



Council of Tourism Associations

VOICE OF THE BC TOURISM INDUSTRY

COTA Member Update

March 18, 2010

In This Issue

[COTA Annual General Meeting](#)

[BC Tourism Leaders' Summit Registration Open](#)

[Tourism Industry Progress Report](#)

[HST Working Group](#)

[United States Takes Three Measures to Aggressively Enhance Tourism Promotion](#)

[BC Tourism Leaders' Summit Registration Open](#)

COTA Annual General Meeting

Hyatt Regency Vancouver, April 19, 2010 - 10:00am - 12:00pm

Please note the upcoming important deadline:

April 1, 2010: Final deadline for all paperwork for Board Nominations.

[Click here for the Board of Directors Nominations Form.](#)

Please note that **all attending member representatives** that wish to vote must sign and submit the [Voting Authorization Form](#) in advance of the meeting.

NEW MEMBERS!

COTA welcomes the following new members:

Guide Outfitters
Association of BC
Nanaimo Port Authority
Predator Ridge Resort
Shuswap Tourism
Vancouver Community
College

MEMBERSHIP

March is already here and association category membership expires at the end of the month. COTA is in the process of renewing these members.

Thank you to those members who have already responded to staff emails and phone calls. Your prompt attention is much appreciated! If you have yet to respond, please reply to kneyedli@cotabc.com.

Membership is an essential funding mechanism for COTA, enabling the Council to pursue efforts on behalf of membership

NEW MEMBER REFERRALS

Packages in preparation for COTA's AGM will be mailed to members the week of March 29.

Please mail all forms to the following address:

1208-409 Granville Street
Vancouver, BC V6C 1T2

Please contact Margaret Ross at mross@cotabc.com or 604-678-6453 with any questions.

COTA is actively encouraging new Associations and Businesses to consider joining the Council as members.

Do you know of a business or association that might like to know more about the benefits of COTA membership?

If so, please send suggestions to Kitka Neyedli, Industry Relations Coordinator at kneyedli@cotabc.com.

[Click here](#) to read the benefits of COTA Membership.

BC Tourism Leaders' Summit

Hyatt Regency Vancouver, April 19 - 20, 2010.

The BC Tourism Leaders' Summit is fast approaching. In only a few short weeks, industry leaders from across the province will be meeting in Vancouver at the Hyatt Regency Hotel to discuss the future of tourism in the province. This is a very important event for all senior business and association leaders to attend in order to provide input concerning tourism and the economy, the future of the tourism marketing system and managing tourism development in B.C.

The accommodation room block at the Hyatt Regency is filling up quickly and will expire on March 23, 2010. Be sure to register and book your accommodation before this event sells out!

Note: the full Tourism Industry Conference will be held in the Fall of 2010. Members will receive details once confirmed.

[Click here](#) for more details and to register.

Tourism Industry Progress Report

The COTA Progress Report Technical Working Group held its inaugural meeting on March 9. Members reviewed the Terms of Reference and the first two fields of analysis: federal issues and the provincial destination marketing organization (PDMO).

Regarding the PDMO, a wide selection of performance indicators and targets were reviewed and vetted by the group, in areas related to funding adequacy and predictability, as well as governance, management, and performance outcomes.

COTA MEMBERS

Association

Aboriginal Tourism BC
BC Bed & Breakfast
Innkeepers Guild
BC Culinary Tourism
Society
BC Fishing Resorts and
Outfitters Association
BC Golf Association
BC Guest Ranchers
Association
BC Hotel Association
BC Lodging &
Campground Association
BC Restaurant &
Foodservices Association
BC River Outfitters
Association
BC Taxi Association
BC Museums Association
Backcountry Lodges of
BC
Canada West Ski Areas
Association
Canadian Inbound
Tourism Association Asia
Pacific (CITAP)
Cariboo Chilcotin Coast
Tourism Association
City of Nanaimo -
Economic Development
go2
Guide Outfitters
Association of BC
Helicat Canada
Association
Kermodai Tourism Society

The Progress Report will be an important tool to assist COTA and the industry with assessing and communicating performance in most key areas of tourism policy and development. The report's analysis will help form the basis of the upcoming Tourism Leaders Summit and will shed light on a number of recent changes to the tourism system.

[Click here](#) to read the draft backgrounder document.

Harmonized Sales Tax (HST) Working Group

The HST Working Group reconvened on March 11. This conference call was meant to provide a recap and summary of positions and outcomes achieved in HST mitigation after the Provincial Budget announcement of March 2. In the latter stages of the HST advocacy campaign, the primary focus of this Working Group was on B.C.'s three-tier marketing system, foreign visitor rebates, and ensuring that businesses can file for the full suite of Input Tax Credits (ITCs).

COTA will be following up with TIAC and other organizations to continue to work towards the expansion of eligibility and streamlining of administrative procedures for the Foreign Convention and Tour Incentive Program (FCTIP). We are still anticipating support from the provincial Finance Minister for streamlining the tour component. [Click here](#) to view our proposal.

The information, analysis, and positions of the HST working group will be incorporated into COTA's Progress Report in regard to comparative consumer taxation. COTA will also continue to seek greater clarification on the full impacts of HST and will hold seminars to assist tourism businesses with processing HST.

United States Takes Three Measures to Aggressively Enhance Tourism Promotion

Tourism stakeholders and government agencies in the United States have recently taken three steps to aggressively pursue market share in both the international tourism market and domestic U.S. market.

In addition, U.S. Travel, the national tourism advocacy group for the United States, has just created a Meetings, Incentives, and Trade Shows Council to pursue enhanced market share for its MC&IE market.

