



Ministry of Tourism, Arts & Culture

CCCTA 2018 Rural Tourism Symposium

**TOURISM BRANCH:
BRINGING THE TOURISM
PERSPECTIVE TO POLICY
AND DEVELOPMENT**

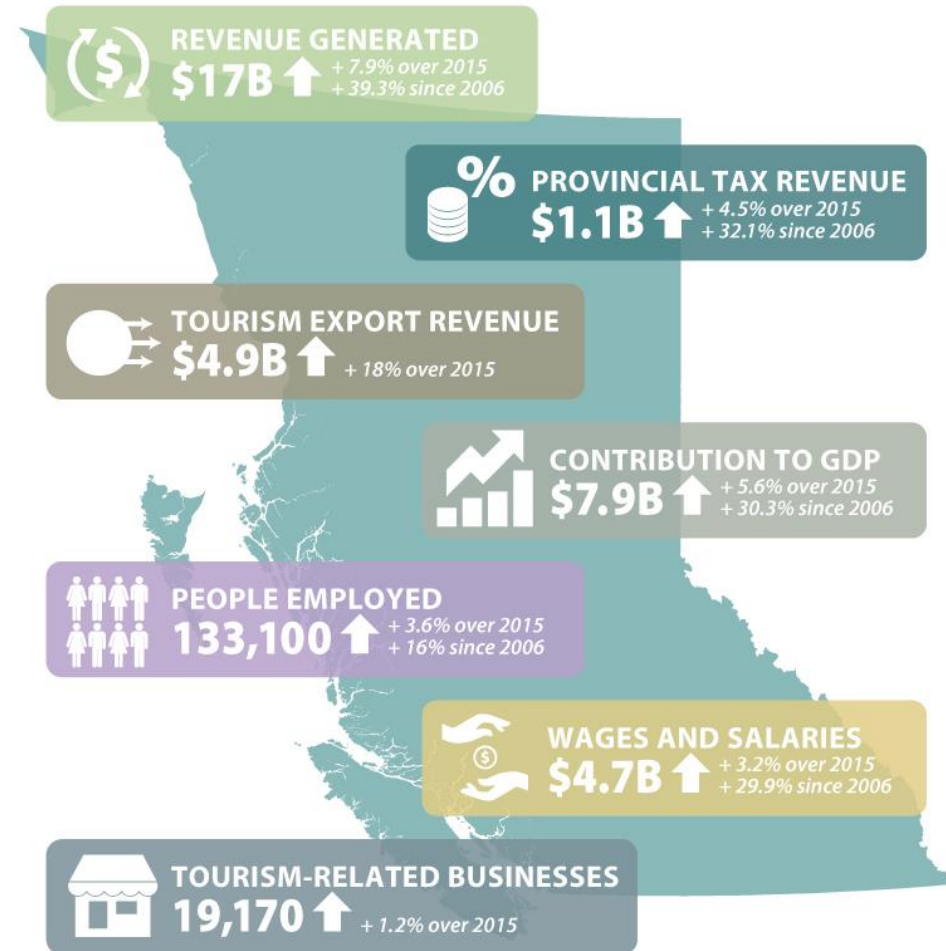
Ministry Supports for Wildfire Recovery:



