



Tourism Emergency Management

Cariboo Chilcotin Coast Tourism Region AGM & Summit
November 16, 2023
Wendy Magnes

Credit: Destination BC/Michael Bednar

Overview



Tourism Emergency Management

- BC's Advantages
- All Hazards and the Challenges Faced by Tourism
- Tourism Emergency Management Framework: Roles and Responsibilities
- Power of Partnerships
- 2023 Overview and Progress

BONUS: Resources & Links



#exploreBC



A person with long hair, wearing a purple puffer jacket and blue pants, sits on a rocky mountain peak. They are looking out over a vast landscape of snow-capped mountains and a valley. The sky is filled with dramatic, colorful clouds, suggesting a sunset or sunrise. The overall scene is serene and majestic.

Remarkable Experiences

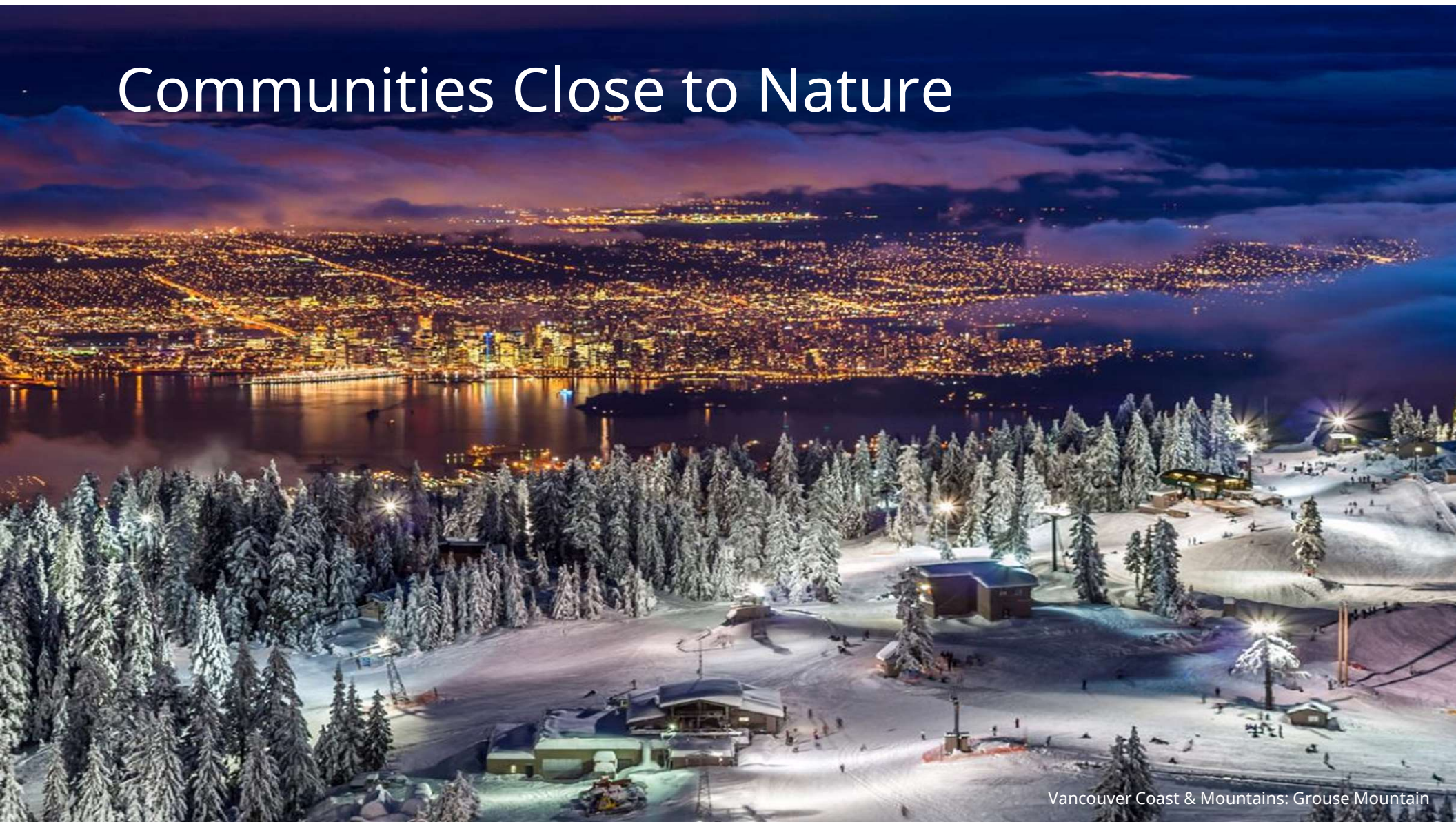
Kootenay Rockies: Fernie

A photograph of two women standing in a rustic log cabin. The woman on the left is wearing a black long-sleeved top and white shorts, looking up at a skylight. The woman on the right is wearing a purple long-sleeved shirt and dark pants, also looking up. The cabin has a high ceiling with a skylight and is made of dark wood logs. The lighting is dramatic, with strong shadows and highlights from the skylight.

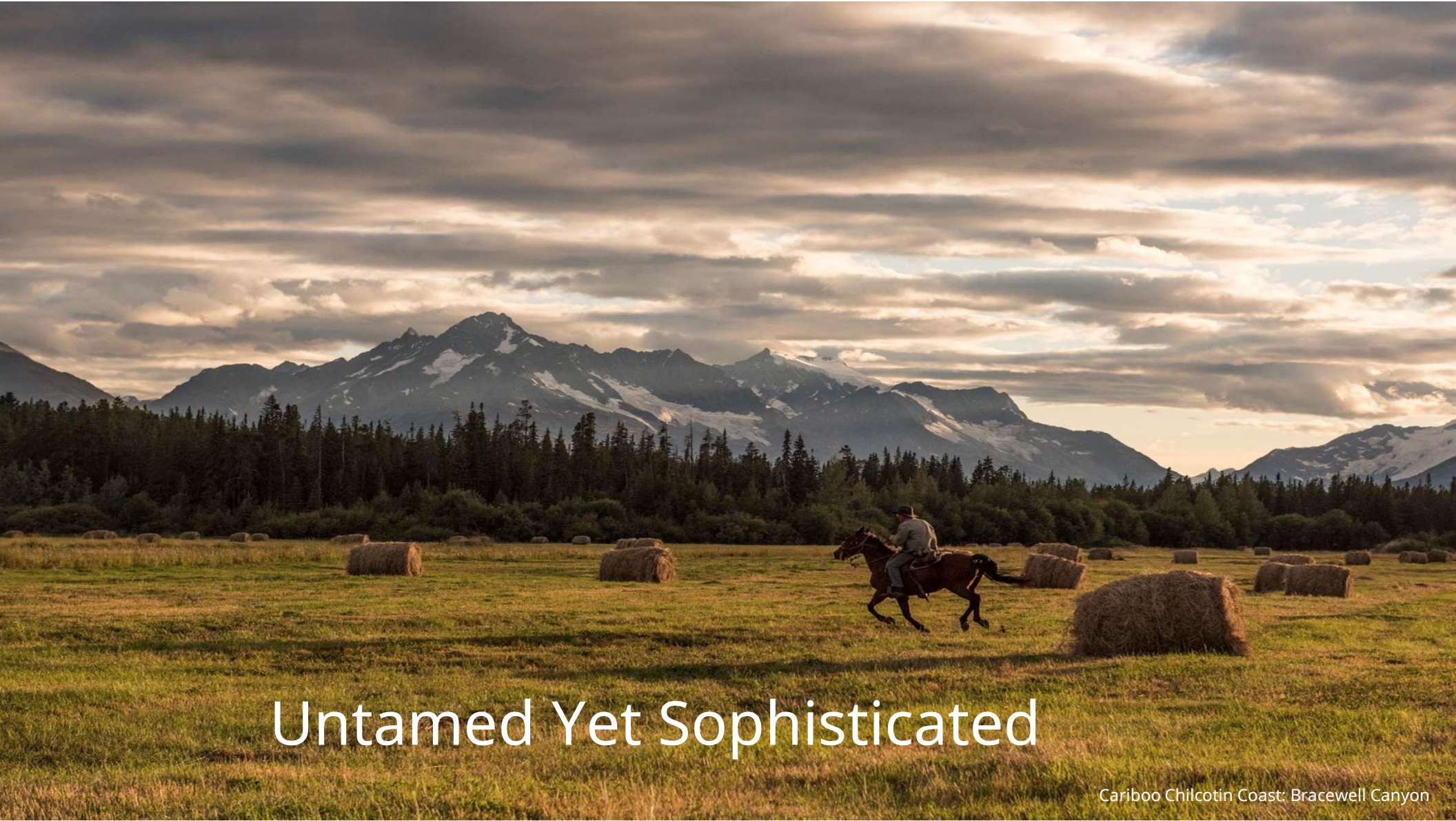
Culturally Rich With Vibrant Communities

