

# Hospitality & Tourism Industry Update

April 2021

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The webinar will begin shortly



BRITISH COLUMBIA  
HOTEL ASSOCIATION





# INTEGRAL

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## SERVICES GROUP

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*A premier facilities maintenance services company.*

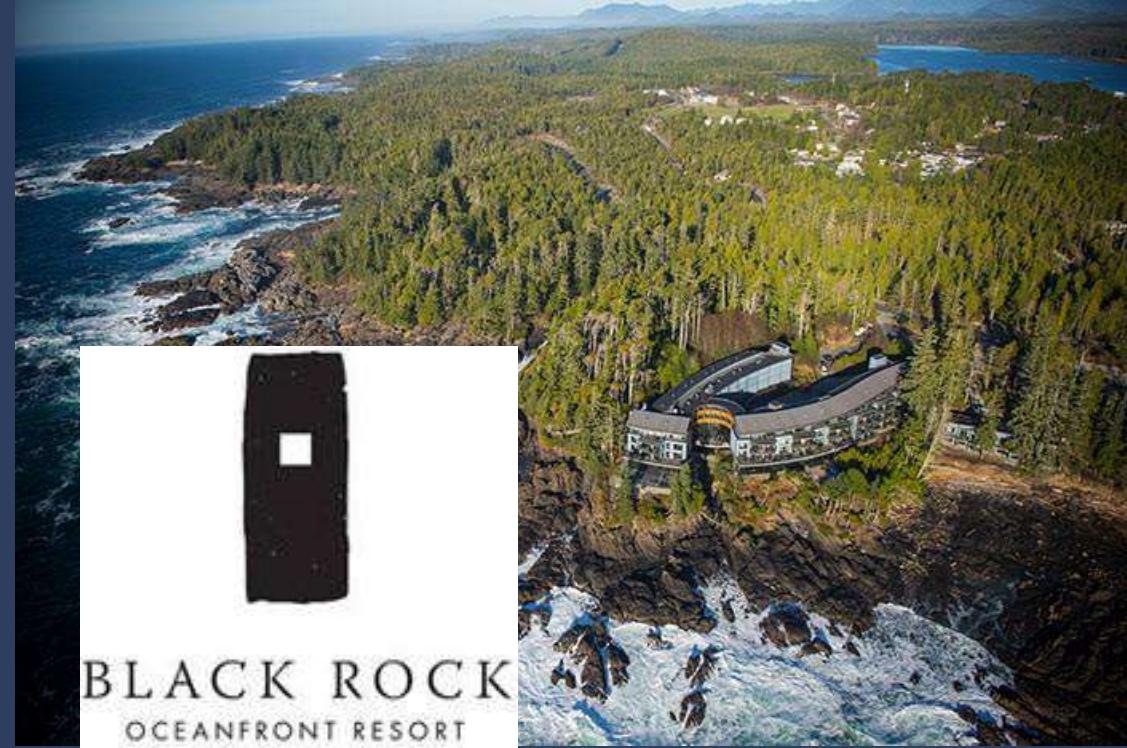
*Provides specialized programs for various industries focused on surface protection, building maintenance, custodial/caretaking services, outsourced staffing, janitorial supplies and best in class cleaning services.*

We would acknowledge and thank our  
growing membership and your support  
over the last year!  
Welcome to our newest members



We would acknowledge and thank our  
growing membership and your support  
over the last year!

Welcome to our newest members



**“Our businesses were the first hit by the pandemic, the hardest hit by closures, and will be the last to recover. With extended support, we can thrive and survive. Without it, Canada’s tourism, culture and hospitality industries will be devastated for a generation.”**



Ingrid Jarrett - President & CEO, BCHA



Walt Judas – CEO, TIABC

# Tell Us Your Story



## Tell Us Your Story - Deadline Extended

A growing coalition of tourism and hospitality businesses and sectors from around the province is adding its voice to a BC version of the "Hardest Hit" campaign to compel federal and provincial governments to work with our sector on a restart plan that includes the lifting of travel restrictions for immunized people and for those that have tested negative for the COVID-19 virus.

As part of our advocacy efforts, we're aiming to collect information in the form of stories from businesses like yours to inform government on the extent of the impact that travel restrictions have had on the visitor economy since the start of the pandemic.

We encourage you to write your story using the format (template) below to a maximum of two pages. Be as candid as you feel comfortable. By telling your story, you give us permission to share the information with government. We may also call on you to tell your story through social and/or traditional media channels, as well as via industry communiques.

Please send your (maximum 2-page) summary to [info@tiabc.ca](mailto:info@tiabc.ca).

**Background:** Business name; location/s in BC; date established; ownership structure; # of full and/or part-time employees.