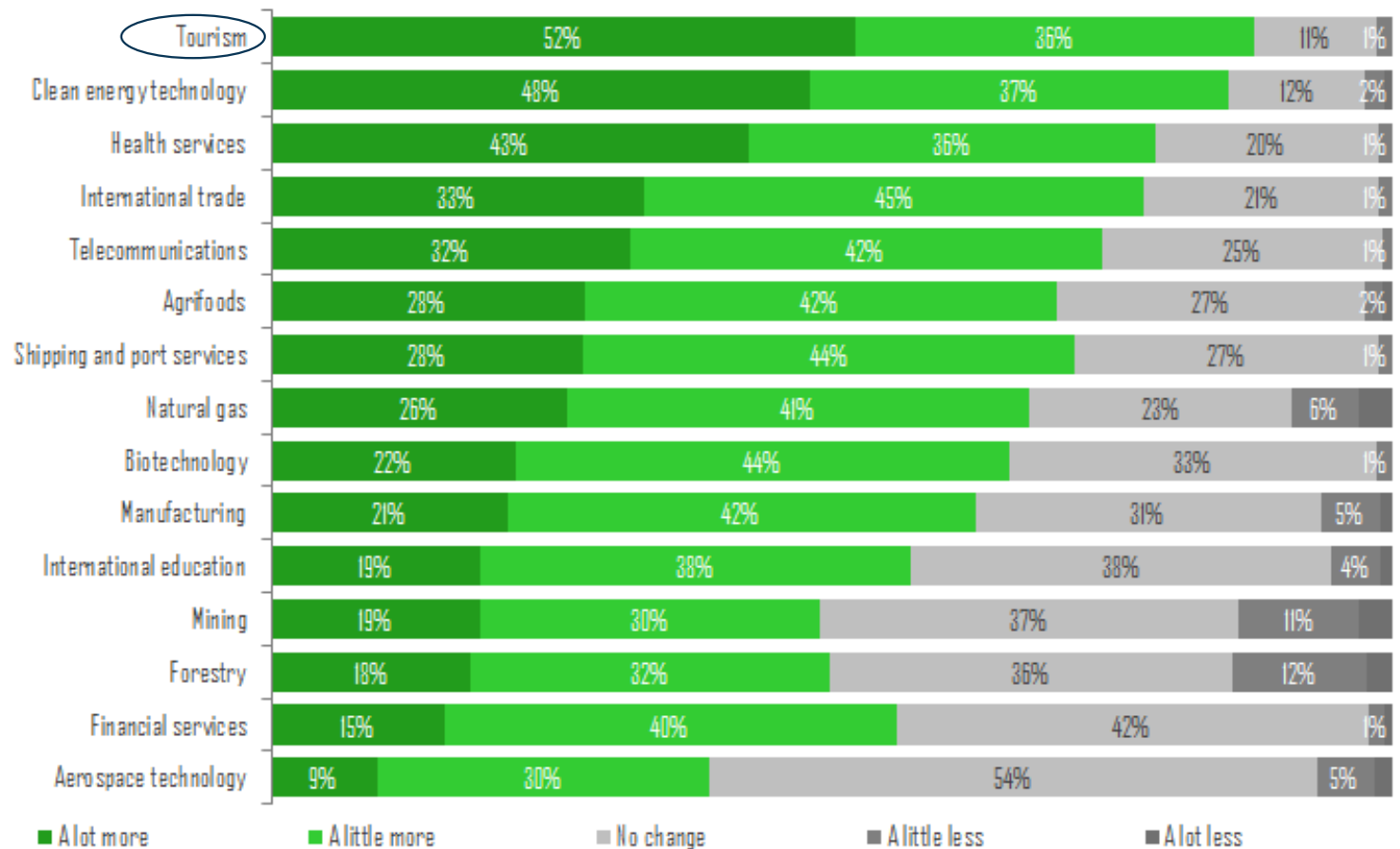
- **EMBC / PREOC participation**
- **\$600,000 to RDMOs, plus DBC reallocated \$1M**
- **X-ministry working groups**
- **Sector support**
- **Work to ensure tourism needs are considered by organizations that are involved in recovery.**

