



# Reimagining Tourism in B.C.

*Panel Discussion &  
Engagement Session*

UBCM Conference 2022

September 13, 2022



# Land Acknowledgment

We would like to acknowledge that this meeting is taking place on the shared unceded territory of the Squamish Nation and Lil'wat Nation.



## Presented By

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## Panel Members

**Harrison Hot Springs:**

Rhonda Schell, Community Services Manager/ Chief Election Officer

**Golden:**

Jon Wilsgard, CAO/CO

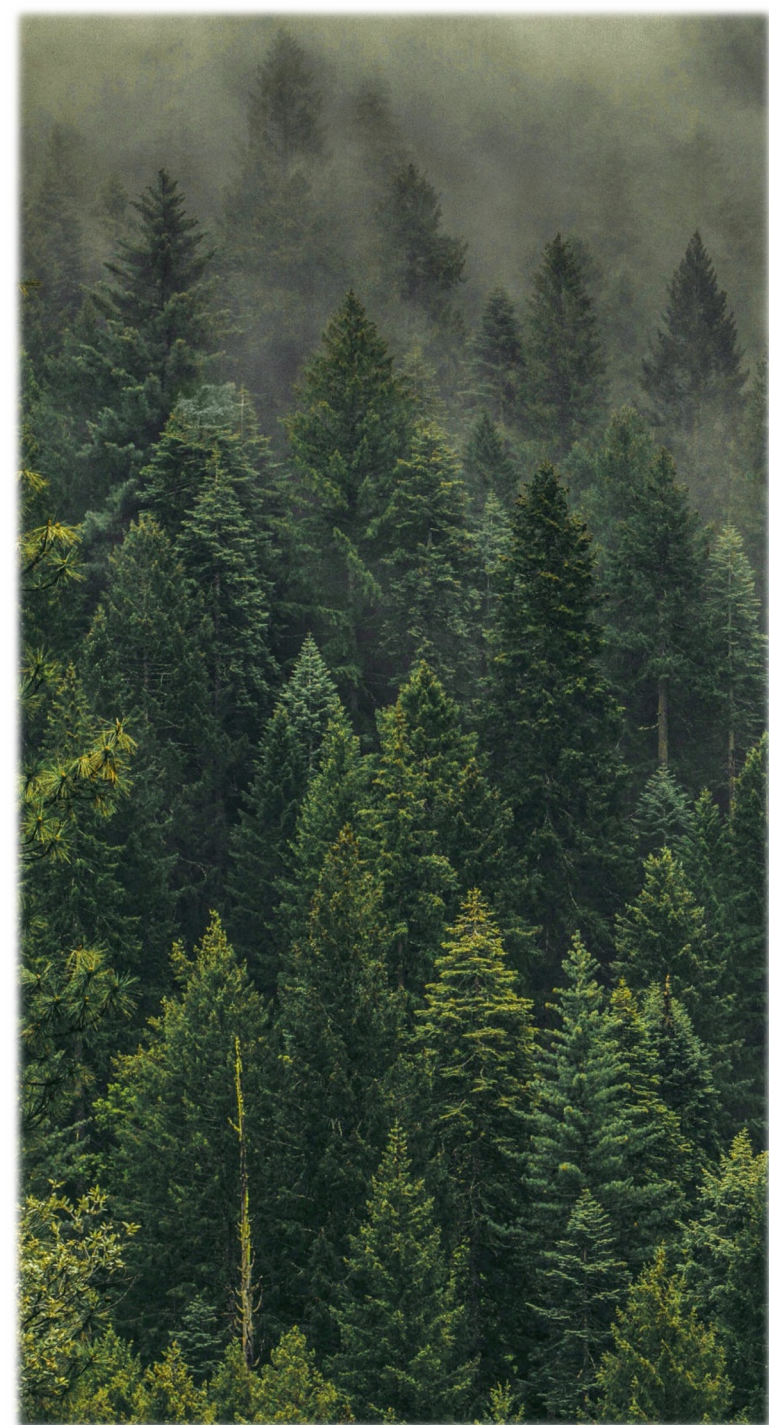
**Kelowna:**

Derek Edstrom, Divisional Director, Partnership & Investments



# Session Overview

- Setting the Stage: Reimagining Tourism is B.C.
- Panel Presentations & Discussion
- Interactive Discussion
- Closing



# Purpose of Today's Session

To capture communities' perspectives on tourism renewal post-pandemic:

- what is working well?
- what new ideas are needed for future success?
- what do residents desire from their visitor economy?







