

A blurred background image showing several people in a meeting or conference. Their hands are raised, suggesting an interactive session or a vote-taking process. The focus is on the hands and arms, with the faces and bodies of the participants being out of focus.

Your Vote Counts. Your Voice Counts More!

Walt Judas

CCCT Summit – October 21, 2026

Honoured to be
on Traditional
Territory of the
St'át'imc People



Retirement (so far)



Election Season

Municipal

- 3,500 candidates for council in 161 cities, towns, municipalities, villages
- Voter turnout up in many places
- Turnover of mayors & councillors in CCC

Provincial

- 93 seats up for grabs: 355 candidates on the ballot
- NDP, Conservative, Green, CentreBC, OneBC



Elections Are
(almost) Over.
Now Make Your
Voice Count.



Why it Matters

- Newly elected representatives will be establishing priorities and relationships.
- Tourism businesses can help ensure tourism is understood as an economic and community priority.
- Early engagement creates a foundation for future policy, planning and budget discussions.



OFFICIAL COMMUNITY PLAN

City of Williams Lake | December 2025



Key Steps for GR 101

- A. Preparation and research
- B. Connecting & meeting
- C. Solution-oriented proposal/s
- D. Good practices



Coordinate Industry's Voice

- Tourism operators and sector associations
- Destination marketing and management organizations
- Chambers of commerce and economic development agencies
- Indigenous tourism organizations and Indigenous governments
- Community organizations, workforce partners and relevant public agencies



Building the Case for Support

Tourism contributes to:

- **Jobs:** Employment, skills development and career opportunities.
- **Local business:** Revenue for restaurants, retailers, farms and service providers.
- **Community vitality:** Events, cultural activities and amenities.
- **Investment:** Opportunities for business expansion and destination development.
- **Sustainability:** Stewardship of the natural and cultural assets that make destinations attractive.
- **Economic resilience:** Opportunities to diversify local economies and extend visitor activity throughout the year.



Building the Case for Support

- Number and types of local tourism businesses
- Tourism employment and workforce needs
- Visitor spending and local supplier relationships
- Seasonal patterns and opportunities to extend the season
- Planned investments and barriers to business growth
- Community benefits and sustainability indicators

Tourism Lillooet – Strategic Plan

A Vision for Tourism in Lillooet

Tourism in Lillooet connects us to each other and to visitors from around the world who share our respect for all life and for the lands and waters that nurture us.

A Mission for Tourism Lillooet

Tourism Lillooet is a destination management organization (DMO) established to work with tourism businesses and with all members of the Lillooet and St'at'imc communities to guide and shape the evolution of the tourism industry in our area in a manner that best serves the collective interests of our communities. Tourism Lillooet conveys the stories of our home and builds demand for the experiences we choose to share. In so doing it adds value to our community by supporting job creation and business opportunities.

Tourism Lillooet works to attract the right nature and number of visitors - visitors who will appreciate Lillooet's unique 'sense of place' and the nature around us. Tourism Lillooet influences where visitors go, what they do, and collaborates with local stakeholders and partners to ensure the experiences we share are appropriate, sustainable and remarkable.

We focus our efforts and resources in three strategy areas:

1. Promoting Existing Market-Ready Experiences
2. Improving the Quality of the Visitor Experience
3. Increasing Awareness and Support for the Tourism Industry in Lillooet

Tools & Roles

- Three to five shared priorities
- A common fact sheet and evidence base
- Named spokespersons and clear roles
- Consistent, transparent communication
- Respect for different community perspectives



VOTE NO TO RESOLUTIONS NR63 & NR64

TIABC, BCHA and BCDMOA respectfully ask that you reject resolutions NR63, NR64 on the Municipal and Regional District Tax (MRDT)

BC'S Best in Class Funding User-Pay System Effectively Supports & Grows One of Our Most Important Industries

Within the complex, ever-changing and ultra-competitive global tourism landscape, a buoyant visitor economy is supported through reliable, consistent and ongoing investment into attracting leisure visitors, business travellers and conference groups, and into improving the visitor experience.

BC has a reliable and consistent system - a visitor-based assessment model known as the Municipal & Regional District Tax (MRDT) - which provides a stable, reliable, and performance-based source of revenue for destinations.

Investments through MRDT are vital to the success of BC's visitor economy, local communities, and the employment of 366,000 British Columbians. Therefore, funding from MRDT must stay within the tourism industry for tourism-related initiatives.

