

Tourism Industry Association of BC

# 2022 Provincial Election Toolkit



# About the 2026 provincial election

British Columbians will vote on **Saturday, October 24, 2026**, in the province’s 44th provincial general election. The election was called on September 22, less than two years after the previous provincial election. Provincial voting day falls one week after the October 17 municipal elections, creating overlapping campaigns with different candidates, responsibilities and policy decisions. ([Elections BC](#))

Premier David Eby and the BC NDP are seeking another mandate amid economic uncertainty and continuing tensions in Canada’s trading relationship with the United States. The election also follows significant changes within the BC Conservatives, including Kerry-Lynne Findlay’s resignation as leader and Lorne Doerkson’s appointment as interim leader. These developments make it particularly important to verify candidates’ current affiliations and seek updated commitments rather than rely on positions presented during the 2024 campaign.

The leadership of the principal parties entering the campaign is as follows:

| Party                                  | Leader                          |
|----------------------------------------|---------------------------------|
| BC Green Party                         | Emily Lowan                     |
| BC NDP                                 | David Eby                       |
| Conservative Party of British Columbia | Lorne Doerkson (Interim Leader) |
| OneBC                                  | Dallas Brodie (Interim Leader)  |

Other registered parties and independent candidates may also contest individual constituencies. Elections BC’s candidate list identifies accepted nominations, with the final list available after nominations close on October 3. Tourism businesses and organizations should engage candidates across the political spectrum and provide them with the same factual information and opportunity to respond.

# What this election means for tourism

For TIABC, this election presents an opportunity to connect the province’s economic ambitions with the decisions required to achieve them. Tourism belongs in discussions about jobs, housing, transportation, land use, education, public safety and community investment. Each of these policy areas affects whether a tourism business can operate successfully, attract investment and contribute to its community.

The Province’s **Look West Tourism Sector Action Plan**, launched in March 2026, provides a significant foundation for these conversations. It establishes a target of increasing annual tourism revenue to **\$48 billion by 2036** and identifies tourism as a source of economic diversification and growth.

TIABC’s position is that this ambition must be supported by sustained investment, a prepared workforce, reliable transportation and coordinated decisions across government. A provincial growth target needs a delivery plan that works for an accommodation operator in a small community as well as a major attraction in an urban centre.

Candidates should be asked how their party will deliver the objectives of Look West, what it will fund, which ministries will be responsible and how progress will be measured. Parties proposing a different approach should explain how it would achieve comparable or stronger outcomes for tourism businesses, workers and communities.

## Key election dates

| Milestone                           | Date                                    |
|-------------------------------------|-----------------------------------------|
| Election called and campaign begins | September 22, 2026                      |
| Candidate nominations close         | October 3, 2026, at 1 p.m. Pacific time |
| Provincial advance voting           | October 16–21, 2026                     |
| Municipal general voting day        | October 17, 2026                        |
| Provincial final voting day         | October 24, 2026                        |

Provincial advance voting takes place from 8 a.m. to 8 p.m. local time. Final Voting Day hours are 8 a.m. to 8 p.m. Pacific time. Visit [Elections BC](#) for current voting locations, registration information and voting options.

## About TIABC

For 50 years, the Tourism Industry Association of British Columbia has served as the provincial voice of tourism, representing the interests of tourism businesses, destination organizations, sector associations, education partners and other tourism interest holders.

Through education, research, knowledge sharing and advocacy, TIABC works to improve understanding of the visitor economy, inform public policy and advance practical solutions that strengthen tourism throughout British Columbia through a lens of sustainability.

TIABC's work includes bringing tourism issues and solutions to government, connecting sector partners and providing resources that help businesses and organizations participate effectively in public policy discussions. Strong advocacy requires credible evidence, local experience and consistent messages.

*TIABC recognizes that our work takes place on the territories of First Nations throughout British Columbia. We respect the distinct rights, histories, cultures and governments of Indigenous Peoples and support Indigenous leadership in the development of Indigenous tourism.*



PHOTO CREDIT KOOTENAY ROCKIES TOURISM/MITCH WINTON

# Using this toolkit

This toolkit helps tourism businesses and organizations prepare for constructive, non-partisan conversations with provincial candidates. It combines provincial priorities with practical questions that can be adapted to local circumstances.

# 1

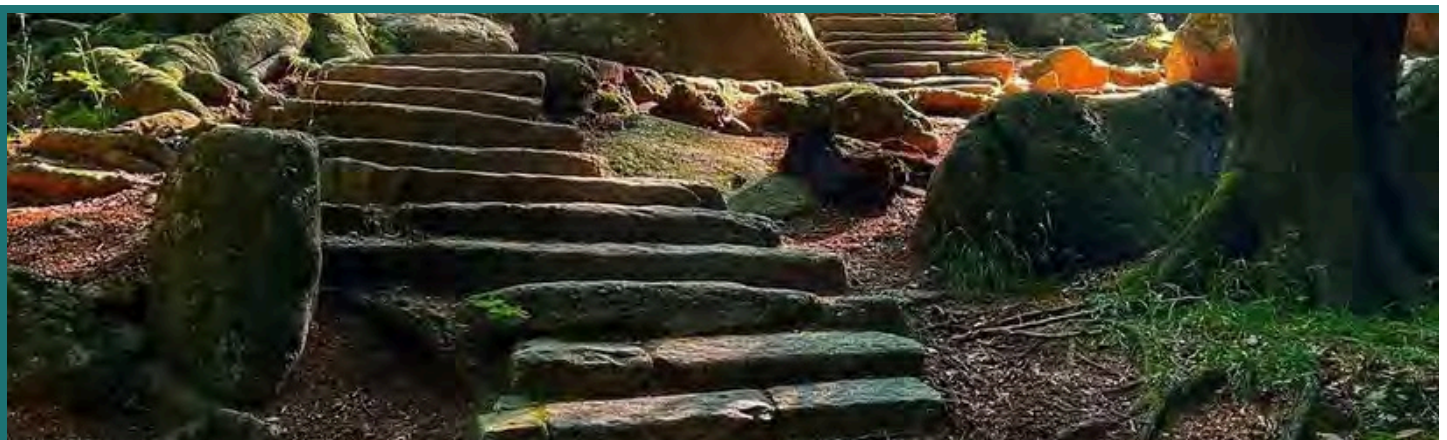
**Learn** about tourism's contribution to British Columbia, the objectives of the Look West Tourism Sector Action Plan and the provincial decisions affecting your business or community.