Thompson Okanagan
Quaaout Lodge & Spa/
Destination BC/@miraecampbell

Communities Close to Nature



Vancouver Coast & Mountains: Grouse Mountain



Untamed Yet Sophisticated

Cariboo Chilcotin Coast: Bracewell Canyon

Spectacular Natural
Beauty

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA

Vancouver Island: Pacific Rim National Park

A photograph of a tent glowing in a mountain landscape under a vibrant green aurora borealis at night. The tent is illuminated from within, casting a warm orange glow. The aurora is a bright green, ethereal light that fills the upper half of the sky, with some darker, wispy clouds visible. The mountains in the background are dark and silhouetted against the night sky. The overall scene is serene and majestic.

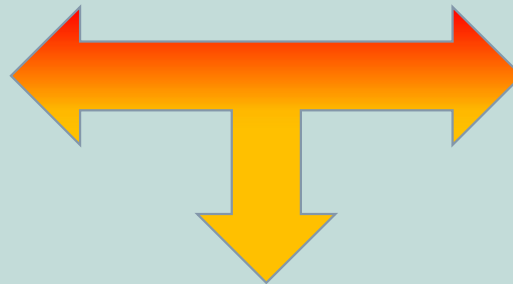
A Welcoming and Safe Place

Northern BC: Summit Peak Trail

All Hazards

Natural

- Earthquake
- Flood
- Wildfire
- Landslide
- Severe Weather
- Tsunami



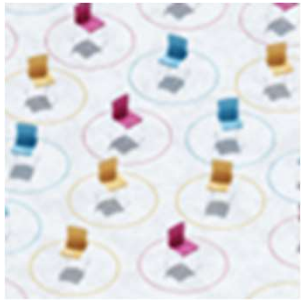
Social / Political

- Bomb Threat
- Civil Unrest
- Terrorism
- Political Tensions / War
- Health/ Pandemic

Industrial / Commercial

- Urban Fire
- Hazardous Material
- Explosion
- Structural Collapse
- Transportation / Infrastructure

