

TOURISM INDUSTRY  
ASSOCIATION OF



# 2024 TIABC ADVOCACY REPORT CARD

*Photo Credit: Similkameen Valley/Darren Robinson*

# MESSAGE FROM THE CHAIR & CEO

As the Voice of Tourism for British Columbia, our role and mandate can be summed up in three short paragraphs:

*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.*

*Our vision is to establish BC's tourism sector as the most recognized and valued industry for residents of British Columbia through consistent, focused and strategic advocacy.*

*Among the key components of our core values...we strive for unity of a diverse industry through inclusive, collaborative and transparent processes. As leaders, we aim to listen, engage, define and then advocate on major issues impacting our industry, using research-based, non-partisan, consistent, and reliable data to ensure the credibility of our efforts.*



**JJ Belanger, Chair**

Influencing government policy, elevating the value of tourism in the minds of residents and decision-makers, and uniting our diverse industry to set the parameters for success is what TIABC strives to do each day because we know it matters to you as members.

Our annual Advocacy Report Card provides a synopsis of TIABC's advocacy activities and accomplishments. It also highlights some of the organization's key priorities to ensure that we're transparent and accountable to our members and constituents for the objectives we set out to achieve. While we've made good progress on multiple files, we also recognize that advocacy is a marathon not a sprint and our work as BC's Voice of Tourism is paramount to the growth and prosperity of our visitor economy.



**Walt Judas, CEO**

We invite you to read this report and connect with us at any time for questions, comments or recommendations on TIABC's direction, as well as any other ideas or concerns pertaining to your business, DMO, organization, or community.

One final note...on behalf of the staff, board and members of TIABC, we extend our sincere appreciation to Minister Lana Popham and the Ministry of Tourism, Arts, Culture & Sport, including Deputy Minister Neilane Mayhew, Assistant Deputy Minister Nick Grant, Executive Director Amber Mattock, and colleagues Melissa Farance, Wendy Magnes and Andrew Little who we worked most closely with in 2024 to help advance our industry's interests across all regions of the province. We are confident our strong working relationship will continue under new Minister Spencer Chandra Herbert and Deputy Minister Silas Brownsey.

*Best wishes for 2025.*

# INTRODUCTION



Each year, TIABC's Board of Directors reviews the organization's annual goals to ensure we're meeting the expectations of our members and the tourism industry at-large. TIABC's strategic priorities focus on five specific areas:

- ▶ **Advocacy and Policy Development**
- ▶ **Membership**
- ▶ **Communications**
- ▶ **Operations**
- ▶ **DEIR (Diversity, Equity, Inclusion & Reconciliation)**

With a modest annual budget of \$900,000, which includes the annual BC Tourism Industry Conference, TIABC must discern where to focus its efforts each year. From a policy, advocacy and lobbying perspective, we also must determine the files we lead, where we participate with partners to tackle issues, or whether we merely monitor developments that directly or indirectly impact our members and stakeholders.

In January 2024, TIABC engaged GainingEdge to assist us with the development of a new strategic plan to establish a future direction and strengthen TIABC's effectiveness and relevance to its constituents. The new rolling plan encompasses a five year-time frame (2025-2029) with an annual review for adjustments as necessary.

To help inform our strategic plan, TIABC's annual member and stakeholders survey identified three overarching themes around which to focus our efforts:

- ▶ TIABC is the lead organization in BC that works with government and industry to ensure a long-term, supportive policy environment for tourism.
- ▶ TIABC will build interest, participation and membership from tourism stakeholders across the province.
- ▶ TIABC will help to strengthen awareness within all levels of government of the importance of tourism and its contribution to the quality of life in BC.

In order to advance our vision and mission on behalf of the tourism industry, TIABC focusses its efforts on five strategic areas, each with specific actions to achieve measurable goals and objectives, taking into account how to leverage organizational strengths, overcome weaknesses, realize opportunities, and mitigate threats. For the purposes of this Advocacy Report Card, we will only reference our work in policy and advocacy.

# POLICY & ADVOCACY

Developing well-researched policy positions with broad-based industry support is fundamental to success. A constantly evolving policy priorities matrix identifies the major issues, lead organization/s, actions, and timing to address each issue. A key element in the policy development process is conducting annual member surveys, utilizing sector associations and destination management organizations (DMOs) to identify and distill the range of member issues into more focused policies. An active Policy Committee that includes both directors and members-at-large helps facilitate policy development. The Policy Committee monitors and leads advocacy in areas that include, but are not limited to, land use, tenure security, transportation, tourism infrastructure, taxation, emergency preparedness, sustainability, among others.