# 2

**Prepare** by gathering local evidence, identifying your most important priorities and developing clear requests that candidates can understand and act on.

# 3

**Engage** through meetings, business visits, candidate forums and written questions. Seek specific commitments, record the responses and continue the conversation after the election.



# Step 1: Learn

## Tourism's contribution to British Columbia

Tourism brings spending into communities, supports employment and creates demand for transportation, accommodation, food services, recreation, retail, arts and cultural experiences. Its contribution extends through local supply chains and into the public services supported by tax revenue.

The following figures describe tourism's economic contribution in **2024**, using data published by Destination BC in 2026.

| Measure                                                                | BC tourism contribution                                                                    |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <div><div>\$23 billion</div><div>Annual tourism revenue</div></div>    | <div><div>Nearly \$8 billion</div><div>Contribution to provincial GDP</div></div>          |
| <div><div>16,925</div><div>Tourism businesses</div></div>              | <div><div>113,760</div><div>Direct employment supported by tourism spending</div></div>    |
| <div><div>\$5 billion</div><div>Tourism wages and salaries</div></div> | <div><div>\$2.1 billion</div><div>Provincial and municipal tourism tax revenue</div></div> |

Revenue is reported in current dollars, while GDP is measured in constant 2017 dollars. These figures should be presented with their reporting year and definitions.

When indirect and induced employment are included, tourism supported nearly **163,000 full-time jobs** in 2024. This broader measure includes employment supported through suppliers and the spending of tourism-related earnings. It should not be described as direct tourism employment or used interchangeably with the workforce of the wider tourism and hospitality industries. ([Destination BC](#))

## Key messages for candidate conversations

- ✓ **Tourism strengthens the provincial economy and local businesses.** Visitor spending supports the hotel receiving a booking, the restaurant serving dinner and the local businesses supplying both. International visitors also bring export earnings into British Columbia by purchasing goods and services here.
- ✓ **Tourism creates opportunities across the province.** The Look West plan identifies 92 per cent of tourism businesses as small enterprises, with nearly 40 per cent located outside the Lower Mainland. Provincial policy must reflect the circumstances of rural, remote and Indigenous communities alongside those of larger destinations.
- ✓ **Residents benefit from a successful visitor economy.** Tourism helps sustain restaurants, cultural programming, recreation opportunities, transportation services and public amenities that residents use. Well-planned tourism development should improve the experience of living in a community as well as visiting it.
- ✓ **Growth depends on practical operating conditions.** A hotel may have rooms available but be unable to sell them because it cannot recruit enough staff. A wilderness operator may have customer demand but be unable to finance improvements while a tenure renewal remains unresolved. These are concrete examples of how provincial decisions can affect tourism revenue, employment and investment.
- ✓ **Sustainability must guide growth.** Tourism depends on the health of the places people come to experience. Growth should support environmental stewardship, respect Indigenous rights and cultural integrity, improve accessibility and provide lasting benefits for residents.



# Understanding the Look West Tourism Sector Action Plan

The Look West Tourism Sector Action Plan organizes provincial tourism development around five pillars. Its objectives provide a useful basis for asking candidates how their commitments would translate into results.

The following table distinguishes the plan's areas of focus from the commitments tourism partners should seek during the election.

| Look West pillar             | Provincial focus                                                                   | Commitments to seek from candidates                                                                              |
|------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Marketing</b>             | Strengthen destination awareness and encourage travel across seasons and regions.  | Predictable Destination BC funding, effective international marketing and support for regional partnerships.     |
| <b>Destination access</b>    | Improve air connections and travel between destinations.                           | Funded transportation priorities that improve reliability, affordability and regional connectivity.              |
| <b>Event hosting</b>         | Attract and support events that generate economic benefits.                        | Consistent event funding, suitable facilities and opportunities for communities throughout BC.                   |
| <b>Investment attraction</b> | Encourage private investment in accommodation, experiences and tourism facilities. | Clear investment pathways, coordinated approvals and support for Indigenous-led and rural development.           |
| <b>Enabling growth</b>       | Improve authorizations, tourism funding frameworks and access to data.             | Measurable service standards, secure funding arrangements and early tourism participation in policy development. |

The provincial focus column summarizes the published plan. The candidate commitments translate those objectives into practical election questions.

