

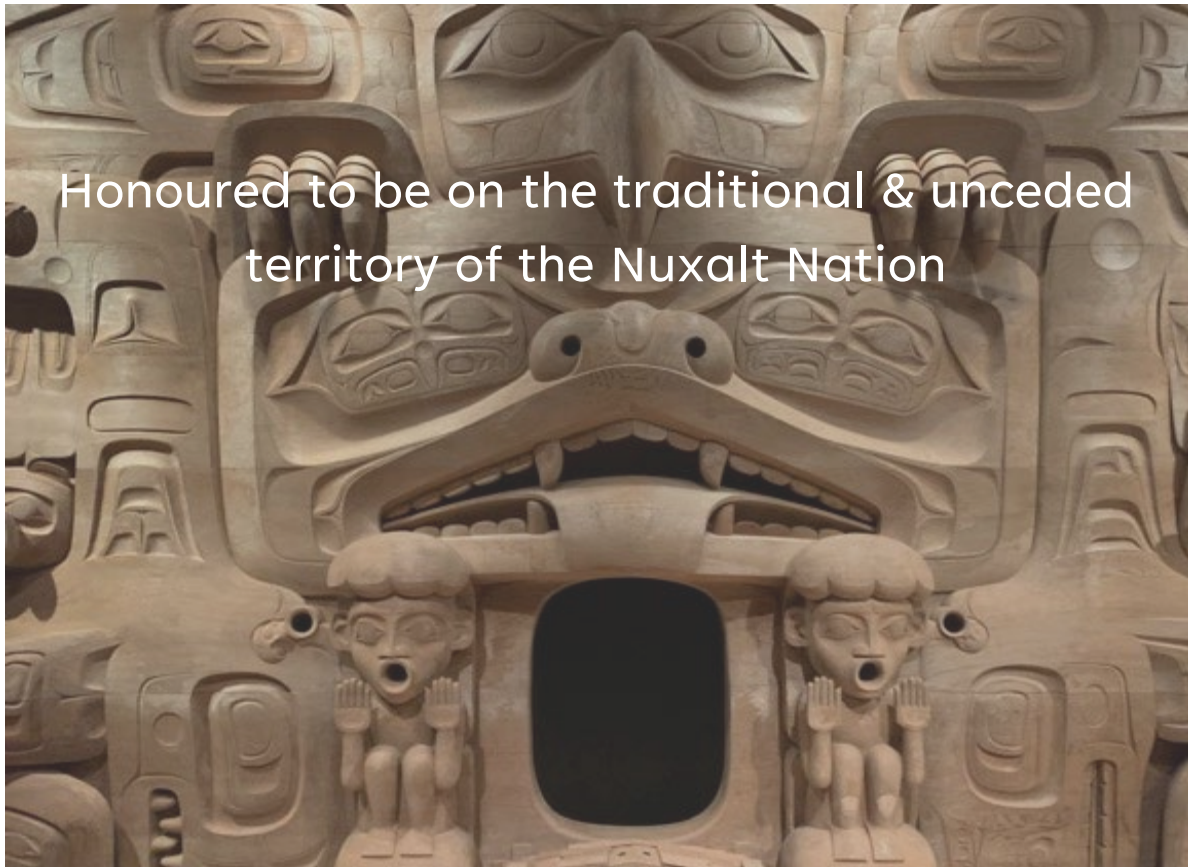
# TIABC's 24/25 Advocacy Priorities

Walt Judas  
CEO, TIABC

[www.tiabc.ca](http://www.tiabc.ca)

TOURISM INDUSTRY  
ASSOCIATION OF  BC

# TERRITORIAL ACKNOWLEDGEMENT



Honoured to be on the traditional & unceded  
territory of the Nuxalt Nation



## TIABC MISSION

*TIABC works to influence government policy and regulation on behalf of its business, education, sector association and destination management organization members to empower British Columbia's tourism industry to reach its full potential economically, socially, culturally, and through the lens of sustainability.*



# TIABC VISION

*Establish BC's tourism sector as the most recognized and valued industry for residents of British Columbia through consistent, focused and strategic advocacy*





