



Members Meeting

Presented by

Glenn Mandziuk
President & CEO
Thompson Okanagan Tourism Association (TOTA)



December 10, 2020

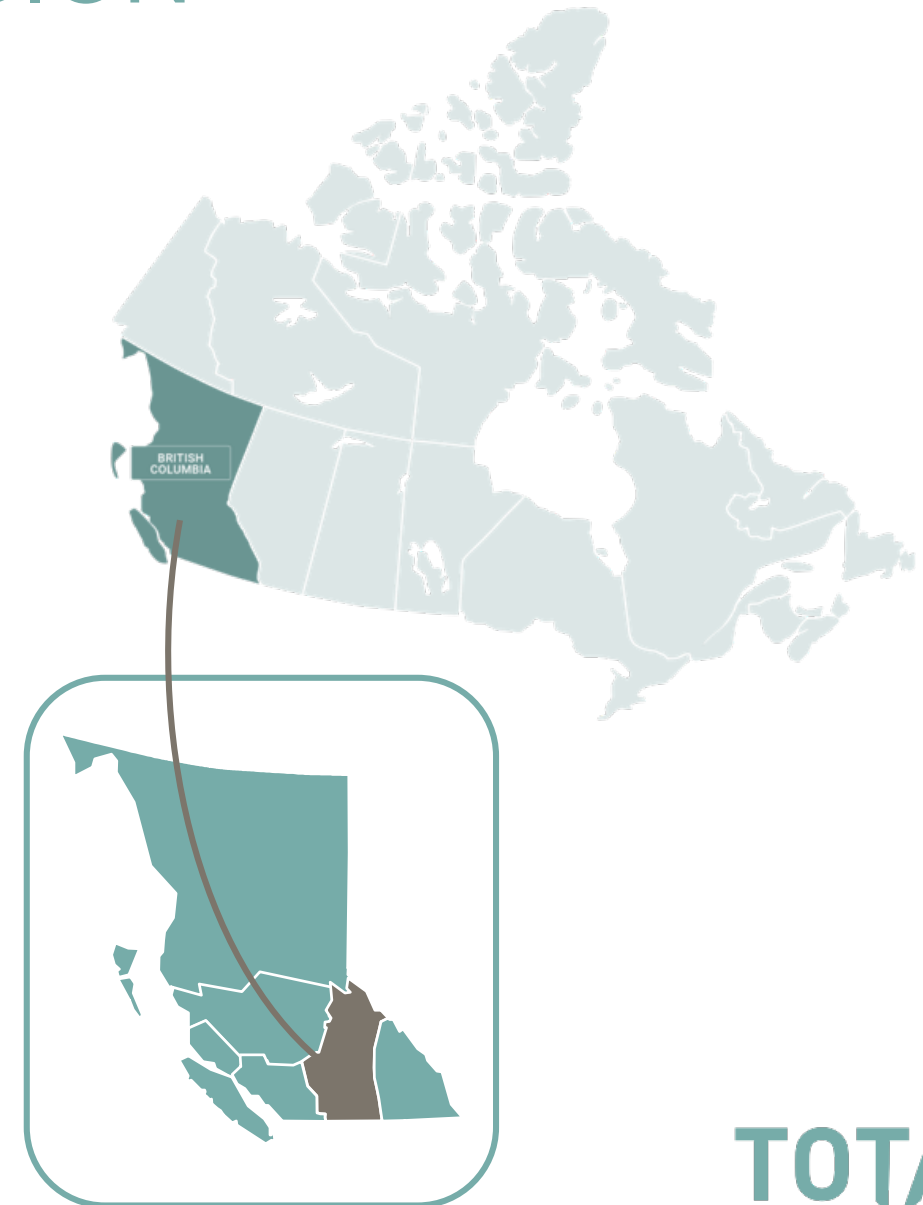


THOMPSON OKANAGAN REGION

Nestled in the Southern Interior of British Columbia, Canada, the Thompson Okanagan is a diverse region covering approximately 71,600 km², roughly the same size as Ireland. Its name is derived from two major geographic features: the Thompson River and Okanagan Lake.

The landscape is as varied as the tallest peak in the Canadian Rockies to the semi-arid climate of the Okanagan Desert, with sun-soaked valleys surrounded by sweeping grasslands and connected throughout by water.

Home to over 90 communities, 33 Indigenous communities, and 4,500 tourism businesses, it is a region rich in Indigenous culture, located on the traditional and unceded territories of the Syilx, Nlaka'pamux, and Secwépmc First Nations people.





The Thompson Okanagan Tourism Association (TOTA) is a not-for-profit society governed by an elected Board of Directors representing business and community tourism interests throughout the Thompson Okanagan region. TOTA represents and supports all business and community tourism interests throughout the Thompson Okanagan.

Guided by the Regional Tourism Strategy, **Embracing Our Potential 2.0**, TOTA is committed to fostering a region of remarkable experiences. TOTA's goals reflect both the strategic direction of **Province of British Columbia's Ministry of Tourism, Arts, Culture, & Sport** and the needs and priorities of Thompson Okanagan region.