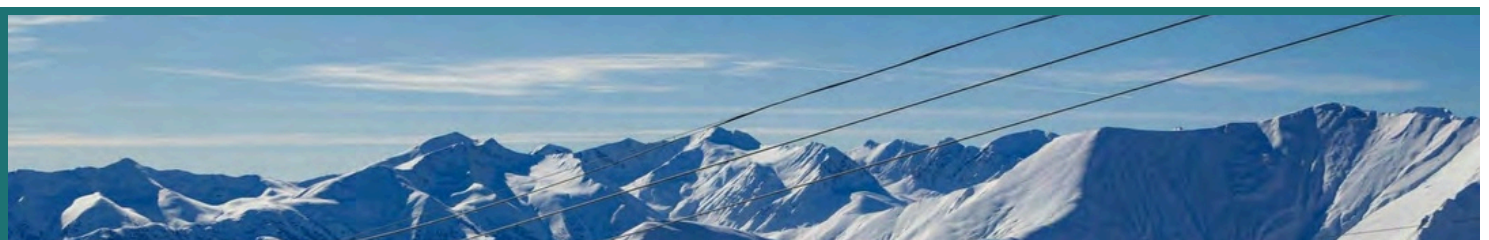
For TIABC, achieving the revenue target should mean stronger businesses, greater visitor spending, longer stays and more opportunities throughout the year. Progress should also be assessed through workforce stability, regional benefits, community support and environmental outcomes.

# TIABC's central funding priorities

TIABC's 2027 provincial budget submission identifies three investments that should anchor election conversations about delivering tourism growth.

- 01 Increase and stabilize Destination BC funding.** TIABC recommends multi-year funding commitments, including a **minimum additional annual investment of \$10 million**. The purpose is to strengthen international competitiveness, increase visitor spending and restore and expand programs supporting regional destinations, sector associations, Indigenous tourism operators and tourism businesses.
- 02 Establish dependable tourism infrastructure and destination development funding.** TIABC recommends maintaining and establishing dedicated programs with stable, multi-year funding. These programs should support tourism infrastructure and destination development through tourism sector associations, Indigenous tourism operators and regional and rural organizations. Tourism infrastructure should be recognized in provincial economic development and capital planning, with coordinated access to funding.
- 03 Invest in tourism and hospitality workforce development.** TIABC recommends dedicated funding with investment levels and training support models comparable to those being implemented for skilled trades. This includes stabilizing and modernizing public post-secondary tourism programs, expanding training seats, improving rural access, enhancing per-seat operational funding and establishing a Tourism Workforce Readiness Initiative.

These are specific investment requests. Candidates should explain whether their parties support them, what they would commit and when funding would become available.



## Step 2: Prepare

# Identify your candidates and their responsibilities

Use Elections BC's provincial candidate list to confirm who is running in your constituency. Review candidates' backgrounds, public statements and current party commitments.

Keep provincial and municipal requests distinct. Provincial candidates can influence provincial budgets, ministries, legislation and programs. Local governments make decisions about matters such as municipal zoning and local services, while the federal government controls areas including visas and many immigration and aviation policies. Where responsibilities overlap, ask provincial candidates how they will work with the other governments involved.

### Build a concise local tourism profile

Prepare a one-page overview explaining what tourism contributes to your business, community or region. Include verified information about employment, local purchasing, visitor spending, investment and community benefits.

Use your own records where possible and seek supporting information from your destination management organization, regional tourism association, sector association or go2HR. Identify the source and year for every statistic, and distinguish documented results from estimates. We have included a list of key resources at the end of this toolkit.

Choose an example that shows the connection between the problem and the solution. If transportation disruptions are affecting bookings, describe the route, the disruption and the business consequences. If workforce housing is restricting operations, explain how many positions remain unfilled and what additional housing would enable.

### Choose a small number of clear requests

A short meeting works best when it focuses on two or three priorities. Explain the issue, provide evidence and state the action you want the provincial government to take.

Connect your local request to a broader provincial objective. A request to improve a regional airport connects directly to Look West's destination access pillar. A request for additional tourism training seats connects workforce development to the province's revenue target.

Ask for a commitment that can be assessed. "Support tourism" is a starting point. A funding amount, implementation date, service standard or reporting requirement gives the conversation substance.

## Coordinate your message

Work with local tourism partners to agree on the facts and the principal requests. Businesses do not need identical experiences to reinforce a shared priority.

A hotel operator, attraction and tour company may describe different consequences of an unreliable ferry connection. Together, those examples help candidates understand the wider economic impact. Consistent evidence and a common request make it easier for a candidate to bring the issue forward within their party.

## Choose the right engagement opportunity

Request a brief meeting or invite candidates to visit your business. Attend an all-candidates forum, submit a written question or work with community partners to organize a tourism discussion.

Provide a concise briefing in advance, make participation accessible and allow reasonable time for candidates to respond. When organizing a non-partisan event, offer candidates a fair opportunity to participate and apply consistent expectations.

### Understand election advertising requirements

Public advocacy during a campaign can fall within election advertising rules, including advertising about an issue associated with a party or candidate. Paid or professionally produced social media content may also be covered. Before commissioning or publishing campaign-related advertising, review Elections BC's requirements for registration, sponsor identification, spending and reporting. Describing a campaign as non-partisan does not automatically exempt it.



## Step 3: Engage

The following policy topics and questions can be adapted for meetings, candidate forums and written questionnaires. Select the issues most relevant to your circumstances and ask candidates to explain how their answers connect to the Look West objectives.

### Deliver the Look West tourism objectives

The Province has identified tourism as an economic growth priority. Delivery requires decisions across the ministries responsible for finance, transportation, housing, education, land use, environment and emergency management.

Tourism representatives should participate while government is developing policy options and investment priorities. Early involvement helps identify operational consequences and practical solutions before decisions become difficult to change.

#### Questions for candidates

- ◆ Will your party commit to the Look West objective of increasing annual tourism revenue to \$48 billion by 2036, and what funded actions will it take during its first term?
- ◆ How will you assign responsibility across ministries and publicly report on delivery, regional benefits and progress toward the target?
- ◆ Will you ensure tourism businesses and organizations participate at the planning stage of policies that affect the visitor economy?

