

TIABC Advocacy Report Card

November 2021

The Long Road to Recovery

“New money to help tourism and hospitality is certainly most appreciated. Aside from working with government to ensure that available funds flow to tourism businesses as quickly as possible, we will continue to advocate for further relief to access the unanticipated recovery measures that the Province committed to for situations such as the impending travel ban and ongoing border closures that have left our industry in a desperate state. We recognize that many tourism businesses may not survive absent of further support, so we look forward to our dialogue with the Province in the days ahead to find additional ways to help.”

- Walt Judas, TIABC CEO (June 2021)



The Tourism Industry Association of BC (TIABC) advocates for the interests of British Columbia's \$22.3 billion (2019 figures). visitor economy. As a not-for-profit tourism industry association, TIABC works collaboratively with its members – private sector tourism businesses, industry associations and destination marketing organizations – to ensure the best working environment for a competitive tourism industry.

TIABC's vision is for the tourism industry to be recognized as one of British Columbia's leading and sustainable industries. As the primary advocate for BC's visitor economy, TIABC unites operators, sectors, DMOs, government and residents to support and be passionate about making this province a great place for tourism.

Message from CEO & Chair



Walt Judas
CEO, TIABC

TIABC remains as determined and committed as ever to help British Columbia's visitor economy recover from the devastating impacts of travel restrictions and other government actions necessary to manage COVID-19, over the past 20 months.

Each day we hear the stories of desperation, heartbreak and hopelessness from myriad tourism and hospitality businesses that drive us to passionately advocate to senior levels of government for financial and other forms of relief to help tens of thousands of operators and employees through this crisis.

Together with our sector partners, we've taken great strides in accomplishing many of our goals vis-a-vis securing support for the industry including tourism specific grants, a restart plan, and other measures to help the visitor economy survive and ultimately move beyond the carnage COVID-19 has left behind.

At the same time, we're mindful that we have much more work to do in the weeks and months ahead to ensure the tourism and hospitality industry is given priority access for government secured funding and programs that allow businesses to reopen, rehire employees, and rebuild for the benefit of local communities and the entire province.

TIABC's updated Advocacy Report Card represents the additional work we've done since last fall and offers a level of accountability to our valued members and stakeholders that guide and support our organization's efforts each year.

We invite you to connect with us at any time for questions, comments or recommendations on TIABC's direction or priorities, as well as any other issues affecting your business. We look forward to hearing from you.



Vivek Sharma
Chair, TIABC

Table of Contents

Submissions To Government	05
Progress & Government Response So Far	08
Industry Committees	12
Ensuring Our Voice Is Heard	
Communications	14
C-19 Bulletins	14
Media Relations	15
BC Tourism & Hospitality Conference	17
Know Before You Go Video Series	18
Webinars	19
TIABC Brand & Website	20
TIABC Team	21

Submissions to Government

Since the start of the pandemic, TIABC has led, partnered in or supported more than two dozen submissions to both the provincial and federal governments, advocating for relief measures such as working capital grants and government secured loans, to suspension of crown fees and the continuation of vital programs

such as the Canada Emergency Wage Subsidy. TIABC has also provided numerous recommendations to senior levels of government on a range of issues such as border and travel restrictions, consumer refunds, insurance premiums, re-opening plans, and program relief eligibility. Here is a summary of 2021 submissions to date:

1

January – TIABC and BCHA submitted a letter to the Province outlining details on a tourism emergency liquidity program to help BC's anchor tourism and hospitality businesses.

2

January – Following a meeting with Premier Horgan and Hon. Melanie Mark, Minister of Tourism, Arts, Culture & Sport, TIABC submitted a letter with recommendations on how the Province could support relief and recovery for the tourism industry.

3

January – TIABC provided a letter of support to compel government to allow the Abbotsford International Airshow to resume in August as a "drive-in" event and as a pilot to evaluate health and safety measures in the context of major events.

4

January – TIABC petitioned the Premier not to implement an official interprovincial travel ban in favour of educating prospective guests about BC's orders, and dissuading people from traveling to the province for non-essential purposes.