Penticton
TOTA / Allen Jones

MISSION

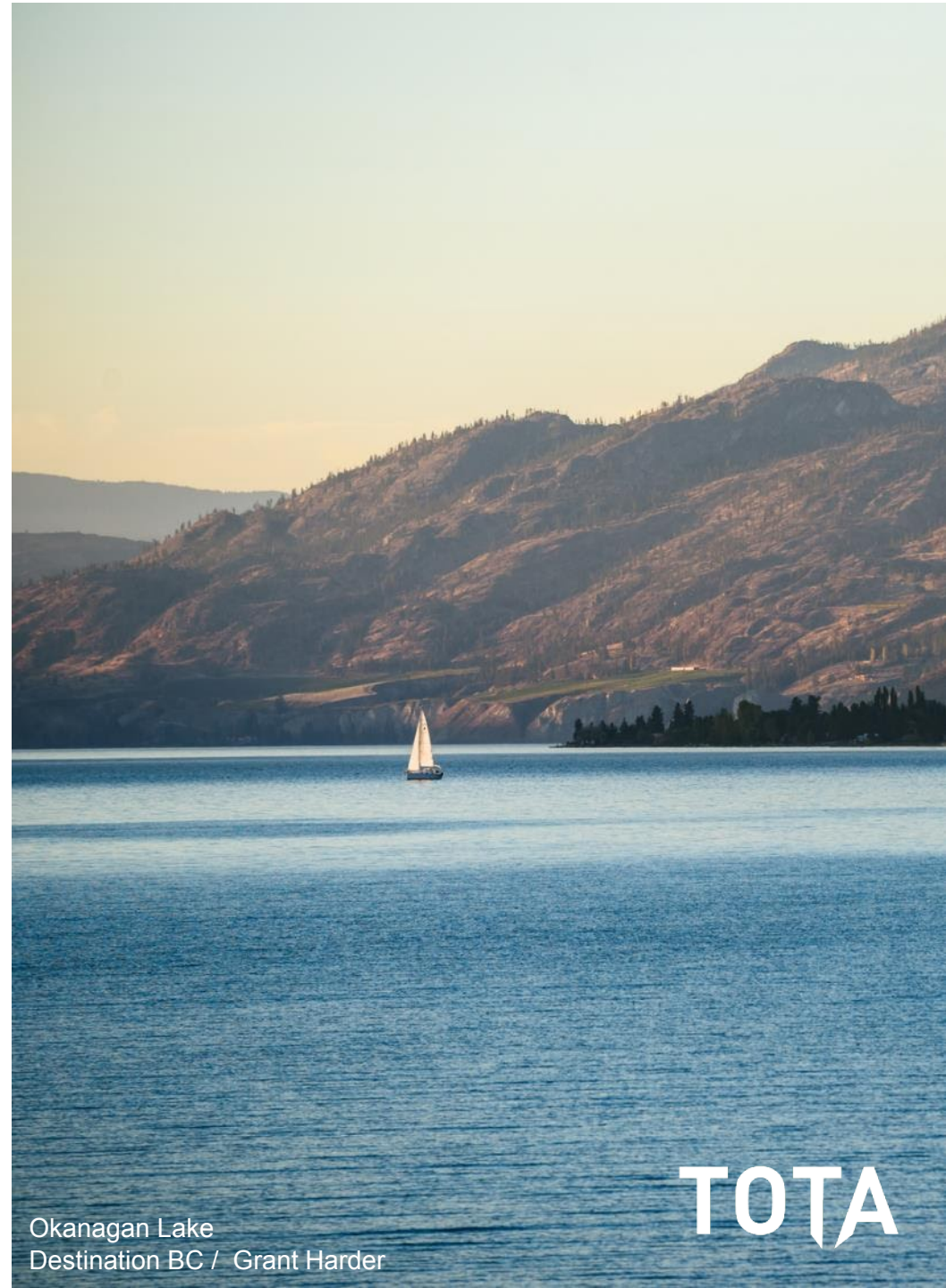
The Thompson Okanagan Tourism Association supports sustainable growth by embracing the value of tourism through community engagement and innovative leadership in promoting authentic experiences while inspiring creative collaboration.



BIOSPHERE



GSTC
MEMBER



Okanagan Lake
Destination BC / Grant Harder

TOTA

ORGANIZATION STRUCTURE

TOTA



Board

- Governance
- Finance



Office of the CEO

- President & CEO
- Board Liaison
- Industry Engagement



Stewardship

- Market
- Destination



Corporate Services

- Finance
- Human Resources



**SYMPHONY
TOURISM
SERVICES**
INSPIRED NAVIGATION

For Profit

- Research
- Marketing



**THOMPSON OKANAGAN
TOURISM FOUNDATION**

Charitable Status

- Trails
- Outdoor Tourism Infrastructure



OCCP
OKANAGAN COLLABORATIVE
CONSERVATION PROGRAM

Secretariat

- 33 Environmental Conservation Organizations



Global Observatory

- International Network of Sustainable Tourism Observatories (INSTO)