TIABC's Policy Committee regularly reviews advocacy priorities with a view to determine where government is positioned on a particular issue, if there are any possible or impending legislative or regulatory changes that could potentially harm tourism operators, and policy positions we need to advocate to government on behalf of our members. The committee also determines whether TIABC has the knowledge and/or capacity to play a lead role in advocating on a specific file, or whether and how we support the work of another sector association to achieve a desired outcome. In 2024, our policy and advocacy goals included:

- ▶ To provide quick and effective responses to policy proposals/changes and actions by all levels of government
- ▶ 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
- ▶ To create mechanisms by which the effectiveness of government policies and actions affecting tourism can be measured against actual tourism development
- ▶ To influence policy changes at the federal and provincial level
- ▶ To encourage tourism-friendly municipal policies
- ▶ To alert major political parties to the importance of tourism and its future growth, especially during election years
- ▶ To identify gaps in existing data and undertake an annual research project to help the tourism industry better position itself within government vis-à-vis policy direction and legislation
- ▶ To advocate for the establishment of an industry advisory committee (e.g. BTAP) that will meet regularly to consider tourism related issues.
- ▶ To develop more formal relationships (e.g. MOU) with other associations to share knowledge and resources, and maximize benefits, add value and intelligence for members
- ▶ To pursue government grants that support research and projects to help advance TIABC's advocacy goals
- ▶ To proactively develop policy that helps the tourism industry advance its sustainability, economic, cultural, and societal objectives

# 2024 MEMBER PRIORITIES

TIABC's bi-annual membership survey helped to identify 10 key areas of focus. While these priorities dictated many of our advocacy actions, other issues that emerged superseded these files at times throughout the year.

- ▶ **Economic Development & Value of Tourism**
- ▶ **Sustainability**
- ▶ **Workforce**
- ▶ **MRDT**
- ▶ **Emergency Preparedness**
- ▶ **Land use & Tenure Security**
- ▶ **Housing**
- ▶ **Infrastructure**
- ▶ **Reconciliation**
- ▶ **Insurance**

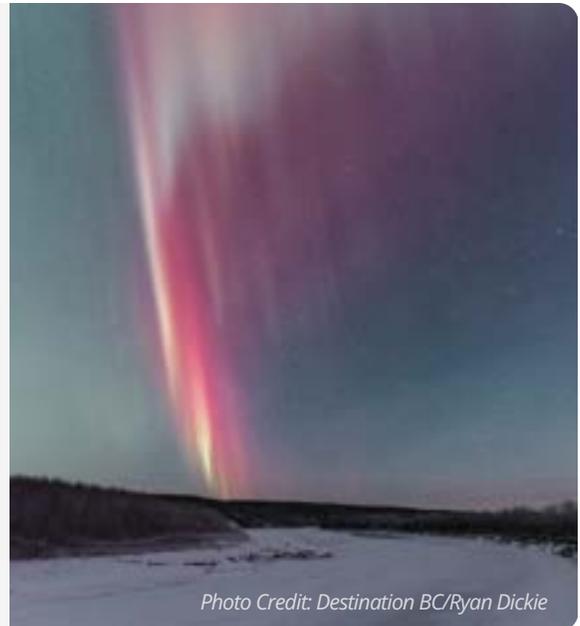


Photo Credit: Destination BC/Ryan Dickie

In 2024, TIABC benefitted from a strong working relationship with the Ministry of Tourism, Arts, Culture & Sport on a number of files. We also worked with Premier Eby and several ministries including Housing; Emergency Management & Climate Readiness; Jobs, Economic Development & Innovation; Water, Land & Resource Stewardship; Transportation; Labour; Post-Secondary Education & Future Skills; Citizens' Services; Forests; Finance and others to advance the interests of our sector and resolve some of the major challenges we faced. At the federal level, TIABC built relationships with several cabinet ministers, MPs, the Minister of Tourism, the Canadian Council of Tourism Ministers, the Parliamentary Tourism Caucus, and the BC Liberal Caucus to advance British Columbia's interests.

Along with chambers of commerce, business associations and private companies, we also worked closely with a number of provincial and federal sector partners, as well as destination management organizations, including, but not limited to:



# 2024 POLICIES, SUBMISSIONS & PROGRESS

TIABC introduced several new policies and revised others for government consideration. We also responded to pressing issues and consultation processes to provide a tourism industry perspective on matters ranging from marine mammal regulations to transportation. A brief summary is included in this report with further details available in the [Advocacy section of TIABC.ca](#).

## LAND ACT AMENDMENTS

The unexpected and hurried Land Act amendments proposed by the Province led to full court press by the Adventure Tourism Coalition (ATC) to have the legislation withdrawn. Following extensive lobbying by the ATC, Guide Outfitters Association of BC, TIABC, and other business sectors, the province acquiesced. Subsequently, TIABC united with several organizations to petition government to instead:

- ▶ Amend the Declaration on the Rights of Indigenous People Act to ensure that any proposed amendment of BC laws to align them with UNDRIP clearly and specifically includes a requirement for transparent consultation with British Columbians including tenure, license and permit holders who may be affected by decisions undertaken as part of that alignment of laws process and well before proposed amendments are put before the legislature.
- ▶ Immediately expand the conversations for meaningful engagement with BC businesses on any natural resources and land use decision-making.
- ▶ Implement a clear and unambiguous policy and process for compensation for tenure rights impacted or taken during land use decisions.



