

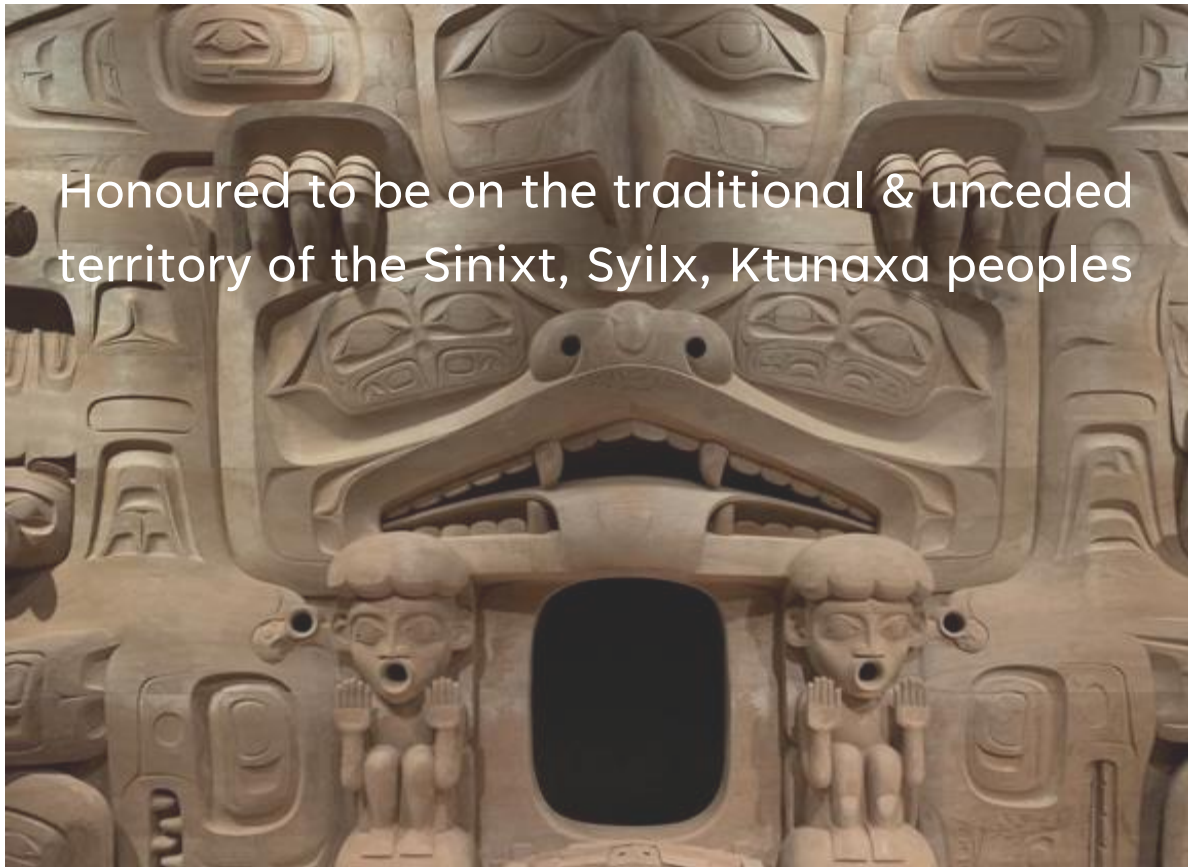
TIABC's 24/25 Advocacy Priorities

Walt Judas
CEO, TIABC

www.tiabc.ca

TOURISM INDUSTRY
ASSOCIATION OF  BC

TERRITORIAL ACKNOWLEDGEMENT



Honoured to be on the traditional & unceded territory of the Sinixt, Syilx, Ktunaxa peoples



TIABC MISSION

TIABC works to influence government policy and regulation on behalf of its business, education, sector association and destination management organization members to empower British Columbia's tourism industry to reach its full potential economically, socially, culturally, and through the lens of sustainability.