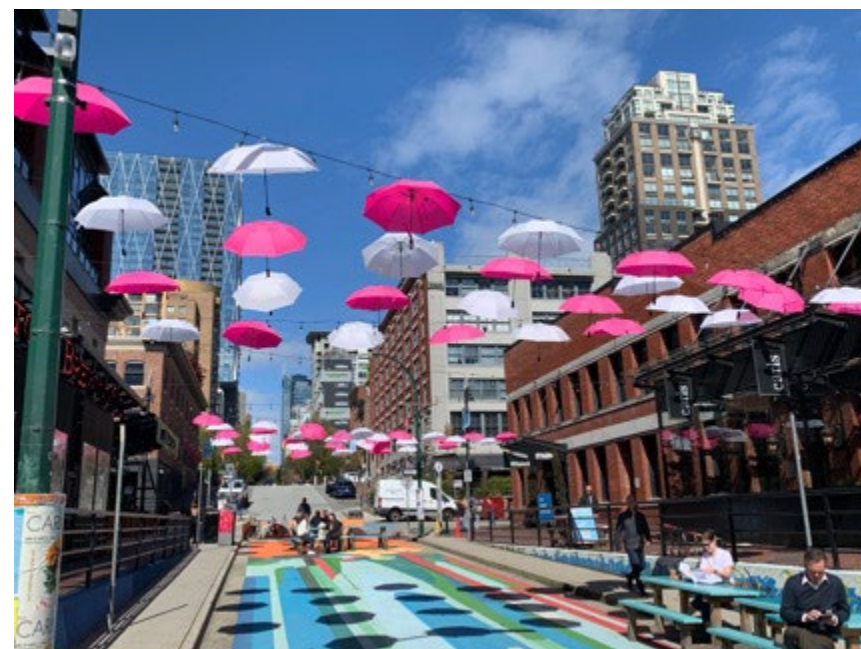
## TIABC ADVOCACY GOALS

- ❑ To influence government decisions to enhance the viability of tourism businesses in BC
- ❑ To affect public policies towards a regulatory environment within which the tourism industry can effectively operate
- ❑ To continue to build awareness of the importance, value and potential of the tourism industry within all levels of government



# 2024 TIABC MEMBER PRIORITIES

1. Economic Development & Value of Tourism
2. Sustainability
3. Workforce
4. MRDT
5. Emergency Preparedness
6. Land Use & Tenure Security
7. Housing
8. Infrastructure
9. Reconciliation
10. Insurance



# 2025 TIABC FEDERAL BUDGET SUBMISSION

- A. Disaster Relief
- B. Debt Relief
- C. Capital Investments
- D. Connecting Communities
- E. Sustainability

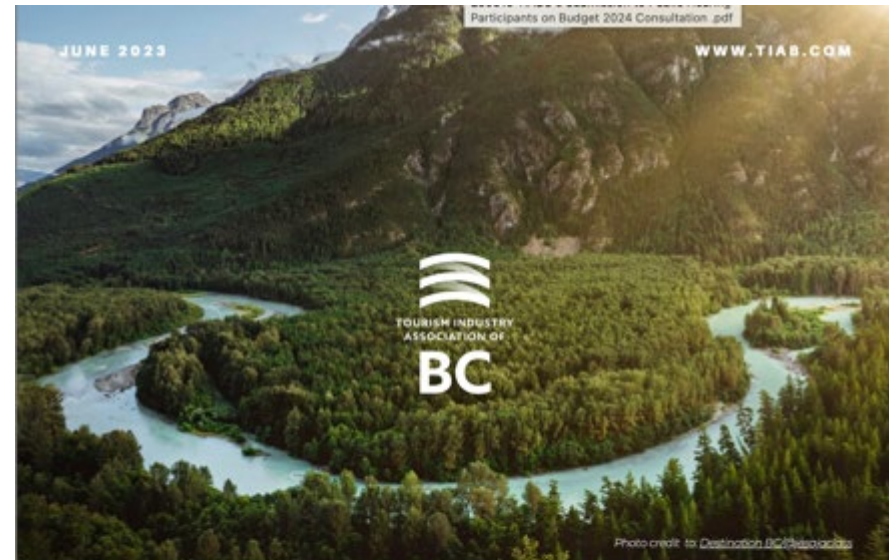


**WRITTEN SUBMISSION FOR THE PRE-  
BUDGET CONSULTATIONS IN ADVANCE OF  
THE UPCOMING 2024 FEDERAL BUDGET**

Submitted by:  
Tourism Industry Association of BC

# TIABC PROVINCIAL BUDGET SUBMISSION

- A. Emergency Funding for regional DMOs
- B. Protect MRDT for tourism marketing, projects, programs, housing
- C. \$45 million for destination development



**TIABC'S 2024 PRE-BUDGET SUBMISSION TO THE  
PROVINCE'S STANDING COMMITTEE ON FINANCE  
& GOVERNMENT SERVICES**



# MRDT

- Retention of MRDT for marketing, projects, programs
- Definition of 'projects' better defined