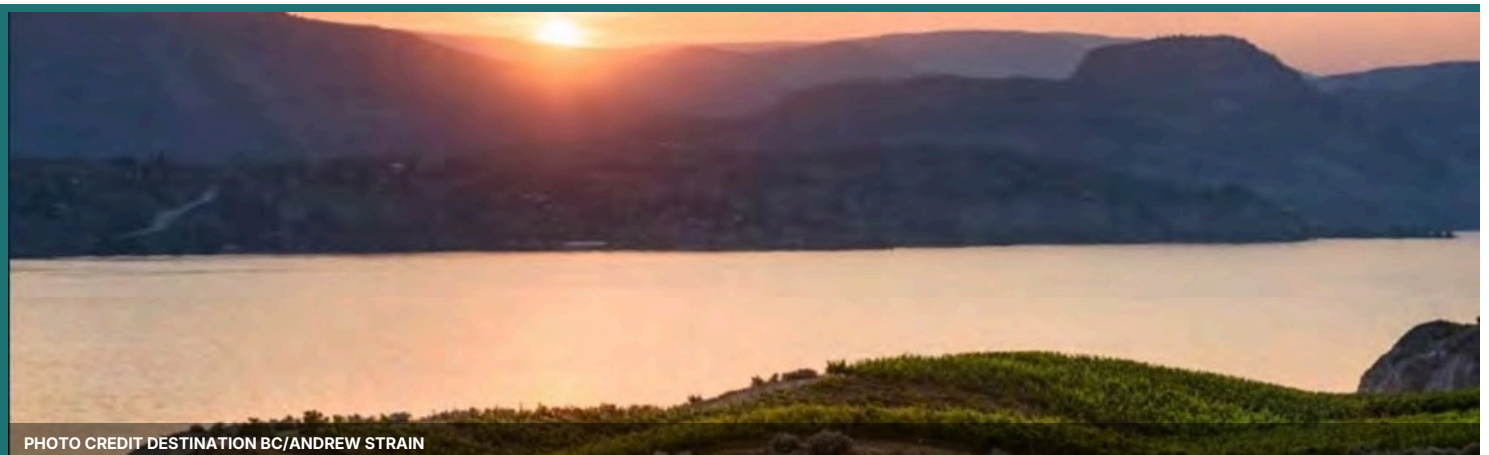


PHOTO CREDIT DESTINATION BC/ANDREW STRAIN

# Strengthen tourism marketing and Destination BC

Tourism businesses compete for visitors who have many destinations to choose from. Sustained marketing helps build awareness, convert interest into bookings and bring spending into communities throughout the province.

TIABC's budget submission identifies pressure on cooperative marketing, visitor services and international market development. Its request for a minimum additional \$10 million annually for Destination BC is intended to strengthen the capacity to attract visitors and support tourism partners over time.

## Questions for candidates

- ◆ Will your party provide Destination BC with a minimum additional \$10 million annually through a multi-year funding commitment?
- ◆ How will you strengthen cooperative marketing and visitor services while ensuring smaller destinations, sector associations and Indigenous tourism businesses can participate?
- ◆ What results would you require government to report on, including visitor spending, regional distribution and travel outside peak periods?



## Protect the integrity of tourism funding

The Municipal and Regional District Tax, or MRDT, is an important part of the tourism funding system. TIABC's recent advocacy emphasizes protecting its integrity and maintaining investment in tourism marketing, destination development and local visitor economies.

Any modernization of tourism funding should involve destination organizations and accommodation providers. Changes should strengthen long-term planning and accountability, with broader municipal funding pressures addressed through appropriate funding sources.

### Questions for candidates

- ◆ Will your party protect the integrity of MRDT and oppose further diversion that weakens its tourism purpose?
- ◆ Will you support modernizing MRDT administration and reporting requirement?
- ◆ How will you support transparent reporting on the results achieved through visitor-generated revenues?



PHOTO CREDIT DESTINATION BC/@BILLCAMPBELLPHOTOGRAPHY

# Invest in tourism infrastructure and destination development

Tourism growth requires places and facilities that can accommodate visitors while serving residents. These include trails, waterfront access, visitor amenities, cultural facilities, conference venues, recreation infrastructure, signage and transportation connections.

Short funding windows and unpredictable programs make it difficult for communities and organizations to prepare projects, secure partners and plan maintenance. TIABC is seeking dedicated, multi-year funding that recognizes tourism infrastructure as part of provincial economic development.

## Questions for candidates

- ◆ Will your party establish dependable, multi-year tourism infrastructure and destination development funding?
- ◆ How will program design support rural and remote communities, Indigenous tourism operators and organizations with limited capacity to meet large matching-fund requirements?
- ◆ Will funding decisions account for accessibility, maintenance and the long-term operating costs of new infrastructure?



PHOTO CREDIT DESTINATION BC/MITCH WINTON

# Develop the tourism workforce and strengthen education

Tourism growth requires people with the skills to deliver it. Education and training must support entry into the sector, career progression, management capability and the adoption of new technologies.

TIABC's recommends stronger support for public post-secondary tourism and hospitality programs, additional training capacity and improved access in rural and remote communities.

Immigration policy is also relevant to workforce planning. In April 2026, the BC Provincial Nominee Program announced the closure of its Entry Level and Semi Skilled stream. This change reinforces the need to examine how domestic workforce development and appropriate immigration pathways can address documented tourism labour needs. At the same time the B.C. government partially adopted the federal Temporary Foreign Worker Program changes, allowing rural employers to retain existing low-wage workers for an extra year but rejecting the expansion of the hiring cap to 15%.