Connect With the Right Influencers



Know Who Does What

Municipal	Provincial	Regional District	Federal
Zoning, land-use planning	Legislation, regulatory frameworks	Waste management	Citizenship, immigration, foreign affairs
Business licensing, bylaws	Tourism programs, sector strategy	Land-use planning, parks & rec	National defense, criminal law
Roads, parks, public amenities	Highways, infrastructure	Emergency planning	Currency, economy
Events, community development	Workforce, training, economic programs	Invasive plant management	National infrastructure and services
Permitting, development processes	Policy frameworks, land-use & tenures	<u>Bylaw</u> enforcement	Foreign affairs
Economic development	Health care, education	Economic development	Indigenous lands and rights
Safety, policing	Environment standards	Transit	Social programs, taxation

Objective 6.1. Create places to work and provide support for businesses.

- Policy 6.1.1. Diversify the economy by supporting a broad range of industries, including resource extraction, **tourism**, cleantech, high-tech, utilities, manufacturing (general and value-added), agriculture and food processing, transportation and logistics, communications and digital industries, artificial intelligence (AI), craft industries, commercial services, and retail.
- Policy 6.1.18. Promote the airport as a hub for aviation-related businesses, **tourism**, and Light Industrial activities.



Objective 6.2. Enhance the image of Williams Lake to attract investment, promote economic development and support downtown vibrancy.

- Policy 6.2.3. Collaborate with **local tourism associations** to promote local food production and products, the airport, and local businesses as destination attractions.
- Policy 6.2.4. **Strengthen tourism infrastructure** and cultural appeal by creating year-round venues, promoting public art, sports and event tourism.



Establish Contact



MP Parm Bains
Member of Parliament, Richmond East - Steveston
Government of Canada
230-11331 Coppersmith Way
Richmond, B.C.
V7A 5J9

June 18, 2025

Dear MP Bains,

On behalf of the Tourism Industry Association of British Columbia (TIABC), congratulations on your re-election as Member of Parliament for Richmond East - Steveston. We applaud your willingness to serve the constituents in your community, the residents of BC, and the millions of people who call Canada home.

As you are aware, our national visitor economy generates upwards of \$125 billion in revenue annually, with targets to grow to \$160 billion by 2030. In British Columbia, tourism revenues well exceeded \$22 billion in 2024, with a further 2-3% growth projection expected this year in spite of the softer economy and the tariff dispute with the United States.

In order to achieve provincial and national tourism objectives, it will take a combination of strong partnerships, good policies, regulations and tools, as well as support from all levels of government to become a top economic driver, complementing our industry's key role in advancing priorities around reconciliation, equity and inclusion, sustainability, job creation, community contribution, among others.

By way of background, TIABC works collaboratively with its members (private sector tourism businesses, industry associations, destination management/marketing organizations, post-secondary institutions) to ensure the best working environment for a competitive tourism industry. To that end, we advocate and address the issues that prevent our members and stakeholders from meeting their business objectives. At the same time, we enjoy a strong working relationship with Destination Canada, as well as our provincial/territorial and national counterparts across the country, along with the ministries that oversee provincial and national tourism files to advance Canada's visitor economy at all levels.

MP Bains, we would be pleased to hear from you or to meet with you at your convenience to discuss TIABC's advocacy priorities, but more importantly, to find opportunities to work together, as well as learn of your government's priorities for the tourism industry now and in future. Again, congratulations on your appointment. We look forward to connecting with you very soon.

Best Regards,

A handwritten signature in blue ink, appearing to read "W. Judas".

Walt Judas
CEO, TIABC
778-953-0620

A handwritten signature in blue ink, appearing to read "JJ Belanger".

JJ Belanger
Chair, TIABC Board of Directors
250-266-6457



Establish Contact

Mayor & Council
District of Lillooet
Address

October 21, 2026

Re: Tourism Development in Lillooet

Dear Mayor & Council,

Congratulations on being elected/re-elected to serve the District Municipality of Lillooet. By way of introduction, my name is Jane Doe and I am the owner/operator of Acme River Rafting, located at 1234 Fraser River.

My purpose for writing is to respectfully request a meeting between key tourism operators and the new Council to discuss how we can work together for the benefit of residents, businesses, and visitors alike.

As you are aware, Lillooet's tourism industry generates significant tax revenues for all levels of government which help fund community amenities and infrastructure. The sector also creates local jobs, supports the vibrancy of the community, practices environmental sustainability, and contributes to local initiatives such as the Apricot Festival. My business has been operating locally for 10 years, employs 12 people in season and part of the fabric of Lillooet and the region.