*Photo Credit: Northern BC Tourism/Mattias Fredrikssone*

Going forward, TIABC, as part of the ATC will work closely with the BC Government to advance the aforementioned recommendations in advance of anticipated Land Act amendments in the years ahead.

## MUNICIPAL & REGIONAL DISTRICT TAX

Due to ongoing and increasing pressure by multiple communities to access MRDT revenues for civic instead of tourism purposes, TIABC strengthened its MRDT policy to include (but not limited to) the following points:

- ▶ To prevent further dilution of MRDT which would compromise the valuable work of DMOs, TIABC recommends that current uses not be expanded beyond tourism marketing, projects and programs, as well as affordable housing for workers.
- ▶ TIABC recommends that a stronger or clearer definition of 'projects' as one of three approved uses of MRDT within the current MRDT regulations must be introduced to avoid confusion about what constitutes a tourism project versus those related to or impacted by visitors to a community.
- ▶ TIABC recommends that the percentage amount (2% or 3%) on MRDT collected via hotel room stays not be increased unless or until a thorough analysis is undertaken to determine the benefits and risks of such a move, and subject to the current approval process for MRDT applications or renewals.



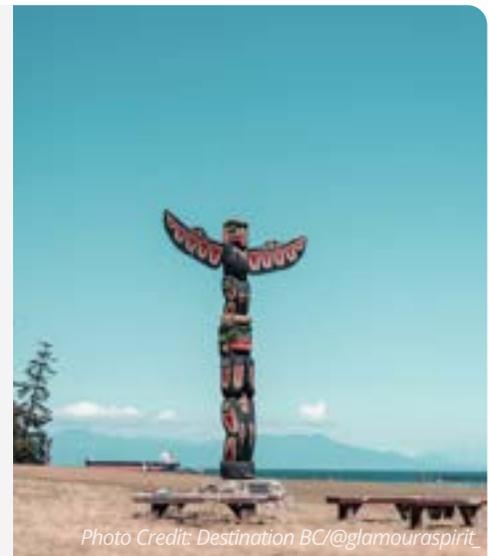
TIABC also led an extensive lobbying effort leading up to and including the annual Union of BC Municipalities convention to ensure that resolutions to explore additional uses of MRDT were withdrawn or defeated on the floor during the resolutions session. We worked closely with our DMO partners in Fernie and Revelstoke, as well as the BCDMOA and BCHA to achieve a positive outcome.

## EXTRACTIVE INDUSTRIES POLICY

After more than a year in development, TIABC released its long-awaited Extractive Industries Policy which aims to underscore the importance of a balanced approach to land use and tenures, as well as takes into consideration sustainability and Indigenous values that reflect the needs of the tourism industry, and ensures cooperation with the natural resources sector in British Columbia...specifically extractive industries such as mining, oil and gas, forestry, and aquaculture.

TIABC maintains that both tourism and extractive industries can co-exist and prosper provided critical policy changes are implemented to ensure that equal consideration is given to all sectors that require access to crown land and waterways, and to ensure that activities are sustainable, compatible, reflect Indigenous values and guarantee environmental sustainability for generations to come. Among the many recommendations submitted to the province, TIABC proposes the following:

- ▶ That modernized land use planning includes broader tourism values (e.g. culture, viewsapes). These values must be identified, recognized, respected, and given equal weight by policy makers.
- ▶ The statutes, regulations and policies governing extractive resource uses should include specific provisions that require proponents and government to consult, consider and accommodate tourism interests and needs of tourism licensees and that decisions by the government under those statutes address those interests and ensure that a thorough socio-economic analysis be undertaken.
- ▶ That tourism needs should be explicitly addressed in revisions to FRPA and other legislation pertaining to crown land.
- ▶ That government re-engage in strategic land use planning and involve the tourism sector as a core stakeholder with other vested interests. Similarly, forest landscape planning should also be done in consultation with the tourism sector.
- ▶ That legislation and regulatory changes must occur within a harmonized policy and regulatory environment that supports the sustainable growth of adventure tourism throughout BC and leads the world in destination tourism growth and management.
- ▶ That identifying and removing barriers to accelerate the tenure renewal or application process, extend terms, and address the siloed approach to compatibility will help to provide clear direction and stability for new and existing tourism businesses.
- ▶ That the province establish three areas to support the industry: new Adventure Tourism Branch; Adventure Tourism Policy; and new Outdoor Recreation Act.



Advocacy efforts with the provincial government to advance this policy will continue in 2025.

