Members Meeting

Presented by

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

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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, Nlakapamux, and Secwépemc 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.
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.
ORGANIZATION STRUCTURE

TOTA

Board
- Governance
- Finance

Office of the CEO
- President & CEO
- Board Liaison
- Industry Engagement

Stewardship
- Market
- Destination

Corporate Services
- Finance
- Human Resources

For Profit
- Research
- Marketing

Charitable Status
- Trails
- Outdoor Tourism Infrastructure

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

01 PROFIT
02 PEOPLE
03 PLACE
04 PARTNERS
RESILIENCY APPROACH

Interconnectivity

Clear Intention

Meaningful Engagement

Measurable Accountability

Stewardship

Place DNA

Inclusivity
INTEGRATED DESTINATION MANAGEMENT
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.
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

<table>
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<tr>
<th>Launched Emergency Plan</th>
<th>Industry &amp; Government Communications</th>
<th>Stakeholder Outreach</th>
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| • TOTA Emergency Planning Protocols – COVID-19 | • [TOTABC.org/Resiliency](https://TOTABC.org/Resiliency)  
• recovery@TOTABC.com  
• Regular Industry Communique  
  • Manic Monday  
  • News Centre  
  • Social Channels | Surveys  
• Phone  
• Online |
| • Approved by Board of Directors | Daily Calls/Meetings  
• Ministry of Tourism, Arts, Culture & Sports Staff  
• BCRTS updates  
• BC Emergency Management  
• Regional Stakeholder | Partnerships  
• BC Regional Tourism Secretariat  
• BC Destination Marketing Organization Association  
• BC Hotel Association  
• Community DMOs |
| | Weekly Calls/Meetings  
• Federal Update  
• Minister of Tourism, Arts, & Culture  
• Community DMOs  
• Destination BC  
• Tourism Emergency Response Program |
WHAT WE HEARD

1. Advocate on Behalf of Business to Government

2. Clarify Appropriate Consumer Communications

3. Support Businesses with Pathfinding 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.”
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

Ministry of Tourism, Arts and Culture

British Columbia Regional Tourism Secretariat

Destination British Columbia

Island Coastal Economic Trust

Western Economic Diversification Canada

BCDMOA

British Columbia Destination Marketing Organization Association

go2HR

Canadian Tourism Human Resources Council

Biosphere

GSTC Member

British Columbia Hotel Association
RESILIENCY PROGRAM OBJECTIVES

- Provide Meaningful Support
- Streamline Communications
- Advocacy
Reopening
Reassurance
Financial Support
Advocacy
Business Pivots
Industry Connections
Language Barriers

Support available in multiple languages:
- French
- Spanish
- Hindi
- Punjabi
- Mandarin
PIVOTING OUR ORGANIZATION

Thompson Okanagan Tourism Resiliency Program

Outreach Surveyors
Schedulers
Program Advisors
Communications
Business Support Monitor
Subject Experts in finance, HR, legal services, business transition, mental health and wellness, and more.
KEY PERFORMANCE INDICATORS (KPI)

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

Thompson Okanagan
Tourism Resiliency Program
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

Recognize Fragility of Tourism Industry
Understand Interconnectedness of Tourism Industry
Work Together as a Team to Learn from Best Practices
Live in Harmony to Develop Social License
Become Stronger, More Resilient
UNDERSTANDING VISITORS

- 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
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
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

- 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

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

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

- 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
REEAFFIRM 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
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.

TRUE ROOTS
Discover the soul of a place in its history

CHOOSE LOCAL
Choose to buy locally and you’ll transform riches into enrichment.

TREAD LIGHTLY
As of this moment, you are deemed a “guardian of the land, air and water.”

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

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
Glenn Mandziuk
President & CEO
Thompson Okanagan Tourism Association
CEO@TOTABC.com
TOTABC.org