TIABC VISION

Establish BC's tourism sector as the most recognized and valued industry for residents of British Columbia through consistent, focused and strategic advocacy



TIABC ADVOCACY GOALS

- ❑ To influence government decisions to enhance the viability of tourism businesses in BC
- ❑ To affect public policies towards a regulatory environment within which the tourism industry can effectively operate
- ❑ To continue to build awareness of the importance, value and potential of the tourism industry within all levels of government



2024 TIABC MEMBER PRIORITIES

1. Economic Development & Value of Tourism
2. Sustainability
3. Workforce
4. MRDT
5. Emergency Preparedness
6. Land Use & Tenure Security
7. Housing
8. Infrastructure
9. Reconciliation
10. Insurance



2025 TIABC FEDERAL BUDGET SUBMISSION

- A. Disaster Relief
- B. Debt Relief
- C. Capital Investments
- D. Connecting Communities
- E. Sustainability



**WRITTEN SUBMISSION FOR THE PRE-
BUDGET CONSULTATIONS IN ADVANCE OF
THE UPCOMING 2024 FEDERAL BUDGET**

Submitted by:
Tourism Industry Association of BC

TIABC PROVINCIAL BUDGET SUBMISSION

- A. Emergency Funding for regional DMOs
- B. Protect MRDT for tourism marketing, projects, programs, housing
- C. \$45 million for destination development



**TIABC'S 2024 PRE-BUDGET SUBMISSION TO THE
PROVINCE'S STANDING COMMITTEE ON FINANCE
& GOVERNMENT SERVICES**

MRDT

- ❑ Retention of MRDT for marketing, projects, programs
- ❑ Definition of 'projects' better defined



TIABC POLICY ON MUNICIPAL & REGIONAL DISTRICT TAX (MRDT)

AUG 2024

WWW.TIABC.COM

NEW POLICY ON EXTRACTIVE INDUSTRIES

- ❑ Extractive industries statutes & regs should include *duty to consult* on tourism
- ❑ Land use planning should include tourism industry and consider tourism values
- ❑ Adventure Tourism Branch



TIABC POLICY ON EXTRACTIVE INDUSTRIES

⌘ JULY 2024

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CCNMCAR - TIABC & PARTNERS SUBMISSION

- Meaningful consultation
- Permissible vs. prohibited activities
- Timelines and adjustment period for operators



CENTRAL COAST NATIONAL MARINE CONSERVATION AREA RESERVE CONSULTATION

Submitted - June 2024 by:



TRANSPORTATION STRIKES



WHALE WATCHING RESTRICTIONS

- ❑ Approach distance versus avoidance distance
- ❑ Viewing distance for professional whale watchers



THE PROVINCIAL ELECTION



TOURISM AS A BUSINESS SECTOR

- Tourism vs. other sectors
- Elevating Tourism - policy, regulations, investment



TRANSPORTATION

- ❑ Transportation infrastructure
 - airports, highways, ferries
- ❑ Sustainable Aviation Fuel



TRANSPORTATION

- Bus connectivity in smaller communities
- Subsidies for motor coach operators



TRANSPORTATION

- Additional funding for BC Ferries
- A second ferry between Bella Coola and Port Hardy



WORKFORCE

- ☐ Rebuilding a skilled workforce
- ☐ Training grants for employers and workers



INVESTMENT

- ❑ Indigenous tourism product
- ❑ Trade missions, investment, entrepreneurship



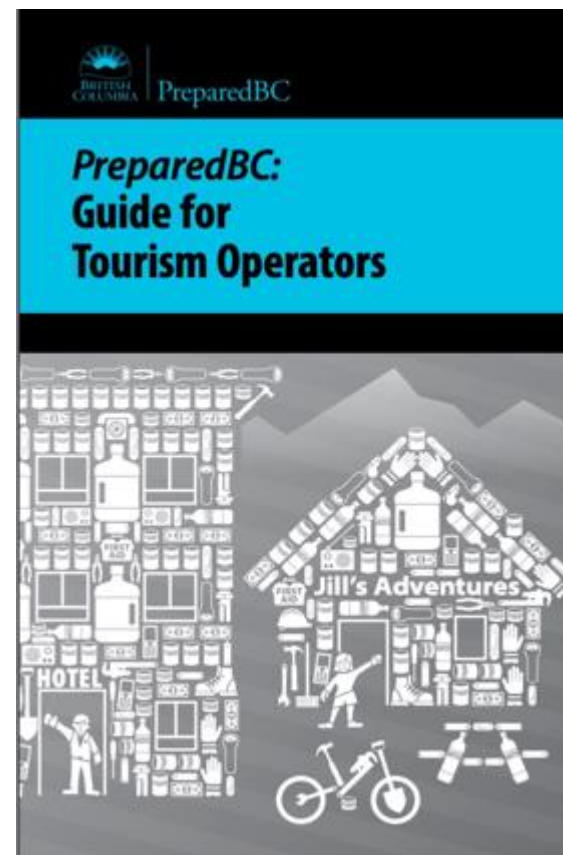
POLICY & REGULATION

- Additional funding for Destination BC



POLICY & REGULATION

- Support program for businesses affected by emergencies
- Funding for BCRTS for emergency management