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

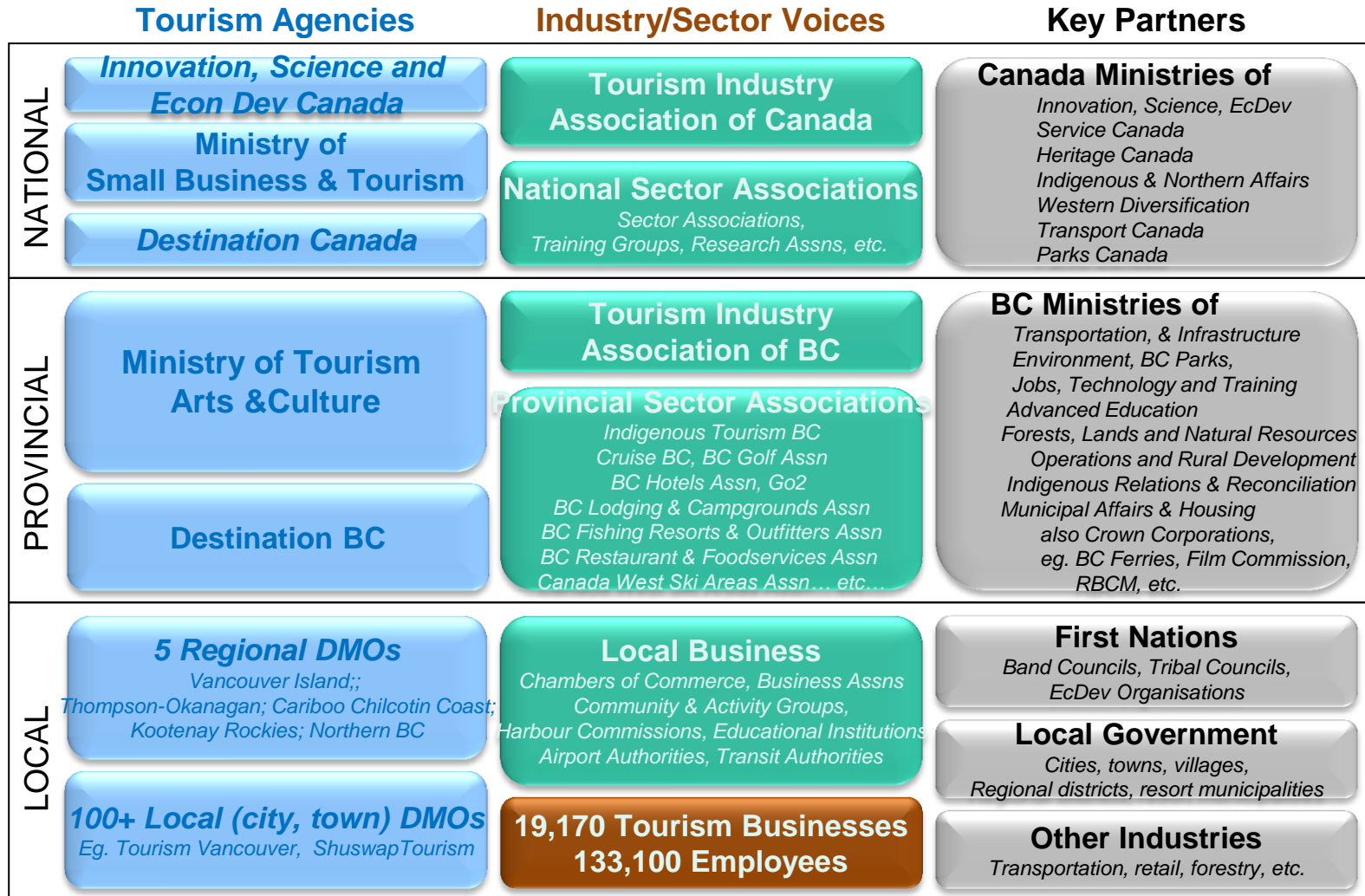


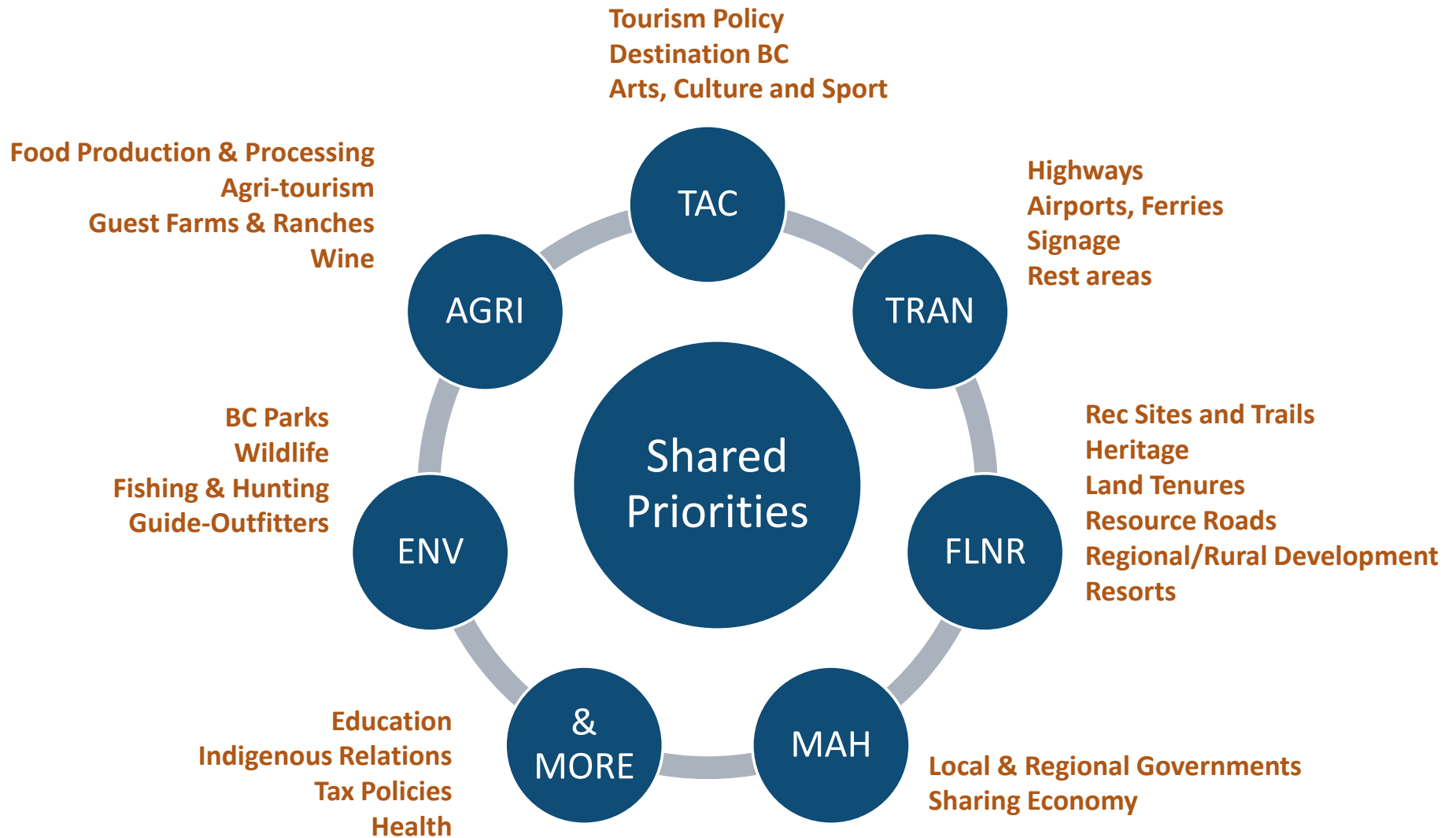
- Address opportunities and policy issues affecting tourism growth
- Deliver programs that support tourism development and growth
- Work with other Ministries, levels of government and First Nations
- Ensure provincial decisions are informed by the needs of tourism
- Support the Minister as shareholder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



- 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





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



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