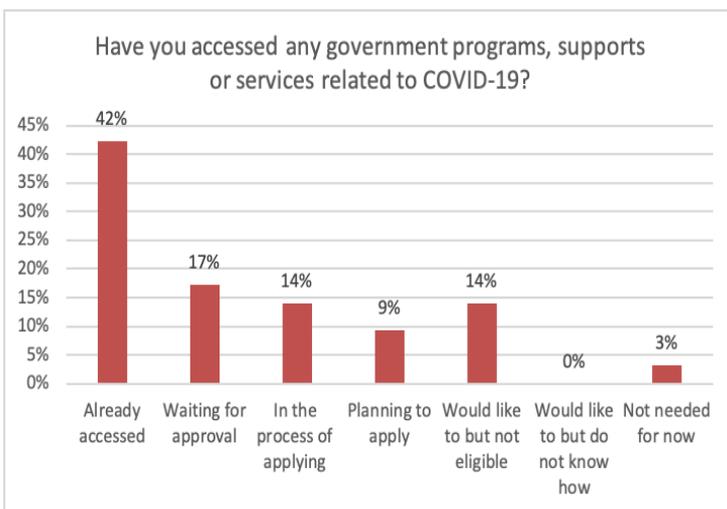
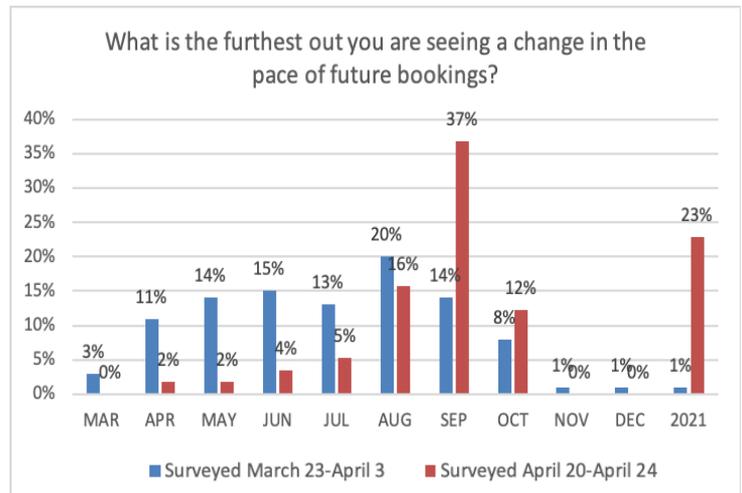
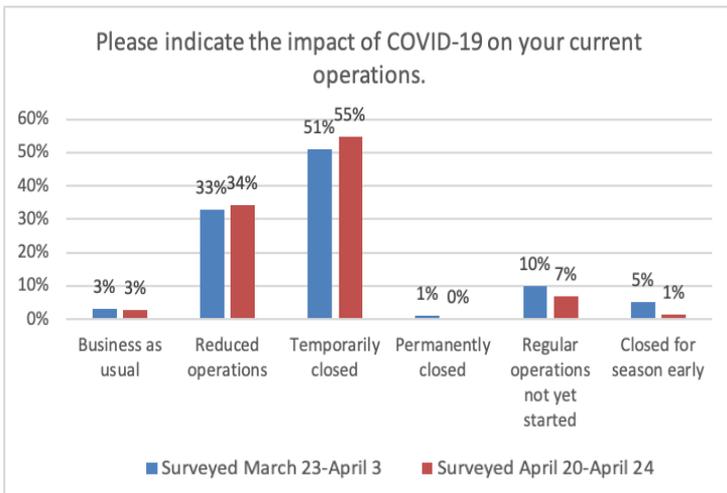
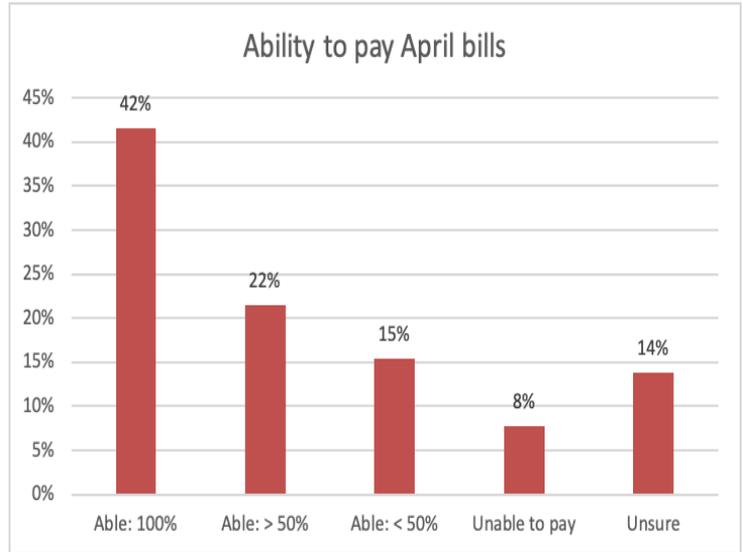
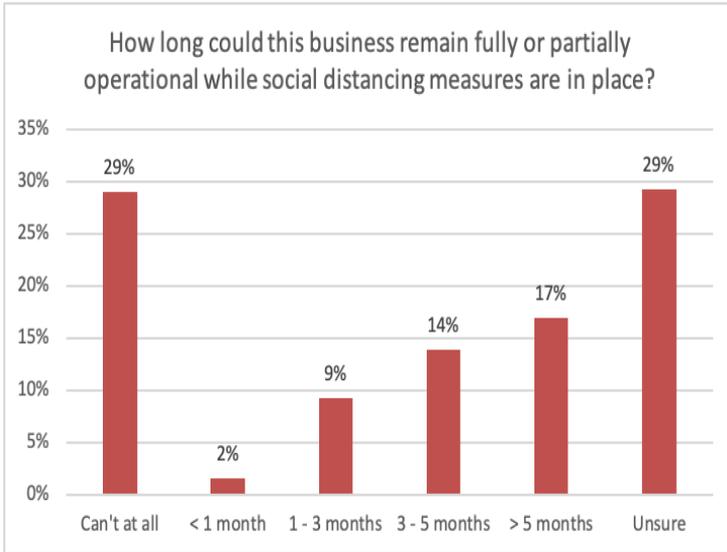
Provincial support