**Primary Customers:** Where your customers are from; demographics; who your booking partners are; what primary marketing channels you use.

**Revenue Base:** State pre and post-COVID revenues (actual or range & % drop); how much longer you can afford to remain in operation; support programs you've applied for and either received or been rejected (state reasons for rejection).

**Tourism Supply Chain:** List other tourism businesses or other sectors that you work with and how your business supports these enterprises.

**Government Decisions:** State how federal and/or provincial government orders, directives and measures have affected your business; provide recommendations on what government can do differently or better to lessen the impact on your business.

**Community Contribution:** Illustrate why your business is a key part of your community and how travel restrictions have impacted you, your employees, your business in general, as well as the community you call home.

**Personal Implications:** Illustrate the ways the pandemic has affected you personally, professionally, mentally, physically, emotionally or spiritually.

Read the submissions on our website: [www.tiabc.ca/tell-us-your-story](http://www.tiabc.ca/tell-us-your-story)

# Tell Us Your Story



# Tell Us Your Story



# TIABC Priorities

	TIABC LEAD	SUPPORT ROLE	OBSERVER ROLE	SECTOR LEAD	2021 ACTIVITIES and OUTCOMES	CURRENT STATUS
UNDRIP	✓					On hold
PRODUCT DEVELOPMENT & INVESTMENT			✓	DBC, BCRTS		On hold
CLIMATE CHANGE & PIPELINES		✓		WTA		On hold
PARKS						
BC FERRIES	✓					On hold
MRDT	✓					On hold
MARINE TOURISM		✓		BC Chamber		On hold
TRANSPORTATION	✓			BCTA		On hold
EMERGENCY MANAGEMENT	✓			TEMC		On hold
OTA'S		✓		BCHA		Ongoing
ADVENTURE TOURISM		✓		ATC		Ongoing
COVID-19 RELIEF & RECOVERY	✓					Ongoing

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# TIABC Priorities

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Provincial orders

Travel and gathering restrictions; border mobility

Solvency (liquidity)

Relief program eligibility and uptake

Consumer confidence

Refunds

## B.C. tourism sector seeks \$680m stimulus package from province

By Darron Kloster, Times Colonist | July 21, 2020, 12:46pm



Before the pandemic, tourists pack Victoria's Inner Harbour | Photo: Bruce Stambaum, Times Colonist

# Travel Restrictions

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[Travel](#) / [Small Business](#) / [News](#) / [Local Travel](#) / [Local News](#) / [Local Business](#) / [International Travel](#) / [Health](#) / [Business](#)

## B.C. tourism sector hunkers down as out-of-region visitors told to stay away

*Hotels and entire regions implore people to limit leisure travel so the summer tourism season can be salvaged*

Susan Lazaruk  
Apr 23, 2021 • 21 hours ago • 2 minute read •  13 Comments



LOCAL

## B.C. Ferries refusing tickets for non-essential travel between health regions

Carla Wilson / Times Colonist

An order against non-essential travel between health regions is now in effect on a number of B.C. Ferries routes, and the corporation says security staff will be on hand to ...



# Context - Travel Restrictions



**Brenda Baptist – ITBC**  
**Richard Porges – DBC**  
**Ingrid Jarrett – BCHA**  
**Walt Judas – TIABC**



# Sector Associations & DMO Leaders Recommendations

15

Clearly define the meaning of “local”. For example, non-essential travel will be limited to a 25km radius from one’s residence, or *you must stay in your local community, do not leave your community, support local businesses only*

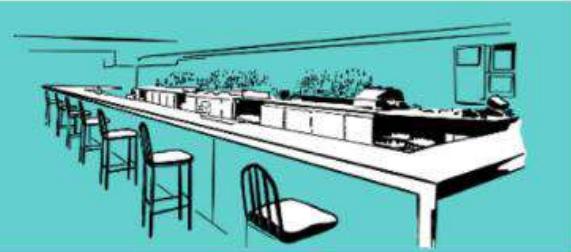
Clearly define what constitutes *essential* travel and *non-essential* travel



# Sector Associations & DMO Leaders Recommendations

16

## Circuit Breaker Business Relief Grant



Government must implement easy to access financial relief, similar to the *Circuit Breaker* package offered recently to pubs, bars, restaurants and others affected by the March order

# Sector Associations & DMO Leaders Recommendations

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Messaging clearly stating the health needs with clear expectations of BC residents, and provide a benchmarked timeline for the lifting of restrictions

Sufficient resources for provincial, regional and local authorities to enforce the new Order (responsibility cannot be placed on tourism businesses)