## ADVENTURE TOURISM POLICY

The growth of adventure tourism, coupled with increasing land use challenges, reduced tenure terms, and shortened Park Use Permits, underscores the critical need for advocacy. The Adventure Tourism Coalition (ATC), in collaboration with TIABC, is actively working to ensure the industry's contributions to land use planning and the provincial economy are fully recognized. Adventure tourism, an integral part of BC's international marketing and economic strategy, represents approximately \$3 billion of the province's \$22 billion tourism sector.

Over the past year, the efforts of the ATC and TIABC have yielded notable progress in cooperation with the Ministry of Water, Lands, and Resource Stewardship. Key achievements included:

### ► Policy Alignment and Industry Engagement

Following the submission of an updated policy proposal, it became evident that the Lands Branch required a deeper understanding of the adventure tourism sector's complexities. It was recommended to pause the Adventure Tourism (AT) policy update to ensure alignment with industry requirements, government objectives, and the Declaration on the Rights of Indigenous Peoples Act (DRIPA).



*Photo Credit: Kootenay Rockies Tourism/Mitch Winton/Golden Skybridge*

### ► Establishment of a Multilateral Task Force

A Terms of Reference has been signed, creating a Task Force that includes representatives from three ministries—Water, Lands, and Resource Stewardship; Tourism, Arts, Culture, and Sport; and Environment and Parks—along with members of the Adventure Tourism Coalition. The objectives of the Task Force include:

- Conduct a comprehensive review and update of the AT Policy.

- Evaluate the industry's specific needs and identify improvements in the application and approval processes to ensure its long-term success.
- Explore the establishment of a dedicated branch, agency, or crown corporation to support the continued success of adventure tourism. This entity would house knowledgeable, dedicated staff who understand the industry and serve as a centralized resource for operators.

Through these collaborative initiatives, the ATC and TIABC aim to foster sustainable growth in adventure tourism while supporting the sector's significant contribution to BC's economy and cultural identity.

## CENTRAL COAST NATIONAL MARINE CONSERVATION AREA RESERVE

TIABC, together with our partners at Cariboo Chilcotin Coast Tourism, Boating BC, Commercial Bear Viewing Association of BC, Sport Fishing Institute of BC, and Wilderness Tourism Association, engaged Parks Canada, the Province, and other government entities in the consultation process in which the tourism industry had previously been excluded. A joint-submission by tourism interests sought clarity on the following concerns:



*Photo Credit: Destination Vancouver/Prince of Whales Whale Watching*

- ▶ Process and planning for non-Indigenous stakeholder and community consultation and engagement.
- ▶ Consideration for potentially displaced fishery and economic activity and the effects or impacts on adjacent, yet still sensitive areas, as well as transition plans.
- ▶ Determination of permissible or prohibited activities and access.
- ▶ Appropriate and meaningful consultation with affected communities and stakeholders before decisions are made.
- ▶ Clarity on the governance or management of a MCA by federal and provincial governments and First Nations.
- ▶ Administration of business licenses, eligibility requirements, costs, additional fees and usage thereof.

All of the concerns were addressed although further work continues on the Central Coast Reserve and another area in Northern BC.

## POST GRADUATE WORK PERMITS & STUDENT CAPS

In Q1 and Q4 of 2024, TIABC participated in provincial and national efforts to oppose federal government caps on international students and the elimination of post-graduate work permits for students in tourism and hospitality programs at post-secondary institutions studying in BC. The ramifications on both institutions and the tourism workforce was immense. In addition to meeting with federal ministers and MPs, along with provincial bureaucrats, TIABC worked with its counterparts at TIAC and PTTIA on a submission to Immigration Minister Marc Miller with the following recommendations:

- ▶ That tourism programs at public colleges and polytechnics be included in the list of eligible PGWP programs, to mitigate these challenges and ensure a robust tourism workforce in the years to come.
- ▶ New strategic investments aimed at bolstering the participation of Canada's youth, Indigenous peoples, and newcomers in rewarding tourism careers are necessary to offset the impacts of recent IRCC policy changes.
- ▶ Given how much BC relies on international students to sustain its post-secondary institutions, special consideration should be given vis-à-vis study permit allocation in future. We encourage government to work directly with British Columbia's post-secondary education community, the Ministry of Post-Secondary Education and other stakeholders to address concerns and find a way forward that benefits students, institutions, businesses, and all levels of government.



The file remains an active priority for TIABC in 2025, although an impending federal election may stall lobbying efforts until a new federal government is in place.

