



Ministry of Tourism, Arts & Culture

CCCTA 2018 Rural Tourism Symposium

TOURISM BRANCH:
BRINGING THE TOURISM
PERSPECTIVE TO POLICY
AND DEVELOPMENT

Ministry Supports for Wildfire Recovery:



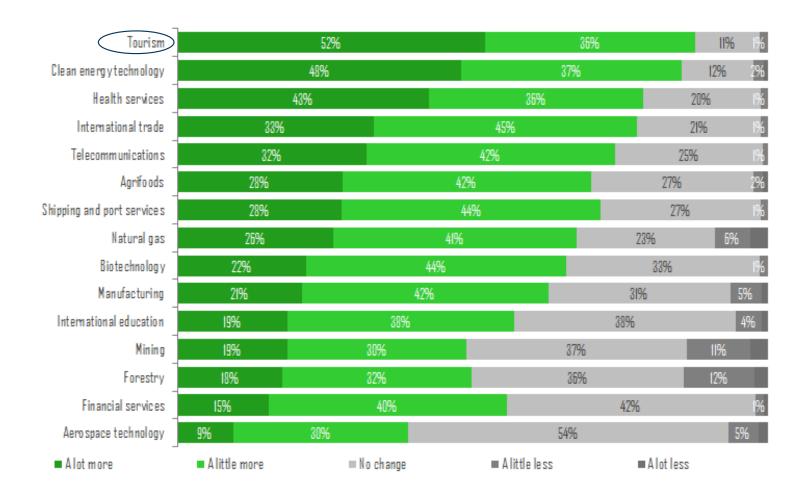
- EMBC / PREOC participation
- \$600,000 to RDMOs, plus DBC reallocated \$1M
- X-ministry working groups
- Sector support
- Work to ensure tourism needs are considered by organizations that are involved in recovery.

We advocate for the Value of Tourism.

Tourism is contributes more to annual GDP than forestry, fishing and agriculture combined, and is second only to Oil & Gas.



Facts taken from 'Value of Tourism in British Columbia: Trends from 2006 to 2016' and available through Destination BC.



Importance to BC's Economy in 5 to 10 years

For each of the following sectors, please indicate if you think they will become more important for BC's economy in the next 5-10 years or less important.



TAC and DBC Roles



- Address opportunities and policy issues affecting tourism growth
- Deliver programs that support tourism development and growth
- Work with other Ministries, levels of government and First Nations
- Ensure provincial decisions are informed by the needs of tourism
- Support the Minister as shareholder of Destination BC
- Engage with industry and communities for destination development
- Support work of the Minister's Tourism Engagement Council

Destination British Columbia ...

- Market B.C. domestically, nationally and internationally as a tourist destination
- Provide leadership and support for regional, sectoral and community tourism marketing and development
- Promoting training and development in relation to marketing and product development
- Provide support for visitor centres and services
- Conduct tourism-related market research
- Enhance public awareness of tourism and its economic value to B.C.
- Provide advice and recommendations on tourism-related matters

Stakeholders and Regulators

Tourism Agencies

Industry/Sector Voices

Key Partners

NATIONAL

Innovation, Science and Econ Dev Canada

Ministry of Small Business & Tourism

Destination Canada

Tourism Industry Association of Canada

National Sector Associations

Sector Associations, Training Groups, Research Assns, etc. **Canada Ministries of**

Innovation, Science, EcDev Service Canada Heritage Canada Indigenous & Northern Affairs Western Diversification Transport Canada

3(

PROVINCIAL

LOCAL

Ministry of Tourism
Arts &Culture

Destination BC

Tourism Industry Association of BC

rovincial Sector Associations

Indigenous Tourism BC
Cruise BC, BC Golf Assn
BC Hotels Assn, Go2
BC Lodging & Campgrounds Assn
BC Fishing Resorts & Outfitters Assn
BC Restaurant & Foodservices Assn
Canada West Ski Areas Assn... etc...

BC Ministries of

Parks Canada

Transportation, & Infrastructure
Environment, BC Parks,
Jobs, Technology and Training
Advanced Education
Forests, Lands and Natural Resources
Operations and Rural Development
Indigenous Relations & Reconciliation
Municipal Affairs & Housing
also Crown Corporations,
eg. BC Ferries, Film Commission,
RBCM, etc.

5 Regional DMOs

Vancouver Island;; Thompson-Okanagan; Cariboo Chilcotin Coast; Kootenay Rockies; Northern BC

100+ Local (city, town) DMOs
Eg. Tourism Vancouver, ShuswapTourism

Local Business

Chambers of Commerce, Business Assns Community & Activity Groups, Harbour Commissions, Educational Institutions Airport Authorities, Transit Authorities

19,170 Tourism Businesses 133,100 Employees **First Nations**

Band Councils, Tribal Councils, EcDev Organisations

Local Government

Cities, towns, villages, Regional districts, resort municipalities

Other Industries

Transportation, retail, forestry, etc.



BC Ministries and Tourism Connections

Programs

- Municipal & Regional District Tax
- Resort Municipality Initiative
- Tourism Events Program
- Crown oversight (DBC, Pavco)
- PLUS: Minister's Tourism Engagement Council

Planning

- Provincial Strategy
- Destination
 Development plans
- Sector plans (adventure, Indigenous)
- Tourism data

Policy / Issues Management

- Wildfire recovery
- Indigenous tourism supports
- Stakeholder engagement
- Sustainability
- Accessibility
- Federal-Provincial-Territorial engagement

TOURISM BRANCH – Key Initiatives 2018/19



Ministry of Tourism, BRITISH COLUMBIA Arts & Culture