# Sector Associations & DMO Leaders Recommendations

18

Institute orders for BC Ferries, and BC Parks, Airbnb's/VRBO/private rentals to end leisure travel (ensure compliance and/or enforcement) and only accept local residents. Enlist the help of municipalities for communication and enforcement

Municipalities need to monitor recreation sites/parks, beaches, trails etc. and enforce current orders (move beyond "education")



# Sector Associations & DMO Leaders Recommendations

19

Create a Reopening Plan, based on BC's original Restart Plan (phases from 2020), using clear benchmarks that industry and the public can understand and work towards, and include these details in the announcement of the Order

Sufficient resources must be provided on a recovery campaign when it is time to travel again

Actions must be taken to address the other causes of infection spread (social gatherings, malls, gyms, workplaces etc.)

Commitment from Province, specifically Premier Horgan and Dr. Henry to actively convey "it's safe to travel again" message once Order is lifted

When measures are announced, it must be made clear that BC's tourism industry is not the cause. Clearly and frequently state everything that BC's tourism industry has done during the pandemic to keep people safe



FILE – A B.C. Ferry is seen arriving at Horseshoe Bay near West Vancouver on March 16, 2020. THE CANADIAN PRESS/Jonathan Hayward

**'Can't afford to lose another summer': B.C. tourism group supports COVID travel rules**

Details of new measures expected to be released Friday

# Tourism Sector Roundtable



## Tourism Sector Officials

**Corinne Underwood, Chair BC Motor Coach Coalition**

**Krista Bax, CEO, go2HR**

**Kathy McRae, Chair Adventure Tourism Coalition**

**Christopher Nicolson, President and CEO, Canada West Ski Association**

**Joanne Burns Millar, Chief Executive Officer, Pacific Destinations**

**Ian Tostenson, President and CEO, BC Restaurant Association**

**Joss Penny, Executive Director, BC RV and Camping Association**

**Ingrid Jarrett, President and CEO, BC Hotel Association**

**Michelle Collens, City of Vancouver, MTEC Chair**

**Walt Judas, CEO, Tourism Association of BC**

**Nancy Small, Chair, BC Destination Marketing Organization Association**

**Paul Nursey, President and CEO, Destination Greater Victoria**

**Royce Chwin, President and CEO, Tourism Vancouver**

**Barrett Fisher, President and CEO, Tourism Whistler**

**Brenda Baptiste, Chair Indigenous Tourism BC**

**Tamara Vrooman, President and CEO, Vancouver Airport Authority**

**Ian Robertson, CEO, Greater Victoria Harbour Authority**

**Gavin McGarrigle, Western Regional Director, UNIFOR**

**Stephanie Smith, President, BCGEU**

**Richard Porges A/CEO, Destination BC**

**Ken Cretney, CEO, PavCo**

# Statements from Dr. Bonnie Henry

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*I know tourism has been impacted disproportionately relative to other sectors.*

*If it makes it easier, I am willing to put in an order.*



*The restrictions are not forever. The next five weeks are critical. We need to get more people protected and hopefully salvage our summer.*

*We don't want to see people from other provinces, but we are still looking to see how we can support tourism*

# Travel Restrictions – Ministerial Order M172

## Prohibition on travel into or out of health authority region

- 1) A person must not travel into or out of any of the following except for an essential purpose: (a) the Fraser-Vancouver Coastal Health Authority region; (b) the Northern-Interior Health Authority region; ( c) the Vancouver Island Health Authority region.
- (2) Subsection (1) does not apply to travel into or out of the Province.

# Resident Sentiments

23

17% of BC residents would welcome visitors from other parts of Canada

5% of BC residents would welcome visitors from the United States; 7% from international countries.



68% of BCers are concerned about welcoming visitors from other parts of the province.

54% of BCers said are concerned about welcoming visitors travelling to their community from nearby communities

Source: Destination Canada

# Resident Sentiment

24

34% of BC residents stated they would feel happy to have their community advertised to other parts of the province, compared to 29% who would not



36% of BC residents would be happy to have their community advertised as a destination to visit, to nearby communities