## FEDERAL GOVERNMENT PRE-BUDGET SUBMISSION

In order for Canada's tourism sector to meet broad objectives for annual revenue and economic impact, number of jobs created, visitation, brand preference, sustainability, and other measures, it relies on the Federal Government to invest in, create the regulatory regime, and partner with the industry to ensure a healthy and vibrant visitor economy for all provinces. To that end, we must also continue to work together strategically to help the tourism sector remain a globally competitive, accessible, affordable, and sustainable contributor to Canada's local and national economies. Within that context, as part of an annual consultation process on the 2025 federal budget, TIABC developed a pre-budget submission with five key recommendations:

### ▶ DISASTER RELIEF

In cooperation with regional development agencies (RDAs), as well as each province and territory, create a dedicated tourism sector disaster relief and recovery fund for tourism operators to prepare for, respond to, and in particular, recover from major crises such as wildfires, flooding, and drought.

### ▶ TRANSPORTATION

Develop and help fund a multi-modal transportation system for Canada that expands connectivity across the country, enhances rural/urban connections, and maximizes the interconnected role played by Canada's airlines, motorcoach, passenger rail, and cruise ship stakeholders in improving traveller access throughout Canada.

### ▶ DEBT RELIEF

Similar to the RRRF facilitated through regional development agencies (RDAs), create a loan guarantee program with more favorable terms (e.g. longer amortization, lower interest rates) for anchor tourism businesses to support the re-financing of existing debt or much needed capital improvements. This approach requires no immediate cash outlay from government (except in cases of default), providing an incentive for lenders to continue supporting the sector most affected by the pandemic.

### ▶ TRANSPORTATION

Create a fund dedicated to improving tourism infrastructure vis-a-vis electric vehicle (EV) charging stations in rural areas enabling Canada to meet its 2030 Emissions Reduction Plan: Clean Air Strong Economy goals through a reduction in carbon emissions; and invest in the domestic production of biofuels and green solutions for Canada's transportation sector.

### ▶ CAPITAL INVESTMENTS

Launch a dedicated Tourism Infrastructure Fund to support major capital projects in the sector, with a particular focus on building, renovating or expanding conference venues, airports and attractions.



Photo Credit: BC Content Hub

## LABOUR CODE REVIEW

TIABC joined a coalition of business associations in a submission to the Province of BC's Review Panel to address Section 3 of the Labour Relations Code, outlining specific concerns regarding the timing and process of the consultation, perspectives on the role of the Panel and the review itself, the vital need for labour relations stability in the currently dismal economic situation, and matters that the Panel should and is likely to consider.

The coalition submission urged the Panel to approach its work with a focus on the public interest aspects of stable labour relations and asked the government to similarly focus on public interest and the need to attract capital investment when contemplating Code amendments. Incrementally advancing special interests aligned with the government should not be the basis for changes to the Code. Sound labour relations policy that puts public interest at the forefront and incorporates current circumstances should be the primary guides to the Panel's work. In respect of certification, the coalition submitted a number of recommendations including:

- ▶ The Code should be amended to restore a secret-ballot vote to ensure employees' democratic rights to freely choose whether to be represented by a union
- ▶ In the alternative that the secret-ballot vote is not restored, the 2019 changes to certification timelines and automatic certification rules (added only in the context of the then preserved secret ballot process) must be removed.
- ▶ Business opposes sectoral certification. Any consideration of introducing sectoral certification into the Code would be premature, absent of focused and careful study and consultation, and would upset the balance within the current Code.
- ▶ Business supports preserving current picketing regulations within the Code, which have contributed to labour relations stability in the province.
- ▶ The recent Bill 9 amendment should be withdrawn and abandoned.
- ▶ While strictly beyond the scope of the Panel's Review, we would like to raise the issue of the importance of ensuring labour stability in the province during the upcoming FIFA 2026 World Cup in Vancouver. The province is making a large investment in this event and the world will be watching.



*Photo Credit: Kootenay Rockies Tourism/Mitch Winton*

## TOURISM EMERGENCY MANAGEMENT COMMITTEE

As part of its role as co-chair of the Tourism Emergency Management Committee (along with the Ministry of Tourism, Arts, Culture & Sport), TIABC led a meeting with Emergency Management and Climate Readiness (EMCR) Minister Bowinn Ma to provide an overview on the committee's work, as well as outline a path forward for a stronger relationship between the tourism sector and EMCR to address the needs of visitors and tourism operators before, during, and after major crises like wildfires, flooding, and drought.

