



BRITISH COLUMBIA
HOTEL ASSOCIATION



Ministry of
Emergency Management
and Climate Readiness

Emergency Management Booking Portal

NOVEMBER 2024

Overview



Partnerships: The Emergency Management Booking Portal (EMPB) is a pilot project being developed in partnership between the Ministry of Emergency Management and Climate Readiness (EMCR) and the BC Hotel Association (BCHA) and is supported by the Ministry of Tourism, Arts, Culture and Sport (TACS).



Purpose: The purpose of the EMPB is to help Emergency Support Services (ESS) responders and commercial accommodation operators better coordinate and track commercial accommodation availability for evacuee placement, as well as to streamline administration of booking commercial accommodation.



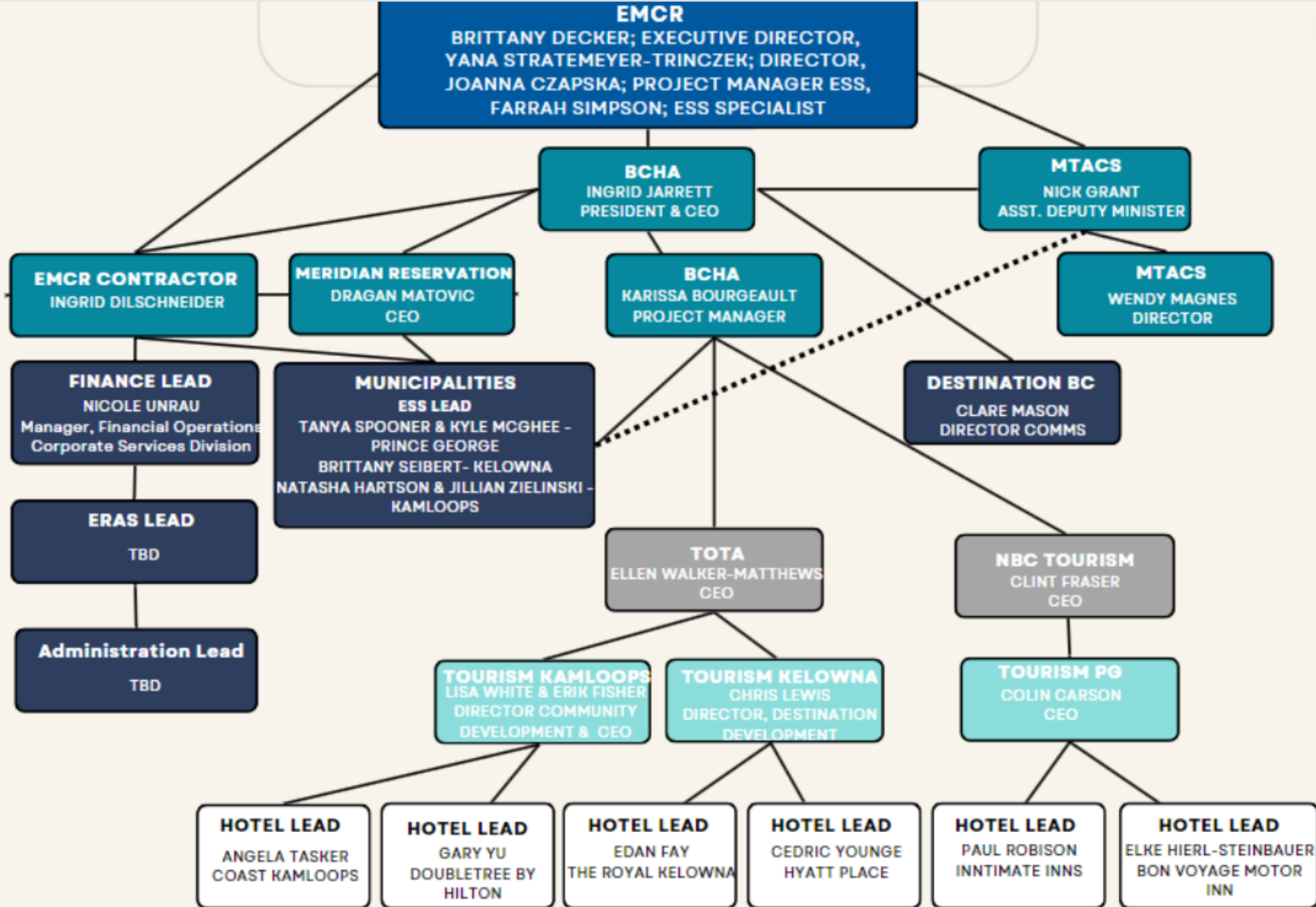
Launch: The pilot was launched in three host communities, Prince George, Kamloops, and Central Okanagan on June 28th, 2024