REGIONAL DEVELOPMENT STRATEGY



CORE PRINCIPLES



Rethink: What we value and how we measure success



Confront: Zero-sum thinking



Change: Products vs. Experiences



Understand: Right vs. Privilege

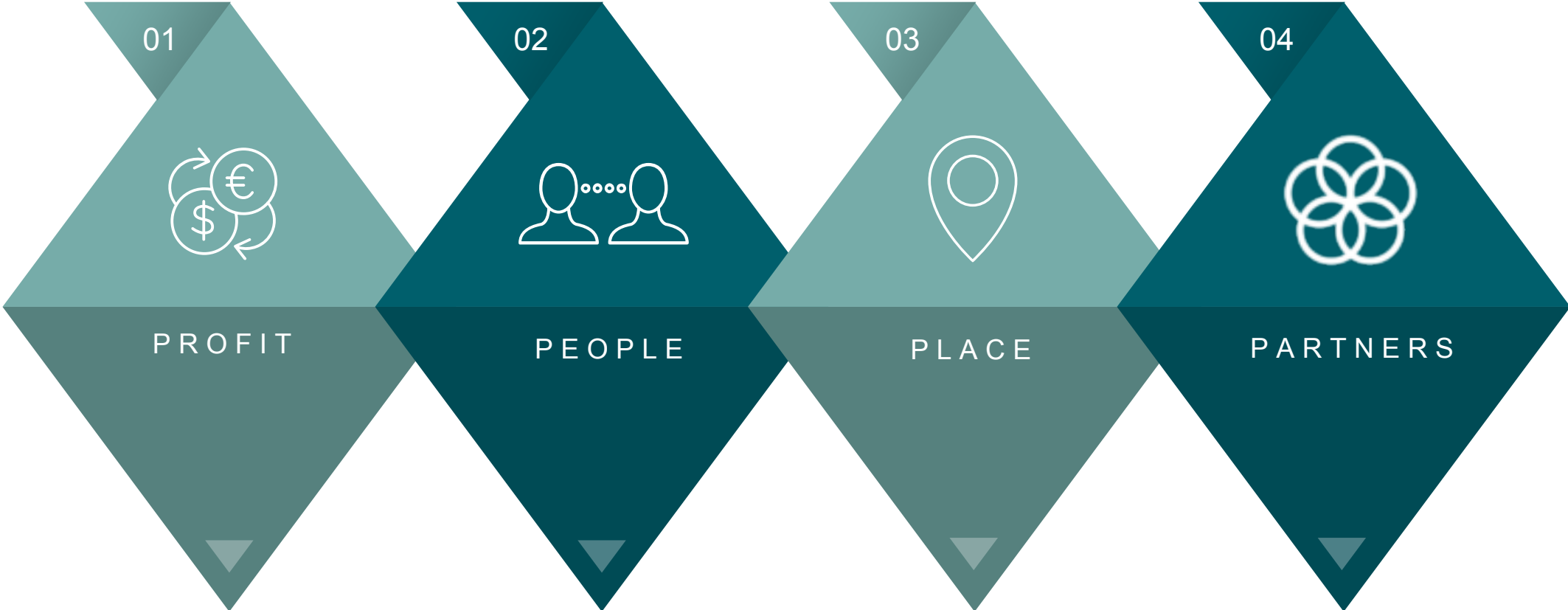


Respect: Society and (versus) Tourism

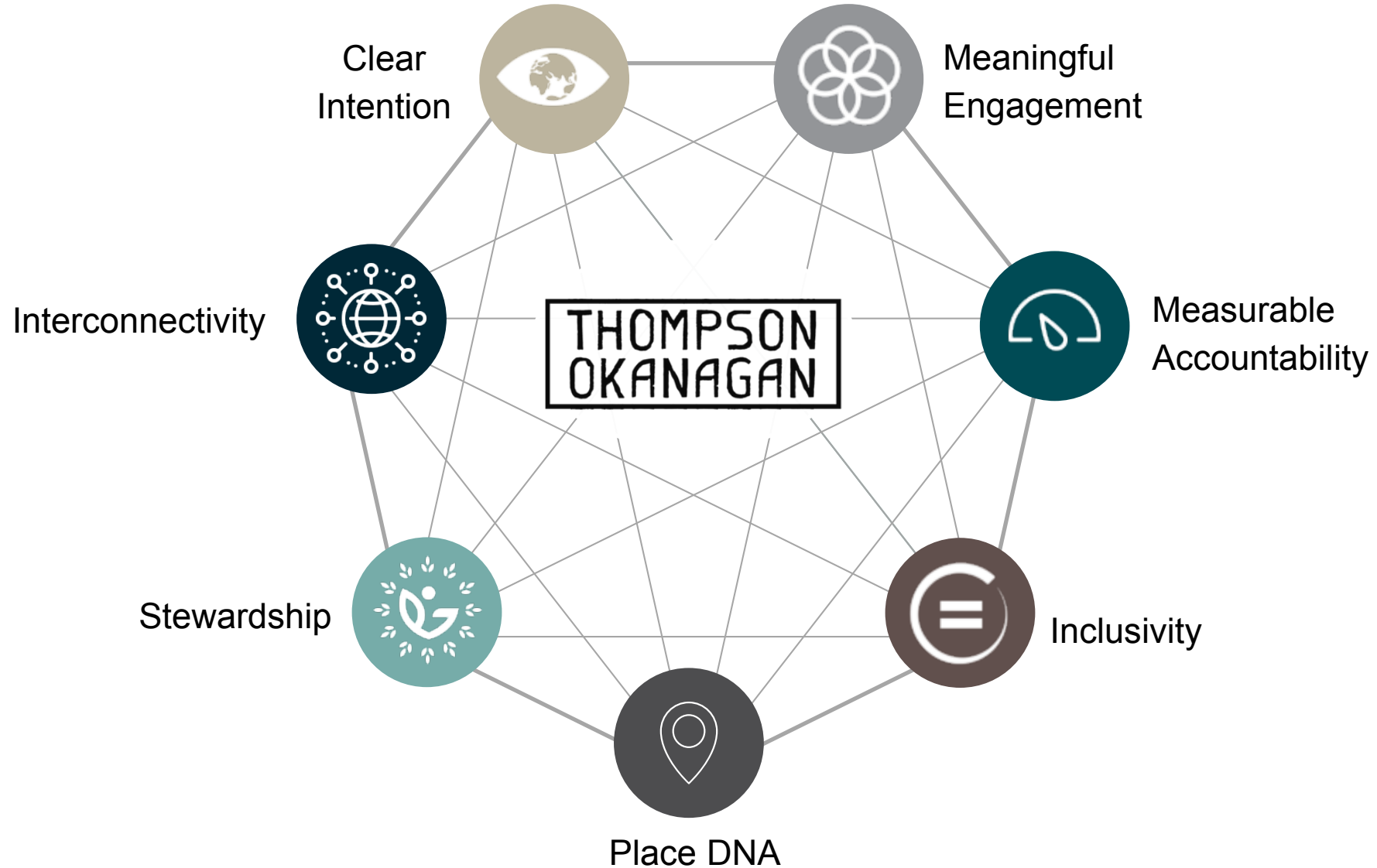


Opportunity: Destinations as living labs & transformative travel

REGIONAL VALUES



RESILIENCY APPROACH



INTEGRATED DESTINATION MANAGEMENT



THOMPSON OKANAGAN SUSTAINABLE TOURISM OBSERVATORY

The Thompson Okanagan Sustainable Tourism Observatory began its activities in summer 2019, when a preliminary report was submitted to the UNWTO. In October 2019, during the Global INSTO Meeting in Madrid, TOTA officially became part of the INSTO network, making it the first Canadian destination to join the network.