## TIABC POLICY ON MUNICIPAL & REGIONAL DISTRICT TAX (MRDT)

AUG 2024

[WWW.TIABC.COM](http://WWW.TIABC.COM)

# NEW POLICY ON EXTRACTIVE INDUSTRIES

- ❑ Extractive industries statutes & regs should include *duty to consult* on tourism
- ❑ Land use planning should include tourism industry and consider tourism values
- ❑ Adventure Tourism Branch



## TIABC POLICY ON EXTRACTIVE INDUSTRIES

JULY 2024

[WWW.TIABC.COM](http://WWW.TIABC.COM)

# CCNMCAR - TIABC & PARTNERS SUBMISSION

- Meaningful consultation
- Permissible vs. prohibited activities
- Timelines and adjustment period for operators



## CENTRAL COAST NATIONAL MARINE CONSERVATION AREA RESERVE CONSULTATION

Submitted - June 2024 by:



# TRANSPORTATION STRIKES





# WHALE WATCHING RESTRICTIONS

- Approach distance versus avoidance distance
- Viewing distance for professional whale watchers



# THE PROVINCIAL ELECTION



# TOURISM AS A BUSINESS SECTOR

- Tourism vs. other sectors
- Elevating Tourism - policy, regulations, investment



*Kootenay Rockies Tourism/Mitch Winton/Hume Hotel / Touchstones Museum*

# TRANSPORTATION

- ❑ Transportation infrastructure
  - airports, highways, ferries
- ❑ Sustainable Aviation Fuel