5

February – TIABC joined several sector associations, led by the Outdoor Recreation Council of BC requesting an increase to BC Parks' budget for trails and maintenance due to a huge increase in usage by locals during the pandemic and the resulting degradation of many trails throughout the province.

6

February – TIABC wrote to Prime Minister Trudeau with recommendations on how to help the cruise sector.

Submissions to Government

Continued

7

February – TIABC provided a pre-budget submission to the federal government, including a specific submission to the Pacific Caucus, with recommendations on further federal support for BC's visitor economy.

8

February – TIABC, BCHA and Indigenous Tourism BC provided a submission to the Province on a government-secured loan program and corresponding grants to help BC's major and iconic attractions with relief measures. A similar proposal was submitted to the federal government in March.

9

March – As part of the BC Meetings & Events Work Group, TIABC joined businesses and other sectors in submitting a plan to the Province on restarting the meetings and events sector.

10

April – TIABC and the BCHA wrote to Premier Horgan with a request to collaborate on a restart plan for the tourism industry.

11

April – TIABC, BC Hotel Association, Indigenous Tourism BC, and Destination BC provided guidance and recommendations to the Province on measures needed, timelines and other solutions to help mitigate the impact of new travel restrictions affecting tourism and hospitality businesses.

12

May – TIABC submitted a request to the Prime Minister and Minister Joly for a Restart Plan for the Tourism & Hospitality industry, and further support measures to address liquidity.

13

May – TIABC submitted a brief to the Federal Government outlining a request to extend and consider changes to the Canada Emergency Wage Subsidy (CEWS) and the Canada Recovery Hiring Program (CRHP).

14

May – TIABC wrote to Premier Horgan, Minister Mark, Minister Kahlon, Minister Farnworth and Dr. Henry regarding the lifting of travel orders and a clear path forward for the tourism industry.

Submissions to Government

Continued

15

June – TIABC wrote to Transportation Minister Fleming with a request for provincial assistance to appeal to the federal government to resolve the issue on the delayed resumption of the cruise sector.

19

August – Led by the Coalition of BC Businesses, TIABC signed a letter to Hon. Harry Bains, Minister of Labour, with recommendations on the Province's proposed sick leave program.

16

June – TIABC wrote to Premier Horgan to urge the Premier to convey his support for a phased and safe reopening of the US border in advance of meetings with the federal government and other premiers.

20

September – As part of the Hardest Hit Coalition, TIABC wrote to several MP candidates outlining the tourism industry's needs and requests from the next federal government.

17

July – TIABC provided a pre-budget consultation brief to the federal government with recommendations to extend existing measures including CEWS and CERS, and to support relief for large operators.

18

August – TIABC submitted a brief to the Ministry of Jobs, Economic Recovery & Innovation to help inform BC's new economic strategy and ways the tourism sector can be a key driver of economic activity.

To review all the submissions to government that TIABC has been involved with since the start of the pandemic, please visit www.tiabc.ca/advocacy-policy-development/covid-19-updates

In addition to written submissions, TIABC meets weekly with various ministers and bureaucrats to offer insights and provide recommendations on relief and recovery measures. TIABC also works closely with its national, provincial and territorial counterparts on initiatives to support the needs of the industry.

Progress & Government Response

So Far in 2021

Together with our valued industry and sector partners in BC and across Canada, TIABC has advocated for and moved the needle on several files to provide support for BC's visitor economy during the course of the pandemic. Progress was realized on several initiatives including, but not limited to, the following:

January

The Province of BC chose not to impose an official interprovincial travel ban citing that a review of its legal options made it clear that government cannot prevent people from travelling to BC.

The federal government announced the Highly Affected Sectors Credit Availability Program (HASCAP) to offer government guaranteed, low-interest loans of up to \$1 million to eligible businesses. These were 100% government-backed loans and provided \$25,000 to \$1m per legal entity, up to a maximum of \$6.25 million for related entities, to be used for operational cash flow.