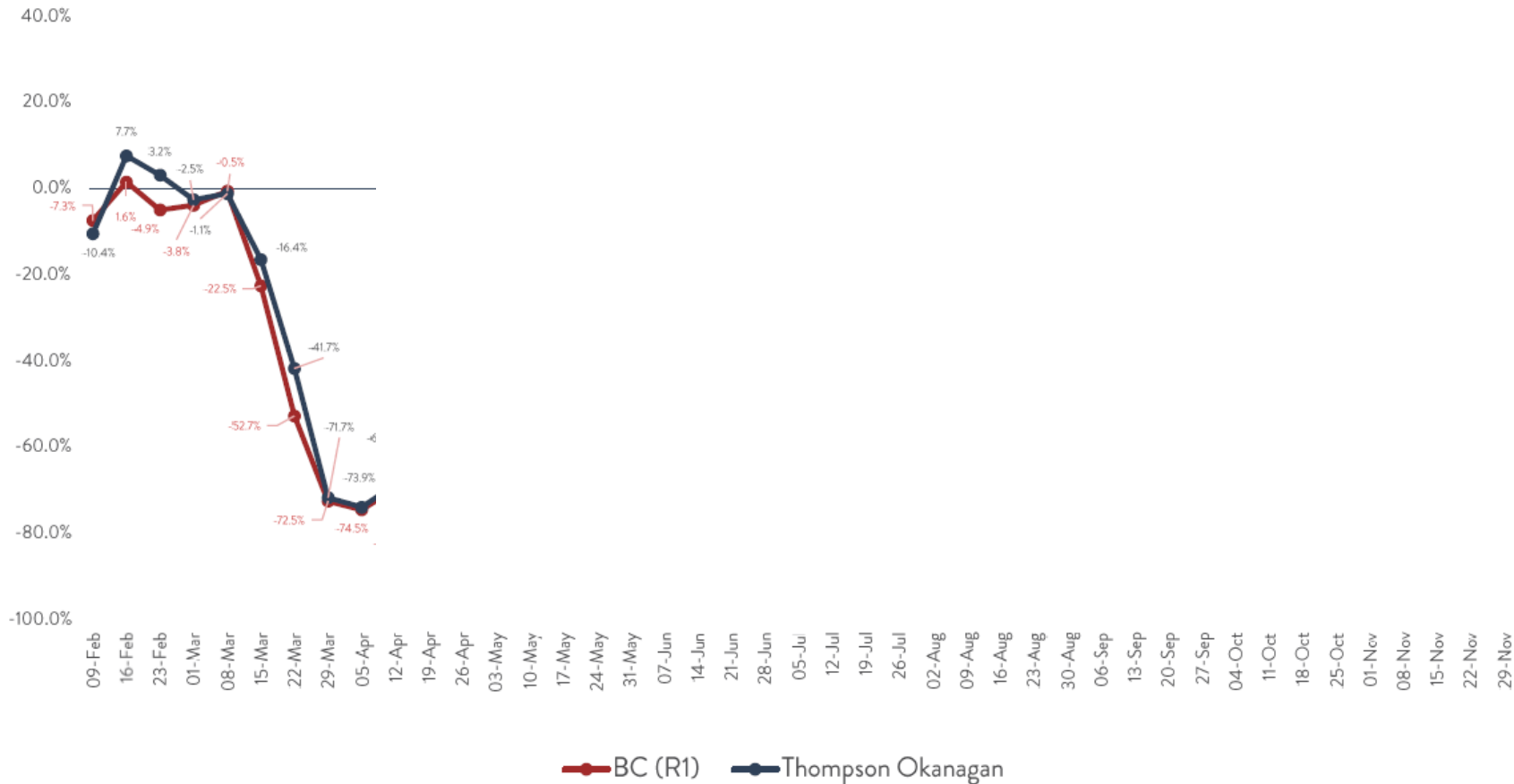
The admission of the Thompson Okanagan region to the INSTO network was a major milestone in TOTA's journey to create evidence through regular monitoring and better understand the impacts of tourism on the destination.

It is an honour to be a member of this global network leading the way to sustainable tourism development and we would like to thank the other Observatories as well as the Sustainable Development of Tourism Programme of the United Nations World Tourism Organization (UNWTO), chaired by Dr. Dirk Glaesser, for their support.



DOMESTIC OVERNIGHT VISITATION

YEAR OVER YEAR



British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020.

The Thompson Okanagan region and the province saw a dramatic decline in domestic overnight visitation compared to the previous year, including:

- -56% the week of March 15
- -42% the week of March 29
- -71% the week of April 5

Source: BC Regional Tourism Secretariat - Measuring Canadian Travel Patterns Thompson Okanagan Region

COMMUNICATIONS & OUTREACH

Launched Emergency Plan

- TOTA Emergency Planning Protocols – COVID-19
- Approved by Board of Directors

Industry & Government Communications

- TOTABC.org/Resiliency
- recovery@TOTABC.com
- Regular Industry Communique
 - Manic Monday
 - News Centre
 - Social Channels

Daily Calls/Meetings

- Ministry of Tourism, Arts, Culture & Sports Staff
- BCRTS updates
- BC Emergency Management
- Regional Stakeholder

Weekly Calls/Meetings

- Federal Update
- Minister of Tourism, Arts, & Culture
- Community DMOs
- Destination BC
- Tourism Emergency Response Program

Stakeholder Outreach

Surveys

- Phone
- Online

Partnerships

- BC Regional Tourism Secretariat
- BC Destination Marketing Organization Association
- BC Hotel Association
- Community DMOs