- Provide industry-specific health and safety guidelines
- Consider re-opening businesses and borders soon

General notes

- Most accessed government programs are CERB, loans, and wage subsidy
- 80% of businesses that have accessed at least 1 government program consider it somewhat effective, very effective, or extremely effective

VANCOUVER ISLAND



Financial Impact

- Expected revenue loss in April, 2020 per business ranges from \$984 to \$236,000, average: \$60,113, median: \$24,000
- Fixed cost to remain solvent range from \$2000 to \$75,00 per month, average: \$28,400, median: \$10,000

Out of pocket COVID-related expenses

- Businesses spend on average \$2,800 on sanitary measures, paying deposits, consulting, and software.

Provincial support

- Continued wage relief and rent subsidies to help businesses remain solvent

General notes

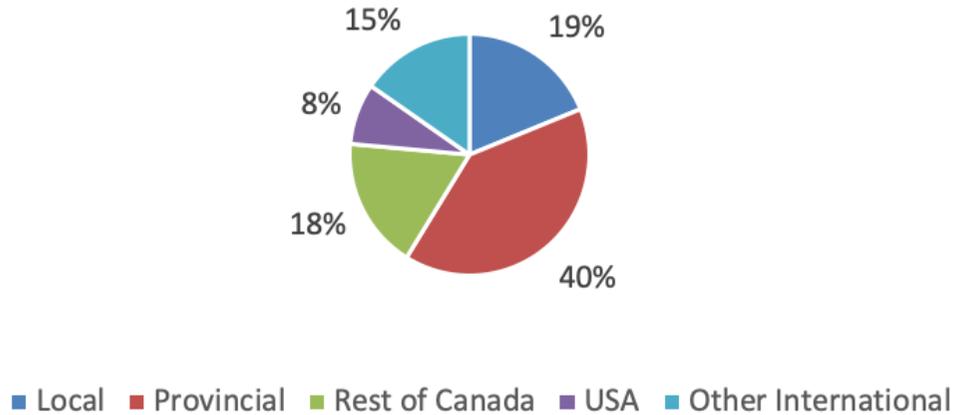
- Most accessed government programs are CERB and government loans
- Close to 90% of businesses that have accessed at least 1 government program consider it somewhat effective, very effective, or extremely effective

SURVEY RESULTS

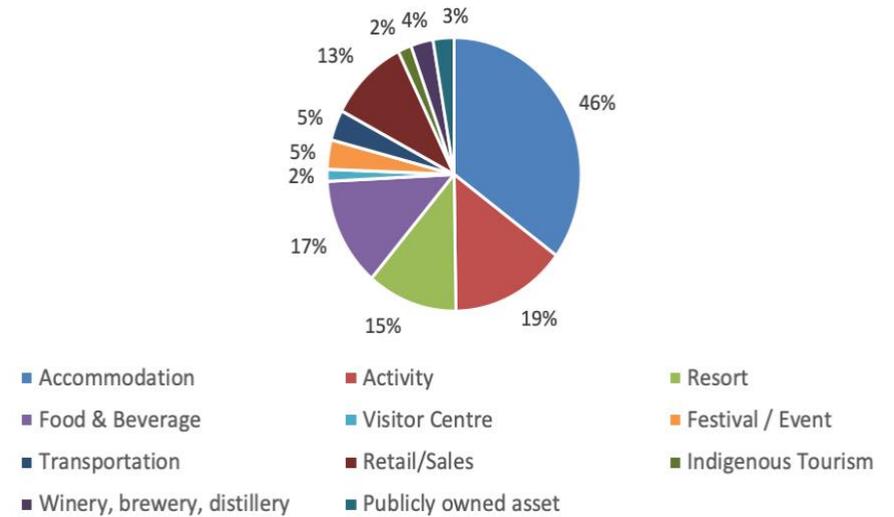
We do not have enough survey data for Vancouver, Coast & Mountains this week to produce statistically meaningful results.

APPENDIX A: FIRMS SURVEYED

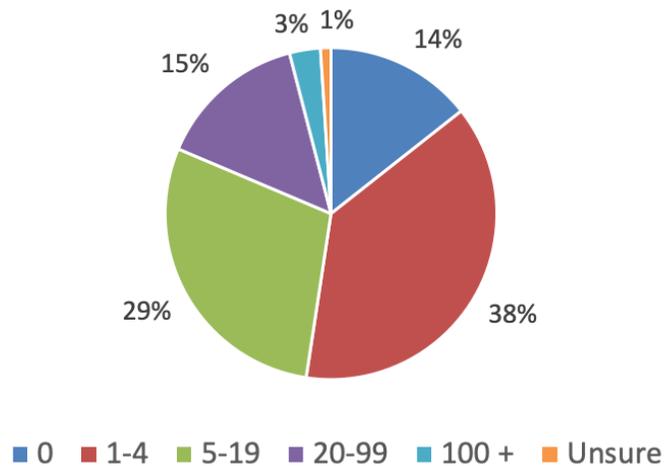
Where do your clients primarily come from?



Business Type



Approximately how many employees did your firm have in April, 2019 (last year)?



Which BC Tourism Region does your business primarily operate in?