We also followed-up with EMCR on three specific requests and/or action items to advance the tourism industry's role in the four pillars of emergency management in British Columbia. They include:

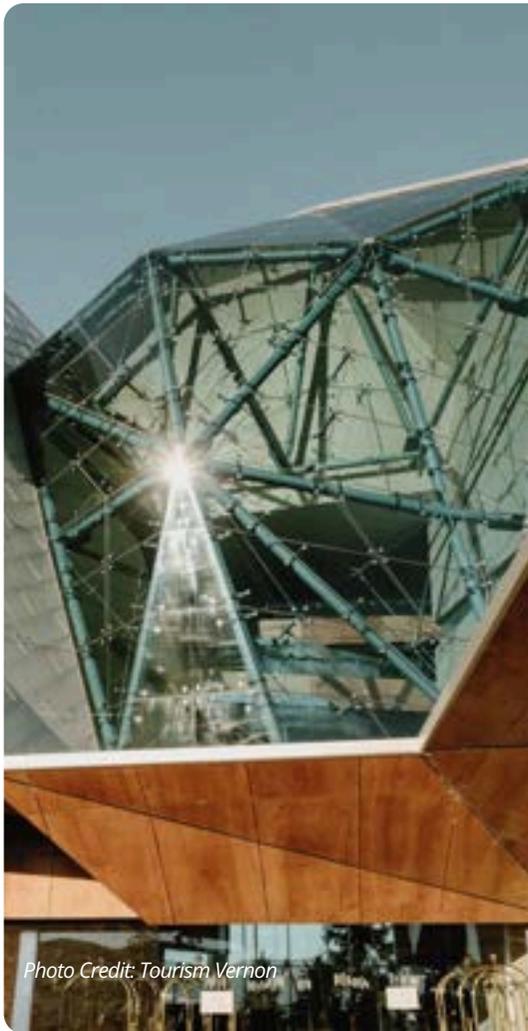


Photo Credit: Tourism Vernon

- ▶ Request for sustained EMCR funding for the regional tourism organizations (Thompson Okanagan Tourism Association, Cariboo Chilcotin Coast Tourism, Northern BC Tourism Association, 4VI – Tourism Vancouver Island, Kootenay Rockies Tourism Association, Vancouver, Coast & Mountains) to execute core elements of the Tourism Emergency Management Framework including crisis training and risk assessments for tourism operators, as well as on-the-ground support for emergency operations centres and other stakeholders.
- ▶ Akin to provisions offered to tourism operators during the pandemic, government supports for businesses closed and significantly impacted due to various crises, travel orders or other aspects of emergencies is needed. Ideally, tourism-specific recovery programs should be developed in advance of anticipated crises.
- ▶ As emergencies unfold, consultation must be done between EMCR leadership and tourism sector leaders, including members of the TEMC and the respective Tourism Emergency Response Team (TERT) in the region/s most affected. This consultation would include input into decision-making and mitigation strategies that will help minimize the impact on travellers and tourism businesses.

Following years of lobbying, the TEMC was pleased to see the introduction of the new Emergency Management Booking Portal pilot developed by the BC Hotel Association with support by EMCR and the Ministry of Tourism, Arts, Culture & Sport. The innovative reservation system offers real-time accommodation tracking and booking management, among other features during major crises where accommodation is required for local evacuees, visitors, first responders and other emergency personnel.

## AIR CANADA PILOTS STRIKE

TIABC was engaged to represent British Columbia's visitor economy to help avert an impending strike by Air Canada pilots. We communicated with senior levels of government, including members of the federal BC Liberal Caucus, as well as the Ministers of Transportation and Tourism and the Prime Minister's office to enlist government intervention in the dispute. Although there were some flight cancellations in anticipation of labour disruption, the two sides agreed to a tentative deal just prior to the strike deadline.



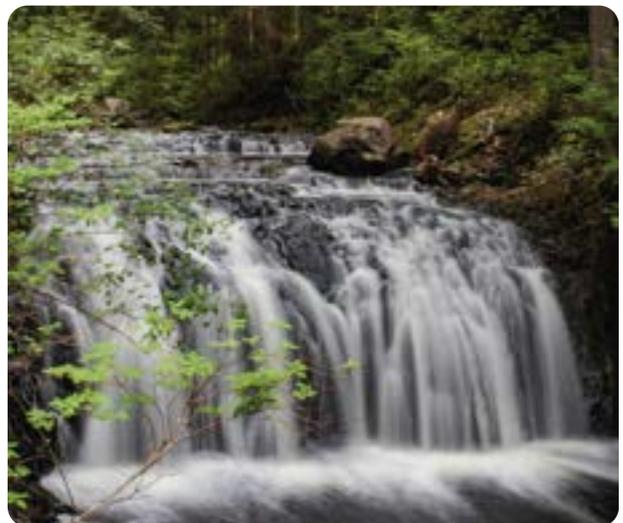
## NATIONAL RAIL SHUTDOWN



A labour dispute involving Canada's two largest railways occurred over the course of a week in late summer 2024, wreaking havoc with large tourism operators such as Rocky Mountaineer and its many suppliers. TIABC, in partnership with its federal and provincial counterparts, appealed to the Prime Minister, as well as the Ministers of Transportation and Tourism, along with the BC federal Liberal Caucus to intervene citing the damage being caused to the visitor economy and other sectors. Government ultimately forced the railways into binding arbitration to resolve the dispute and allow trains to operate again.

