

TIAC Town Hall – May 27, 2021

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Chair, Tourism Industry
Association of BC

CEO, Fairmont Hotsprings
Resort



TIABC Priorities

	TIABC LEAD	SUPPORT ROLE	OBSERVER ROLE	SECTOR LEAD	2021 ACTIVITIES and OUTCOMES	CURRENT STATUS
UNDRIP	✓					On hold
PRODUCT DEVELOPMENT & INVESTMENT			✓	DBC, BCRTS		On hold
CLIMATE CHANGE & PIPELINES		✓		WTA		On hold
PARKS						
BC FERRIES	✓					On hold
MRDT	✓					On hold
MARINE TOURISM		✓		BC Chamber		On hold
TRANSPORTATION	✓			BCTA		On hold
EMERGENCY MANAGEMENT	✓			TEMC		On hold
OTA'S		✓		BCHA		Ongoing
ADVENTURE TOURISM		✓		ATC		Ongoing
COVID-19 RELIEF & RECOVERY	✓					Ongoing

TIABC Priorities

1. Provincial orders
2. Travel and gathering restrictions; border mobility
3. Solvency (liquidity)
4. Relief program eligibility and uptake
5. Consumer confidence
6. Refunds



B.C. tourism sector seeks \$680m stimulus package from province

By Darron Kloster, Times Colonist | July 21, 2020, 12:46pm



Before the pandemic, tourists pack Victoria's Inner Harbour | Photo: Bruce Stoenbury, Times Colonist

Travel Restrictions

Travel / Small Business / News / Local Travel / Local News / Local Business / International Travel / Health / Business

B.C. tourism sector hunkers down as out-of-region visitors told to stay away

Hotels and entire regions implore people to limit leisure travel so the summer tourism season can be salvaged

Susan Lazaruk
Apr 23, 2021 • 21 hours ago • 2 minute read • 13 Comments



LOCAL

B.C. Ferries refusing tickets for non-essential travel between health regions

Carla Wilson / Times Colonist

An order against non-essential travel between health regions is now in effect on a number of B.C. Ferries routes, and the corporation says security staff will be on hand to ...



Re-launch Tourism - TIABC Recommendations

- Develop clear and specific milestones for the coming months, outlining the conditions so communities and business operators have clear and transparent indicators to help with planning.



Re-launch Tourism – TIABC Recommendations

- Intra-provincial travel (non-essential) restrictions
- Interprovincial travel (non-essential) restrictions
- International travel for vaccinated travelers
- Return to office and travel for government and corporations
- Pub/restaurant indoor dining reopening
- Pub/restaurant party size requirements
- Business Meetings – size requirements (50, 100) distancing protocols
- Events & Festivals – indoor vs outdoor
- Theatres & Live Music Venues
- In-Person Sporting Events
- Casinos



Re-launch Tourism – TIABC Recommendations

Joint communications:

- Encouraging safe travel
- Positive messaging and optimism about traveling again
- Encouraging good behaviour and avoiding travel shaming
- Active support for government & corporate travel



Liquidity – TIABC Recommendations

- Focussed on large operators
- Working capital grants
- Government-secured loans
- 60% of businesses not able to service debt



Liquidity – TIABC Recommendations

- Government must implement easy to access financial relief, similar to the *Circuit Breaker* package offered to pubs, bars, restaurants and hotels affected by the March order



Circuit Breaker Business Relief Grant



Liquidity – TIABC Recommendations

Reduction, deferral or
suspension of:

- Crown fees – rod, water
- Lease payments
- Utility payments
- Employer Health Tax
- Property tax



Re-opening Borders

- TIAC, TIABC, HAC, BCHA advocating to federal government re: border re-opening criteria
- Digital vaccination cards likely to be developed by private sector
- Japan, China, Denmark issuing cards for citizens
- Countries may require proof of vaccination before opening borders



Cruise – TIABC Recommendations

- The federal government reconsider its decision on cruise, especially if borders look to re-open in the fall
- The federal government reassess cruise every three months in the context of pandemic conditions, vaccinations, etc.



Canada Emergency Wage Subsidy – TIABC Recommendations

- The federal government extend the CEWS Business Support Program for tourism and hospitality businesses through mid-2022.
- The federal government maintain the 75% maximum level of the CEWS program for tourism and hospitality businesses through mid-2022.
- The federal government grant an exemption for tourism and hospitality businesses allowing them to claim under both the CEWS and CRHP programs.



ITAC – TIABC Recommendations

- The federal government re-assess level of funding commitment to Indigenous Tourism Association of Canada



Western Economic Diversification

- Opportunity to help businesses with recovery
- Training, coaching, mentoring
- Research
- Videos
- Webinars, conferences



The Power of Tourism



Ian Robertson, CEO of the Greater Victoria Harbour Authority.

Labour Market Information Research Project

- To determine T&H short & long-term work force needs regionally & province-wide
- Engage industry to define LMI data needs, definition of workforce, regions
- Launch employment tracker
- Assess impact of COVID-19
- Project labour needs for next 5 years
- Recommendations to respond to employer needs



TIABC Sector Association Roundtable – June 8

- All T&H sector associations
- 10-minute presentations
- Top 3 issues (COVID, post-COVID)
- Progress to date
- Support required

