



# TIABC TOWN HALL

FEBRUARY 22, 2017

# CHAIR'S REPORT

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Jim Humphrey  
TIABC Chair

# 2016 - TIABC KEY RESULTS

- 2,000 stakeholders receiving our bi-monthly e-news
- 10,000 unique visitors to website
- 191,000 impressions of #BCTourismMatters
- TIABC membership representing over 2,700 businesses

February 2015 - 103 members

February 2016 - 128 members (24% growth over 2015)

February 2017 - 171 members (33% growth over 2016)



Butchart Sales @ButchartSales · Feb 2

2016 was a record year for tourism in #Victoria & 2017 is looking bright too! [goo.gl/xf6r5k](https://goo.gl/xf6r5k) via @TimesColonist #BCTourismMatters



**Record year for Victoria tourism, with a bright outlo...**

Victoria's tourism industry posted record numbers for 2016 and has established a base from which to expand in 2017, according to a report released Tuesday by ...

[timescolonist.com](http://timescolonist.com)

# TIABC KEY ACTIONS



- 25 government meetings to address policy issues
- 10 tourism policy files



# 16 SECTOR ASSOCIATIONS



WINES OF  
BRITISH COLUMBIA



# 46 DMOS

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Cariboo Chilcotin Tourism  
Kootenay Rockies Tourism  
Northern BC Tourism  
Tourism Vancouver Island  
Thompson Okanagan Tourism  
City of Coquitlam  
Destination Osoyoos  
Nanaimo Hospitality Association  
Nelson Kootenay Lake Tourism  
Nisga'a Nation  
Oliver Tourism Association  
Shuswap Tourism  
Tourism Abbotsford  
Tourism Big White  
Tourism Burnaby  
Tourism Campbell River

Tourism Chilliwack  
Tourism Cowichan  
Tourism Dawson Creek  
Tourism Fernie  
Tourism Fort St. John  
Tourism Golden  
Tourism Harrison Hot Springs  
Tourism Kamloops  
Tourism Kelowna  
Tourism Langley  
Tourism New Westminster  
Tourism Parksville Qualicum Beach  
Tourism Prince George  
Tourism Prince Rupert  
Tourism Revelstoke  
Tourism Richmond

Tourism Rossland  
Tourism Smithers  
Tourism Squamish  
Tourism Sun Peaks  
Tourism Surrey  
Tourism Tofino  
Tourism Ucluelet  
Tourism Vancouver  
Tourism Vernon  
Tourism Victoria  
Tourism Whistler  
Tourism Williams Lake  
Travel Penticton  
Vancouver's North Shore Tourism

# 109 BUSINESSES

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[www.tiabc.ca/join-tiabc/member-directory](http://www.tiabc.ca/join-tiabc/member-directory)



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#BCTourismMatters

[WWW.TIABC.CA](http://WWW.TIABC.CA)