Vivek Sharma
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CEO, Fairmont Hotsprings Resort
# TIABC Priorities

<table>
<thead>
<tr>
<th>TIABC LEAD</th>
<th>SUPPORT ROLE</th>
<th>OBSERVER ROLE</th>
<th>SECTOR LEAD</th>
<th>2021 ACTIVITIES and OUTCOMES</th>
<th>CURRENT STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDRIP</td>
<td></td>
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<td>PRODUCT DEVELOPMENT &amp; INVESTMENT</td>
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<td>On hold</td>
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<td>MARINE TOURISM</td>
<td>√</td>
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<td>BC Chamber</td>
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<td>TEMC</td>
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<td>BCHA</td>
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<td>ATC</td>
<td></td>
<td>Ongoing</td>
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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
Travel Restrictions

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 Lecarz
Apr 23, 2021 • 21 hours ago • 2 minute read • 10 Comments

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.
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.
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
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