Challenges Faced by Tourism



Diverse Industry
With Variety of
Businesses



Overlapping
Jurisdictions
Responsible for
Tourism

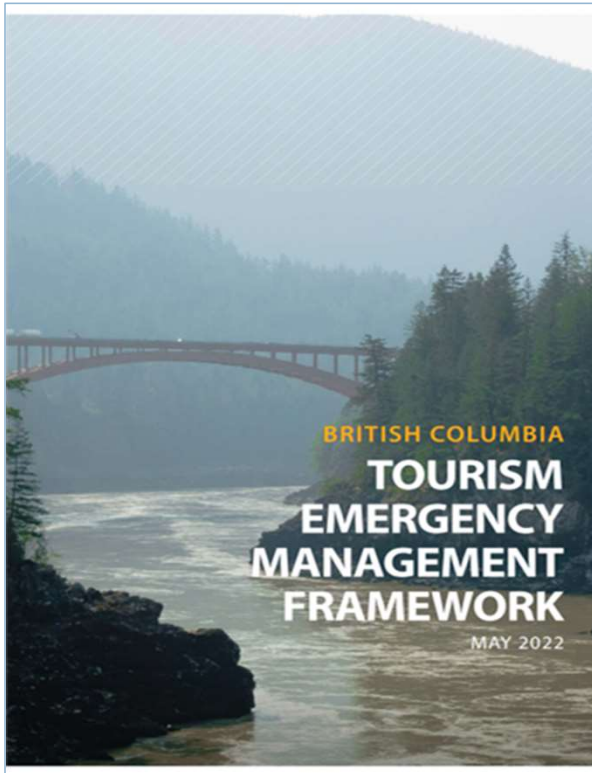


Focus on Citizens
and Community
Safety



Businesses Affected
Differently in
Same Emergency

Tourism Emergency Management



TOURISM EMERGENCY MANAGEMENT FRAMEWORK

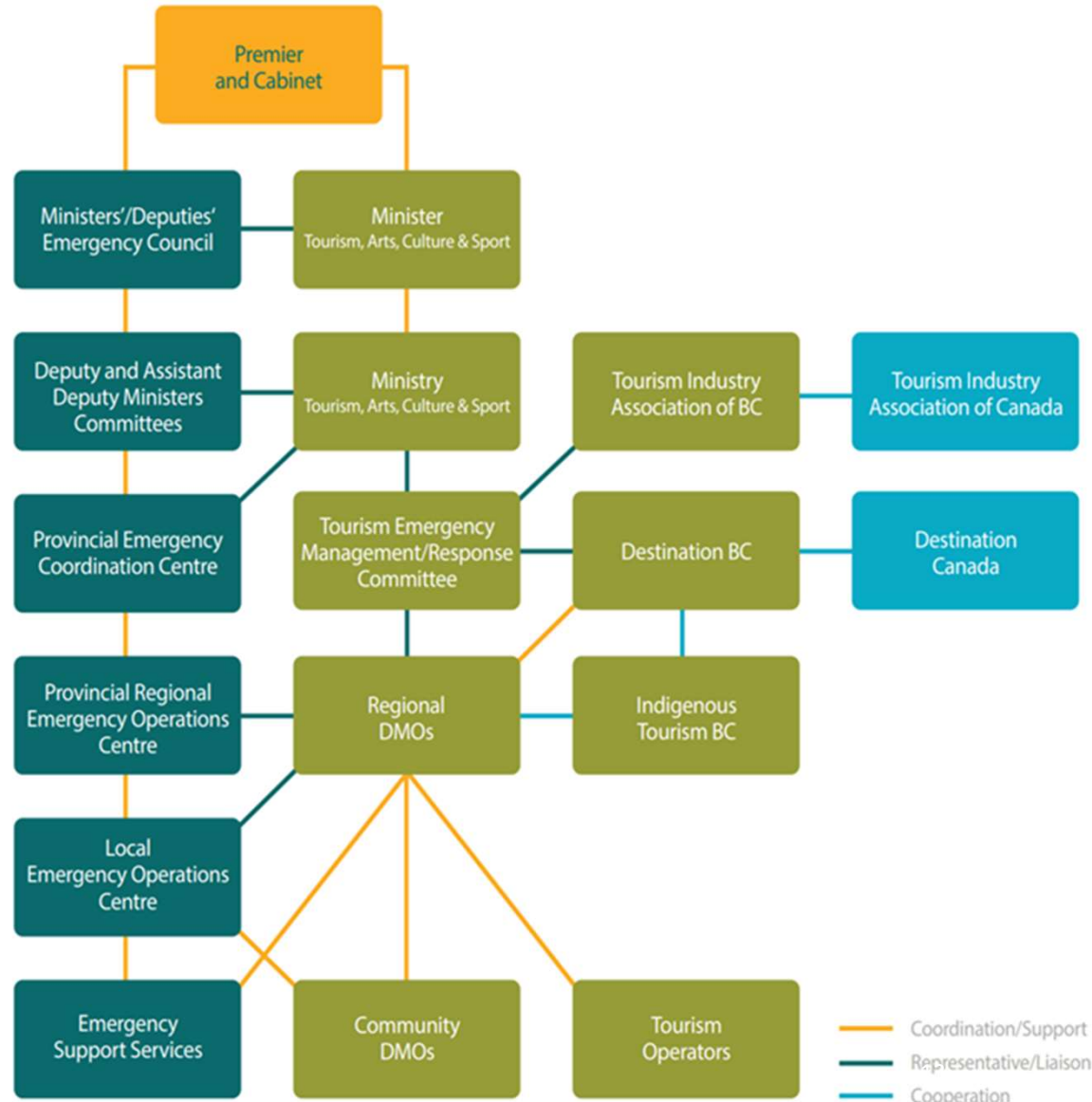
- Released during Emergency Preparedness Week in May 2022
- Aligns with BC Emergency Management System
- Based on all-of-society approach
- Coordinated system of tourism partners
- Defines roles and responsibilities
- Addresses four pillars of emergency management

https://www2.gov.bc.ca/assets/gov/tourism-and-immigration/tourism-industry-resources/tourism_emergency_management_framework_may_2022_final.pdf

TOURISM EMERGENCY RESPONSE STRUCTURE

Emergency Management is **a shared responsibility** where all tourism partners play a role

Tourism partners collaborate to **integrate tourism considerations into the BC Emergency Management System**





MITIGATION

The tourism sector continues to build resilience to support business continuity, crisis communications and post-disaster marketing in the face of disaster events.

OUTCOMES

- Ongoing research to improve tourism resilience and emergency management
- Development of standards of training
- Database of industry resources
- Industry level coordination
- Contingency funding
- Tools for Hazard Risk and Vulnerability Analysis (HRVA) for tourism operators to mitigate or reduce risk

TOOLS

- Tourism Emergency Management Committee Annual Work Plan



PREPAREDNESS

Tourism agencies and industry are ready to respond to emergency events and support emergency agencies and visitors, and visitors' needs are integrated into emergency management plans.

OUTCOMES

- Tourism organizational preparedness training and emergency plan
- Crisis communication plan
- Coordination of tourism system partners to support emergency response structure
- Consideration of unique visitor and destination management needs in Emergency Management structures

TOOLS

- Tourism Emergency Management Training Plan
- Tourism Emergency Response Communications Plan
- Prepared BC: Guide for Tourism Operators



RESPONSE

The Tourism Emergency Response Plan is ready to activate and support enough emergency agencies to ensure the safety and well-being of visitors and maintain their reputation of B.C. as a safe and desirable destination.

OUTCOMES

- Coordinated visitor communication strategy
- Tourism industry resources mobilized, relative to size and scope of the event, to support emergency response to ensure the safety of visitors and to maintain confidence in B.C. as a travel destination
- Visitor Service Network coordinated for continuity of service and information sharing
- Tourism liaisons integrated in emergency operations centres

TOOLS

- Tourism Emergency Management Training Plan



RECOVERY

The economic impact of emergencies on the visitor economy is reduced.

OUTCOMES

- Post-disaster marketing to promote visitation to impacted regions
- Disaster relief supports for tourism businesses or tourism experiences
- Investments in recapturing tourism assets post disaster
- Tourism businesses supported to pivot experiences and delivery of services

TOOLS

- Tourism Emergency Management Committee Annual Work Plan

Tourism Emergency Management

TOURISTS

- **Ensure people visiting in B.C. are safe and have the information they need during an emergency with:**
 - Access to timely, factual emergency information.
 - Access to emergency resources when needed.
 - The opportunity to leave an affected area and continue their trips.

TOURISM BUSINESSES

- **Help tourism businesses be prepared for emergencies and support rapid recovery.**

REPUTATION MANAGEMENT

- **Uphold British Columbia's reputation as a safe and welcoming destination** in the eyes of tourists experiencing emergencies and for potential tourists.

Tourism Emergency Management



Credit: Destination BC / Taylor Burk

PLANNING: Tourism Emergency Management Committee (TEMC)

- ❑ Tourism Industry Association of BC
- ❑ BC Regional Tourism Secretariat
- ❑ BC Destination Management Organization Association
- ❑ Indigenous Tourism British Columbia
- ❑ Destination BC
- ❑ Emergency Management and Climate Readiness
- ❑ Ministry of Tourism, Arts, Culture and Sport

ACTIVATION: Tourism Emergency Management Response Team (TERT)

- ❑ Members of the TEMC + Extended to all Regions, Communities, Sector Associations based on event.
- ❑ Working in partnership with EMCR and other responding agencies.

Roles and Responsibilities



TOURISM OPERATORS

- Business preparation, visitor care

COMMUNITY DESTINATION MARKETING ORGANIZATIONS (DMOs) and VISITOR CENTRES

- Response coordination - visitor care, communication

BC TOURISM REGIONS

- Training tools, emergency response leadership, visitor care

INDIGENOUS TOURISM BC (ITBC)

- Communication, guidance to Indigenous businesses

Roles and Responsibilities



DESTINATION BC

- Communications, marketing, research, coordination

TOURISM INDUSTRY ASSOCIATION OF BC (TIABC)

- Policy, planning, communications

MINISTRY OF TOURISM, ARTS, CULTURE AND SPORT (TACS)