Kootenay Rockies
Tourism Association
LinkBC: the tourism &
hospitality education
network
Northern BC Tourism
Association
Northern Rockies Alaska
Highway Tourism
Association
Oceanside Tourism
Association
Penticton Wine Country
Chamber of Commerce
Shuswap Tourism
Thompson Okanagan
Tourism Association
Tourism Abbotsford
Tourism Burnaby
Tourism Chilliwack
Tourism Harrison Hot
Springs
Tourism Kamloops
Tourism Kelowna
Tourism Langley
Tourism Prince George
Tourism Prince Rupert
Tourism Richmond
Tourism Rossland
Tourism Smithers
Tourism Surrey
Tourism Ucluelet
Tourism Vancouver
Tourism Vancouver Island
Tourism Victoria
Tourism Whistler
Tourism White Rock
Vancouver, Coast &
Mountains Tourism
Region
West Chilcotin Tourism
Association
Wilderness Tourism
Association

Business

Accent Inns
Ainsworth Hot Springs
Resort
BC Ferries
Best Western Inn at
Penticton
Black Ball Ferry Line
The Butchart Gardens
Canadian Mountain
Holidays Inc.
Capilano Suspension
Bridge & Park
Capilano University -
Tourism Department
Chemistry Consulting
Comox Valley Airport
District of Clearwater
Harbour Air Seaplanes
Helijet

Finally, the U.S. Congress has just tabled the Travel Regional Investment Partnership (TRIP) Act, which would provide base funding for partner-leveraged destination marketing programs aimed at promoting enhanced U.S. domestic travel.

Travel Promotion Act Creates Private-Public Partnership U.S. Destination Marketing Organization

On March 4, 2010 the Travel Promotion Act was signed into law by President Barack Obama, creating a private-public partnership (P3) marketing agency to promote international travel to the United States. The program will charge a \$10 fee to all inbound visitors to the United States (for countries not requiring the (USD) \$131.00 entrance Visa), and is expected to generate upward of \$100 million annually to be matched by partner marketing agencies.

The organization will be governed by an independently elected private sector board of directors.

The new program is expected to attract an additional 1.6 million international visitors to the U.S. each year, increasing tourist revenues by approximately \$4 billion per year.

For more information [click here](#).

New Council Created to Promote Meetings, Incentives and Trade Shows

On Tuesday, March 9 U.S. Travel created a new Council to support the development of Meetings, Incentives and Trade Shows (MC&IE). The private sector Council will develop a cohesive national strategy to support the development of the MC&IE market through enhanced research, communications, and government relations.

For more information [click here](#).

U.S. Congress Tables TRIP Act Legislation to Promote U.S. Domestic Travel

Congressman Sam Farr (D - Cal) introduced legislation on Friday, March 12 to the U.S. House of Representatives to increase domestic tourism through the Travel Regional Investment Partnership (TRIP) Act - H.R. 4676.

The legislation, if passed into law, would create a matching grant program in the U.S. Department of Commerce to promote domestic tourism through local and regional partnerships. The program will seek matching grants through a competitive bid process for marketing

Hostelling International
Inn at Laurel Point
International Conference
Services
Lexlaur Properties Inc.
Living Forest Oceanside
RV Park
Mahon Jones &
Associates
Midnight Sun Adventure
Travel
Nanaimo Port Authority
Nisga'a Commercial
Group - Tourism
Oak Bay Marine Group
Peak Planning Associates
Predator Ridge Resort
Prophet Muskwa
Enterprises Ltd.
Royal Roads University -
School of Tourism &
Hospitality
Vancouver Island Tourism
Industry Services
Tradex
Vancouver Community
College
Vancouver Convention
Centre
Vancouver Airport
Authority
Vancouver Trolley
Company
Walker Hospitality Ltd.
West Coast Air
Whitewater Ski & Winter
Resort
Wickaninnish Inn
WildPlay Element Parks

initiatives ranging from \$100,000 to \$1 million in value. Eligible entities would include convention and visitors bureaus and other community tourism entities, such as parks, resorts and other attractions.

For more information, [click here.](#)

Tourism Industry Association of Canada Names David Goldstein as New President and CEO

Stan Cook Jr., Chair of the Board of Directors of the Tourism Industry Association of Canada (TIAC), announced the appointment of David Goldstein as the new President and CEO, effective April 5, 2010

Mr. Goldstein brings over 18 years of experience in the media industry, the last 12 years directly in senior advocacy roles.

COTA welcomes Mr. Goldstein to this challenging and important position.

[Click here](#) to read TIAC's news release.

Save the Date

Assembly of BC Arts Councils Conference

April 30 - May 2, 2010

The 31st Annual Conference of the Assembly of BC Arts Councils will be held at the Marriott Vancouver Airport in Richmond. This event brings together community arts practitioners from across BC for training, networking and sharing of ideas and solutions to common challenges.

[Click here](#) for details.

Rural Tourism Conference 2010

April 6-8, 2010

It's post Vancouver 2010; rural communities have a great opportunity to capitalize on tourism. Are rural communities and tourism operators ready to welcome visitors and benefit from tourism? Tourism in rural areas demands unique strategies to attract and host visitors. Find out more at BC's 1st Conference on Rural Tourism, being held April 6-8 at Talking Rock Resort and Quaaout Lodge.

[Click here](#) for details.

First Nations Resource Opportunities Conference

May 3-5, 2010

The Nanwakolas Council and the Province of British Columbia are delivering the second annual First Nations Resource Opportunities Conference in Nanaimo from May 3-5. The event will provide a unique opportunity for First Nations, Governments, and resource companies (including tourism) to learn best practices and techniques to work together in a cooperative and beneficial manner.

To review the conference program, [click here.](#)

For more of the latest news and industry events, visit

www.cotabc.com