



TIABC TOWN HALL

FEBRUARY 22, 2017

CHAIR'S REPORT

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 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

TIABC KEY ACTIONS



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



16 SECTOR ASSOCIATIONS



BRITISH COLUMBIA | CANADA



WINES OF
BRITISH COLUMBIA



MOUNTAIN
BIKING BC



OLIVER OSOYOOS
WINE COUNTRY



ALLIED GOLF ASSOCIATION
BRITISH COLUMBIA



46 DMOS

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

www.tiabc.ca/join-tiabc/member-directory



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#BCTourismMatters

WWW.TIABC.CA