## CLOSURE OF TOURISM MISSION

Upon learning of the impending closure of Tourism Mission due to lack of resources provided by the local government, TIABC voiced its opposition directly to Mayor and Council urging the city to reverse its decision and conversely provide ongoing support to Tourism Mission to allow the organization to continue its outstanding work for the benefit of residents, businesses, visitors and all stakeholders in the community. In our letter, we also reiterated TIABC's MRDT policy that references the advantages of destination marketing and management organizations to communities. Unfortunately, Tourism Mission closed its doors at the end of 2024.



## CYCLING TOURISM



TIABC worked with HUB Cycling and community advocates in Delta to lobby for cycling path improvements in the context of safety and tourism benefits along the BC Ferries Causeway in Tsawwassen. The group met with the Ministry of Tourism, Arts, Culture & Sport, as well as with BC Ferries and other interests to advance a number of goals. As part of the collective efforts, HUB Cycling was awarded a consulting contract by BC Ferries that encompasses wayfinding, bike storage and cycling tourism in conjunction with ferry usage.

## ELECTION TOOLKIT

In the lead-up to the provincial election, TIABC produced another Election Toolkit for members and stakeholders to use to engage candidates in a discussion around party platforms and policies that help resolve tourism issues. We also issued a news release calling on party leaders to address several issues pertaining to land use, transportation, workforce, investment, regulations, Indigenous relations, housing, and rising costs.



## BC LOBBYIST REGISTRY REPORTS



As a registered lobbyist, TIABC's is required by law to file monthly activity reports with the BC Lobbyist Registry, detailing the nature of its lobbying activities with provincial cabinet ministers, MLAs, and senior bureaucrats. Aside from multiple meetings and other forms of communication with senior levels of government in 2024, TIABC formally recorded over 30 direct lobbying activities with the Province.

# COMMITTEES & ALLIANCES

TIABC CEO Walt Judas continued to serve on several committees and boards over the past year, providing both TIABC and the BC tourism industry's perspective on various files. These committees included, but were not limited to:

## TOURISM INDUSTRY ASSOCIATION OF CANADA (TIAC)

### Board Member

TIAC serves as the national sector advocate for Canada's visitor economy. Based in Ottawa, TIAC's primary mandate is to advocate on behalf of its members to elevate concerns at the national level. Its Board of Directors, representing a cross section of tourism operators and organizations from across the country, provides guidance to TIAC's executive on advocacy priorities, operations, and other initiatives to help TIAC achieve its annual goals.



## TOURISM EMERGENCY MANAGEMENT COMMITTEE (TEMC)

### Co-Chair

The TEMC manages and implements the BC Tourism Emergency Management Framework that focuses on mitigation, preparedness, response, and recovery for the tourism sector. As part of its role, TIABC also provides tourism industry input on policy discussions around emergency management and assists with communications between tourism industry and emergency management organizations.



## PROVINCIAL & TERRITORIAL TOURISM INDUSTRY ASSOCIATION (PTTIA)

### Chair

The role of the PTTIA is to share information regarding issues that affect the tourism industry, and to align provincial/territorial tourism advocacy organizations and the Tourism Industry Association of Canada on common advocacy and communication priorities that are aimed at advancing the tourism industry across Canada. The focus of collaboration and alignment efforts is in the development and implementation of advocacy strategies and communication initiatives.



## SAVE OUR STREETS COALITION

### Member

TIABC is a founding member of the Save Our Streets Coalition which represents concerned citizen groups and businesses from throughout British Columbia that have shared concerns over crime and violence in their cities, towns and regions. Establishing safer communities is the common objective for all SOS members who advocate individually and collectively to all levels of government to help resolve the root issues that contribute to crime and violence.



# ADDITIONAL INITIATIVES & ACTIVITIES

## MEDIA RELATIONS

As the primary advocate for British Columbia’s visitor economy, TIABC leads the way in providing a trusted and informative voice, representing the interests of the tourism and hospitality industry to various audiences through an extensive media network. In 2024, TIABC’s CEO, Board Chair and several directors regularly delivered insightful responses on the state and needs of BC’s tourism industry on behalf of tourism businesses and organizations.

In 2024, TIABC was quoted in close to 40 articles, as well as countless provincial and national radio and television interviews. Coverage included but was not limited to Business in Vancouver, Canadian Press, Castanet, The Pique, CBC, Global News, CTV, Globe and Mail, City News 1130, CKNW, The Province, the Times Colonist, the Vancouver Sun, and Fairchild Television.