On behalf of multiple tourism stakeholders including _____, I would like to propose a meeting for mid-November to learn of your key priorities and determine how we as operators and residents can help the District Municipality of Lillooet achieve the objectives outlined in the official community plan.

Thank you for your consideration. I will follow-up with you in a few days to secure a date and time.

Sincerely,

Jane Doe
Acme River Rafting

Steps to a Productive Meeting

- **Introduce:** Explain who you represent and why you are meeting.
- **Listen:** Learn about the elected official's priorities and concerns.
- **Demonstrate:** Share a local statistic, a business example and a community benefit.
- **Explore:** Identify an issue where collaboration could help.
- **Agree:** Establish one practical next step.



Steps to a Productive Meeting

Ask:

- What are your top priorities for the community or constituency and where does it fit within the CP?
- What challenges are you hearing about from residents and businesses?
- Where do you see opportunities for local tourism employment and investment?
- What concerns exist around visitor activity and the environment?
- How could tourism contribute to the outcomes you want to achieve?

Do: Listen, ask questions, connect shared interests.

Avoid: Assuming every official supports the same tourism priorities or understands the sector equally well.



Priorities to Explore & Action



Engagement Options

- Introductory meetings with elected officials
- Constituency-office meetings with MLAs
- Council delegations and committee presentations
- Cross-sector roundtables and site visits
- Municipal budget and strategic-planning consultations



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Engagement Options

- Written submissions and business cases
- Follow-up meetings tied to specific decisions
- Host a tourism familiarization tour.
- Invite representatives to visit tourism businesses and attractions.
- Meetings with ministry or municipal staff



The *Ask* - Every proposal should contain:

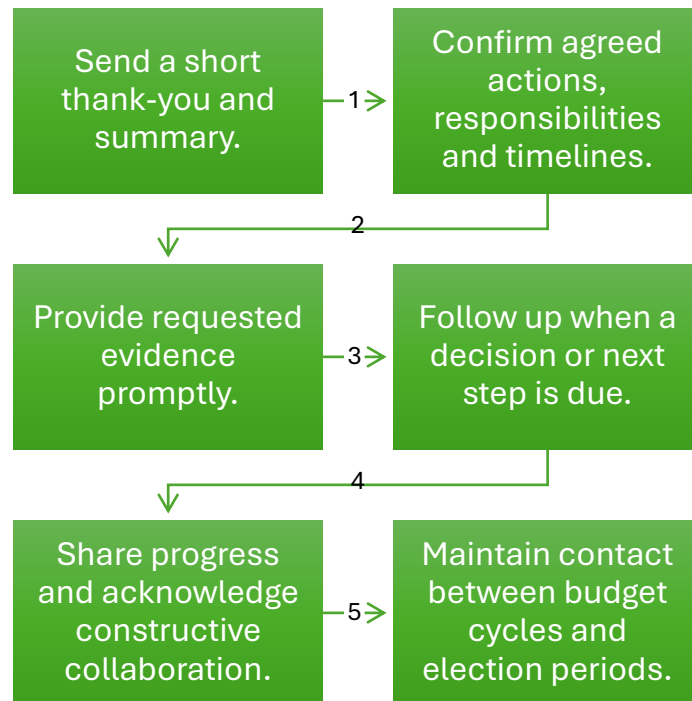
- The issue and supporting evidence
- The proposed action
- Who has authority to act
- The expected cost or resources, if known
- The anticipated community and tourism benefits
- How progress will be measured
- The specific decision or next step requested



**RECOVERY STIMULUS PACKAGE
COLUMBIA'S TOURISM & HOSPITALITY**

JULY 2020

Good Practices



TOURISM INDUSTRY
ASSOCIATION OF **BC**

#BCTourismCounts

What Success Looks Like

01

Relationships: Productive introductory conversations with priority municipal and provincial representatives and relevant government staff.

02

Alignment: A coordinated tourism-sector voice with three to five shared priorities.

03

Evidence: A credible, locally relevant tourism fact sheet and documented examples of tourism's community contribution.

04

Action: Two or three proposals with clear costs, benefits, responsible authorities and next steps.

05

Continuity: Named relationship owners, a progress dashboard and a schedule for continued engagement over the following 12 months.