POLICY & REGULATION

- ❑ DRIPA implementation
- ❑ Approvals for projects on crown land



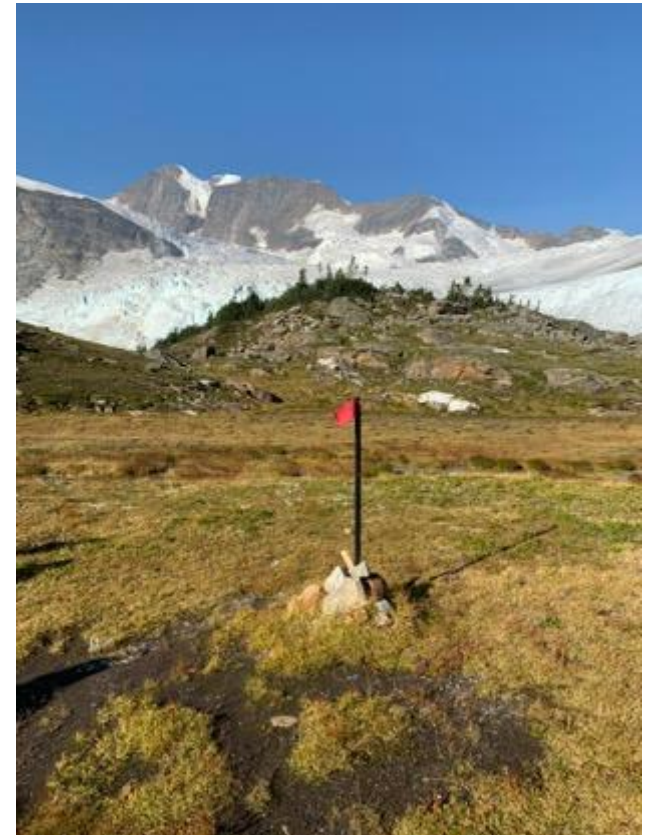
HOUSING

- ❑ Short-term rentals
- ❑ Campground dispute resolution process at the Residential Tenancy Branch



LAND USE

- Resolving conflicts between tourism operators and other users of crown lands
- Compensation for displaced adventure tourism operators
- Land use permits or tenure renewals



VALUE OF TOURISM



THE VALUE OF TOURISM

Why Tourism Is Everyone's Business

[We] acknowledge that [we] are located on the traditional, unceded territory of the [] nation(s) of the [] peoples. [We] acknowledge and respect the many generations of Indigenous Peoples who have stewarded these lands for over 10 millennia. [We] are grateful to those who came before us and for the Elders and the keepers of tradition who are still among us to continue their historical relationships with the land to this day. We are committed to reconciliation, and are grateful to those whose territory we reside on and for the opportunity to work and live on these lands.



TOURISM INDUSTRY
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VALUE OF TOURISM

THE VALUE OF TOURISM

Tourism's Impact on Quality of Life + Health and Wellness

Tourism is more than just its
economic impact.



It benefits the well-being and quality of life
of everyone in BC.

How?



BC TIC – Sheraton Wall Centre Hotel Vancouver



**SAVE
THE
DATE**

March 5 - 7, 2025
SHERATON VANCOUVER
WALL CENTRE



**BC TOURISM
INDUSTRY
CONFERENCE 2025**



CONNECT WITH TIABC

The screenshot displays the TIABC website with a teal header. The navigation menu includes: Home, About, Advocacy & Policy, Communication & Resources, Membership, Events, and Contact Us. A search bar is located in the top right corner.

PROVINCE-WIDE CAMPFIRE BAN
ONE MINUTE MONITOR SURVEY RESULTS

QUESTION: Do you support the idea of a province-wide (open) campfire ban between the months of May and October to help mitigate wildfires in British Columbia? YES or NO?

YES - 64%
NO - 36%

About TIABC
The Tourism Industry Association of BC advocates for the interests of British Columbia's \$22.3 billion visitor economy (normalized year).
[LEARN MORE](#)

Membership
Through your membership, you will part of a strong, collective voice while helping to support TIABC's advocacy efforts.
[LEARN MORE](#)

Advocacy
TIABC leverages advocacy as a tool to achieve sustainable tourism solutions by identifying the key issues from our industry.
[LEARN MORE](#)

Policy
Guided by the TIABC Policy Committee, policies have been developed to advise, direct and help reframe tourism development.
[LEARN MORE](#)

TIABC's VOICE OF TOURISM PODCAST



CONTACT DETAILS



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