Source: Destination BC – week of April

# 2021 Provincial Budget

25

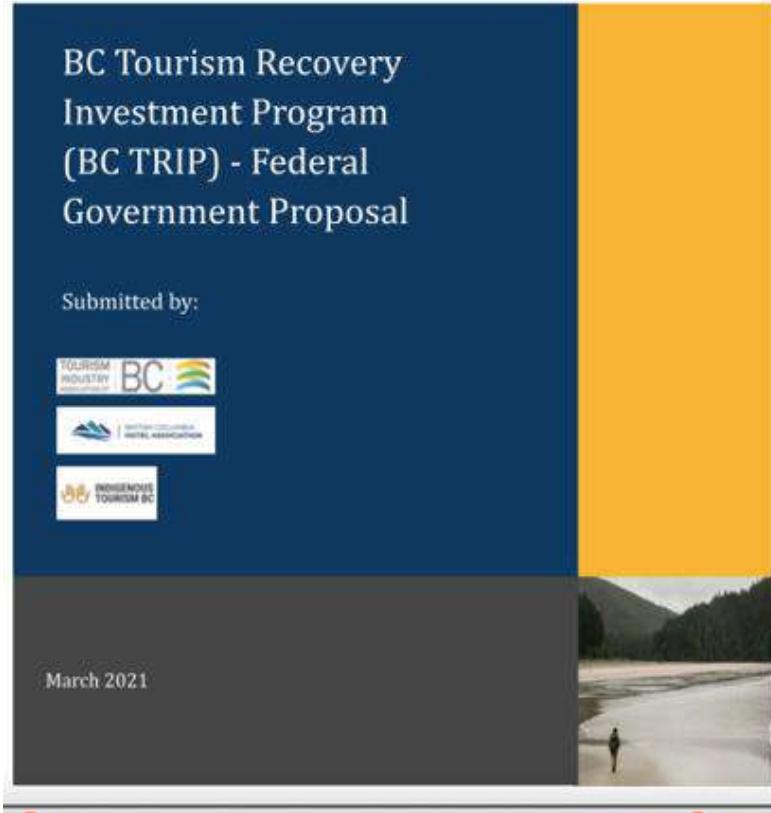
Further measures needed for tourism & hospitality businesses

Pandemic and recovery contingencies of \$3.25 billion in 2021/22; **1.1 billion unallocated**



# Liquidity – BC TRIP

26



Focussed on large operators

Working capital grants

Government-secured loans

Survey – 50 responses

# Liquidity – Other Measures

27

Reduction, deferral or suspension of:

- Crown fees
- Lease payments
- Utility payments
- Employer Health Tax
- Property tax



# BC Meetings & Events Restart

28



36.9% of American business travellers say they currently have plans to attend a conference/convention/group meeting this year.

More than two thirds of Canadians think that stadiums, venues, theatres, and gyms should be closed

54.4% of business travellers say they would be happy if their employer asked them to attend an in-person conference, convention or group meeting in the next six months, nearly double what was recorded August 2020 (29.5%).

Source: Destination Analysts

# BC Meetings & Events Restart

29

- April/Early May: No in-person fans
- Late May: 15% of fixed seating capacity to a Maximum of 100 people outdoors
- Late June: 50% of fixed seating capacity to a Maximum of 500 people outdoors and 15% of fixed seating capacity to a Maximum of 100 people indoors
- Late July: Removal of capacity restrictions



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Edmonton, Alberta T5J 2N3  
Canada



# Labour Market Information Research Project

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To determine T&H short & long-term work force needs regionally & province-wide

Engage industry to define LMI data needs, definition of workforce, regions

Launch employment tracker

Assess impact of COVID-19

Project labour needs for next 5 years

Recommendations to respond to employer needs



# Sector Engagement

## Purpose:

- How should the tourism & hospitality **industry** and associated **workforce be defined** (e.g. what sectors or NAICS codes should be included)?
- How should the **regions** within BC be defined?
- What **key issues** to be addressed in the research? What labour market information would be most useful to the industry overall and to employers as we navigate our way to a new normal?

# Sector Engagement Activities

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REGION	DATE	ATTENDEES
Thompson Okanagan	March 15	4
Vancouver Coast & Mountains	March 16	22
Vancouver Island	March 17	19
Kootenay Rockies	March 18	6
Northern BC	March 22	4
Cariboo Chilcotin Coast	March 25	5
BC	March 29	7
TOTAL	7	67

# Refunds

33

B.C.'s consumer protection laws entitle eligible consumers to obtain a refund of the money they paid.

If travel plans were cancelled by the business, consumers who booked online or over the phone have the right to cancel their contract and request a refund for the services they never received.

If consumers made their online purchase by credit card, they are entitled to a refund in the same way that they paid. It is their choice whether to accept a voucher or credit.

If credit card providers and travel providers conducting business in B.C. choose to ignore these laws, both may be subject to enforcement – we can legally issue financial penalties and order them to refund impacted consumers

Consumer Protection BC is prepared to enforce B.C.'s laws and take action to bring businesses into compliance and help get consumers their money back.



# Refunds

Extend the date of refund from time of cancellation

Enable the supplier to offer a voucher or credit for up to two years post original travel date before a full refund is due

Suspending enforcement of the legislation for a minimum of two years post-recovery

Suspending enforcement of any related penalties for a minimum of two years post-recovery



# Re-launch Tourism Plan

35

Develop clear and specific milestones for the coming months, outlining the conditions so communities and business operators have clear and transparent indicators to help with planning.