The First 90 Days



Resources

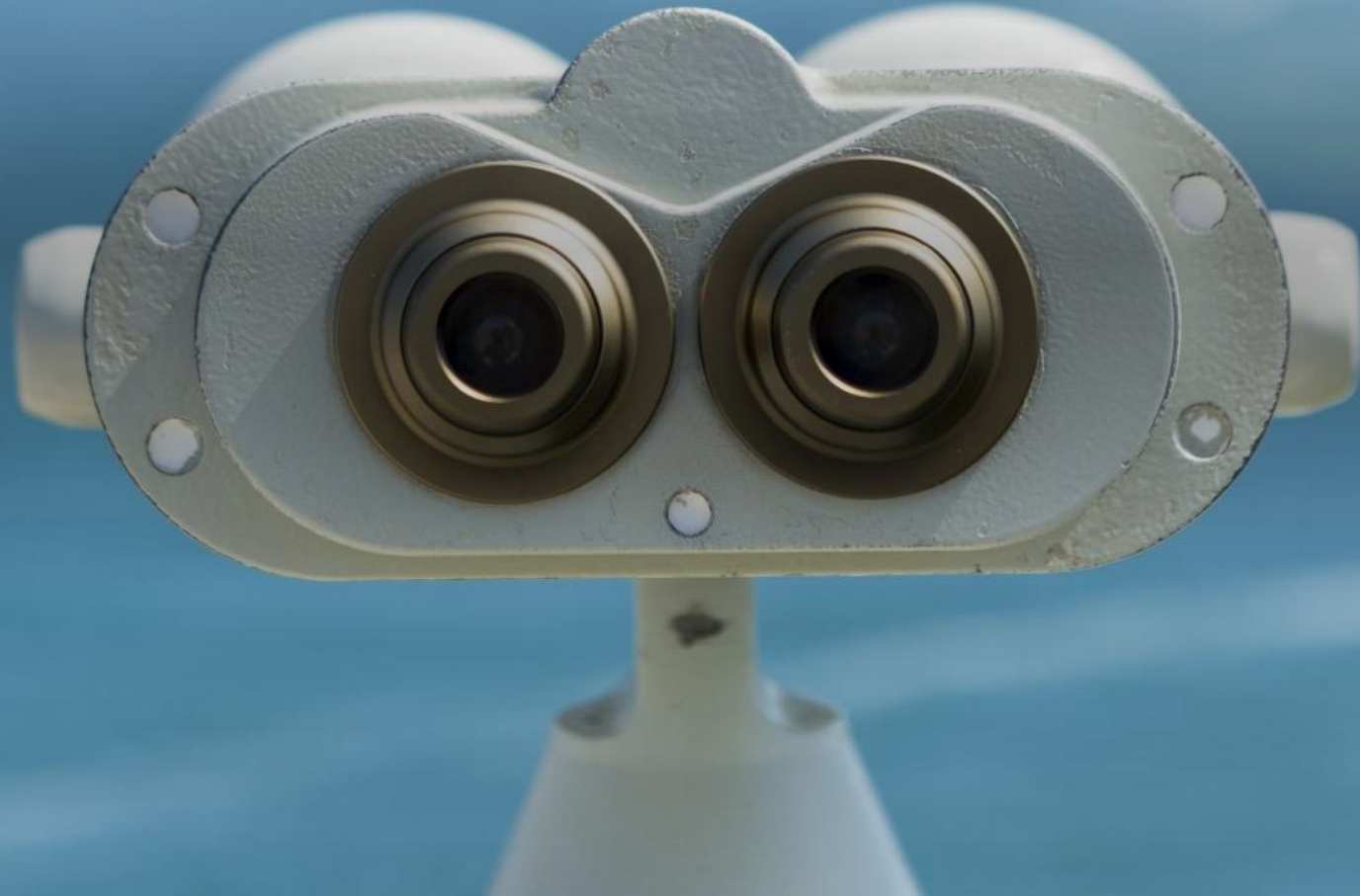
- Elections BC — [2026 General Local Elections](#)
- Elections BC — [2026 Provincial Election](#)
- CCCTA
- TIABC
- Destination BC
- Indigenous Tourism BC
- Local DMO
- Province of British Columbia
- Union of BC Municipalities
- BC Lobbyist Registry





Walt Unfiltered

Tourism Minister & Ministry



A large banner for the FIFA World Cup 2026 Vancouver. The banner features a green background with colorful geometric patterns on the left and right. The text "FIFA WORLD CUP 2026" is prominently displayed in the center. On the right side, there is a logo with a blue square containing a white 'T', and below it, the text "FIFA VANCOUVER".

**FIFA
WORLD CUP
2026**

Destination BC, ITBC & Tourism Regions



Wildfires & Pipelines



BC Ferries

Municipal & Regional District Tax



A large pile of cut logs is in the foreground, showing the circular cross-sections of the wood. The background is a misty forest with evergreen trees, and a bright light source, possibly the sun, is visible through the mist, creating a soft glow.