February

The Province announced an investment of \$12 million to help businesses launch or upgrade an online store that delivered the platform needed to increase their sales revenues, become more competitive and grow. Up to 25% of the program funds were reserved for regional and Indigenous businesses. These grants provided business owners, including those in hard-hit sectors such as tourism, retail, and restaurants, with up to \$7,500 to build or improve their online store and promote BuyBC at a local, national and international level. In response to a high number of applications, an additional \$30 million was invested in the Launch Online Grant Program in March.

March

The Province of BC announced the Small and Medium Sized Business Recovery Grant with funds of between \$10,000 and \$30,000 made available to small and medium sized BC businesses impacted by COVID-19. An additional \$5,000 to \$15,000 grant was made available to eligible tourism-related businesses until the end of August.

The Province of BC provided an additional \$1.87 million to assist more businesses that held eligible tenures for fishing and hunting lodges, guest ranches, ecotourism lodges, seasonal campgrounds and other commercial recreation operators during the COVID-19 pandemic. Commercial recreation operators that held Land Act tenures or Park Act permits were eligible to have the annual base rent that they pay to the Province waived for one year, on top of the \$1.36 million allocated for rent forgiveness in September 2020, which benefited 592 Land Act tenure holders and 443 Park Act permit holders.

Progress & Government Response

So Far in 2021

April

In its 2021/22 budget, the Province of BC announced \$195 million in funding for the tourism and hospitality sector to continue the Small & Medium-sized Business Recovery Grant Program, as well as \$50 million in help for major anchor attractions. The funding also included \$20 million for community destination development grants to help with new tourism infrastructure like trails and airport improvements, as well as \$6 million in capital improvement grants for the Arts Infrastructure Program.

The Province of BC announced the Circuit Breaker Business Relief Grant, providing eligible bars, breweries, wineries, and other businesses with one-time funding between \$1,000 and \$10,000 to help with expenses like rent, insurance, employee wages, maintenance and utilities. It also helped cover unexpected costs such as the purchase of perishable goods that resulted from COVID-19 restrictions.

The Province of BC announced that BC Parks operating and capital budgets combined would increase by more than \$83 million resulting in new campsites, expanded trails and strengthened management of the park system. The BC Parks capital budget will increase by an average of 57% and the operating budget will increase by an average of 22% for each year of Budget 2021.

As part of its 2021/22 budget, the federal government announced a \$500 million Tourism Relief Fund administered by the regional development agencies to support investments by local tourism businesses in adapting to the pandemic. The fund included \$200 million to support major festivals and \$200 million through Canadian Heritage to support local festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sport events, and more. The federal government also announced the extension of the wage and rent subsidies until September 25th, with potential to extend until November 20th. Government also introduced the new Canada Recovery Hiring Program to provide eligible employers with a subsidy of up to 50% on the incremental remuneration paid to eligible employees between June 6th and November 20th. A commitment of \$595 million was intended to make it easier for businesses to hire back laid-off workers or to bring on new ones. The federal government also committed \$100 million to Destination Canada for marketing campaigns to help Canadians and other visitors discover and explore the country.

Progress & Government Response

So Far in 2021

April

In consultation with the Province and in response to a new order using the extraordinary powers of the Emergency Program Act to prohibit non-essential travel between three regional zones in the province between April 23rd and May 25th, TIABC, BCHA, Destination BC, Indigenous Tourism BC and the BC Regional Tourism Secretariat developed a toolkit with a number of sections designed to help tourism operators navigate the travel restrictions. Over the past several months, the toolkit has been updated multiple times to coincide with BC's multi-step re-opening plans.

May

Government announced plans to safely restart the province, easing some restrictions on gatherings, events, serving of liquor, and recreational travel.

The Province announced further details on the \$50m Major Anchor Attractions Program to provide one-time emergency funding to major anchor attractions (up to \$1M) and tour bus companies (up to \$500k) that service tourism attractions. The program was made available to businesses and not-for-profits.

As part of the Tourism Task Force recommendations, the Province of BC committed support for a new program called BSAFE - BC Safety Assured For Everyone, an online training course, created in partnership with tourism and hospitality stakeholders and go2HR, the sector's human resources and industry health and safety authority.