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EMCR & BCHA GOALS & OBJECTIVES

- Build and implement a pilot booking system to enhance coordination, efficiency and reporting for Evacuees, emergency support services (ESS) first responders Red Cross, RCMP, BC Wildfire and Armed Forces supports.
- Priority focus: Kamloops, Central Okanagan, and Prince George, followed by areas of greatest concern to be determined following go live date of June 28th.
- To streamline the availability, book ability and ease the process for evacuees and ESS teams during crisis for safe shelter.
- To provide availability, reporting, and streamline payment/reconciliation processes

Schedule

Full deployment of the project can be completed in 10 Weeks



Week 1 | May 6th

- Press release and announcement
- Wendy meeting with tourism regions
- Create reporting flow chart
- EMCR task force meeting
- Meeting with Tourism Emergency Management committee (TIABC, DBC, BCRTS, ITBC, TACS Ministry, EMCR, BCHA)
- EMCR Contractor Ingrid Dilschneider to coordinate:
 - Voucher procedure
 - Past hotel participants and contracts
 - Finance contact and procedures
 - Government contracts
 - Creation of contact flow chart
 - Contact and coordinate ERAs committee discussion

Schedule

Full deployment of the project can be completed in 10 Weeks



Week 2 & 3 | May 13th/20th

- Engage with ESS and municipal leads to discuss meetings (first virtually)
- Plan in person roundtables within three communities.
- Develop strategy and communications for hotel engagement
- Develop core participant list, ESS, BCRTS, Municipal Lead, Tourism Lead

Schedule

Full deployment of the project can be completed in 10 Weeks



Week 4 | May 27th

- Guidelines and documentation developed
- Relationship building and collaborations
- Mapping all flow charts
- Meet with CAOs and Deputy Ministers



Schedule

Full deployment of the project can be completed in 10 Weeks



Week 5 | June 3rd

- Coordinate ERAs testing group
 - Review design and technical workability including reporting
 - Address any modifications required
- Meet with entire working group including ESS leads
- Host Roundtables
 - June 7th | Kelowna

Schedule

Full deployment of the project can be completed in 10 Weeks

Week 6 & 7 | June 10th/17th

- Review test site
- Training on the system
- Finalize procedure document
- Finalize key messages
- Host Roundtables
 - June 10th | Kamloops
 - June 19th | Prince George



Schedule

Full deployment of the project can be completed in 10 Weeks



Week 8 | June 28th

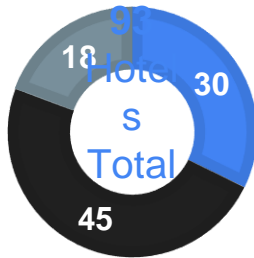
- Go Live!



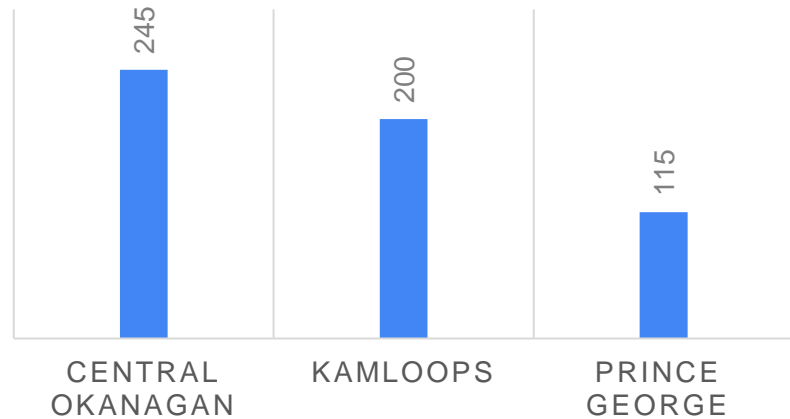
Emergency Management Booking Portal In Review