# What Led Us to Today?

Significant recent events for B.C.'s Tourism Sector

2017

***Extremely active wildfire season***

Evacuations, air quality, and reputation repair



2019

***Record year for tourism***

\$22 billion in revenues; increased pressures on infrastructure, changing resident sentiment



2020

***Border closures due to COVID-19 pandemic***

B.C. declares a provincial state of emergency; non-essential travel restricted; steep decline in revenues



2020  
2021

***Over \$225M in COVID relief funding***

Historic government investments into new tourism initiatives



2021

***Extreme weather events***

Heat warnings, floods, fires, travel and supply chains impacted



2022

***Recovery from the pandemic is quicker than expected***

Strong rebound in domestic travel market, labour shortages, inflation





## Setting the Stage – Reimagining Tourism

*Ministry of Tourism, Arts, Culture and Sport  
is leading work to explore opportunities  
for a renewed tourism sector  
that facilitates greater resilience  
and addresses the sector's evolving needs,  
providing better outcomes for visitors and residents.*





# Pandemic Impacts & Solutions

An Unexpected Stress Test

## Challenges Faced

Vulnerabilities exposed



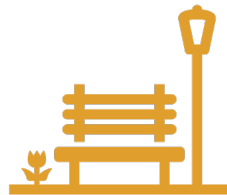
Sector fragility to  
adapt to shocks



Workforce



International  
market



Pressure on  
infrastructure

## Creative Solutions

Industry came together



Local travel



Wholesale  
Pricing



Refreshed  
Strategic  
Framework for  
Tourism



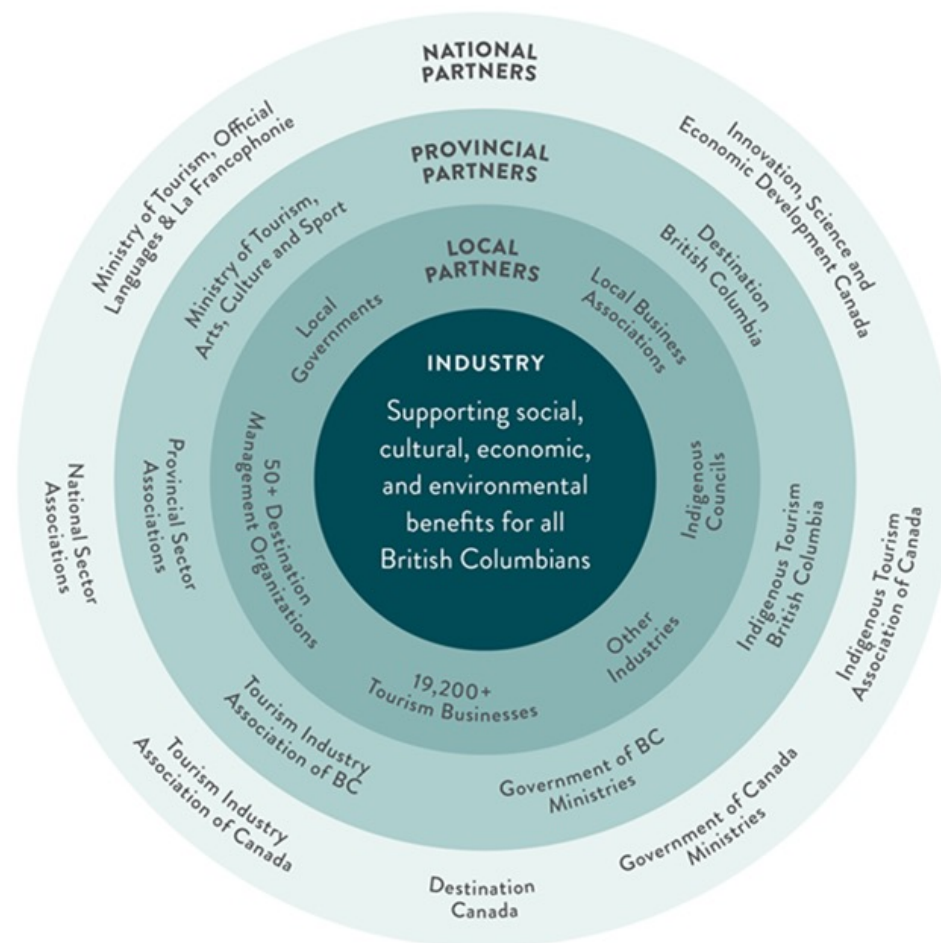
Historic tourism  
investments



Patio expansion

# Long-Standing Challenges in the Tourism System

Complex network requires a systems mindset





# Opportunity



*We now have an opportunity to  
look at what works, doesn't work, and  
what new ideas should be considered for  
tourism success*





# The Future of Tourism: Panel Presentations & Discussion



# Harrison Hot Springs

## *Rhonda Schell*

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- Community Profile
- Tourism Strategies:
  - Marketing
  - Infrastructure
  - Events
  - Destination Management

### **Land Acknowledgement:**

*The Village of Harrison Hot Springs shares the traditional land of Sts'ailes.*