The Federal Government announced two funding programs: The Airport Critical Infrastructure Program provided close to \$490 million to financially assist Canada's larger airports with investments in critical infrastructure related to safety, security or connectivity. The Airport Relief Fund provides almost \$65 million in financial relief to targeted Canadian airports to help maintain operations.

June

The federal government announced an extension of the Highly Affected Sectors Credit Availability Program (HASCAP) to December 31st.

The Province of BC added millions in additional funding to keep the Small and Medium Sized Business Recovery Grant operating until the expected start of Step 3 of BC's Restart plan. Total investments in the program were expected to reach \$430 million.

Progress & Government Response

So Far in 2021

July

The federal government announced that, as of November 1st, the prohibition of cruise ships in Canadian waters would no longer be in effect if operators are able to fully comply with public health requirements.

The Government of Canada announced that it intended to open Canada's borders to any fully vaccinated travellers who have completed the full course of vaccination with an accepted vaccine at least 14 days prior to entering Canada and who meet specific entry requirements. Starting August 9th, Canada began allowing entry to American citizens and permanent residents who are currently residing in the United States and have been fully vaccinated at least 14 days prior to entering Canada for non-essential travel.

The Government of Canada announced the extension of the the eligibility period for the Canada Emergency Wage Subsidy, the Canada Emergency Rent Subsidy and Lockdown Support until October 23rd, and increased the rate of support employers and organizations can receive during the period between August 29th and September 25th.

October

The Province of BC announced the lifting of capacity limits meaning that meetings, conferences, indoor sporting venues, concerts, theatres, weddings, funerals, dance and symphony events will be able to operate at full capacity, as long as no regional health orders are in place and that attendees are fully vaccinated.

The federal government announced that while CEWS and CERS will wind down for all sectors, the visitor economy will still receive support through a tailored Tourism and Hospitality Recovery Program (THRP) and a Hardest Hit Recovery Program (HHRP). Under THRP, qualifying businesses will be able to access support through CEWS and CERS if they continue to face revenue losses. The subsidy rate will start at 40% for those with a revenue loss at 40%, with a maximum subsidy of 75%. Under HHRP, employers who can show they have faced deep and enduring losses will be able to access subsidies through CEWS and CERS. The subsidy rate will start at 10% for applicants with a 50% revenue loss and will provide a maximum 50% subsidy for those with a 75% revenue loss. Also, the Canada Recovery Hiring Program will be extended until May 7, 2022, with a 50% subsidy rate.

Industry Committees

Ensuring Our Voice Is Heard

TIABC is a key member of several response and recovery-related committees that continue to meet weekly or bi-weekly to develop strategy, provide insight and guidance to decision makers, gather and

disseminate research, and advocate on behalf of the tourism and hospitality industry. Committees or meetings include, but are not limited to:

Ministry of Tourism, Arts, Culture & Sport

Includes Minister Melanie Mark, Deputy Minister Neilane Mayhew, Assistant Deputy Minister Nick Grant, Executive Director Liz Vickery and ministry staff.

BC Regional Tourism Secretariat

Includes CEOs of Thompson Okanagan Tourism Association, Tourism Vancouver Island, Kootenay Rockies Tourism Association, Cariboo Chilcotin Coast Tourism Association, and Northern BC Tourism Association.

Business Caucus

TIABC is a member of the 'Business Caucus' under the guise of the Business Council of British Columbia. The Caucus is a virtual, cross-sectoral organization for industry associations that meets and shares information on common issues.

Coalition of BC Businesses

Includes Canada West Ski Areas Association, ABLE BC, Restaurants Canada, BC Hotel Association, New Car Dealers Association of BC and other business sectors.

Tourism Emergency Response Team

Includes Ministry of Tourism, Destination British Columbia, regional destination management organizations, Emergency Management BC, the BC Destination Marketing Organization Association and others to manage other crises such as wildfires.

Provincial and Territorial Tourism Industry Associations (PTTIA) and the Tourism Industry Association of Canada (TIAC)

Includes TIABC's CEO counterparts from across Canada.