DISTRIBUTION OF HOTELS ACROSS HOST COMMUNITIES

- Central Okanagan
- Kamloops
- Prince George



AVERAGE NIGHTLY ROOM AVAILABILITY BY COMMUNITY



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Emergency Management Booking Portal In Review

Total Supports Provided Through the Emergency Management Booking Portal



54 Rooms Booked



251 Nights Stay Booked in Hotels



96 Adults & **15** Children Supported



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Next Steps

- Phase 2 Recommendations – Automation for real time inventory through GDS and ERA API
- Proposal to blanket BC 2024/25 with fully automated booking portal to support Regional Emergency Response and ESS.
- Reporting for EMCR, Finance, MTACS.



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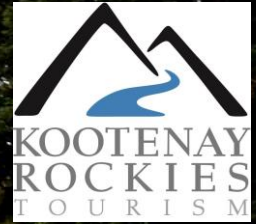


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HATCH
COMMS

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Tourism Crisis Communications Preparedness: KRT AGM



Unpredictable Climate Change & Proactive Preparedness

- BC's tourism communities face challenges from climate-related events.
- Forest fires, floods, and storms disrupt destinations.
- Shortened events or canceled visits harm tourism.
- Damaged products and perceptions affect communities.
- Economic and emotional tolls persist.
- Natural disasters increasingly affect tourism industry.

BC Tourism Emergency Management Framework



Tourism Emergency Management Framework

PILLARS



MITIGATION

The tourism sector continues to build resilience to support business continuity, crisis communications and post-disaster marketing in the face of disaster events.



PREPAREDNESS

Tourism agencies and industry are ready to respond to emergency events and support emergency agencies and visitors, and visitors' needs are integrated into emergency management plans.



RESPONSE

The Tourism Emergency Response Plan is ready to activate in support of emergency agencies to ensure the safety and well-being of visitors and maintain the reputation of B.C. as a safe and desirable destination.



RECOVERY

The economic impact of emergencies on the visitor economy is reduced.

British Columbia Regional Tourism Secretariat

- Collaborator within TEMF Framework
- Represents five of BC's Regional DMO'S
- One key focus is Crisis Communications Preparedness and Real Time Response
- Provides tourism organizations with support, tools and key messaging **before and during** crises
 - Plans, graphics, holding statements, media training, media monitoring, social media best practices and content development.
- Ensures access to official messaging during emergencies.
- Protects destination reputation and economy post-recovery.

For Immediate Release
May 9, 2024



British Columbia Tourism Secretariat Renews Proactive Crisis Communications Support for Communities with Visitors Around the Province



Photo credit: Destination BC/Kari Medig

Kelowna, B.C. - The British Columbia Regional Tourism Secretariat (BCRTS) is proud to announce the renewal and expansion of its partnership with Hatch Comms for a second year. This partnership provides enhanced crisis communications support to tourism communities across the province which is a welcome and appropriate announcement during Emergency Preparedness Week.

Another year, another wildfire scorching of B.C.'s tourism reputation

Wildfires cast smoky shadow over tourism industry ahead of unofficial start of summer

Wildfires, climate change creating challenges for Canadian tourism industry

Fire, smoke upend western Canada's summer tourism season

Vancouver Sun

TOURIST TRAP? 9

Fire sends travel plans up in smoke

Climate change cost B.C. tourism '\$100s of millions, never to be recovered'

B B C

Why is Canada having so many wildfires this season?

Extreme weather is putting Canada's reputation as tourist destination at risk

The New York Times

Up in Smoke: Canada's Outdoor Summer Season

Those planning to visit the country's extensive forests and backcountry have been stymied by the raging wildfires, just as the country's travel industry was bouncing back.