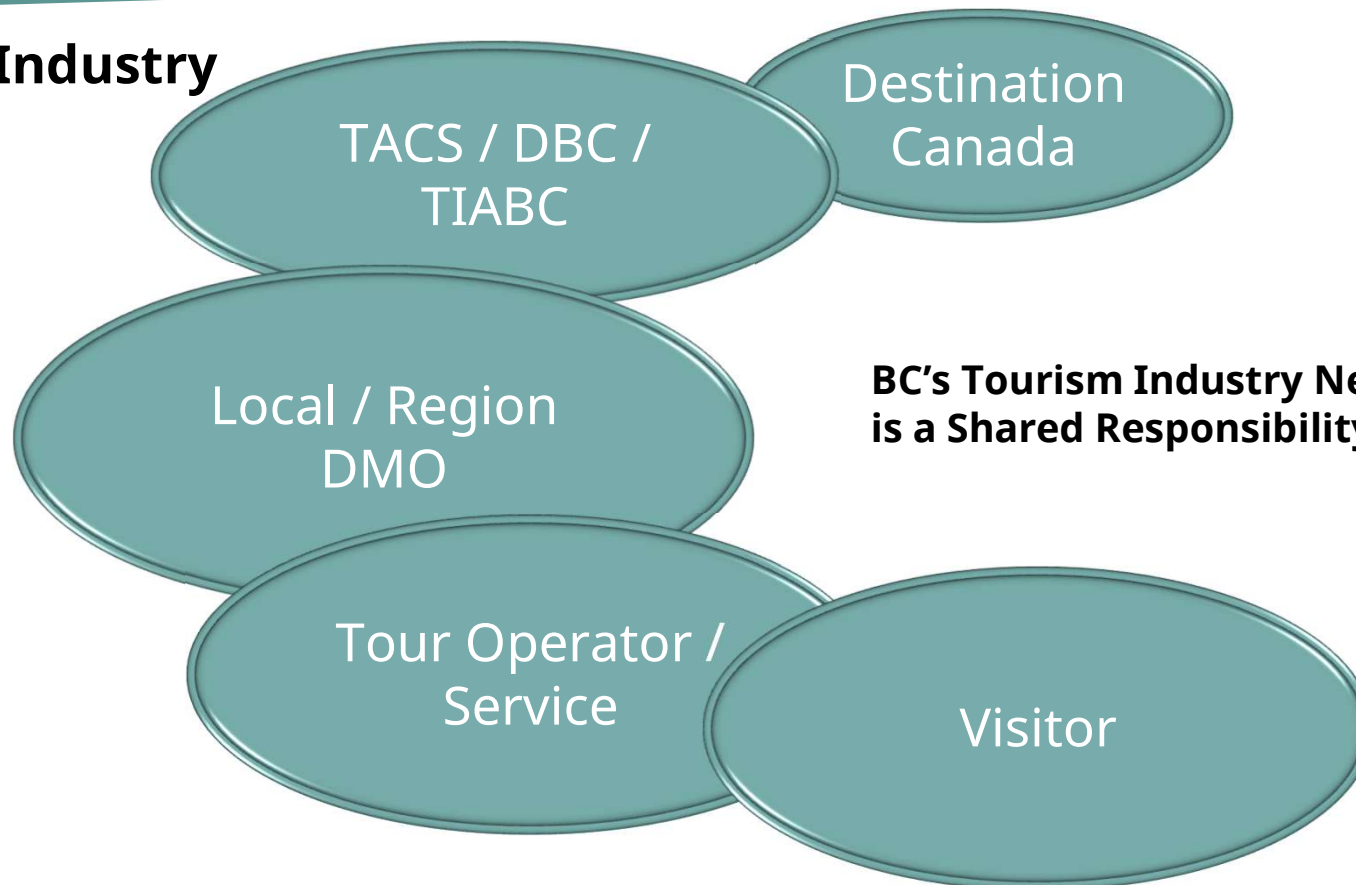
- Cross gov't integration; EMCR collaboration

Ministry of Emergency Management and Climate Readiness (EMCR)

- Provides coordination and planning; supports local and regional responses

Power of Partnerships

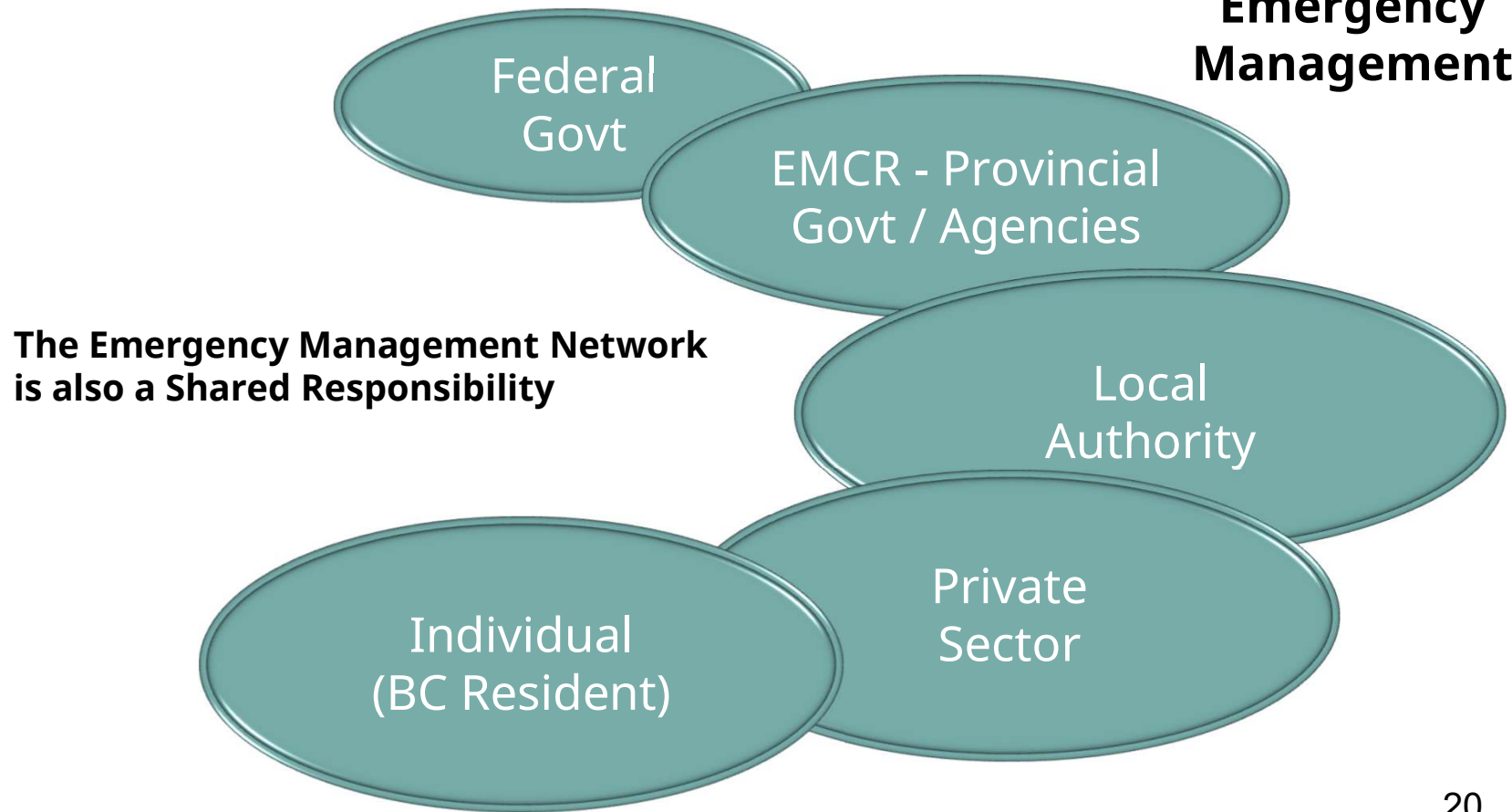
Tourism Industry



**BC's Tourism Industry Network
is a Shared Responsibility**

Power of Partnerships

Emergency Management



Power of Partnerships

Tourism Industry

TACS / DBC /
TIABC

Local / Region
DMO

Tour Operator
/ Service

Destination
Canada

Federal
Govt

All of Society Approach:
Stronger Together with
Combined
Shared Responsibilities

Visitor

Individual
(BC Resident)