Coalition of Hardest Hit BC Tourism & Hospitality Businesses

TIABC serves on the executive of the Coalition of Hardest Hit BC Tourism & Hospitality Businesses, which represents a broad, province-wide coalition of tourism and hospitality business owners and sector associations that are concerned for the survival of thousands of firms operating under restrictive COVID-19 health measures without necessary, specific and immediate government intervention and support.

Industry Committees

Ensuring Our Voice Is Heard

Adventure Tourism Coalition

Includes Backcountry Lodges of British Columbia, Wilderness Tourism Association, BC River Outfitters Association, Guide Outfitters Association of BC, Helicat Canada, Commercial Bear Viewing Association of BC, Fishing Tourism BC, Sport Fishing Institute of BC, Mountain Bike BC, Boating BC Association, Indigenous Tourism BC, Sea Kayak Guides Alliance of BC, Ahoy British Columbia, Association of Canadian Mountain Guides.

Hardest Hit Coalition


TIABC is a member of the Hardest Hit Coalition, co-chaired by our federal counterparts at TIAC, which is comprised of over 100 stakeholders representing a variety of sectors including tourism, travel, arts and culture, events and festivals, motor coach, accommodations and hospitality, and Indigenous tourism experiences.

Tourism Minister's Advisory Committee

TIABC and several sector associations, DMOs and tourism and hospitality businesses meet at the request of the minister to provide guidance and input into provincial orders and other measures related to COVID relief and recovery.

Minister's (Jobs, Economic Recovery & Innovation) Industry Engagement Council

TIABC, along with multiple tourism and hospitality sectors, as well as representatives from other associations meet at the request of the minister to provide guidance and input into provincial orders, regulations or other measures related to COVID relief and recovery.



TIABC's Board of Directors has also been meeting regularly to evaluate advocacy priorities and activities and to provide guidance and insight to staff on behalf of industry sectors, businesses and regions.

C-19 Bulletins

Keeping Industry Informed

Since March 2020, TIABC has issued over 200 C-19 Bulletins aimed at keeping industry informed on the rapidly evolving government programs, travel restrictions, and other pertinent information.

The C-19 Bulletin is published twice each week with special editions when needed for timely announcements.



Sign up for COVID-19 Bulletins at:
www.tiabc.ca

Read some of TIABC's past newsletters at:
www.tiabc.ca/tiabc-in-the-news/newsletter

Media Relations

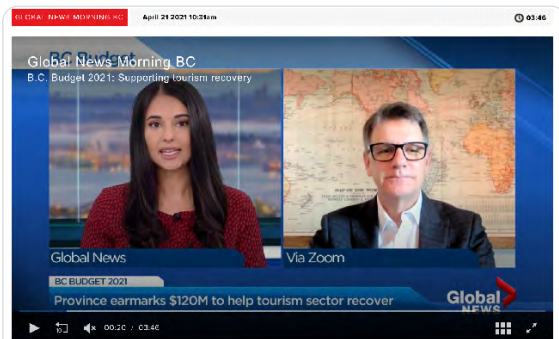
Sharing Our Story

Throughout the pandemic, TIABC has been a leading and trusted voice to represent tourism and hospitality industry interests to various audiences via extensive media relations. Aside from countless social media posts, TIABC's CEO, Chair and several board members have discussed the state and needs of British Columbia's visitor economy in close to 200 print articles, as well as through radio and television interviews.



Media Relations

Continued



B.C. Budget 2021: Supporting tourism recovery

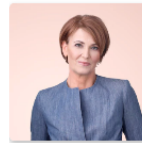
Tourism Industry Association of BC Walt Judas discusses the plan to help the pandemic-devastated tourism industry recover, even as B.C. takes a firmer stance on travel.