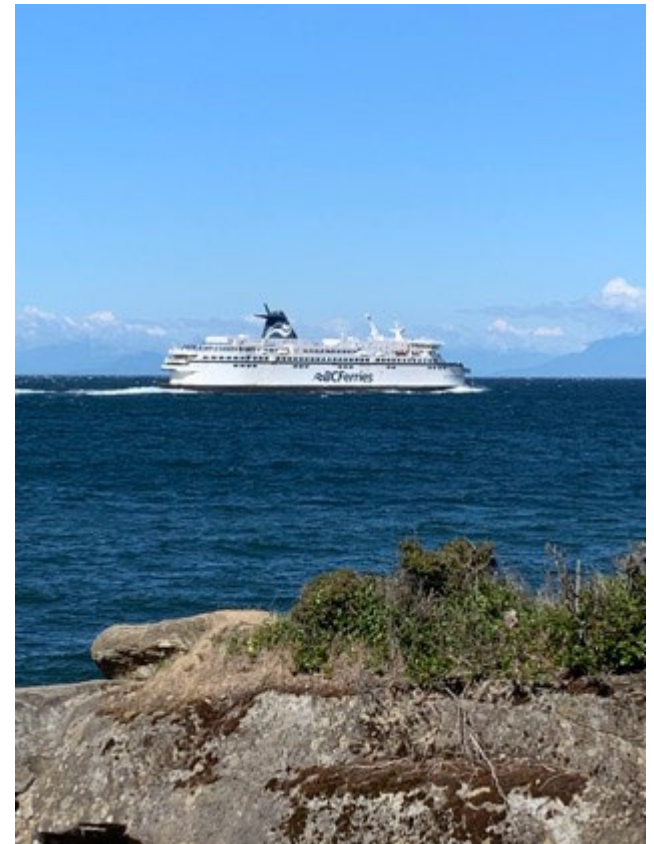
# TRANSPORTATION

- Bus connectivity in smaller communities
- Subsidies for motor coach operators



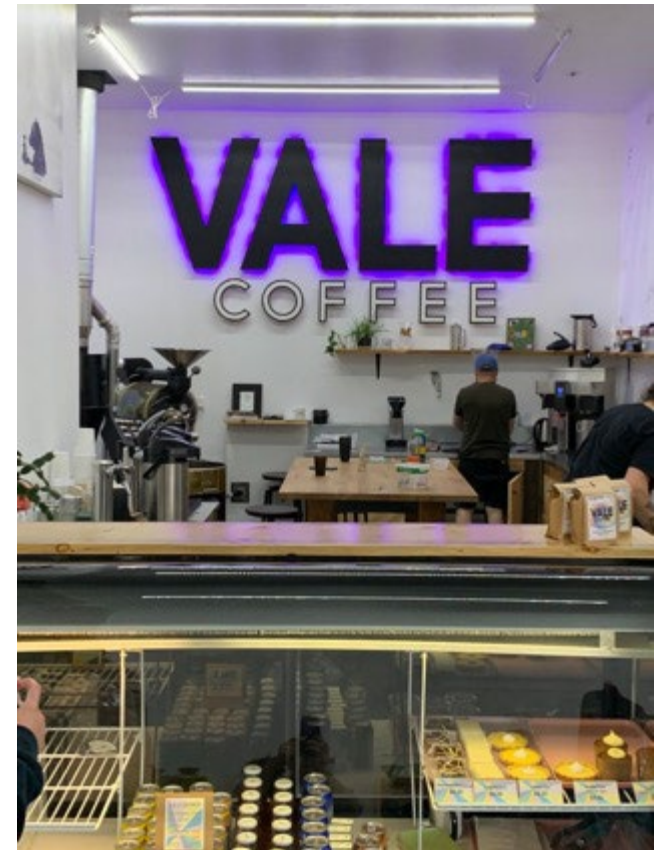
# TRANSPORTATION

- ❑ Additional funding for BC Ferries
- ❑ A second ferry between Bella Coola and Port Hardy



# WORKFORCE

- ☐ Rebuilding a skilled workforce
- ☐ Training grants for employers and workers



# INVESTMENT

- ❑ Indigenous tourism product
- ❑ Trade missions, investment, entrepreneurship





# POLICY & REGULATION

- Additional funding for Destination BC



## POLICY & REGULATION

- Support program for businesses affected by emergencies
- Funding for BCRTS for emergency management



## POLICY & REGULATION

- ❑ DRIPA implementation
- ❑ Approvals for projects on crown land



# HOUSING

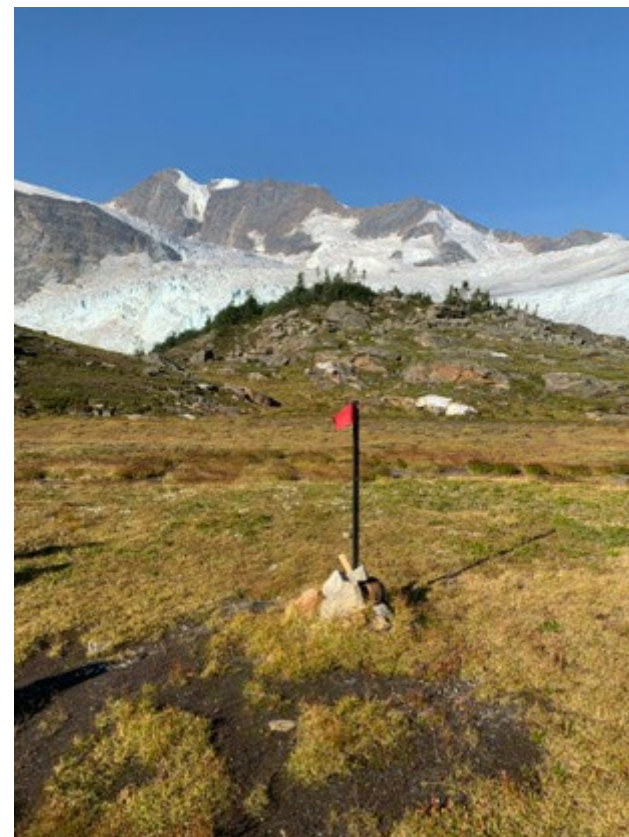
- ❑ Short-term rentals
- ❑ Campground dispute resolution process at the Residential Tenancy Branch





## LAND USE

- Resolving conflicts between tourism operators and other users of crown lands
- Compensation for displaced adventure tourism operators
- Land use permits or tenure renewals



# VALUE OF TOURISM



## THE VALUE OF TOURISM

### Why Tourism Is Everyone's Business

[We] acknowledge that [we] are located on the traditional, unceded territory of the [ ] nation(s) of the [ ] peoples. [We] acknowledge and respect the many generations of Indigenous Peoples who have stewarded these lands for over 10 millennia. [We] are grateful to those who came before us and for the Elders and the keepers of tradition who are still among us to continue their historical relationships with the land to this day. We are committed to reconciliation, and are grateful to those whose territory we reside on and for the opportunity to work and live on these lands.



# VALUE OF TOURISM

THE VALUE OF TOURISM

## Tourism's Impact on Quality of Life + Health and Wellness

Tourism is more than just its  
economic impact.



It benefits the well-being and quality of life  
of everyone in BC.

How?



# BC TIC – Sheraton Wall Centre Hotel Vancouver



**SAVE  
THE  
DATE**

**March 5 - 7, 2025**  
SHERATON VANCOUVER  
WALL CENTRE



**BC TOURISM  
INDUSTRY  
CONFERENCE 2025**

The graphic features a teal background with a city skyline. A circular inset shows a modern building and a fountain. The text is white and blue.