Emergency Management

EMCR - Provincial
Govt / Agencies

Local
Authority

Private
Sector

Roles and Responsibilities

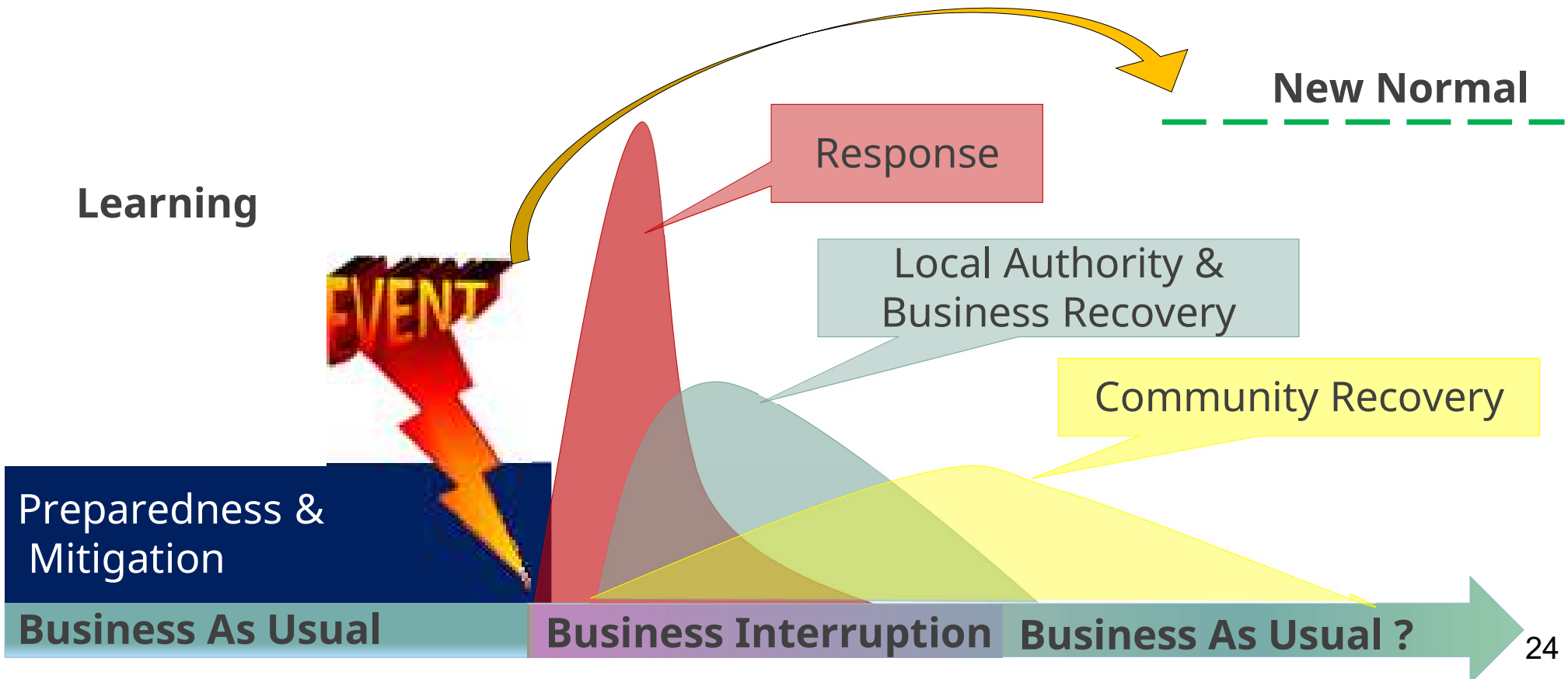
Suggested Key Action Items

- Review the Tourism Emergency Management Framework
- Complete PreparedBC Emergency Plan for Tourism Operators
- Review business insurance needs
- Plan to assist current and incoming guests
- Plan and practice emergency operations with employees

Roles and Responsibilities

- Meet emergency management staff in your community (** Connect w/ Julia, CCCT)
- Familiarize yourself with community preparedness and response plans
- Create internal organization plans and undertake training

Emergency Management Timeline



Learning

Preparedness & Mitigation

Business As Usual

Response

Local Authority & Business Recovery

Community Recovery

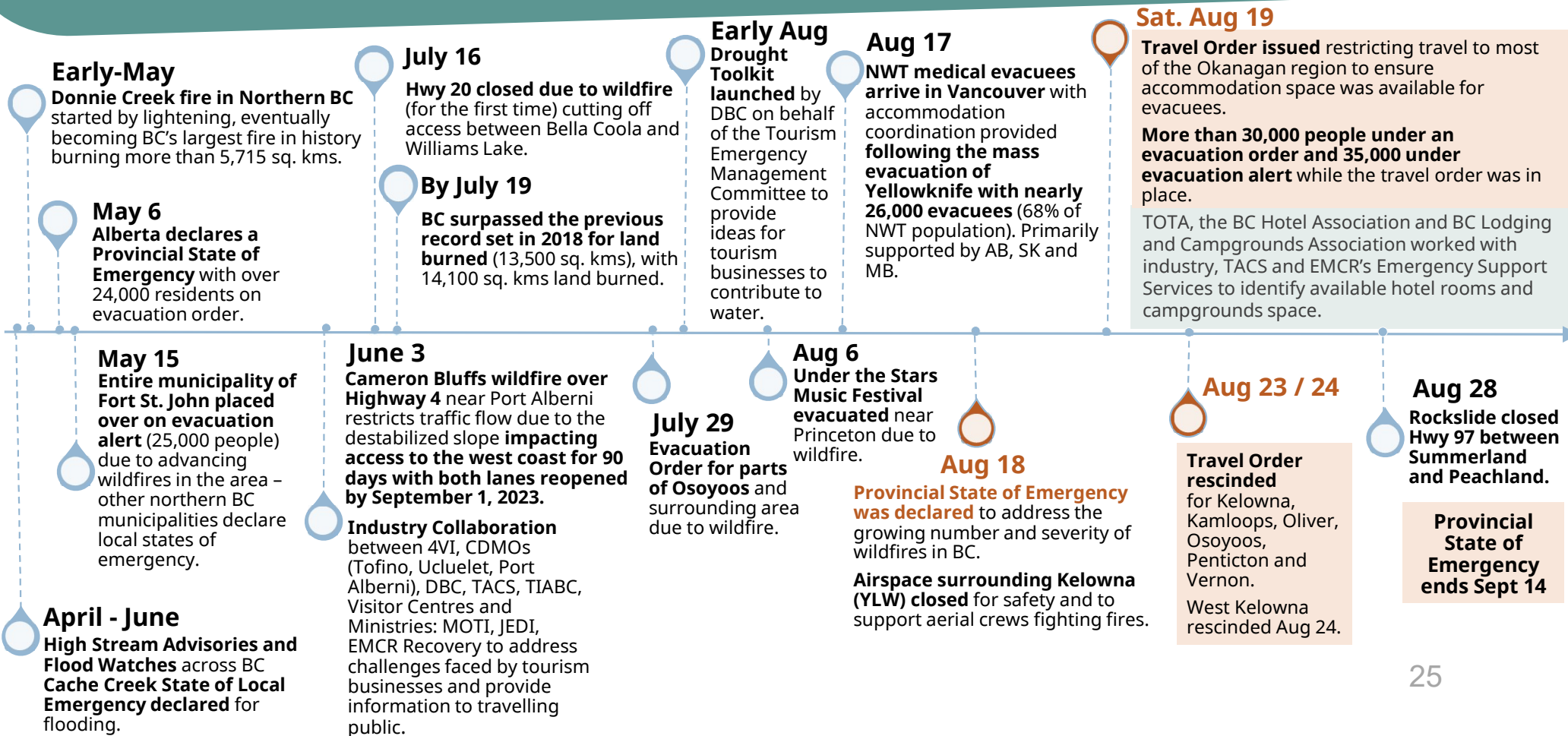
Business Interruption

Business As Usual ?