# Rapid Testing

36

YVR – WestJet  
pilot

600 passengers, 0  
positive

Province  
considering  
antigen RT for  
workplaces

Free tests &  
trained people  
to do swabs

YVR advocating  
for day 2 & 8  
tests to reduce  
quarantine



# Proof of Vaccination

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Digital vaccination cards likely to be developed by private sector

Japan, China, Denmark issuing cards for citizens

Countries may require proof of vaccination before opening borders

TIAC, TIABC, HAC, BCHA advocating to federal government re: border re-opening criteria



# We're All Tourists

38

Insights West survey:

96% of BC residents miss visiting friends, while 90% miss visiting family

89% miss eating in restaurants



87% miss travelling in Canada

78% miss travelling outside of Canada

72% miss going to concerts, theatres or other performances

# BCHA Topics

39



BC State of Accommodation Industry

Federal Advocacy Priorities

Insurance Update

BC Budget highlights

Travel Restriction Order details & key messages

Circuit Breaker Relief for Accommodations

Insurance

B SAFE

# British Columbia's Hotel Sector Provincial Industry Profile February & March 2021

40

Hotels that  
do not qualify for  
small medium sized  
business grant

**47%**

Accommodators  
operating at  
reduced capacity

**75%**

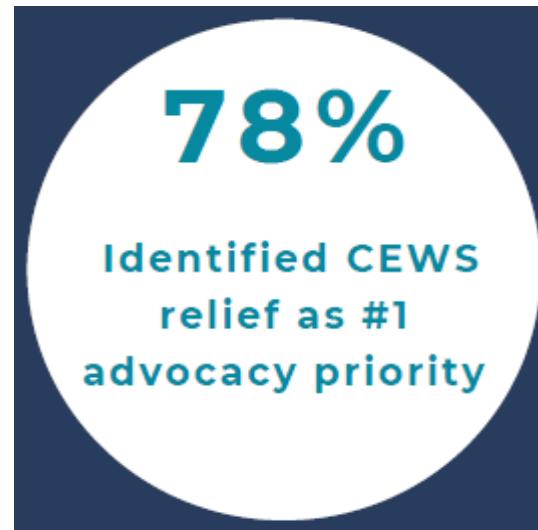


Forecasted occupancy  
January - Sept. 2021:

**38%**

# British Columbia's Hotel Sector Provincial Industry Profile February & March 2021

41



**40%**

Indicated that without access to immediate government-supported financing, they will be forced to **PERMANENTLY CLOSE**

# Federal

## BUDGET 2021

A N A L Y S I S

### TOURISM SUPPORT

#### \$1.5 Billion

##### TOURISM RELIEF FUND:

- \$500M to support local tourism businesses to adapt to public health measures and other investments to recover from the pandemic

##### REVITALIZING TOURISM:

- \$100M for Destination Canada to market domestic tourism
- \$200M to support festivals
- \$200M to support community events
- \$300M to establish a Recovery fund for Heritage, Arts, Culture, Heritage and Sport Sectors
- \$49.6 Million to support performing arts and community events
- \$70 Million to support musicians and music venues



### RE-OPENING TRAVEL

#### SAFE AIR TRAVEL \$465.6 Million

- \$82.5 million to support airport investments in COVID-19 testing
- 105.3 million to advance to test technologies to facilitate touchless and secure air travel
- \$6.7 million to acquire and operate sanitization equipment
- \$271.1 million to enhanced screening services



### SUPPORTING BUSINESSES

#### \$1.4 Billion+

- Reducing Credit Card transaction fees
- Enhance the Canada Small Business Financing Program
- CEBA application deadline extended
- Capital Cost Allowance for Canadian-controlled private corporations.



### #FAIRRULES

#### DIGITAL TAX ON SHORT TERM RENTALS

#### \$3.5 Billion in Gov. Revenue

- New 3% Digital Services Tax on revenue from digital services
- GST/HST on all suppliers of short-term accommodation in Canada



### LABOUR

#### \$57.6 Million +

- Amend the *Immigration and Refugee Protection Act*
- Select candidates that meet Canada's labour market needs from *Express Entry* system
- \$57.6M to support TFW while they quarantine
- Time limited pathways to permanent residency for foreign nationals in essential occupations already in Canada.



### JOB CREATION

#### FIXED COSTS (CERS) \$2 Billion

- CERS extended to Sept. 25
- Reduced rates starting in July
- Possibility to extend to Nov.