WHAT WE HEARD

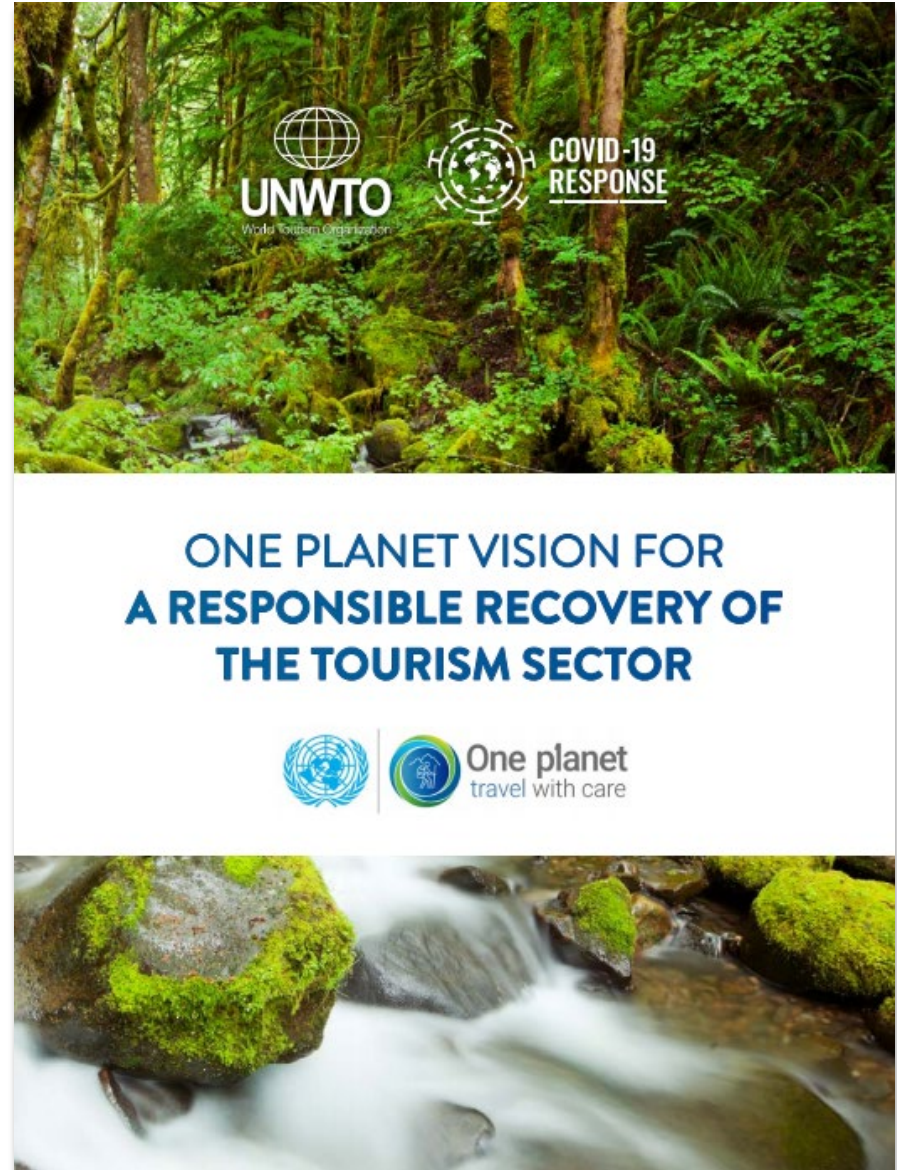
1. Advocate on Behalf of Business to Government

2. Clarify Appropriate Consumer Communications

3. Support Businesses with Pathfinder Services and Expert Advice

RESPONSIBLE RECOVERY

“The COVID-19 global pandemic has caused unprecedented socio-economic impacts and, at the same time, **raised our awareness of the role sustainability needs to play in our everyday life and economic activities.**”



REGIONAL TOURISM PARTNERSHIP

The British Columbia Regional Tourism Secretariat (BCRTS) is comprised of the six Regional Destination Management Organizations (RDMO) in B.C.

The BCRTS is a coalition of industry-led, not-for-profit organizations that provide a trusted voice for the province's businesses, communities, and residents.

The goal of the BCRTS is to put people and communities at the heart of BC's tourism industry.



