



Council of Tourism Associations

VOICE OF THE BC TOURISM INDUSTRY

COTA Member Update

February 17, 2010

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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.

MEMBERSHIP RENEWALS

Association category membership expires in just under 45 days. 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

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.

[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 or 604-678-6453 with any questions.

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

BC Tourism Leaders' Summit Registration Open

Two important and distinct annual industry events designed for tourism business leaders and operators are now taking place in British Columbia. Hosted by the Council of Tourism Associations (COTA), 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.

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.

Budget 2010: Industry Conference Call

COTA would like to invite its Members to participate in a conference call in preparation for Budget 2010. The call will take place next Thursday, February 25, 2010 from 1:30 - 3:00 pm..

We will be sending out a Member Alert next Monday with call in details and an agenda.

Please contact Peter Larose at plarose@cotabc.com with any questions prior to the call.

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
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
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

COTA Meeting with Minister of State for Small Business and Tourism

On February 11, COTA representatives met with the Honourable Rob Moore, new Minister of State for Small Business and Tourism. COTA highlighted priority issue areas including the Foreign Convention and Tour Incentive Program (FCTIP), air access to B.C., and the federal and provincial marketing systems.

[Click here](#) to read the follow up letter to Minister Moore.

There were additional meetings in Ottawa on Tuesday, February 16 led by TIAC with participation from the Tourism Industry Association of Ontario, Dave Cowan from Butchart Gardens and Susan Barcham from Oak Bay Marine Group, making the case for streamlining and expanding the FCTIP.

COTA is still awaiting a positive response from B.C.'s Minister of Finance, Colin Hansen, to communicate with the Federal Minister of Finance provincial government support for our recommendations for the FCTIP. Stay tuned.

Tourism Industry Progress Report

COTA is now closing the Expression of Interest for the Technical Working Group. We would like to thank all those who stepped forward. The response was overwhelming, and we are very excited to get this important and timely work underway. More than a dozen working group members have been enlisted, with strong representation by tourism experts across most regions and sectors.

The group will hold its first meeting after the completion of the 2010 Games.

Status Update

A Terms of Reference has been drafted, and initial background materials evaluated. A suite of initial performance indicators and targets have also been established for key areas of tourism development, policy, marketing, planning, and others.

Technical Working Group members will first review fifteen (15) proposed performance indicators and associated targets for the **provincial marketing system**. Many of these are well established performance indicators taken from the Tourism BC 2009/10 to 2011/12 three year Service Plan: unpaid ad equivalencies, web site hits, stakeholder satisfaction rates, and others. Additional governance indicators are also being proposed, which will gauge the effectiveness of decision-making

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
Nisga'a Commercial Group
- Tourism
Oak Bay Marine Group
Peak Planning Associates
Prophet Muskwa
Enterprises Ltd.
Royal Roads University -
School of Tourism &
Hospitality
Vancouver Island Tourism
Industry Services
Tradex
Vancouver Convention
Centre
Vancouver Airport Authority
Vancouver Trolley
Company
Walker Hospitality Ltd.
West Coast Air
Whitewater Ski & Winter
Resort
Wickaninnish Inn
WildPlay Element Parks

structures at the provincial DMO.

An initial suite of federal performance indicators and targets has also been established and will be reviewed immediately by the Technical Working Group. These reflect the B.C. tourism industry's longstanding priorities in areas such as air access, borders, environmental sustainability, infrastructure, and others. This data has been assembled from World Economic Forum reports which are compiled on an annual basis.

Marketing System Update

COTA recently received an important correspondence from Tourism, Culture and the Arts Minister, Kevin Krueger on Wednesday, February 17. To read the correspondence, please [click here](#).

As this is official Ministerial correspondence directed at COTA, please respect its confidentiality and do not distribute further.

The Minister's letter acknowledges the many points made by COTA in our January 12, 2010 submission regarding the marketing system, and suggests that the MTCA's own positions sent to Finance and Treasury are quite closely aligned. We will learn more about government's direction in the March 2010 provincial budget and in subsequent discussions.

A major focus of COTA in the coming year, related to the Progress Report, will be the evaluation of and support for the marketing system, specifically with regard to identifying the optimal levels of system funding, the most effective and responsive method of funding appropriation (secure, reflective of and promoting industry performance), and the ideal governance and management support system to promote innovation, partnership, and overall return on investment.

This will be a major focus of the upcoming Tourism Leaders Summit from April 19-20, at the Fall 2010 Tourism Industry Conference, and in ongoing discussion with government agencies and the industry.

For more of the latest news and industry events, visit

www.cotabc.com