# CONNECT WITH TIABC

The screenshot displays the TIABC website with a navigation menu at the top: Home, About, Advocacy & Policy, Communication & Resources, Membership, Events, and Contact Us. A search bar is located in the top right corner. The main content area features a large banner for a survey titled "PROVINCE-WIDE CAMPFIRE BAN ONE MINUTE MONITOR SURVEY RESULTS". The survey question is: "Do you support the idea of a province-wide (open) campfire ban between the months of May and October to help mitigate wildfires in British Columbia? YES or NO?". The results are: YES - 64% and NO - 36%. Below the banner are four informational cards: "About TIABC" (advocates for the \$22.3 billion visitor economy), "Membership" (collective voice for advocacy), "Advocacy" (tool for sustainable tourism solutions), and "Policy" (developed by the TIABC Policy Committee). Each card includes a "LEARN MORE" button.

TOURISM INDUSTRY ASSOCIATION OF BC

Home About Advocacy & Policy Communication & Resources Membership Events Contact Us

Search

**PROVINCE-WIDE CAMPFIRE BAN**  
**ONE MINUTE MONITOR SURVEY RESULTS**

QUESTION: Do you support the idea of a province-wide (open) campfire ban between the months of May and October to help mitigate wildfires in British Columbia? YES or NO?

YES - 64%  
NO - 36%

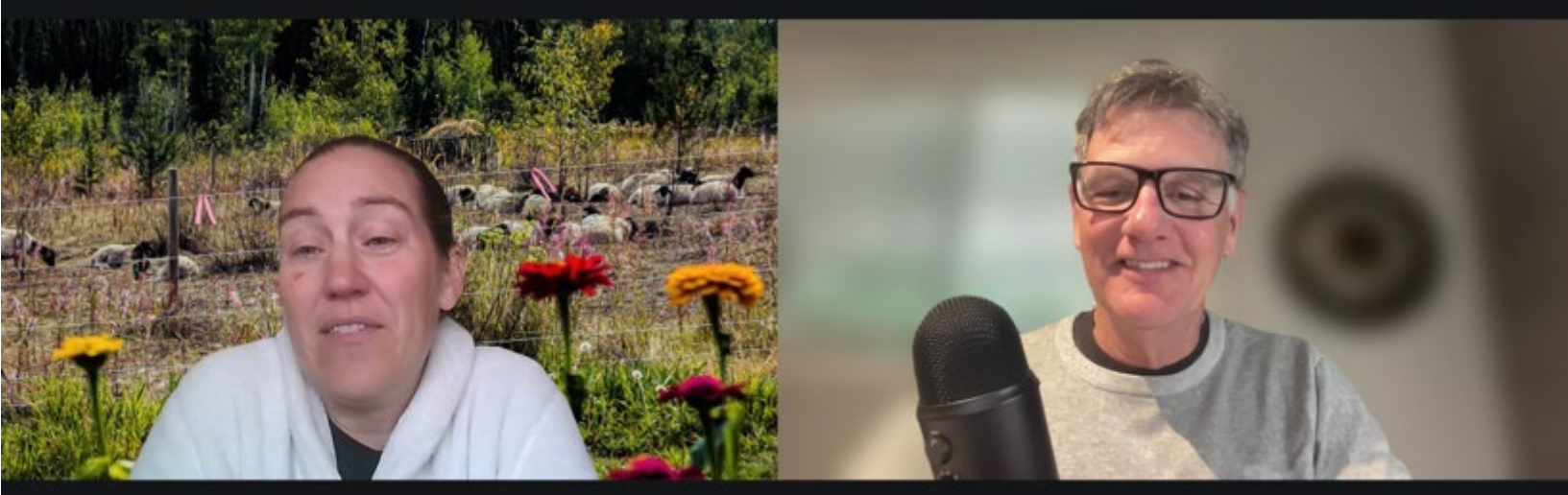
**About TIABC**  
The Tourism Industry Association of BC advocates for the interests of British Columbia's \$22.3 billion visitor economy (normalized year).  
[LEARN MORE](#)

**Membership**  
Through your membership, you will part of a strong, collective voice while helping to support TIABC's advocacy efforts.  
[LEARN MORE](#)

**Advocacy**  
TIABC leverages advocacy as a tool to achieve sustainable tourism solutions by identifying the key issues from our industry.  
[LEARN MORE](#)

**Policy**  
Guided by the TIABC Policy Committee, policies have been developed to advise, direct and help reframe tourism development.  
[LEARN MORE](#)

TIABC's VOICE OF TOURISM PODCAST



## CONTACT DETAILS



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