



Tourism Vancouver Webinar

*BC Tourism Coalition Advocacy &
Provincial Travel Restrictions Update*

April 27, 2021

Welcome



Your Host

Lucas Pavan, Tourism Vancouver Team Member
Manager, Membership & Dine Out Vancouver Festival



2021 Business Sprint

FOCUS AREAS

Rebuild Demand

Destination
Stewardship &
Advocacy

Organizational
Resilience

PRIORITIES

STRATEGIES



**To view our 2021 Business Sprint
visit:**

**[www.tourismvancouver.com/about/corporate-
documents/](http://www.tourismvancouver.com/about/corporate-documents/)**

Panelists



- Royce Chwin, Tourism Vancouver Team Member, President & CEO



- Ingrid Jarrett, President & CEO, BC Hotel Association



- Walt Judas, CEO, TIABC

Hospitality & Tourism Industry Update



BRITISH COLUMBIA
HOTEL ASSOCIATION

TOURISM
INDUSTRY
ASSOCIATION OF

BC



British Columbia's Hotel Sector

Provincial Industry Profile February & March 2021

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

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78%

Identified CEWS
relief as #1
advocacy priority

35%

Have 3-6 months
of liquidity

11%

Have 30-60
days

60%

Have lost more
1 million+
in revenue since
April 2020.

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



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.



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



**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



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

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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 23rd – Tool Kit for industry disseminated. Joint statement issued. Travel Restriction issued.

Travel Restriction Toolkit key messages

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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

“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.”

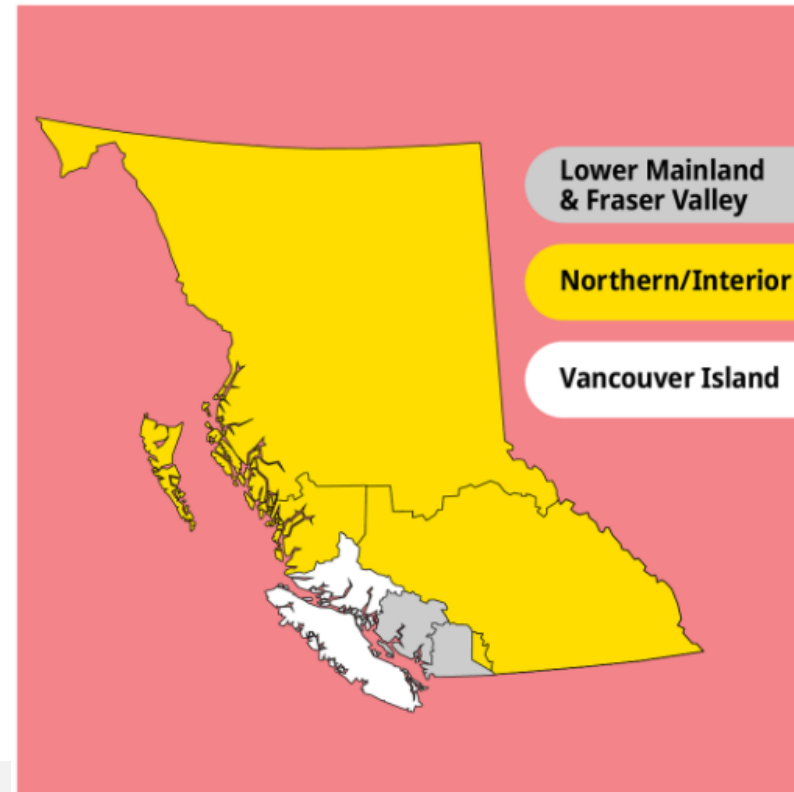
New Travel Restriction Order

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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

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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:

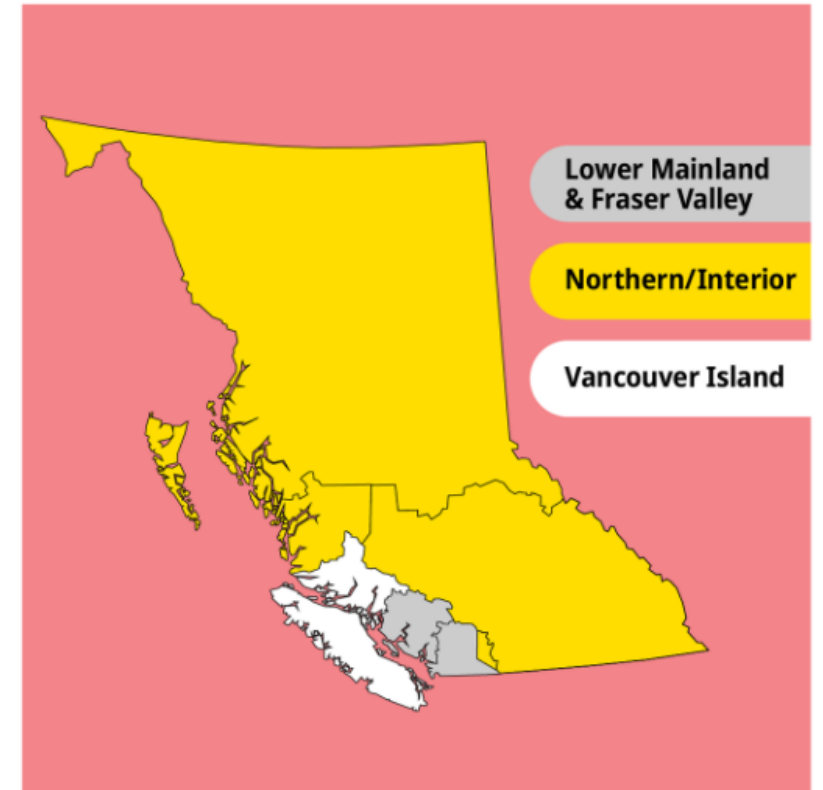
Lower Mainland and Fraser Valley (Fraser Health and Vancouver Coastal Health)

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

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- “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

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BC



INDIGENOUS
TOURISM BC
CORPORATE

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
BRITISH COLUMBIA*

bcrts
British Columbia
Regional Tourism
Secretariat

Read the Toolkit at bcha.com

TOURISM
INDUSTRY
ASSOCIATION OF

BC



BRITISH COLUMBIA
HOTEL ASSOCIATION

Recommended Actions for Operators 2

April 23-May 25 Travel Restrictions

- 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 and 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) and travel orders (www.gov.bc.ca/covidtravel).
- Feel free to use DBC's social media graphics at www.dropbox.com/sh/xqbygsdgz92joga/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 or on the government website at 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.

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.

Questions and Answers – non-essential travel restrictions

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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.

Questions and Answers – non-essential travel restrictions

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How do tourism operators handle refunds for cancellations?

- We strongly recommend asking people to rebook for a future a date.
- B.C.'s consumer protection laws remain the same and entitle eligible consumers to obtain a refund.
- 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.

More information is available at <https://www.consumerprotectionbc.ca/questions-about-travel-plans-and-covid-19/>.

Circuit Breaker Accommodation Announcement

April 26, 2021

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\$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

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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





Thank You

- Presentation will be available online on Extranet:
 - <https://www.tourismvancouver.com/members/covid-19-advisory/business-resources-webinars/>
 - Webinar Evaluation - Check your Inbox later today!