Restart plan comes today

BC set to lay out restart road map as COVID-19 cases slow, vaccinations increase

The Canadian Press - May 25, 2021 / 6:21 am

On The Coast with Gloria Macarenko



Tourism panel

Play Segment

9:42

Share Segment

The tourism sector has suffered major losses due to the pandemic preventing people from travelling freely. With more restrictions limiting our ability to travel and socialize, we check in with two guests in the tourism industry to see how they're doing. Hear Shannon Lansdowne is the Manager and Co-owner of Bella Coola Grizzly Tours. And Vivek Sharma is the Chair of the Tourism Industry Association of BC, and the CEO of Fairmont Hot Springs Resort.

Aired: Feb. 15, 2021

'Light at the end of the tunnel' B.C.'s tourism industry appreciates restart roadmap

BY NIKITHA MARTINS AND ASHLEY BURR

Posted May 25, 2021 4:35 pm PDT Last Updated May 25, 2021 at 7:31 pm PDT

BC Today with Michelle Eliot



COVID-19: U.S. cruise ship bill; Virtual Career Fair - Environment and Climate

Play Episode

50:07

Share Episode

Chief Executive Officer of the Tourism Industry Association of B.C., Walt Judas, and travel expert Barry Choi discuss a proposed U.S. bill that could end the cruise ship industry in British Columbia. Dr. Devyani Singh and Johanna Wagstaffe discuss their careers in climate sciences as part of the BC Today Virtual Career Fair.

Aired: March 24, 2021

The remainder of 2021 and 2022 will entail a sustained media relations effort to tell the tourism industry story and respond to government announcements.



BC TOURISM & HOSPITALITY
CONFERENCE 2021

BC Tourism & Hospitality Conference

In partnership with the BC Hotel Association, TIABC hosted the first-ever virtual BC Tourism & Hospitality Conference.



- 4 days of conference presentations
- 1 day of free webinars with 400+ attendees
- 800+ delegates
- 29 sponsors
- 16 session hosts
- 63 presenters

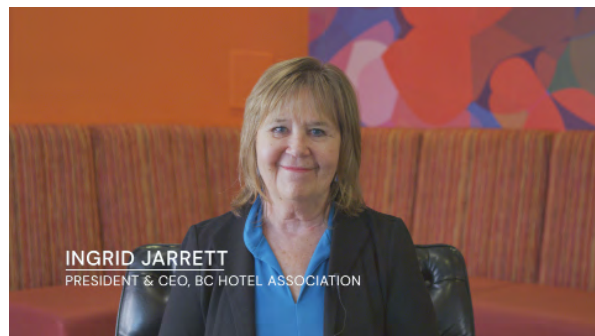
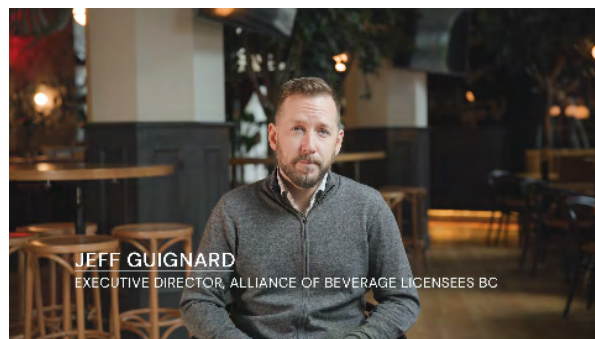


In lieu of speaker gifts, the BC Tourism & Hospitality Conference provided financial support to the BC Hospitality Foundation to support hospitality employees in BC facing financial crisis due to a health condition.

Know Before You Go Video Series

TIABC collaborated with the industry partners to publish five videos highlighting the efforts that the tourism industry is taking to keep guests, staff and BC residents safe during the COVID-19 pandemic. ABLE BC, the BC Hotel Association, BC Restaurant & Foodservices Association, BC Lodging & Campgrounds Association, and the Vancouver Attractions Group provided support for this initiative.

Visit our [website](#) (or our [YouTube channel](#)) to watch the videos about restaurants, attractions, bars & pubs, campgrounds, lodging and accommodations.



