



# Council of Tourism Associations

VOICE OF THE BC TOURISM INDUSTRY

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## COTA Member Update

March 5, 2010

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### **2010 Winter Olympic Games**

COTA would like to congratulate and thank all those involved in the planning, organization, and execution of hosting the extraordinarily successful 2010 Olympic Winter Games. We would also like to extend our congratulations to all athletes who competed in the games, and wish those competing in the upcoming Paralympic Winter Games the best of luck!

The economic impact of Games will be further assessed by various organizations, including MTCA, VANOC, and others.

COTA has been actively responding to games criticism regarding lack of benefits to tourism of the games, including a post-games editorial in the [Vancouver Sun](#).

### **MEMBERSHIP RENEWALS**

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 [knevedli@cotabc.com](mailto:knevedli@cotabc.com).

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

### **NEW MEMBERS!**

COTA welcomes the following new members:

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

### **NEW MEMBER REFERRALS**

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

## **2010 Provincial Budget - Diverse Reviews and Opinions**

COTA representatives attended the Budget Lockup in Victoria on Tuesday, March 2. COTA's overall assessment of the budget was mixed, with the negative comments being primarily focused on the missed opportunities for better leveraging the immense exposure of the 2010 Games. Several million dollars were cut from the marketing and tourism development budgets at a time when marginal gains from investments in these areas would be vast.

[Click here](#) to read COTA's full media release.

The 2010 Budget was also reviewed by several other tourism-related agencies and stakeholders. For their assessments of the budget, please refer to the links below:

### **B.C. Hotel Association (BCHA)**

[Click here](#) to read the full BCHA release.

### **B.C. Chamber of Commerce**

[Click here](#) to read the full BC Chamber of Commerce release.

### **Alliance for Arts and Culture & ProArt Alliance**

[Click here](#) to read the full release.

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## **ETHOS B.C. Funding Supported in Budget**

ETHOS BC received an honourable mention in the Ministry of Tourism, Culture and the Arts' Service Plan, which was released as part of the 2010 budget. ETHOS was also provided some bridge financing from the province as it strives to develop a certification program and other value added services for the industry.

[Click here](#) to read the 2010/11 - 2012/13 MTCA Service Plan.

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## **COTA Harmonized Sales Tax (HST) Working Group**

COTA's HST Working Group will be re-convening on March 11 to discuss the final stage of its strategy to achieve some degree of meaningful mitigation in response to the introduction of the HST.

COTA will keep its members apprised of the outcomes of this meeting. The recent focus of the Working Group had been on B.C.'s three-tier marketing system and on foreign visitor rebates.

more about the benefits of COTA membership?

If so, please send suggestions to Kitka Neyedli, Industry Relations Coordinator at [kneyedli@cotabc.com](mailto:kneyedli@cotabc.com).

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

### 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  
Kermodei Tourism Society  
Kootenay Rockies Tourism Association  
LinkBC  
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

Regarding the provincial marketing system, COTA is seeking assurance that the system will be redesigned in a manner that provides adequate resources to support robust marketing initiatives, while promoting innovation, independence, and flexibility for marketing agencies at all three levels. At this point there have been numerous and widespread consultations with industry, but government has not yet made any announcements about the design of the system. An announcement was anticipated on the March 2 budget but was not delivered, aside from assurance that the AHRT program would continue.

Regarding foreign visitor rebates (via the Foreign Convention and Tour Incentive Program - FCTIP), COTA continues to seek the expansion of eligibility and streamlining of administrative procedures. Tourism representatives have begun receiving indications in Ottawa that some program enhancements may be possible.

We are anticipating some support from the provincial Finance Minister for our recommendations, though we have initial feedback that governments are not willing to look at reinstating the individual traveller rebate. [Click here](#) to view our proposal.

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## **Tourism Industry Progress Report**

COTA has formally launched its Tourism Industry Progress Report Technical Working Group. The group's first meeting will be on March 9.

The Progress Report will form the basis of COTA's Tourism Leaders Summit on April 19-20 in Vancouver, and will help shape COTA's advocacy activities in the coming months and beyond.

COTA's next Member Update will provide more detail on the Progress Report. Stay tuned.

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## **Federal Throne Speech and Budget**

The Government of Canada delivered its Speech from the Throne and Budget 2010 this week.

The Throne Speech highlighted a couple of notable items for the B.C. tourism industry. Importantly, it identified the liberalization of air access as a key priority of the federal government, aimed at enhancing tourism and trade. This has been a longstanding priority of COTA and the B.C. tourism industry, and a point reiterated in recent meetings and correspondence with the new Minister of State for Small Business and Tourism, the Honourable Rob Moore.