## Questions for candidates

- ◆ Will your party establish dedicated tourism and hospitality workforce funding, including support for post-secondary programs, additional training seats and a Tourism Workforce Readiness Initiative?
- ◆ How will you connect employers, education providers and students to improve career awareness, practical training and retention?
- ◆ How will your party address tourism workforce gaps through provincial programs and work with the federal government on immigration measures, while maintaining worker protections?

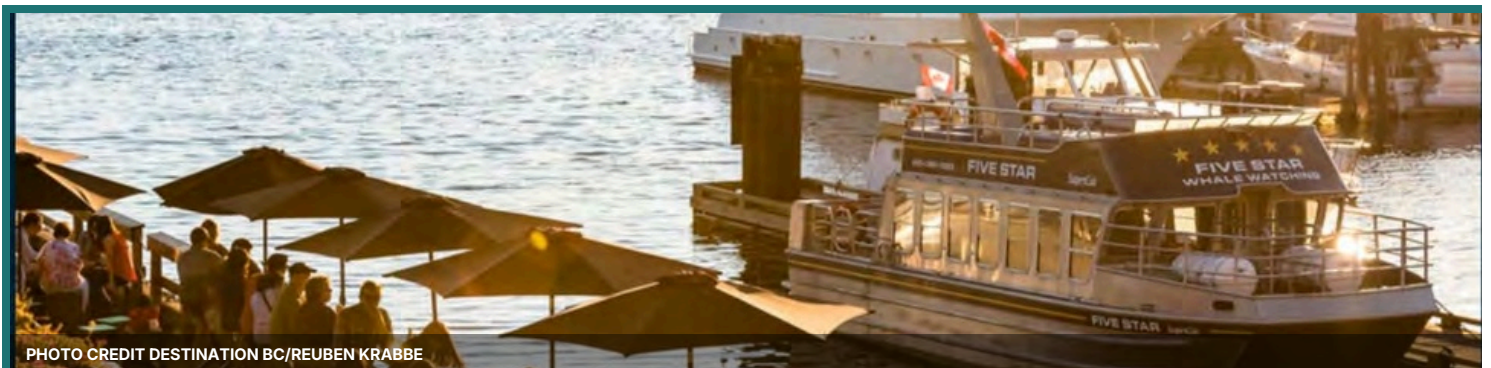


PHOTO CREDIT DESTINATION BC/REUBEN KRABBE

# Address workforce housing and visitor accommodation together

Tourism businesses need workers, and workers need attainable places to live. Communities also need an appropriate supply of visitor accommodation to support employment, business activity and events.

Housing and tourism policies should be assessed together. Provincial decisions should consider local rental supply, seasonal workforce needs, legitimate visitor accommodation and opportunities for new purpose-built housing and accommodation.

## Questions for candidates

- ◆ How will your party work with local governments, Indigenous governments and employers to increase attainable workforce housing in tourism communities?
- ◆ Will you review the outcomes of short-term rental policies using evidence about housing availability, visitor accommodation and regional differences?
- ◆ What measures will you introduce to support staff housing, seasonal housing and new visitor accommodation where demonstrated needs exist?