TIME's Top 100 Photos of 2023

TIME



Plan Ahead - Key Tools to Get Prepared



FOUNDATION

- Destination British Columbia Training and BC Tourism Emergency Management Framework

BCRTS TEMPLATE

- User-friendly, customizable template for crisis roles and contacts within the community.
- Supports DBC's crisis communications program.

Support is Available - i.e. Holding Statements & Social Graphics

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Sample Holding Statements:

Generic:

[Tourism Organization] has been informed that a [what happened] at [location] involving [who] occurred today at [time].

[Tourism Organization] would like to extend our deepest condolences for those affected.

The incident is under investigation and more information will be forthcoming as we work closely with our municipal, regional and provincial partners to monitor the situation.

We ask visitors to follow the instructions of emergency responders. Please visit the [Tourism Organization/Region] "Know Before You Go" page, Visitor Centre and follow us on social media for the latest updates while on vacation in the area.

As a partner in [community], we will support emergency responders as needed. We are working with accommodators, if an evacuation is needed.

The safety of our community, local businesses, and visitors are our top priority.

Natural Disasters:

Forest Fire

[Tourism Organization] is aware of the [location] forest fire in the [region].

The safety of our community, local businesses, and visitors are our top priority. We ask visitors to follow the instructions of emergency responders.

[Tourism Organization] would like to extend our deepest [condolences/sympathies] for those affected.



KNOW BEFORE
YOU GO

Highway 95 south of Golden is **CLOSED**
due to a forest fire impacting the area.
Please plan ahead.

Check [DriveBC.ca](https://drivebc.ca) for the latest road conditions and
visit kootenayrockies.com/know-before-you-go/ for
current updates and relevant resources.

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The Visitor Lens



?

Is it safe to travel to this area right now?

How is the air quality, and could it affect my health?

Do I have a backup plan if conditions worsen?

Will local services, parks, or attractions be open?

What is the current situation?

Am I prepared for possible emergencies or changes in my itinerary?

How will I stay informed about the fire during my trip?

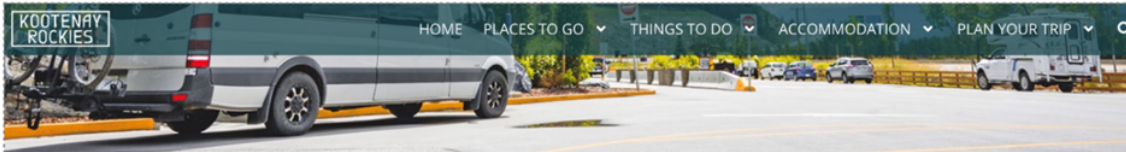
Should I reconsider or delay my trip?

Are there any road closures or travel restrictions?

Am I respecting the safety and well-being of residents and responders?



Sharing Information



KNOW BEFORE YOU GO

This page is a resource for you to check for major events before you travel.

ADVISORIES OR NOTICES –

Ferry Disruptions for Upper Arrow Lake and Needles for October 2 and 3, please link [here](#) for details.

Highway 6, Needles Fauquier Ferry Route closed until further notice – check [DriveBC.ca](#) for updates.

Highway 93, 1 km S of Radium (Radium Hill Road and Stanley Street) Full closure **September 22 to October 10, between 1-5am MDT**. No alternate route.

Parks Canada Bulletin:

Restricted Water Based Activities – [Yoho National Park](#) and [Kootenay National Park](#)

Emergency measures and restrictions vary for many travellers from across Canada and around the world, and our visitors will need to know what rules, recommendations, and expectations are in place in BC to keep them, our residents, and our businesses safe.

Refer people to the Kootenay Rockies Tourism '[Know Before You Go](#)' page for the latest information.

Update information on your channels to reflect the latest recommendations and share content from businesses that demonstrate steps being taken to ensure guests' safety.

Suggested Industry Actions

- Review the [Tourism Emergency Management Framework](#)
- Complete [PreparedBC Emergency Plan for Tourism Operators](#)
- Review business insurance needs
- Plan to assist current and incoming guests
- Plan and practice emergency operations with employees

Emergency Preparedness Panel

Walt Judas

TIABC

Kate Colley

HatchComms

Ingrid Jarrett

BCHA

Corrine
Bundschuh

KRT

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Or join at slido.com with code #1063160