#### WAGE SUBSIDY (CEWS)

#### \$10 Billion

- CEWS extended to Sept. 25
- Reduced rates starting in July
- Possibility to extend to Nov.

OR

#### REHIRING PROGRAM \$595 Million

- New program
- Up to 50% of eligible employees' remuneration from June 6 to Nov. 20



# 2021 BC Budget Highlights

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The Province's 2021 budget included the following allocations related to the tourism and hospitality industry:

\$195 million to continue the Small & Medium-sized Business Recovery Grant Program

\$100 million to support tourism recovery including help for major anchor attractions

\$20 million for community destination development grants to help with new tourism infrastructure like trails and airport improvements

\$83 million (over 3 years) in operating and capital funding for BC Parks to expand and improve trails and backcountry infrastructure, add new campsites, purchase new land to expand parks, improve the Discover Camping reservation system, and support existing park infrastructure

\$6 million in capital improvement grants for the Arts Infrastructure Program

# Tourism Ministry call to help and support the spread of COVID-19

44

TIABC, BCHA, ITBC and DBC worked hand in hand with government from Friday April 16 until the Order was announced on the workability and the role that the Tourism and Hospitality Industry could play to support limiting the spread of COVID-19.

First recommendation was complete shut down

Order issued on Friday April 23<sup>rd</sup> – Tool Kit for industry disseminated. Joint statement issued. Travel Restriction issued.



# Travel Restriction Toolkit key messages

45

As the number of people with COVID-19 in B.C. continues to rise, we are asking British Columbians to not travel outside their local communities in order to help stop the further spread of the virus”

While the tourism and hospitality sector has done an amazing job implementing rigorous health and safety plans to keep their staff and visitors safe, COVID-19 takes every opportunity to spread. Unnecessary travel is too risky right now”

# Travel Restriction Toolkit key messages

46

“We are at a pivotal moment in our province, and we must act now to protect the health care system. We must stay local now so we can get back travelling across our beautiful province and once again welcoming visitors.”

“Let’s support local businesses today by ordering take out, eating with our immediate household on a patio, picking up a coffee and enjoying it at a local park, visiting a local attraction or booking a ‘staycation’ at a local hotel. Now is not the time to travel for leisure and risk spreading COVID-19.”

“The many people and businesses in the tourism and hospitality industry in B.C. need each of us to follow the rules without exception. Their livelihood depends on us all doing our part now so some travel can safely resume this summer and set these businesses on the road to recovery.”

# New Travel Restriction Order

47

An order restricting non-essential travel between certain regions of the province is in place until May 25 at midnight.

This includes travel for:

- Vacations, weekend getaways and tourism activities
- Visiting family or friends for social reasons
- Recreation activities



# New Travel Restriction Order

48

The order combines B.C.'s five health authorities into three regions of the province. Travel into and out of the regions for non-essential reasons is not allowed and is now prohibited by law. The regions are:

**Lower Mainland and Fraser Valley (Fraser Health and Vancouver Coastal Health)**

**Northern/Interior (Northern Health and Interior Health, including Bella Coola Valley, the Central Coast and Hope)**

Residents from the Hope area can travel to Chilliwack for essential goods and supplies

Residents from the Bella Coola Valley and Central Coast area can travel to Port Hardy for essential goods and supplies

**Vancouver Island (Vancouver Island Health)**



# Excerpts – Joint Statement with Minister

## April 23-May 25 Travel Restrictions

- “As the number of people with COVID-19 in B.C. continues to rise, we are asking British Columbians to not travel outside their local communities in order to help stop further spread of the virus.”
- “While the tourism and hospitality sector has done an amazing job implementing rigorous health and safety plans to keep their staff and visitors safe, COVID-19 takes every opportunity to spread. Unnecessary travel is too risky right now.”
- “The many people and businesses in the tourism and hospitality industry in B.C. need each of us to follow the rules without exception. Their livelihood depends on us all doing our part now so some travel can safely resume this summer and set these businesses on the road to recovery.”
- “Let’s support local businesses today by ordering take out, eating with our immediate household on a patio, picking up a coffee and enjoying it at a local park, visiting a local attraction or booking a ‘staycation’ at a local hotel. Now is not the time to travel for leisure and risk spreading COVID-19.”
- “We are at a pivotal moment in our province and we must act now to protect the health care system. We must stay local now so we can get back travelling across our beautiful province and once again welcoming visitors.”