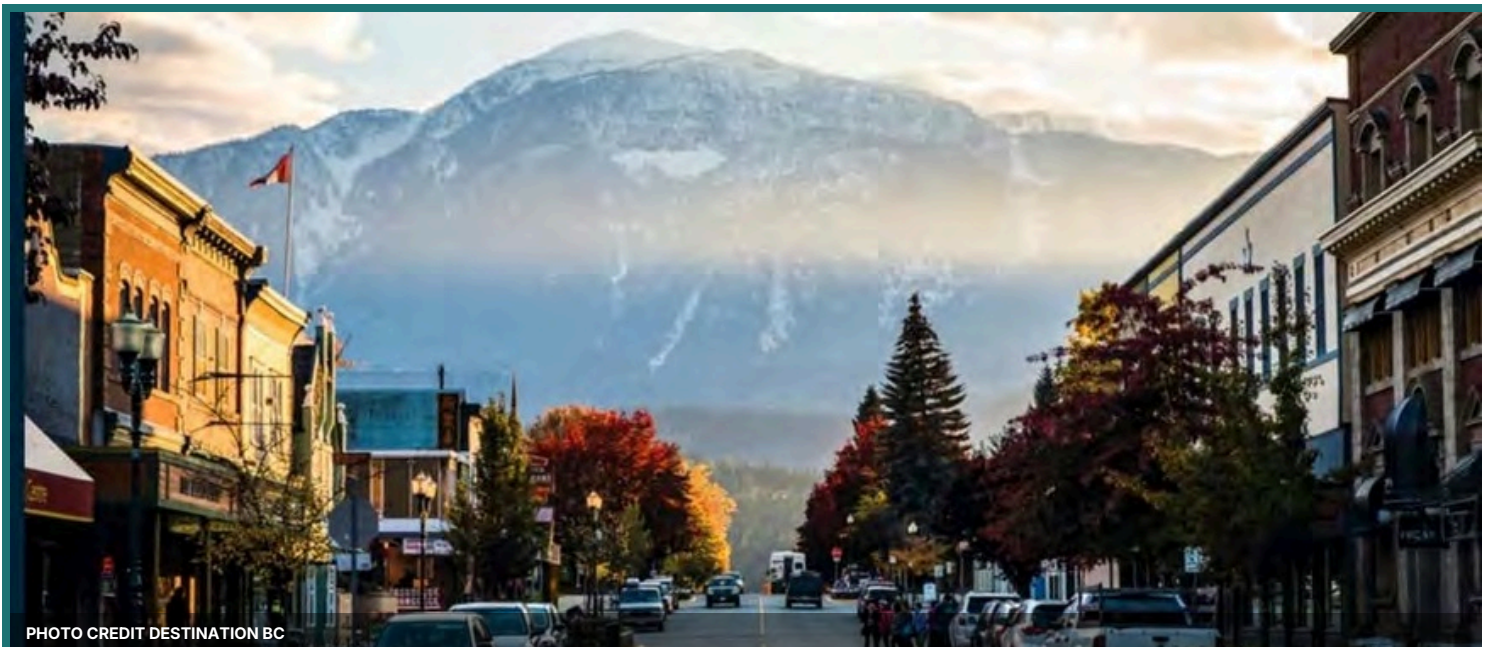


PHOTO CREDIT DESTINATION BC

## Improve transportation and regional access

Visitors need reliable ways to reach BC and travel between its communities. Air services, ferries, highways, motor coaches, intercommunity transportation and local connections all influence whether a trip is practical and affordable.

Transportation planning should consider the full visitor journey. An international flight creates limited regional benefit if onward connections are unavailable, unreliable or poorly coordinated.

### Questions for candidates

- ◆ What investments will your party make to improve ferry reliability, highway access, regional airport infrastructure and intercommunity transportation?
- ◆ Will you maintain and strengthen the BC Air Access Program and work with airlines, airports and the federal government to support viable regional connections?
- ◆ How will you address transportation gaps affecting rural, remote and Indigenous communities, including essential motor coach services and connections between transportation modes?



PHOTO CREDIT DESTINATION BC/REUBEN KRABBE

# Align aviation climate policy with practical fuel solutions

Reducing aviation emissions and maintaining affordable access are both important to tourism's future. BC's current Low Carbon Fuel Standard includes aviation carbon-intensity reduction requirements beginning in 2026, while minimum renewable jet-fuel content requirements begin in 2028. These are distinct requirements and should be discussed accurately.

TIABC has raised concerns about the availability and affordability of sustainable aviation fuel and the consequences of additional costs for airfares, regional routes and tourism investment. Climate policy should help increase the supply of the fuels needed to achieve its objectives.

## Questions for candidates

- ◆ Will your party support replacing mandatory aviation carbon-intensity reductions with an incentive-based approach that advances sustainable aviation fuel production and adoption while protecting regional connectivity?
- ◆ How will you assess the effects of aviation fuel policy on fares, route viability and BC's competitiveness against other jurisdictions?
- ◆ What provincial actions will help increase the availability of competitively priced sustainable aviation fuel?



## Provide certainty in land use and tourism tenures

Many tourism businesses depend on access to public land and waters. Their ability to invest, secure financing and plan ahead can depend on timely permits, predictable renewals and clarity about future land use.

Tourism should be included early in land-use planning, with the economic, environmental and community value of existing operations properly understood. This work must respect Indigenous rights and support constructive relationships among governments, tourism operators and other land users.

### Questions for candidates

- ◆ Will your party establish clear service standards for tourism tenure and permit applications, renewals and decisions?
- ◆ How will tourism operators participate in land-use planning before proposed changes affect their access or business viability?
- ◆ Where government decisions displace established tourism operations or materially restrict authorized activities, will you support a transparent process for assessing impacts and considering transition assistance or compensation?



## Support Indigenous-led tourism and partnerships

Indigenous tourism creates opportunities for cultural expression, employment, entrepreneurship and economic self-determination. Its development must be directed by Indigenous Peoples, with communities deciding what experiences they wish to share and how tourism should grow.

Provincial support should strengthen access to capital, infrastructure, training, business development and markets. Partnerships should respect cultural knowledge, community priorities and the capacity required to participate in planning.

### Questions for candidates

- ◆ How will your party support Indigenous-led tourism development through sustained funding and access to investment?
- ◆ Will Indigenous Tourism BC, Indigenous governments and Indigenous tourism businesses help shape programs intended to support their priorities?
- ◆ How will you support respectful partnerships that create measurable benefits for Indigenous communities?



PHOTO CREDIT DESTINATION BC/ABBY COOPER

# Improve the conditions for tourism investment

New accommodation, attractions, resorts and visitor experiences require capital and confidence. Investors need to understand approval requirements, likely timelines, infrastructure capacity and the conditions under which a project can proceed.

Provincial support should make processes clearer and more coordinated while maintaining environmental protections and respecting Indigenous rights. Existing businesses also need practical ways to improve facilities, increase accessibility and invest in productivity.

## Questions for candidates

- ◆ Will your party establish a coordinated approach to tourism investment that helps proponents work through provincial approvals and identifies responsibility for resolving delays?
- ◆ What tax, financing or other measures would you use to encourage investment in tourism facilities, equipment and experiences?
- ◆ How will you assess the cumulative effects of provincial fees, taxes and regulatory changes on tourism businesses before introducing them?