Forestry, Mining & Agriculture

A close-up photograph of a person's hand holding a pen over a document. The document contains several tables with multiple columns and rows of data, some of which are highlighted in yellow. The hand is positioned over one of the tables, and the pen is held in a way that suggests the person is about to write or has just finished writing. The word "DRIPA" is overlaid in white text on the hand.

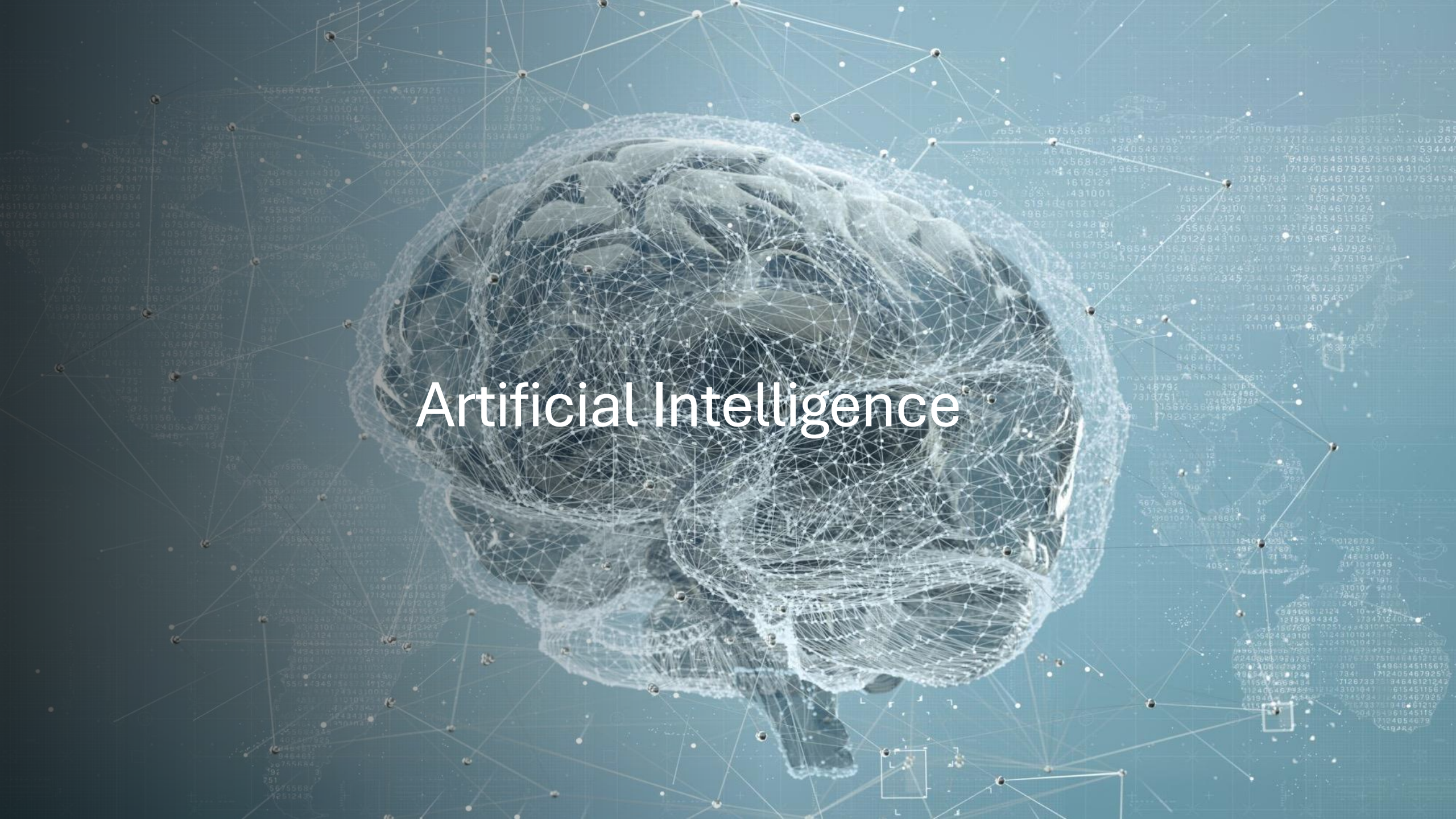
DRIPA



Marine Area Reserves

Tourism Sector Association Amalgamation





Artificial Intelligence



Cariboo Chilcotin Coast