# Industry Tool Kit

50



Read the Toolkit at [bcha.com](http://bcha.com)



# Recommended Actions for Operators 2

## April 23-May 25 Travel Restrictions

51

- Businesses are not expected to enforce restrictions, they have a key role in informing the travelling public and making people aware, especially before they make their reservations.
- Pause any paid travel marketing.
- Encourage local residents to support local businesses or explore their own community, safely. If you want, you can refer them to Destination BC's local guides at [www.hellobc.com/whats-open-in-bc](http://www.hellobc.com/whats-open-in-bc) and [www.hellobc.com/bc-support-local-dining-guides](http://www.hellobc.com/bc-support-local-dining-guides).

# Recommended Actions for Operators 2

## April 23-May 25 Travel Restrictions

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- Help spread the message through your social media using #WeAreAllConnected;
- #StayLocalSupportLocal #BCTourismCounts; #SaveOurSummer.
- You can use the key messages, the joint statement excerpts, links the joint statement ([www.news.gov.bc.ca/24289](http://www.news.gov.bc.ca/24289)) and travel orders ([www.gov.bc.ca/covidtravel](http://www.gov.bc.ca/covidtravel)).
- Feel free to use DBC's social media graphics at [www.dropbox.com/sh/xqbygsdz92joga/AACCqbgJzfvpxdQk0\\_32IW3pa?dl=0](http://www.dropbox.com/sh/xqbygsdz92joga/AACCqbgJzfvpxdQk0_32IW3pa?dl=0)
- Update any *Know Before You Go* content on your website to reflect the latest restrictions. That information is at [www.hellobc.com/know-before-you-go](http://www.hellobc.com/know-before-you-go) or on the government website at [www.gov.bc.ca/covidtravel](http://www.gov.bc.ca/covidtravel).
- Have a map of the regional zones and a list of essential travel reasons available at check-in. You can find them here [www.gov.bc.ca/covidtravel](http://www.gov.bc.ca/covidtravel).

# Questions and Answers – non-essential travel restrictions

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## How will the order be enforced?

- Enforcement is the responsibility of the provincial government.
- There will be random police road checks, similar to impaired driving checks, to identify non-compliant travellers.
- While random road checks could be anywhere, they are most likely on highways leading in and out of regional zones, and at ferry terminals. Law enforcement officials will ask drivers where they are coming from, their destination, and why they are travelling

# Questions and Answers – non-essential travel restrictions

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## What should I say if I'm asked by someone if their plans or activities are allowed?

- Saying yes is at the heart of everything we do in the tourism sector – which makes these orders so difficult for us.
- While it is the responsibility of tourism operators to educate and share the content of the emergency program orders, it is not our responsibility to interpret or enforce the orders or assess someone's travel plans.
- Anyone seeking clarification of what is or is not allowed should be directed to the orders, which are online at [www.gov.bc.ca/covidtravel](http://www.gov.bc.ca/covidtravel).

# Questions and Answers – non-essential travel restrictions

55

## What is considered essential travel?

- The public safety order restricting travel lists a number of exceptions to travel restrictions, which includes:
  - moving to a different principal residence or assisting a person to move for that purpose,
  - carrying out a work-related purpose, including volunteer work,
  - commercially transporting goods,
  - receiving health care services or social services or assisting someone to receive those services,
  - exercising child-custody rights or spending parenting time with a minor child,
  - attending a funeral service