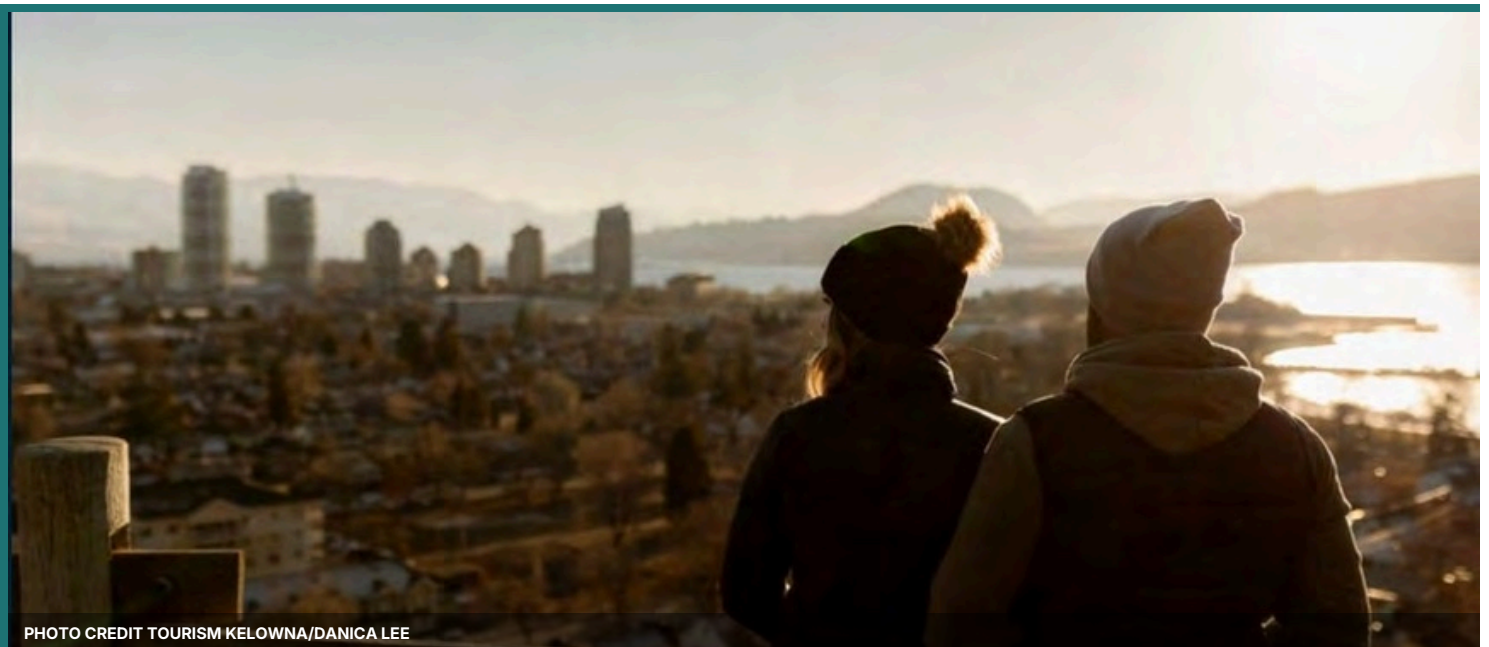


PHOTO CREDIT TOURISM KELOWNA/DANICA LEE

# Support events and year-round economic activity

Conferences, festivals, sporting competitions and cultural events bring visitors into communities and create demand for local services. They can also support business activity during periods when leisure travel is lower.

Look West includes event hosting as a central pillar. Provincial investment should support a range of event opportunities and help communities build lasting benefits through facilities, skills, repeat visitation and stronger local partnerships.

## Questions for candidates

- ◆ Will your party provide predictable support for destination events, business events and the infrastructure needed to host them?
- ◆ How will communities outside the largest urban centres participate in provincial event attraction and funding opportunities?
- ◆ How will you measure whether event investments create lasting benefits and support travel throughout the year?



PHOTO CREDIT DESTINATION BC/KARI MEDIG

## Prepare for emergencies and support recovery

Tourism businesses and destinations need to prepare for wildfires, floods, extreme weather and transportation disruptions. Visitors may be unfamiliar with local geography, evacuation routes and official information sources.

TIABC co-chairs the Tourism Emergency Management Committee with the provincial tourism ministry. This collaboration provides a foundation for stronger tourism participation in preparedness, response and recovery.

Provincial support should include resources and funding to support regional coordination, operator training, clear visitor communications, and recovery planning. Accurate, location-specific information can protect public safety while avoiding unnecessary confusion about communities that remain open and accessible.

### Questions for candidates

- ◆ Will your party provide sustained support for tourism emergency preparedness, regional coordination and operator training?
- ◆ How will tourism organizations be included in emergency planning, exercises, visitor communication and decisions affecting access?
- ◆ What recovery measures will you support for viable businesses affected by closures, lost access or severe demand disruption, including those that have not sustained physical damage?



PHOTO CREDIT DESTINATION BC/KARI MEDIG

## Maintain parks, trails and natural tourism assets

BC's parks, trails, landscapes, waterways and wildlife are central to many visitor experiences. Maintaining these assets requires reliable investment in stewardship, infrastructure, visitor management and public safety.

Growing visitation should be matched with the capacity to manage its effects. Tourism operators, Indigenous governments, recreation organizations and communities can contribute knowledge about conditions on the ground and priorities for maintenance.

### Questions for candidates

- ◆ Will your party provide sustained funding for BC Parks, recreation sites, trails and the maintenance of visitor infrastructure?
- ◆ How will you support environmental stewardship and climate adaptation in tourism destinations?
- ◆ Will tourism and recreation partners be involved early in decisions about access, conservation and visitor management?



PHOTO CREDIT DESTINATION BC/MITCH WINTON

# Build safe, accessible and welcoming destinations

Residents and visitors both benefit from safe public spaces, accessible facilities and functioning community services. Tourism businesses also need practical assistance to improve accessibility and support healthy, inclusive workplaces.

Provincial responsibilities for health care, housing, justice, transportation and social services influence conditions in destinations. Effective responses require coordination with local governments, Indigenous governments and community organizations.