TIABC Webinars



WEDNESDAY WEBINAR SERIES

Since September, 2021, TIABC has been presenting a series of webinars aimed at addressing current situations while providing industry with information on relevant topics to help businesses recover from the pandemic. The webinars have been well attended by diverse audiences that have joined in nation-wide. Subject matters have ranged from rebuilding air travel to diversity and inclusion in the workplace and have been presented from experts in the various fields. [Click to register](#)

- September** | The Current State of the Airline Sector & Air Canada: What Lies Ahead
| If BC's Wild Salmon Go - We All Go
- October** | Enabling Tourism Innovation Through Partnerships and Funding Programs
| Growing your Business Beyond BC Borders
- November** | 10th - BC's Endangered Ancient Forests: Worth More Standing
| 24th - First Steps to Building A More Equitable, Inclusive and Diverse Workplace



TIABC continues to promote industry webinars regularly.
To check out and register webinars, please visit at:
www.tiabc.ca/rogers-webinar

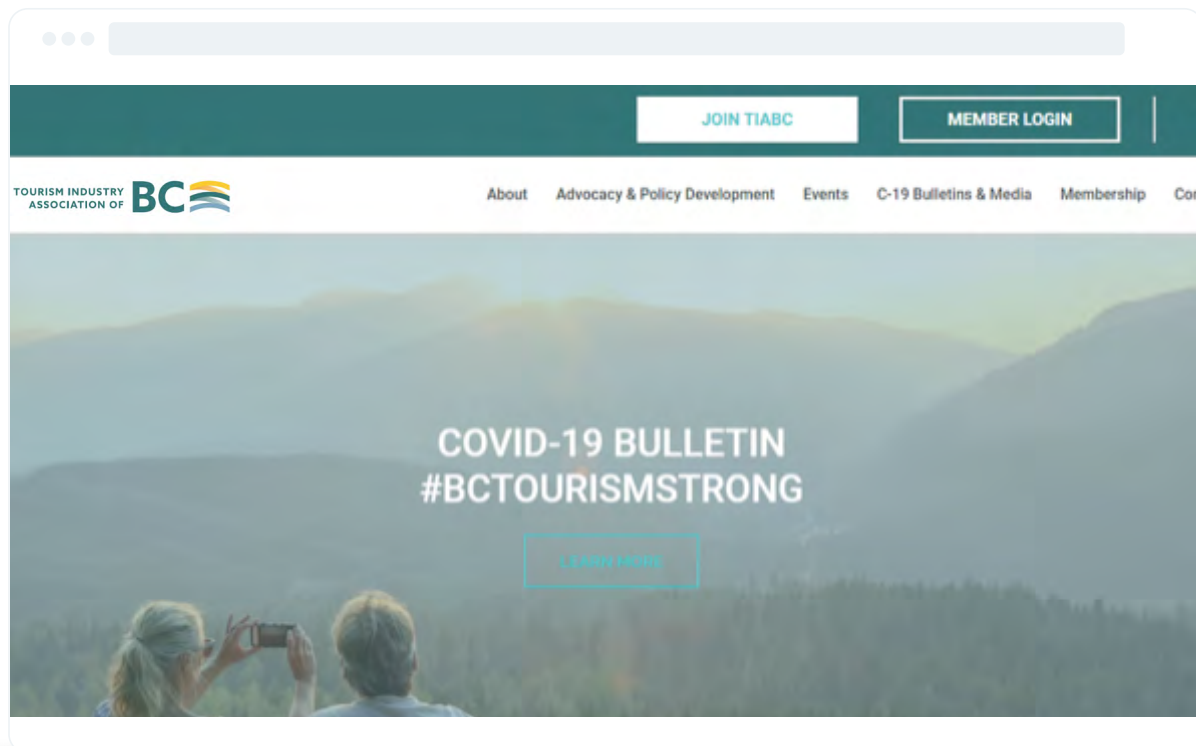
TIABC's Brand & Website

Stakeholder Resources

TIABC's brand was refreshed to reflect an updated, appealing colour palette and more versatile application. TIABC's brand refresh was also applied to TIABC's communication tools to ensure brand alignment.

TIABC's website was also updated to reflect the refreshed brand, while providing stakeholders with easier access to content and resources and a comprehensive COVID-19 Resource page.