On a related but very different vein, the Throne Speech and Budget also highlighted the need for enhanced security measures at customs points

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  
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

of entry, specifically airports. Related to this will be a substantial increase in the Air Travellers Security Charge, which will increase by 52% for all domestic, transborder, and international flights.

A number of groups have opposed this increase, including COTA in its recent meeting and correspondence with Minister Moore. The Air Transport Association of Canada (ATAC) also opposes this move. [Click here](#) for the ATAC press release.

The federal budget also included Phase 2 of Canada's Economic Action Plan. There are two notable items here: the second round of funding for the Marquee Festivals and Events Program, as well as the second phase of funding for Parks Canada to enhance the National Park system (\$150 million in total over two years).

COTA will provide to members a more detailed assessment of the federal budget in the coming days.

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### **BC Tourism Leaders' Summit Registration Open**

The 1st Annual Tourism Leaders' Summit will be held at the Hyatt Regency Vancouver, April 19 - 20, 2010. Dates for the 17th annual BC Tourism Industry Conference TBA.

COTA encourages members to consider holding a Board meeting on Sunday, Tuesday afternoon or Wednesday in order to bolster industry participation and encourage cross-sector dialogue. We have reserved additional meeting space, and rooms are available on a first come first served basis. For more information please contact Margaret Ross at [mross@cotabc.com](mailto:mross@cotabc.com).

Registration is now open for the 1st Annual Tourism Leaders Summit!

**Member discount password: Member2010**  
**PLEASE DO NOT REDISTRIBUTE.**

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

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### **COTA Annual General Meeting**

The COTA Annual General Meeting will be held from 10:00 am to 12:00 pm on April 19, 2010 at the Hyatt Regency Vancouver. Please view the following documents in preparation for COTA's AGM:

[Click here](#) for the Notice of AGM.

All nominations from members for COTA Board of Director positions must be received no later than April 5, 2010. Only Association or Business members can move a nomination, seconded by another member organization in good standing. Please click on the link below to view the official Call for Nominations for Board of Director positions.

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

In order to vote at the COTA AGM, attending representatives will need to submit an official Voting Authorization Form prior to the meeting.

[Click here](#) for the Voting Authorization Form.

Please mail all forms to the following address:

1208-409 Granville Street  
Vancouver, BC V6C 1T2

Contact Margaret Ross at [mross@cotabc.com](mailto:mross@cotabc.com) or 604-678-6453 with any questions.

Supporting documents will be mailed to COTA members in a timely manner prior to the AGM.

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## **Save the Date**

### **Royal Roads Information Session and Learning Symposium**

**March 10, 2010**

Get ready to be inspired. Don't miss this opportunity to connect with students, faculty and enrolment advisors. Meet us for a face-to-face discussion and learn how Royal Roads University is different. Find out how we deliver relevant, timely education specifically designed for working professionals. Bring your questions and get ready to discover how Royal Roads University changes lives.

[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.

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## **Show & Tell about "Gold Medal" Hospitality During Vancouver 2010 Winter Games**

Contest seeks to celebrate workers and volunteers who helped welcome the world.

Vancouver, B.C. - As the crowds die down and the hotels, attractions and restaurants get ready to welcome the paralympians, go2 wants to celebrate B.C.'s gold medal performance as hosts, by recognizing hospitality workers and volunteers who spread out the welcome mat.

Until March 16, 2010, people can post, tweet, or email a photo or nomination to go2 on how they or people around them helped welcome the world to B.C. A winner will be chosen by an industry panel, and sent on a much needed three day, two night spring ski trip for two at Silver Star Mountain Resort. It includes round trip air fare between Vancouver and Kelowna, accommodation and two days of ski lift tickets for two.

"We know there are so many heart warming stories of people who went above and beyond to ensure our visitors had the time of their lives while in B.C.," says Arlene Keis, CEO of go2. "This is a chance to capture those stories so we don't forget them, and reward these extra special efforts."

A winner will be chosen on March 18, 2010, giving them a chance to take advantage of the 2010 ski season. go2 will also feature the winner's business and team members in its upcoming Career Awareness collateral and promotions, helping to profile their place of business as an employer of choice. More information on the contest can be found at [go2hr.ca](http://go2hr.ca) or by clicking here: [go 2 contest](#)

### **About go2**

go2 is BC's tourism human resource association helping the industry to recruit, retain and train to support industry growth. Tourism is one of the largest industries in BC comprising 18,000 mostly small to medium sized businesses which directly employ over 131,000 British Columbians. For more information, visit [www.go2hr.ca](http://www.go2hr.ca).

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