## Questions for candidates

- ◆ How will your party address public safety concerns affecting residents, visitors and businesses while improving access to appropriate health, housing and social supports?
- ◆ What assistance will you provide to help tourism businesses and communities improve accessibility?
- ◆ How will you support employers in meeting workplace health and safety obligations, including psychological health and safety?



# Turn conversations into commitments

## Ask for an answer that can be followed up

When a candidate expresses support, ask what action would follow. Establish whether the commitment is the candidate's own position, an approved party commitment or an issue they are willing to raise internally.

A useful response identifies the proposed action, the government responsible, the resources required and the expected timing. If the candidate cannot provide an answer during the meeting, agree on a reasonable date for a written response.

Proposed action → Government responsible → Resources required → Expected timing

## Record and share responses accurately

Keep a record of the date, participants, questions asked and commitments made. Preserve the candidate's wording where practical, and distinguish a firm commitment from a general expression of interest.

If publishing responses, apply the same questions and deadlines consistently and present answers fairly. Give candidates an opportunity to clarify factual ambiguities without allowing the process to become an endorsement.

Share relevant findings with TIABC and your tourism partners. Local conversations can identify common concerns, practical solutions and commitments that warrant provincial follow-up.

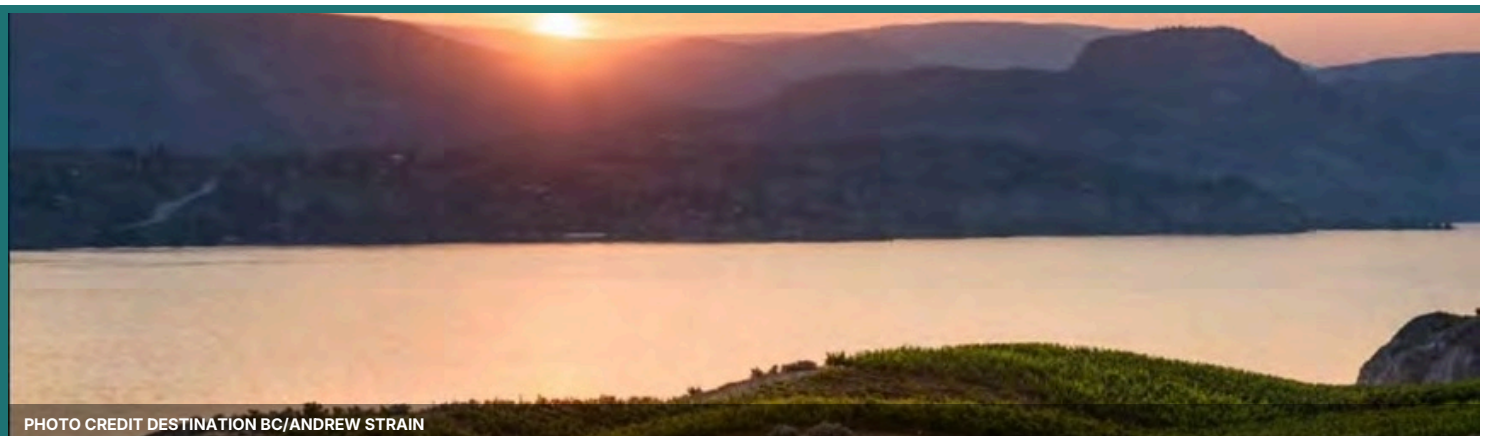


PHOTO CREDIT DESTINATION BC/ANDREW STRAIN

## Continue after the election

Write to your elected representative, provide a concise summary of the priorities discussed and request a follow-up meeting. Connect campaign commitments to the new government's mandate, budget process and implementation plans.

Continue providing useful information throughout the term. A local employment update, a documented permitting delay or a proposed infrastructure solution gives an elected representative something concrete to act on.

Tourism needs sustained attention at the planning table. Relationships built during an election should help keep it there.



PHOTO CREDIT DESTINATION BC

# Resources

| Resource                                                                 | How it can help                                                   |
|--------------------------------------------------------------------------|-------------------------------------------------------------------|
| <a href="#"><u>BC Destination Marketing Organization Association</u></a> | Find local destination organizations and contacts.                |
| <a href="#"><u>Destination BC tourism research</u></a>                   | Access provincial and regional tourism evidence.                  |
| <a href="#"><u>Destination BC 2024 Value of Tourism Snapshot</u></a>     | Use consistent economic figures and definitions.                  |
| <a href="#"><u>Elections BC provincial candidate list</u></a>            | Confirm accepted candidate nominations and affiliations.          |
| <a href="#"><u>Elections BC provincial election information</u></a>      | Check election dates, registration and voting information.        |
| <a href="#"><u>Elections BC third-party advertising information</u></a>  | Review advertising requirements and obtain guidance.              |
| <a href="#"><u>go2HR</u></a>                                             | Find tourism workforce information and employer resources.        |
| <a href="#"><u>Look West Tourism Sector Action Plan</u></a>              | Review the Province's tourism objectives and planned actions.     |
| <a href="#"><u>Tourism Industry Association of BC</u></a>                | Access advocacy information, policy resources and sector updates. |

## Contact TIABC

For information about TIABC's policy priorities or this toolkit, contact **info@tiabc.ca** or visit [www.tiabc.ca](http://www.tiabc.ca)

Your experience can help candidates understand what provincial policy looks like when it reaches a business, a workplace or a community. Bring the evidence, explain the consequences and offer a practical solution. That is how the sector can help turn tourism commitments into results.

## #BCTourismCounts



PHOTO CREDIT DESTINATION BC/GRANT HARDER