

Cariboo Chilcotin Coast Tourism Association

November 3, 2022

“Threes”

Walt Judas, CEO - TIABC

www.tiabc.ca

3 CHANGES TO BC'S POLITICAL LANDSCAPE

1. 70 new mayors in British Columbia (37 incumbents defeated)
2. New Tourism Minister
3. New Premier



THREE RECENT TIABC POLICIES



#1 - DISCOVER CAMPING BC

- ▶ Allow commercial operators up to 4 guaranteed spots annually secured for 2 years in advance of public
- ▶ Advanced reservations for pre-approved, licensed and registered operators



#2 - HIGHWAY SIGNAGE

- ▶ Annual audits of signage
- ▶ Repair or replace broken signs
- ▶ New signs to include Indigenous names
- ▶ Private operators to pay for signs
- ▶ Allow more signage (e.g. billboards)



#3 – SHORT-TERM VACATION RENTALS

- ▶ All operators to be licensed & registered
- ▶ Province establishes a central registry
- ▶ OTAs to monitor compliance & deal with offenders
- ▶ STVRs be limited to rooms in private homes or vacation properties
- ▶ All OTAs to remit MRDT & PST based on gross revenue



THREE TIABC REQUESTS TO FINANCE



#1 - RESORT MUNICIPALITY INITIATIVE

- ▶ Secure RMI for foreseeable future for 14 communities
- ▶ Change formula for receiving RMI funds
- ▶ Develop parallel program for other resort or tourism dependent communities



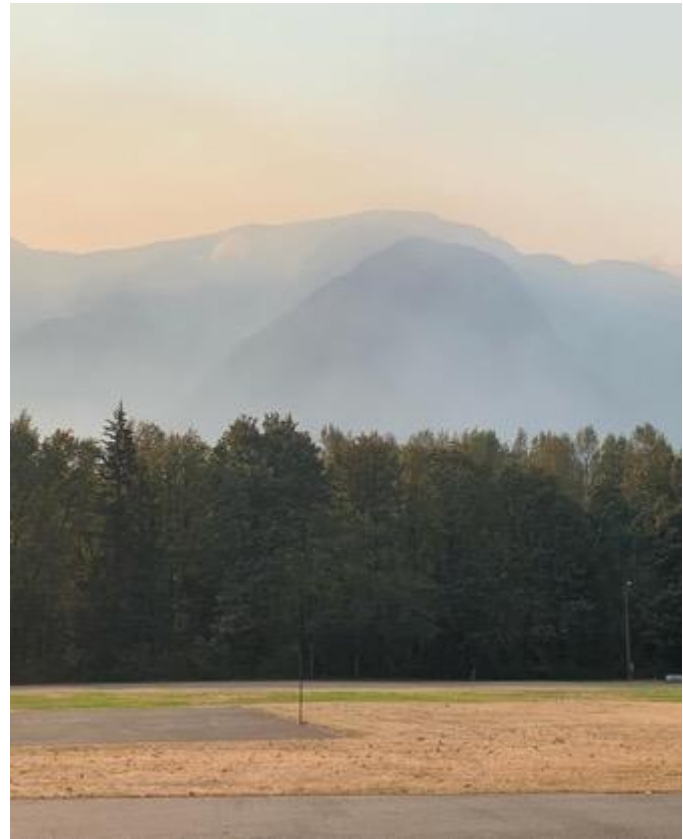
#2 - MRDT

- ▶ Leave well enough alone
- ▶ Look at other options for tourism or infrastructure funding
- ▶ Fix nuances (e.g. Fernie)



#3– EMERGENCY MANAGEMENT

- ▶ \$250,000 for catch-up funding
- ▶ Annual secured funding for regions (\$500k)



THREE CHALLENGES TO TOURISM GROWTH



#1 - TRANSPORTATION

- ▶ Limited investment in aviation
- ▶ No national motorcoach network
- ▶ Aging infrastructure
- ▶ High taxes and fees for airlines



#2 – AFFORDABLE HOUSING

- ▶ Short-term vacation rentals
- ▶ Limited housing supply
- ▶ Higher interest rates
- ▶ Reticence of local councils to approve temporary housing



#3 – LACK OF WORKERS

- ▶ Changing demographics
- ▶ Retirements
- ▶ Gig economy
- ▶ Instability of tourism industry
- ▶ Perceptions around low pay, benefits and hours



THREE REQUESTS TO FEDERAL GOVERNMENT



#1 – ATTRACT & RETAIN A SUSTAINABLE WORKFORCE

- ▶ Efficiencies to TFWP
- ▶ Dedicated tourism immigration stream
- ▶ Recruitment campaigns
- ▶ Indigenous tourism workforce strategy
- ▶ Training & skills development



#2 – IMPROVE ACCESS FOR VISITORS TO & WITHIN CANADA

- ▶ Relieve congestion at airports through greater adoption of bio-metrics
- ▶ Trusted traveler pilot program expansion
- ▶ Reduce fees and taxes on airlines, airports
- ▶ Investment in aviation sector



#3 – DEVELOP & PROMOTE TOURISM ASSETS

- ▶ Tax credits for retrofits or upgrades of existing venues
- ▶ Help to develop Indigenous tourism assets
- ▶ Increase & secure funding for Destination Canada
- ▶ National meetings & incentives fund



THREE SECTOR OPPORTUNITIES



#1 – TOURISM RENEWAL

- ▶ What can industry look like in next decade?
- ▶ What enabling factors are needed for success?
- ▶ Regional roundtables to help inform the BC Tourism Framework – People, Prosperity, Planet

Strategic Framework for Tourism 2022–2024 A Plan for Recovery and Resiliency



#2 - RECONCILIATION

- ▶ Building relationships with First Nations
- ▶ FN seat at the table for tourism planning
- ▶ New MOU between FN Assembly & industry (via TIABC)



#3 – REGENERATIVE TOURISM

- ▶ Put life at the centre of all decisions
- ▶ Building back better, not bigger
- ▶ Contributing more than you're taking



3 QUESTIONS FOR DISCUSSION

- ▶ Aside from housing and workers, what are the primary issues your business or community faces?
- ▶ What provincial policies or regulation changes are needed to help your business or organization?
- ▶ Are there any other recommendations that TIABC can speak with all levels of government about?



THREE PIECES OF TIABC INFORMATION



#1 – TIABC MEMBERSHIP SURVEY

4. TIABC has been a leading industry voice during the pandemic. During COVID, TIABC advocated on behalf of its members for industry support and also recommended the establishment of the Tourism Task Force, both of which led to securing one of BC's largest sectoral recovery contributions with over \$500 million from the province to help with recovery. Looking to the next 12 months, on a scale of 1 (low priority) to 5 (highest priority), what issues do you think TIABC should be focused on in 2023?

	Low priority	Some priority	Neither low or high priority	High priority	Highest priority
Workforce and labour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reconciliation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equity, Diversity and Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short-term vacation rentals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride-sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal & Regional District Tax (MRDT)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#2 - TIABC AGM & WORKSHOP

- ▶ November 18, 2022
- ▶ 11am – 2pm
- ▶ Anvil Centre, New Westminster
- ▶ Free lunch & workshop on ***Building Back Equal – Addressing Industry Barriers & Biases***
- ▶ Registration required



#3 - BC TOURISM & HOSPITALITY CONFERENCE



- ▶ March 1-3, 2023
- ▶ Prince George
- ▶ Target 350+ delegates
- ▶ Sponsorship opportunities available
- ▶ info@bctourismandhospitalityconference.com