- ▶ [TIABC Outlines Position on STR Legislation](#)
- ▶ [TIABC Discusses Challenge of CEBA Loan Repayment](#)
- ▶ [TIABC Discusses Potential Impacts of Impending STR Restrictions](#)
- ▶ [TIABC Responds to Air Canada Increasing Frequency Between Vancouver - China](#)

## BC TOURISM INDUSTRY CONFERENCE



**BC TOURISM  
INDUSTRY**  
CONFERENCE 2024  
*Shaping Our Future Together*

The conference brings the BC tourism sector together to network, build relationships, to learn, and to celebrate the best of the best in our industry. In partnership with Destination Greater Victoria, Destination BC and Indigenous Tourism BC, the 2024 conference was held in Victoria and welcomed close to 500 delegates from around the province.

## VOICE OF TOURISM NEWSLETTER

TIABC’s newsletter is the anchor of our communication efforts and remains the mainstay of providing up-to-date information on our activities and those of our industry. Distributed every Friday, the newsletter open rate continues to exceed industry standards averaging between 45% – 48% weekly. Our social media channels – Facebook, Instagram, and LinkedIn – all performed well and continue to draw attention to TIABC’s advocacy and other activities.

## VOICE OF TOURISM PODCAST

In 2024, TIABC introduced another 14 Voice of Tourism podcasts, providing education and information to various target audiences from experts in their field on the issues that matter to our sector. Hosted by CEO Walt Judas, TIABC’s Voice of Tourism Podcast features industry leaders from sector associations, DMOs, and businesses. Podcasts are available via TIABC’s website, the Spotify channel, or wherever you access your podcasts.



## ONE-MINUTE MONITOR

From time-to-time, TIABC reaches out for member input through our One-Minute Monitor survey that identifies specific issues aimed at better understanding how industry may be impacted by a certain event, announcement, or government decision.

## CORPORATE & PROGRAM PARTNERS

TIABC continues to forge mutually beneficial partnerships to ensure our organization maximizes resources that are critical to supporting policy and advocacy initiatives. We are grateful to our corporate partners that include:



We also have relationships and support the efforts of several program partners including:



## INDUSTRY PRESENTATIONS

In 2024, TIABC attended several industry conferences and AGMs in person and virtually to present policy priorities and hear from members and stakeholders. These meetings included the Thompson Okanagan Tourism Association AGM and Conference, Kootenay Rockies Tourism Summit, Northern BC Tourism Summit, Canadian Council of Tourism Ministers meeting, Mountain Bike Tourism Summit, Pacific North- West Economic Region Summit, Impact Conference, BC Lodging & Campgrounds Ideas Forum, TIAC Congress, and more.

## TOURISM WEEK

For more than 10 years, National Tourism Week has encouraged all tourism partners across Canada to come together to celebrate tourism as vital to the Canadian economy and to the social and cultural fabric of communities across the nation. TIABC, together with Destination BC and the Ministry of Tourism, Arts, Culture & Sport provided BC's tourism industry with a Tourism Week Toolkit on how to participate in and/or coordinate events, media activities, key messaging and other activities to highlight BC's visitor economy.

# GOING FORWARD

TIABC remains firmly committed to lobbying and advocating on behalf of the 16,000+ businesses and 150,000+ employees that represent British Columbia's visitor economy. Working together with our sector association, DMO and stakeholder colleagues, we will focus our efforts on multiple files, including, but not limited to:



*Photo Credit: Destination BC/Stephen Shelesky*

- ▶ Adventure Tourism policy
- ▶ Affordable housing for tourism workers
- ▶ Business costs
- ▶ Emergency Management
- ▶ Land use & tenures
- ▶ Municipal & Regional District Tax
- ▶ Public disorder
- ▶ Reconciliation
- ▶ Regulation
- ▶ Sustainability
- ▶ Transportation
- ▶ Value of Tourism
- ▶ Workforce

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## TIABC POLICY ADVISORS



**Katherine MacRae**  
*Executive Director of the Commercial Bear Viewing Association*

As an accomplished professional in the tourism industry, Kathy also serves as president of the Wilderness Tourism Association, co-chairs the Adventure Tourism Coalition, and teaches at Royal Roads University. Kathy's goal is to continue advocating for change within the tourism industry. She aspires to further shape and promote responsible and sustainable tourism practices, ensuring a harmonious balance between exploration, conservation, and preserving our natural habitats.



**Peter Larose**  
*Larose Research & Strategy*

Peter has worked with senior executives at the federal, provincial, and local government levels, as well as with international organizations to identify opportunities to enhance economic development, to promote social and cultural responsibility, and to ensure environmental sustainability. Larose Research and Strategy specializes in working across political, economic, and cultural boundaries to identify areas of convergent interests and opportunities.

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**Paul Vallee**  
*Gaining Edge Consulting*



**John Wilson**  
*Wilson's Transportation*  
*Group*

An aerial photograph of a lush green forested mountain range. In the foreground, a calm lake reflects the surrounding trees. The sky is clear and blue. The overall scene is serene and natural.

# 2024 TIABC ADVOCACY REPORT CARD

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*Photo Credit: Kaiterenay Babin, Tourism Industry Association of BC, Midland Lake Lodge*