FOUNDING PARTNERS

British
Columbia
Tourism
Resiliency
Network



RESILIENCY PROGRAM OBJECTIVES

Thompson
Okanagan
Tourism
Resiliency
Program

Provide Meaningful
Support

Streamline
Communications

Advocacy

PROGRAM SUPPORT AREAS



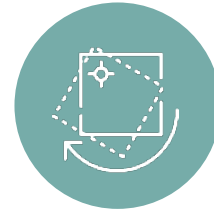
Reopening
Reassurance



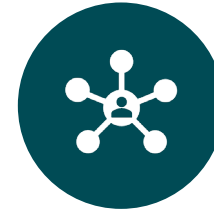
Financial Support



Advocacy



Business Pivots



Industry
Connections

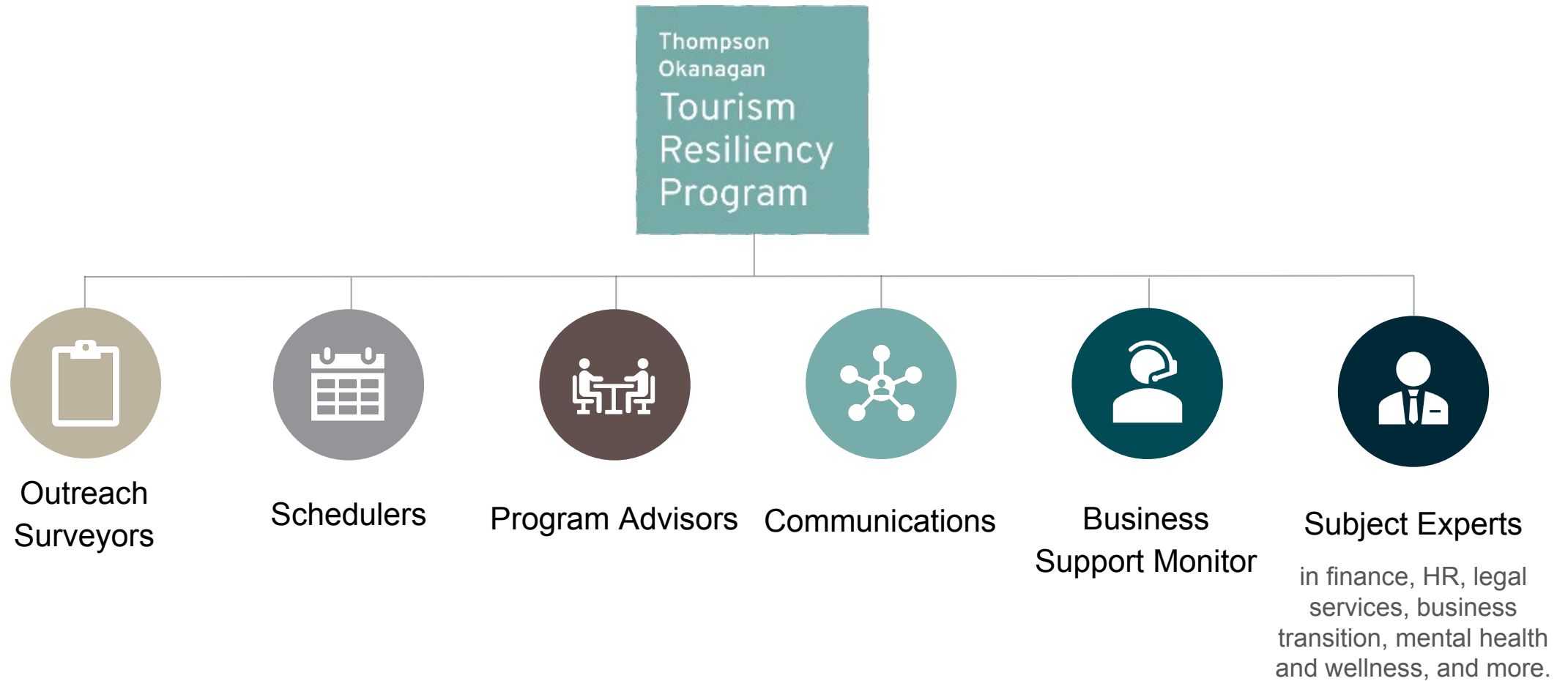


Language
Barriers

Support available in
multiple languages:

- French
- Spanish
- Hindi
- Punjabi
- Mandarin

PIVOTING OUR ORGANIZATION





KEY PERFORMANCE INDICATORS (KPI)

Thompson
Okanagan
Tourism
Resiliency
Program

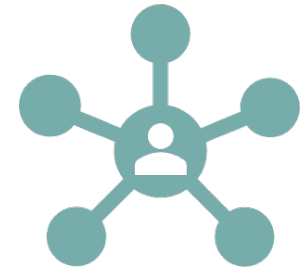
April - December
To Date



2,911
Outreach Calls



837
Tourism Business
Clients



11,718
Points of Contact

March 31
Targets

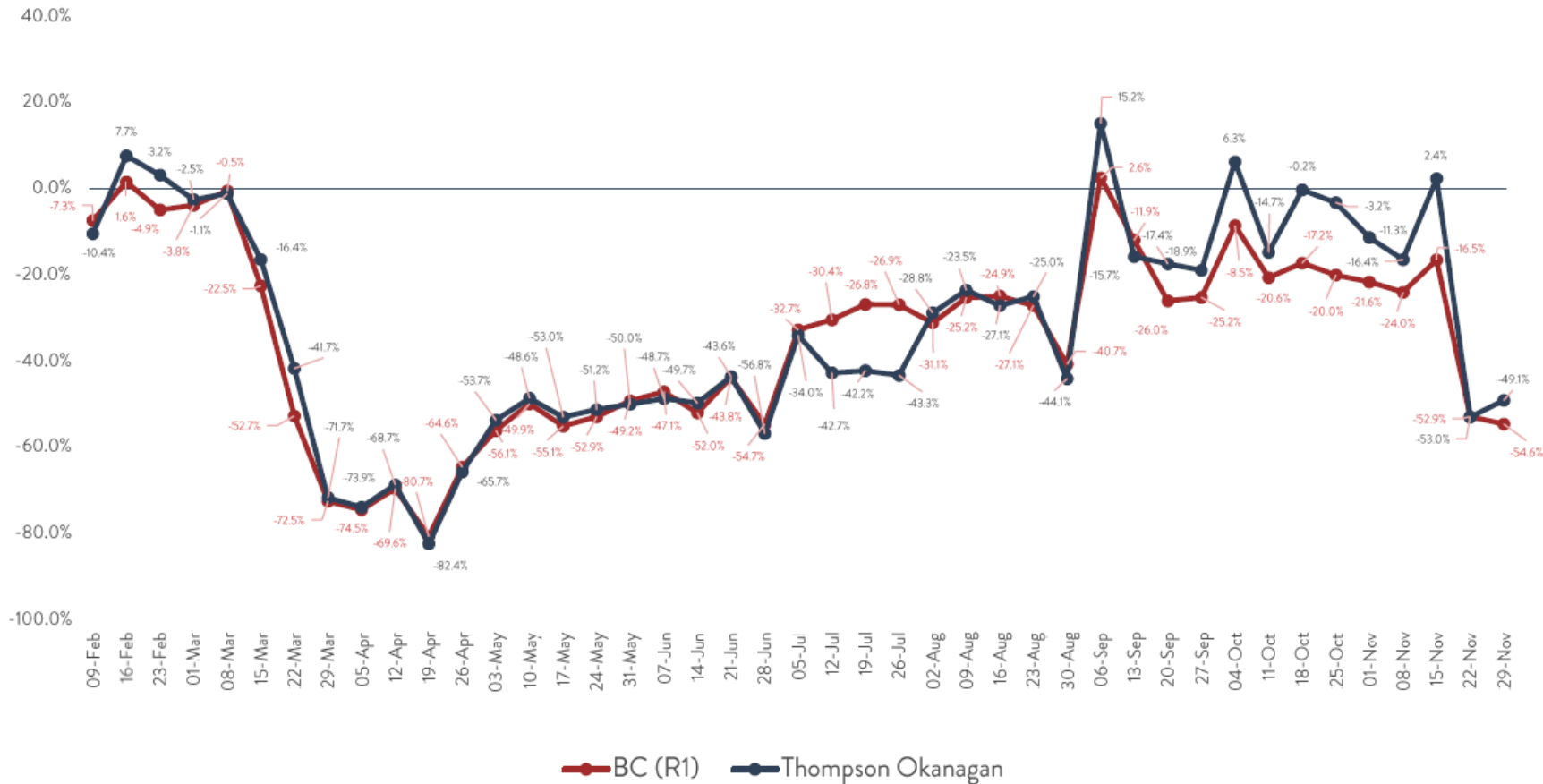
3,500
Outreach Calls

1,000
Tourism Business
Clients

20,000
Points of Contact

DOMESTIC OVERNIGHT VISITATION

YEAR OVER YEAR



The Thompson Okanagan region and the province have continued to experience reduced domestic overnight visitation throughout the pandemic, including:

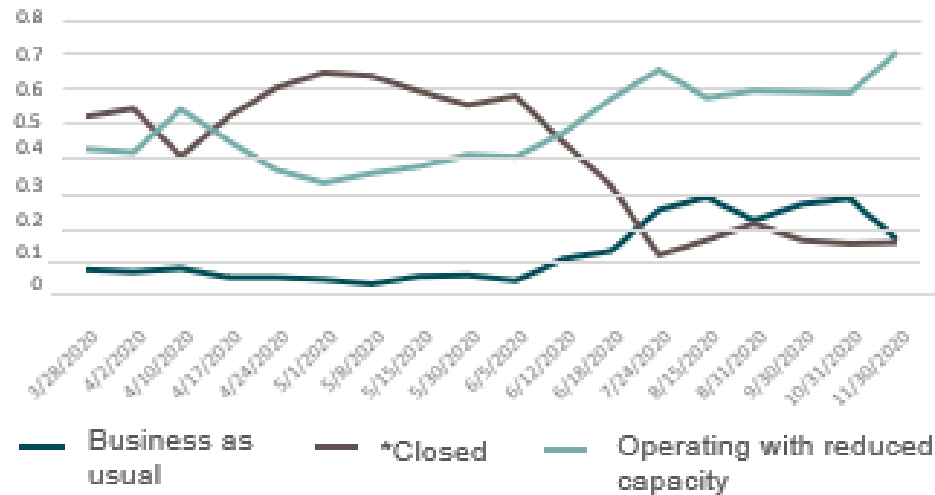
- -82% the week of April 19
- -49% the week of November 29

Source: BC Regional Tourism Secretariat - Measuring Canadian Travel Patterns Thompson Okanagan Region

COVID-19 IMPACT SURVEY RESULTS

British Columbia, Outside Lower Mainland

Impact of COVID-19 since start of survey

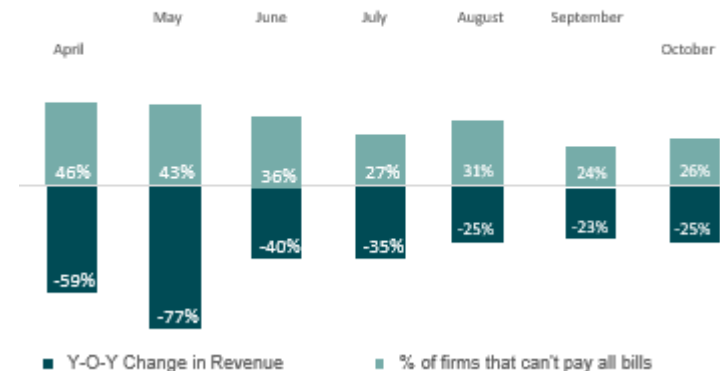


*From October 2020, seasonal businesses that are closed for the season per usual are counted as business as usual

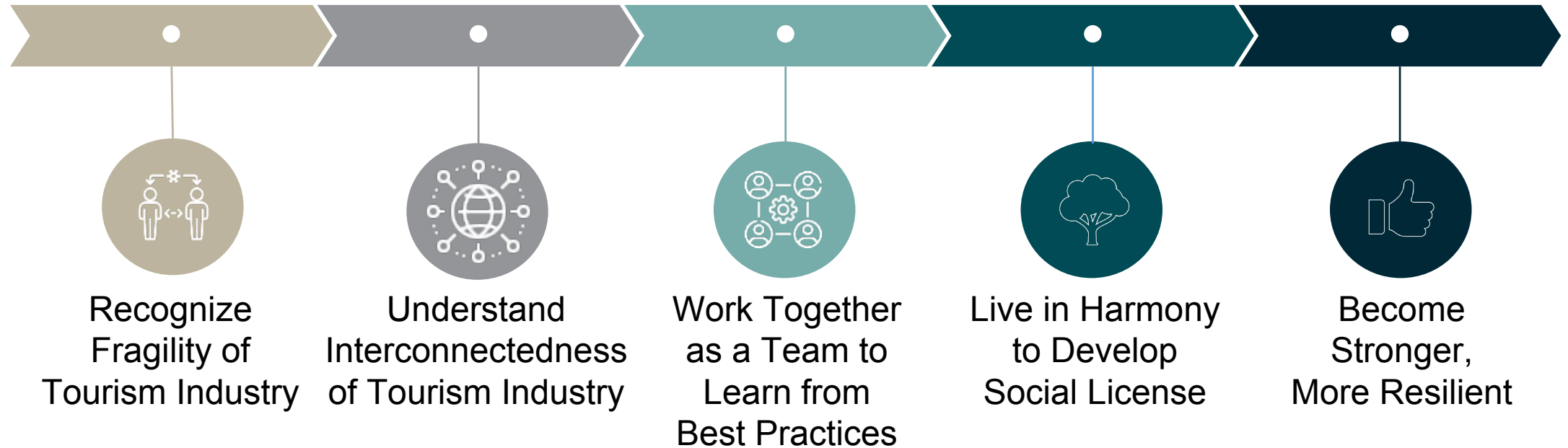
Impact of COVID-19 on Current Operations



Year-over-year change in revenue and percentage of firms without the cashflow to pay all bills