New Normal

2023 Overview

* Officially the most expensive and destructive wildfire season in BC's history with 2,217 fires and 25,000 sq. kms burned.



Progress

Emergency Management and Climate Readiness:

Emergency Support Services (ESS) Review and Improvements:

- Mandate with aggressive timeline to review 2023, recommend and implement improvements for 2024.
 - **Early Oct:** Engagement Planning
 - **Oct – Dec:** Regional and partner engagement (w/ Tourism – Nov. 20)
 - **Early Spring – May 2024:** Recommendations and implementation supporting - BC Ombudsperson Special Report (Oct 2023) and Expert Task Force on Emergencies.

Fiscal Year	ESS Events by Fiscal Year	Estimated # of people impacted
2017/18	N/A	62,464
2018/19	471	10,813
2019/20	490	1,920
2020/21	495	3,647
2021/22	518	34,609
2022/23	449	4,152

Progress



Credit: Cariboo Chilcotin Coast/Jonny Bierman

The Ministry of Tourism, Arts, Culture and Sport

Destination BC Marketing:

- Travel Now Campaign
- Accommodation recovery tracking
- Drought Toolkit

Dine Around Campaign:

- BC Restaurant and Foodservices Association has been provided funds to expand its Dine Around program between now and April.

Tourism Business Supports:

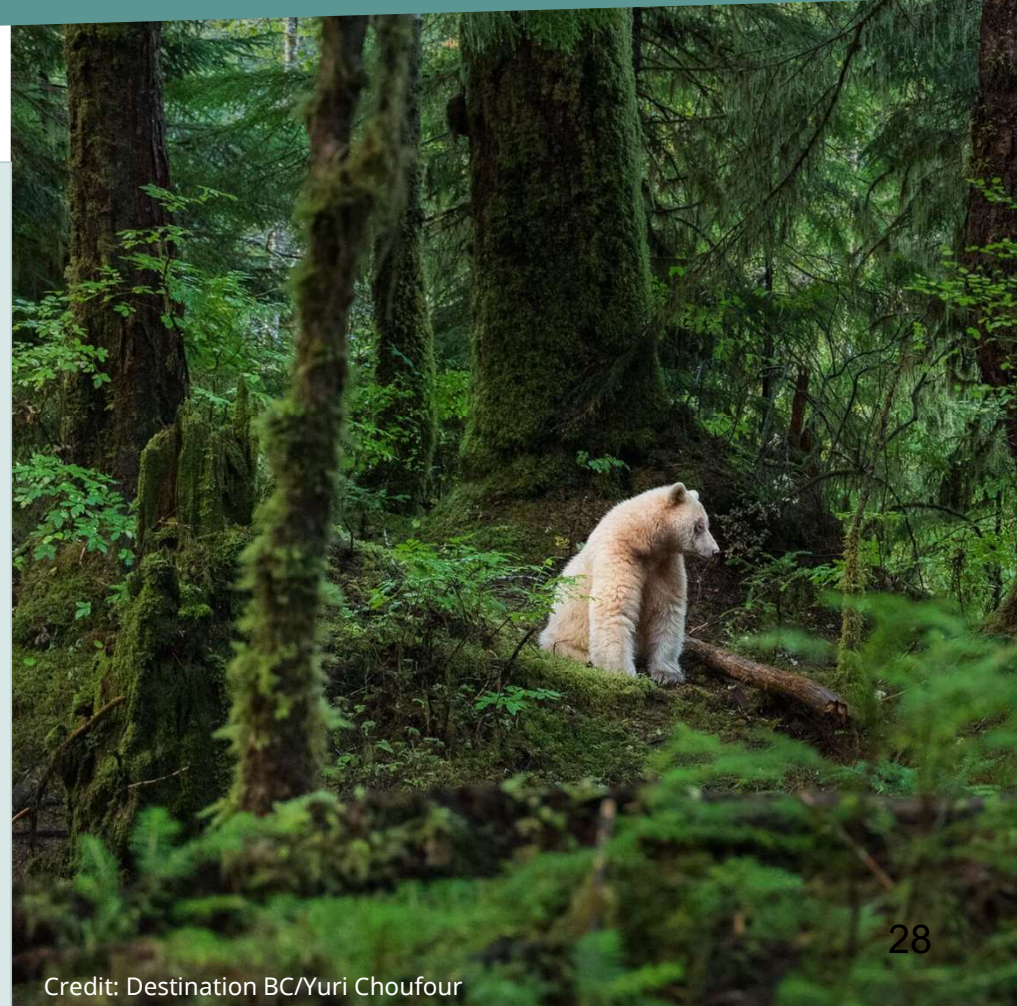
- Ongoing discussions with TACS, TIABC, TOTA, BC Hotel Association, Ministry Jobs, Economic Development and Innovation, supporting a request to Treasury for tourism operator financial / program supports.

Progress

The Ministry of Tourism, Arts, Culture and Sport

Federal Government:

- **Canadian Emergency Business Account (CEBA) loans:** Requested extension from current deadline Jan. 18, 2024, asking for a further one-year extension for the repayment of, and more time for loan forgiveness.
- **Canadian Council of Tourism Minister's** supporting greater collaboration on tourism emergency management in 2024 among Federal, Provincial, Territorial (FPT) partners.



Credit: Destination BC/Yuri Choufour

Contact



Ministry of
Tourism, Arts,
Culture and Sport

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Tourism Industry Resources

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Communication & Resources



Membership +

Events

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Emergency Preparedness

VIEW FULL FRAMEWORK

FRAMEWORK OVERVIEW

The BC Emergency Management Framework provides a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management; namely, mitigation, preparedness, response and recovery.