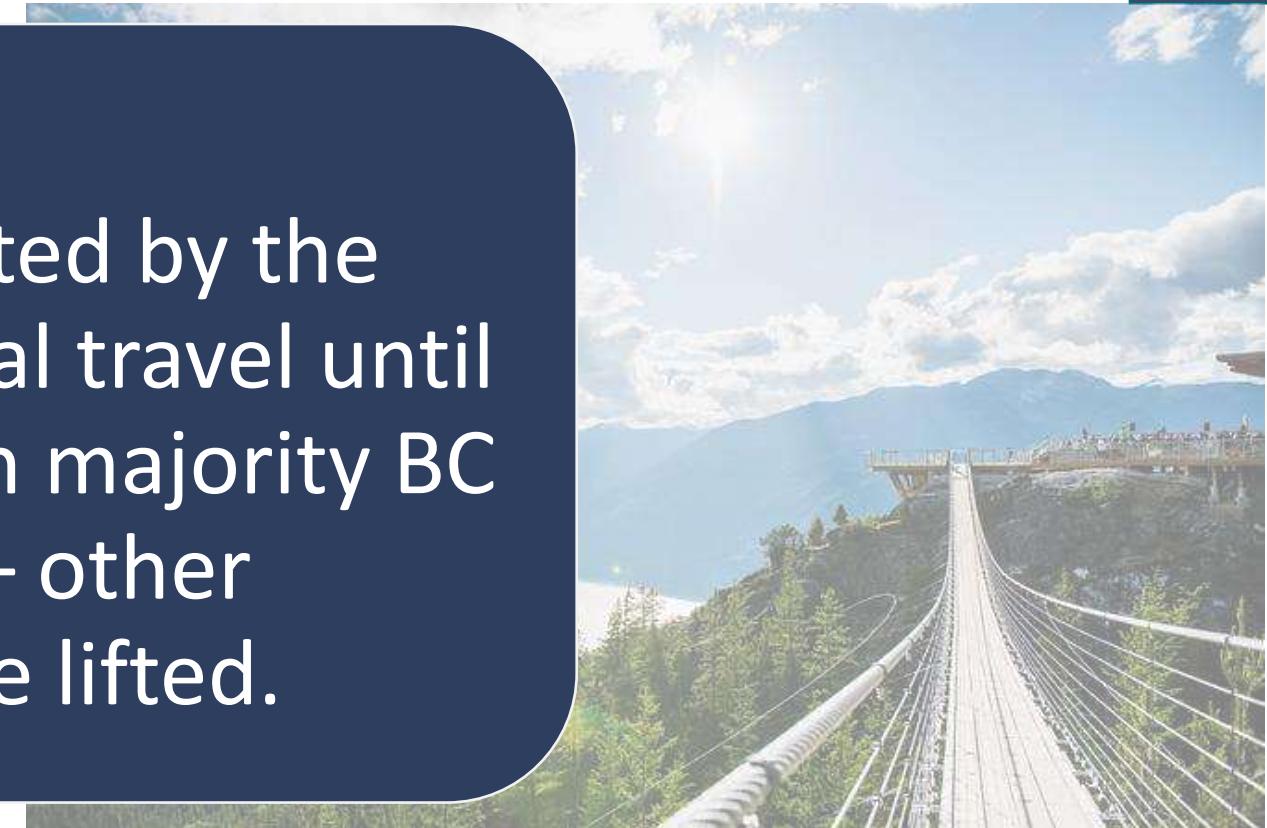
The full list of exceptions to travel restrictions can be found at [www.gov.bc.ca/covidtravel](http://www.gov.bc.ca/covidtravel).

# Circuit Breaker Accommodation Announcement

## April 26, 2021

56

\$25 million allocated to the accommodation sector affected by the Order to restrict non-essential travel until May 25, 2021 – restriction on majority BC ownership remains in place – other restrictions for SME Grant are lifted.



# Insurance Update

57

Insurance Strategic Session  
with Canadian Hotel and  
Lodging Assoc.

Identified the changes since  
the Hotel program was  
developed

Survey responses for  
accommodation sector

Evaluating federal policy with  
Canadian Insurance Agency

Potential to rejig the program  
to ensure access and mitigate  
increases in the hard market

HIP insurance program  
increasingly successful, hotel  
program is the challenge due  
to increased claims

# Our Partners go2HR

58

Task force  
recommendation  
B SAFE

Support  
Consumer  
Confidence

Training our  
Teams

Recovery

Labour Resiliency



# BSAFE: SAFETY CERTIFICATE

59

**BSAFE: BC Safety  
Assured For Everyone**

New online COVID-19  
safety course (90  
mins)

Direct result of  
Tourism Task Force  
Recommendation #4

Developed with  
industry support and  
go2HR expertise

Important first step in  
rebuilding the  
confidence in the  
safety of tourism and  
hospitality

For employer  
and workers



# BSAFE: SAFETY CERTIFICATE



60

Course subjects include:

Understanding the **public health orders**, WorkSafeBC guidance and industry best practices

Identifying **COVID-19** risks, hazards, and safety procedures

Locating and understanding COVID-19 **health and safety** documentation

Complying with **privacy requirements** in collecting guest information for contact tracing

Understanding the importance of **effective and consistent communication** among the workforce, guests and community

Addressing and **deescalating conflict** in the workplace regarding COVID-19 measures, between both colleagues and/or clients



# BSAFE: SAFETY CERTIFICATE

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Preregistration for  
EMPLOYERS is open NOW

Mid-  
May  
2021

Sign up  
today at  
go2HR  
website

Help spread the word

Watch for media launch during  
National Travel and Tourism  
Week May 23-30, 2021



# Q&A

Open Forum – Please submit questions via the chat function

# Thank you

If you have any follow up questions or inquiries, please contact:

Ingrid Jarrett, BCHA President & CEO – [Ingrid.Jarrett@bcha.com](mailto:Ingrid.Jarrett@bcha.com)

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

Walt Judas, TIABC CEO – [wjudas@tiabc.ca](mailto:wjudas@tiabc.ca)

[778-953-0620](tel:778-953-0620)

[Tiabc.ca](http://Tiabc.ca)



BRITISH COLUMBIA  
HOTEL ASSOCIATION





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