THE PATH TO TOURISM RESILIENCY



UNDERSTANDING VISITORS



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION



DESTINATION
BRITISH COLUMBIA™



BRITISH COLUMBIA
HOTEL ASSOCIATION



DESTINATION
CANADA



- Formal agreements between TOTA and Destination BC, BC Hotel Association, Destination Canada, Environics Analytics, Destination Think!, Smith Travel Research (STR), and TELUS
- Measure visitor travel patterns

TOTA

ESTABLISH FRAMEWORK



- Formal agreement between TOTA, Province of B.C., BCRTS, and WED
- Resiliency Program Support
- Joint training
- Research – business & visitor
- Business technology adaptation





ACCESS TO HEALTH & SAFETY TRAINING



- Formal agreement between TOTA and go2HR
- Occupational Health and Safety Biosphere Framework for Biosphere Committed Companies
- Roadmap to establish and maintain an effective health and safety program
- One-on-one consultations, training sessions, online webinars, and resources
- Option to complete Certificate of Recognition audit and incentive program

ACCESS TO EXPERTS



-  Formal agreement between TOTA and Okanagan College
-  Mentoring, education, and training to overcome impact of COVID-19
-  One-on-one virtual coaching sessions with Okanagan College instructors
-  Webinar series with access to additional professional services

REDUCE OPERATING COSTS



- Formal agreement between TOTA, FORTIS BC, GreenStep Solutions, and BC Hotel Association
- Eco Efficiency Program will reduce costs for tourism businesses and aid economic recovery
- TOTA's dedicated Energy Analyst acts as a technical resource and energy advocate
- Biosphere Committed Companies are eligible for an Eco Efficiency Assessment at no cost
- All tourism businesses in region are eligible for an Energy Efficiency Assessment at no cost

ACCESS TO CAPITAL




- Formal agreement between TOTA and 9 Community Futures offices in the region
- Formed Tourism Resiliency Taskforce dedicated to rebuilding a resilient tourism industry
- Launched Thompson Okanagan Tourism Micro Loan Program

ACCESS TO MENTAL HEALTH SUPPORT



Canadian Mental
Health Association

Thoughtful 

- Formal agreement between TOTA and Canadian Mental Health Association
- Implementation of the Mental Health Awareness & Aid Program in Thompson Okanagan
- Personalized services for mental well-being of tourism industry employees
- Ongoing resources including webinars

ACCESS TO INNOVATION



ideas labs

- Formal agreement between BCRTS and Tourism Café
- Series of 30 peer to peer learning sessions with 9 unique topics recommended by industry, offered to 48 participants per topic

COMMITMENT TO SAFE TRAVELS



- Formal agreement between TOTA and World Travel & Tourism Council
- Thompson Okanagan recognized as a Safe Travels Destination
- BC health & safety protocols exceed global standards
- Regional communities and stakeholders can display Safe Travels Stamp

ENGAGE YOUTH MOVEMENT



THE UNIVERSITY
OF BRITISH COLUMBIA



Royal Roads
UNIVERSITY

- Formal agreement between TOTA and Okanagan College, University of BC, Thompson Rivers University, Royal Roads University
- Hire student interns through grants
- Engage student teams to address specific areas of need, such as the Capstone Projects

UNDERSTANDING RESIDENT SENTIMENT



Planet Happiness

- Formal agreement between TOTA, Thompson Rivers University, and Planet Happiness
- Monitor resident sentiment to enhance destination well-being and safeguard global heritage
- Measure well-being of individual residents and destination communities
- Create a bridge between communities and destinations
- Move beyond GDP and identify alternative measures of development

REAFFIRM LONG-TERM VALUES



- TOTA is a founding signatory of the Future of Tourism Coalition
- Commitment to Guiding Governing Principles to move forward sustainably

DEVELOP CLIMATE FRIENDLY TRAVEL



- TOTA is a charter member of the global Climate Friendly Travel Registry for 2050 Climate Neutral & Sustainability Ambitions by the Strong Universal Network (SUNx) Malta
- Commitment to placing Climate Resilience at the core of corporate and community planning decisions
- TOTA and SUNx are partnering to launch Maurice Strong Climate Friendly Travel Youth Summit on April 29, 2021

CLIMATE ACTION



TOURISM DECLARES CLIMATE EMERGENCY

- TOTA signed up to Tourism Declares, an initiative that supports tourism businesses, organizations, and individuals in declaring a climate emergency
- Commitment to take develop Climate Action plan for purposeful action to reduce their carbon emissions as per the advice of the **Intergovernmental Panel on Climate Change (IPCC)** to cut global carbon emissions to 55% below 2017 levels by 2030

MANAGING BURDEN OF TOURISM



- Partnership with The Travel Foundation to transform tourism into a force for good
- Work to drive quality experiences for visitors and quality of life for residents through innovative practices and collaboration
- Create and trial ground-breaking new methodologies to develop tourism as a regenerative force that adds value to the people and places of the Thompson Okanagan while managing its burdens on communities, public services, infrastructure, and the environment

REGIONAL PLEDGE

SEVEN AFFIRMATIONS FOR SEVEN GENERATIONS

EDUCATE OTHERS

Anything worth knowing is worth sharing.

CHOOSE LOCAL

Choose to buy locally and you'll transform riches into enrichment.

LIVE IN HARMONY

Let a life outside bring you happiness inside by learning the laws of wilderness living.



TRUE ROOTS

Discover the soul of a place in its history

TREAD LIGHTLY

As of this moment, you are deemed a "guardian of the land, air and water."

BE A GOOD NEIGHBOUR

Whether you've journeyed near or far, we invite you to feel at home in this place, and value it as we do.

TRAVEL SAFELY

Follow the map of your heart, but venture wisely.

TOTA UPCOMING GLOBAL EVENTS



Maurice Strong Climate Friendly Travel
Global Youth Summit
April 29, 2021



Global Sustainable
Tourism Conference
October 2021

TOTA THOMPSON OKANAGAN
TOURISM ASSOCIATION



BIOSPHERE



Certified
Gold
Destination



BDT 005/2017 RTI



UNWTO

INSTO

World Tourism Organization
International Network
of Sustainable Tourism
Observatories

Glenn Mandziuk

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TOTABC.org