EMERGENCY PREPAREDNESS GUIDES

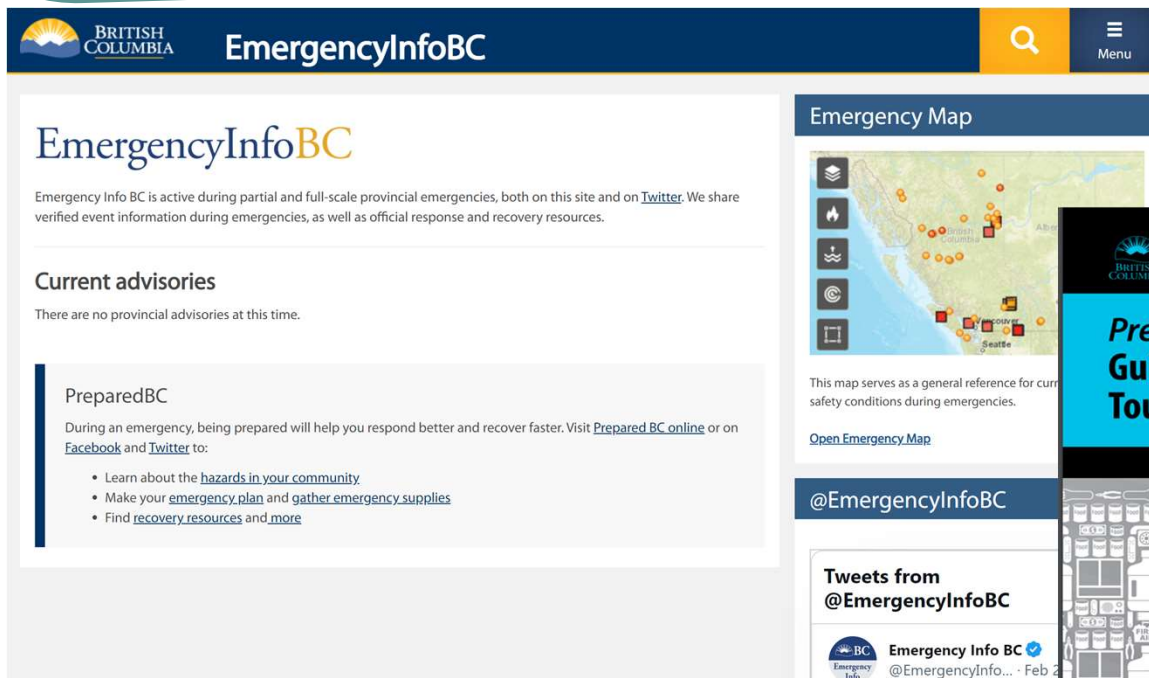
Emergency Resources for BC's Tourism Industry

During times of stress and uncertainty, it is important to share information from official sources only. There are a variety of resources available to help you prepare for emergencies, gather up-to-date information and help visitors plan their travel.

PreparedBC: Tourism Resources

<https://tiabc.ca/emergency-preparedness/>

Tourism Industry Resources



EmergencyInfoBC

Emergency Info BC is active during partial and full-scale provincial emergencies, both on this site and on [Twitter](#). We share verified event information during emergencies, as well as official response and recovery resources.

Current advisories

There are no provincial advisories at this time.

PreparedBC

During an emergency, being prepared will help you respond better and recover faster. Visit [Prepared BC online](#) or on [Facebook](#) and [Twitter](#) to:

- Learn about the [hazards in your community](#).
- Make your [emergency plan](#) and [gather emergency supplies](#).
- Find [recovery resources](#) and [more](#).



Emergency Map

This map serves as a general reference for current safety conditions during emergencies.

[Open Emergency Map](#)

@EmergencyInfoBC

Tweets from @EmergencyInfoBC

 **Emergency Info BC**  [@EmergencyInfoBC](#) · Feb 2

<https://www.emergencyinfobc.gov.bc.ca/>

<https://www2.gov.bc.ca/gov/content/safety/emergency-management/education-programs-toolkits>

<https://www2.gov.bc.ca/gov/content/safety/emergency-management/education-programs-toolkits/social-media-toolkits>

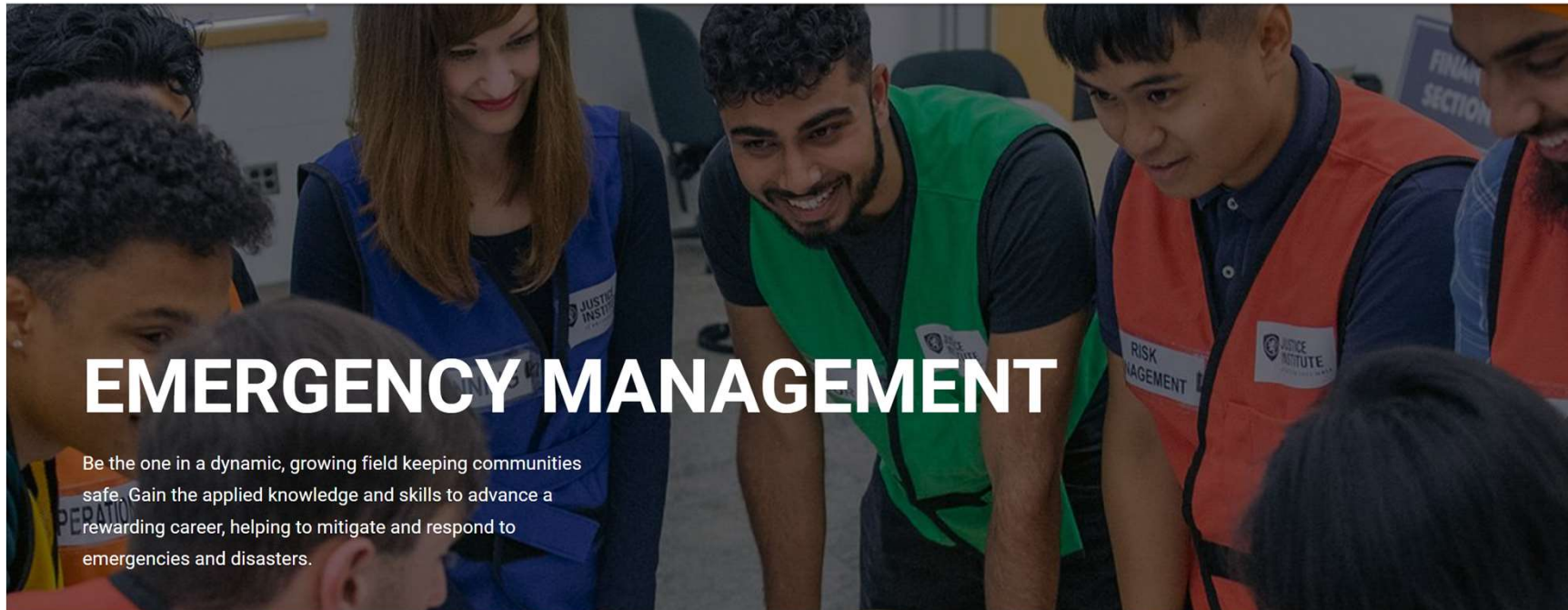


PreparedBC: Guide for Tourism Operators

PreparedBC: Emergency Plan for Tourism Operators

The covers feature a stylized illustration of a house and a bicycle, composed of various emergency-related icons like first aid kits, fire extinguishers, and tools. The text 'Jill's Adventures' and 'HOTEL' is visible on the covers.

