

# TIABC Advocacy Priorities

CCCT Summit

October 2025



With Deep Appreciation to Lhatko Dene

# Goals

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- Influence government policy
- Support favourable regulatory environment
- Build awareness on the importance of tourism



# New Government

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- Priorities - jobs, housing, infrastructure, budget restraint, trade dispute
- Secretary of State for Small Business & Tourism (Rechie Valdez) with broader portfolio as Min. of Women & Gender Equality
- Canada Strong Pass



# Budget 2025

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- Dedicated tourism attraction & infrastructure fund
- National multi-modal connectivity strategy
- Destination marketing & international competitiveness
- Emergency preparedness
- Modernize tax rules for seasonal tourism businesses



# Workforce & Labour

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- Re-imagining immigration & the TFW program
- Temporary stream for seasonal jobs
- Stream for consistently vacant jobs
- Longer worker permits (5 years)
- Data collection in BC on need for TFW program



# New Tourism Minister

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- Third tourism minister in 10 months
- Industry briefings on pressing files
- Minister focused on strategic investments – programs, partnerships with communities, World Cup
- Identify initiatives that don't cost money
- Identify initiatives to invest money



# Provincial Public Consultations

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# Ease of Doing Business

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- Submission focused on revisions to permitting
  - Digitizing processes
  - Setting service standards
  - Engagement guidelines and/or templates for Indigenous partnership agreements



# Heritage Conservation Act

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- Private land ownership
- Intangible assets
- Decision-making authority
- Early risk-based screening
- Government service standards



# Provincial Budget Submission

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- Emergency management funding for RDMOs
- Additional funding for Destination BC
- Municipal & Regional District Tax



# Premier's Trade & Economic Security Task Force

- **Regulatory friction** – land tenures
- **Workforce gaps** – sick leave benefits
- **Infrastructure deficits** – regional airports, highways
- **Climate & emergency resilience** – sustained funding needs
- **Marketing under-investment** – DBC budget flat



**MISSION TO PREMIER'S TASK FORCE  
ON TRADE & ECONOMIC SECURITY**

# What We Heard Sessions – Van Isl, TO, NBC, CCC

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- What keeps you up at night?
- What regulations, legislation or policy needs to be changed, eliminated or introduced to help your business grow and prosper?



# What We Heard – TIABC Roundtables

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- Rising cost of doing business
- Labour shortages
- Red tape and regulations
- Lack of funding (e.g. trail maintenance)



# What We Heard – TIABC Roundtables

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- Limited transportation options & access
- Inconsistent emergency management support
- Data gaps
- Costly insurance



# Active Policy Files



## **TIABC POLICY ON EXTRACTIVE INDUSTRIES**

**JULY 2024**

# BCGEU Strike

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- Repercussions on tourism & hospitality sector
- Supporting partners re: communication, policy changes



# Crime & Safety

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- #1 topic at UBCM
- Safe Streets Coalition
- Defined plans by province & feds



# MRDT

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- Growing exponentially & getting noticed
- Civic pressure to access funds
- Lobbying to exclude affordable housing provision
- Open up MRDT to broader uses – clearly define ‘projects’



# Emergency Management

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- Accommodation portal
- Funding for regions
- Reputation management



# Connect with TIABC

- BC TIC – March 4-6, 2026 – Kelowna
- [tiabc.ca](http://tiabc.ca)
- Follow us on social
- Membership



## Associate Category

If you're a tourism operator and already an active member of another sector association or DMO and cannot afford a full membership in TIABC, consider supporting us by becoming a TIABC **Associate**. For a nominal annual fee you'll receive streamlined benefits and opportunities, including adding your voice to the conversation about the future of our sector. Contact [info@tiabc.ca](mailto:info@tiabc.ca) or fill out the form below for more information.

Small Business	Medium Business	Large Business
0-10 employees	10-25 employees	25+ employees
\$50 /year	\$75 /year	\$100 /year



TIABC's Voice of Tourism is a podcast that gives a voice to British Columbia's vibrant tourism industry.



## DISCUSSION