View the page at: tiabc.ca/advocacy-policy-development/covid-19-updates



Stakeholder Resources

TIABC Team



Walt Judas
CEO



Deborah Kulchiski
Manager, Special Projects



Fiona Wray
Finance



Pria Flanagan
Social Media Specialist

TIABC's Policy Advisors



Raymond Chan
Principal, RCA Consulting

Raymond Chan provides strategic planning and policy advice to TIABC, as well as government, industry, and non-profit organizations. An MBA graduate from UBC, he has over 30 years experience as a senior executive in tourism and government, including serving as Assistant Deputy Minister, Strategy and Policy for the BC government, Vice President, Tourism British Columbia, and Managing Director, Pacific Carbon Trust. He currently serves as a board member of Destination Greater Victoria. His previous volunteer service includes Governance Chair for Tourism Vancouver Island and advisory board member for the Royal Roads University School of Tourism and Hospitality Management.



Peter Larose
Principal, Larose Research
& Strategy (LRS)

LRS is a boutique tourism and recreation consultancy that provides customized solutions to clients such as TIABC that grapple with high profile, complex issues in destination development and management. LRS specializes in integrating diverse stakeholders behind common objectives using innovative, evidence-based approaches to tourism research and planning. Since 2013, Peter has guided teams in over 100 projects and in every region of BC, helping destinations focus on responsible, long-term strategies that benefit the industry, residents, the natural environment, and our sacred Indigenous cultures. Peter is Instructional Faculty at Thompson Rivers University in Kamloops, teaching senior undergraduate courses in tourism research methods, sustainable tourism planning, agri-tourism & soft adventure tourism, technology & tourism, small business development, and experience management. Peter is the founding partner of Cedar Haven Resort in Clearwater.



Ed Mansfield
Founder & President,
Mansfield Consulting Inc.

Aside from working with TIABC, Ed has more than 30 years of experience in providing consulting services to public and private companies, professional associations, industry organizations, and government agencies. He has worked extensively with the tourism, major events, arts and culture, and entertainment sectors from across Canada and the United States and has directed and executed numerous projects involving economic impacts, forecasting, feasibility studies, strategic planning, and industry analysis. Ed has also worked with senior leadership at all levels of government and has led many studies involving the development of public policy. Ed has Ph.D. and M.S. degrees in Applied Mathematics from the University of Washington, and a B.Sc. in Mathematics and Statistics from the University of BC.

TIABC's Board of Directors



Vivek Sharma
Chair/ CEO, Fairmount
Hot Springs Resort



JJ Belanger
Vice Chair/ General Manager,
Crystal Cove Resort



Jim Humphrey
Past Chair/ Owner, Beaver
Lake Resort



Michael J. Ballingall
Director / Senior VP, Marketing
& Sales, Big White Ski Resort



Brenda Baptiste
Director / Chair, Indigenous
Tourism BC



Jennifer Burton
Director / President, Pacific
Destinations Inc.



Jamie Cox
Director / President, BC
Lodging & Campgrounds
Association



Beverley DeSantis
Director / CEO, Tourism
Kamloops



Barrett Fisher
Director / President & CEO,
Tourism Whistler



Dennis Innes
Director / Dean of Hospitality,
Culinary & Baking, Vancouver
Community College




Ian MacPhee
Director / Controller, Prince of
Whales, Whale Watching



Sandra Oldfield
Director / Partner, Elysian
Projects



Mike Retasket
Director / Director, Cariboo
Chilcotin Coast Tourism







Our priority is to advocate on your behalf

#BCTourismCounts

**Tourism Industry
Association of BC**
#200 – 948 Howe Street
Vancouver, BC V6Z 1N9

www.tiabc.ca
604-685-5956
info@tiabc.ca

Connect With Us!

 /TourismIndustryAssociationBC
 /tiabc_ca
 /tiabc_ca
 /tourism-industry-association-of-bc

Partners

 **AIR CANADA**

 **FORTIS BC™**

PacifiCan

TOURISM INDUSTRY
ASSOCIATION OF **BC** 