Tourism Industry Resources

Justice
Institute
BRITISH COLUMBIA[PROGRAMS & COURSES](#)[REGISTRATION](#)[STUDENT SERVICES](#)[ABOUT US](#)[NEWS & EVENTS](#)[GIVE](#)[SEARCH](#)[MENU](#)[HOME](#) > [AREAS OF STUDY](#) > [EMERGENCY MANAGEMENT](#)

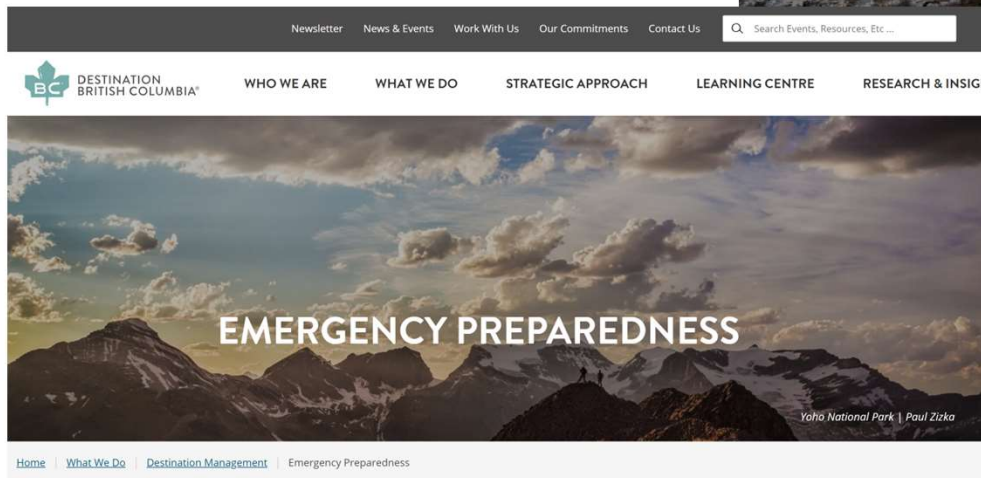
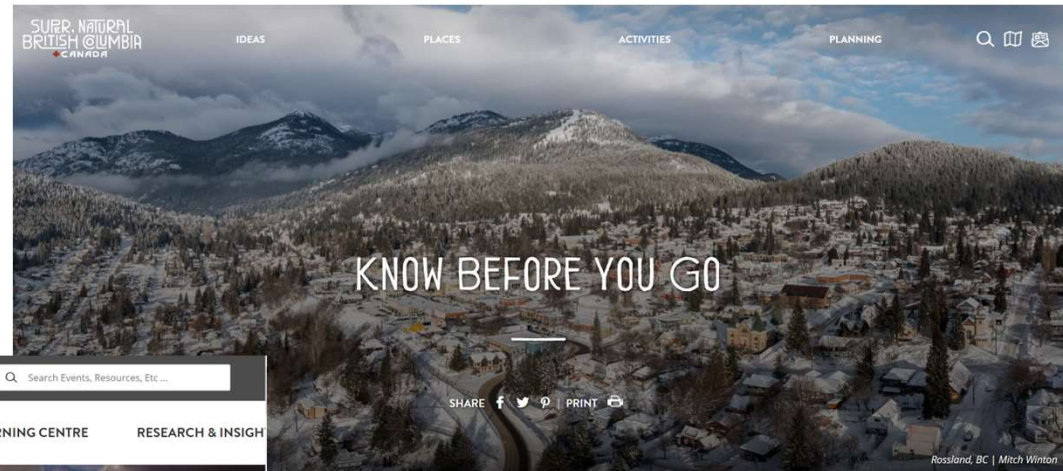
EMERGENCY MANAGEMENT

Be the one in a dynamic, growing field keeping communities safe. Gain the applied knowledge and skills to advance a rewarding career, helping to mitigate and respond to emergencies and disasters.

Tourism Industry Resources



DESTINATION
BRITISH COLUMBIA®



<https://www.destinationbc.ca/what-we-do/destination-management/emergency-preparedness/>

<https://www.hellobc.com/know-before-you-go/>

Tourism Industry Resources



Water Conservation

TOURISM INDUSTRY TOOLKIT
AUGUST 2023



BC's tourism industry can play an important role in championing water conservation, inspiring both residents and visitors to protect one of our most precious resources.

Every drop counts, and by recognizing and promoting our shared responsibility, together, we can protect the destinations we love. This document includes official resources, and suggested actions & messaging for BC tourism industry partners to help champion responsible water usage.

OFFICIAL LINKS & RESOURCES:

- [Destination BC Emergency Resources](#)
- [Tourism Emergency Management Committee Responsible Travel Graphics](#)
- [Government of BC - Response to Drought Conditions](#)
- [BC Drought Information Portal](#)



https://www.destinationbc.ca/content/uploads/2023/08/203_MessagingGuidance_August2023_FINAL2.pdf



EMERGENCY RESOURCES FOR BC'S TOURISM INDUSTRY

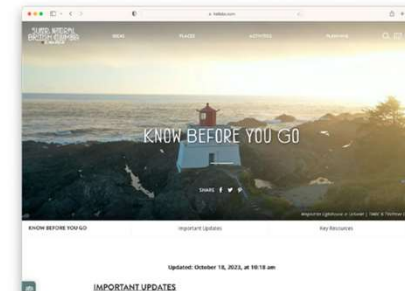
OCTOBER 2023



As you know, emergencies can impact travel, visitors, and businesses at any time, and potentially influence those who may be planning a trip to or within our province.

During these emergencies, the tourism industry is an important conduit to official information sources for visitors. Our priority is ensuring that travelers have all the official resources they need to make informed decisions based on the latest, on-the-ground information, and to encourage them to continue to consult these resources for any updates before and during their trips.

Our [Know Before You Go](#) page on HelloBC.com is regularly updated and serves as a one-stop shop for visitors looking to access key information resources such as DriveBC, the BC River Forecast Centre, Emergency Info BC, and more.



https://www.destinationbc.ca/content/uploads/2023/10/DBC_EmergencyMessagingGuidance_October2023.pdf

Tourism Industry Resources



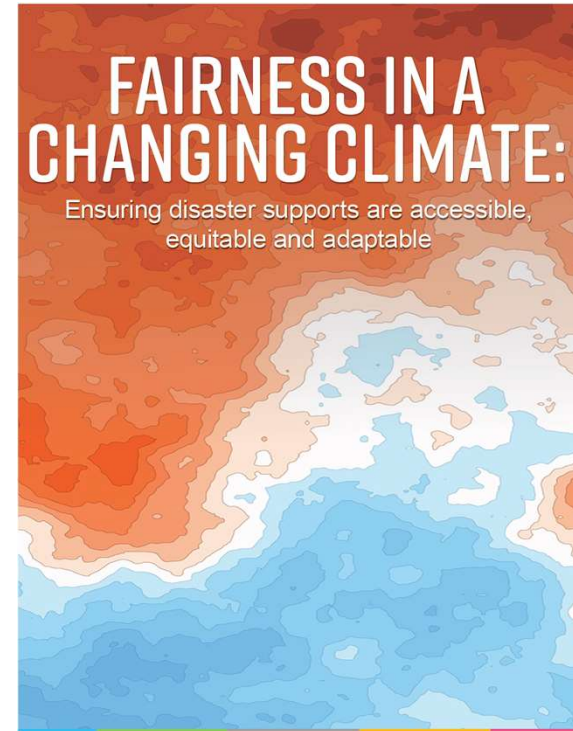
<https://smallbusinessbc.ca/bc-wildfire-resources-for-small-businesses/>

British Columbia has endured a devastating wildfire season in 2023. With the peak of fire season having arrived, impacts have been felt throughout our province, from Northern BC, to Vancouver Island, and the Okanagan.

Tragically, these fires have driven many from their homes, shrouded our province in clouds of smoke, and left small businesses picking up the pieces. During this extremely challenging time, several resources are available to business owners to help manage



<https://engage.gov.bc.ca/emergencymanagementregulations>



https://bcombudsperson.ca/assets/media/OMB-FireFlood_report_web.pdf