### **Village of Harrison Hot Springs Vision:**

*"A residential and resort community with an attractive and inviting Village core of shops and services. A strong commitment to maintaining the scenic qualities, the environment, the quality of life and the vibrant and cultural life combined with a high standard of development."*

### **Tourism Harrison River Valley Vision:**

*"Welcome the world to experience the beating/vibrant/living heart of the Fraser Valley. Nestled amongst magnificent mountains, lush forests, mighty rivers, pristine beaches and healing hot springs, the Harrison River Valley is a year round destination offering naturally refreshing experiences for all."*



# Tourism Strategies

- ☐ Stick with the brand
- ☐ Leverage the surroundings
- ☐ Don't overpromise
- ☐ Data mine
- ☐ Uncomplicate/make it easy
- ☐ Use technology
- ☐ Basic needs first
- ☐ Target the market and educate
- ☐ Build solid partnerships





# Our Community

Kelowna is the largest community in the Okanagan district with a diverse and prosperous population of over 143,000. We are best known for our world-class lakes, wineries and fresh fruit. But we also boast a booming hospitality industry, thriving tech sector and soaring enrollment in our leading edge post-secondary institutions.

Kelowna is home to more than

**143,000**



people

**59,332**  
households

67.3%  
owned

32.7%  
rented



**25%**

60 years or older



**40%**

30 to 59 years old

**\$108,814**



average  
household  
income

YLW is one of the  
**TOP 10**  
busiest airports  
in Canada



**+23,000**



post-secondary students are  
enrolled at the UBC Okanagan  
and Okanagan College Kelowna

The technology sector has a  
**\$1.6 billion**  
economic impact in the region

Home to several  
local theatre groups,  
a symphony orchestra,  
museums and numerous  
art galleries







# Kelowna

- Kelowna Visitor Centre
- DMO Tourism Kelowna
  - Governance
  - OAP
  - Destination Development
- Meet Me on Bernard
- Major Events
- Parks Master Plan
- YLW Kelowna Airport





# Interactive Discussion

# Future of Tourism – Drivers of Change



Climate adaptation  
and emergency  
preparedness



Investments in  
tourism  
infrastructure and  
assets



Visitor-use  
management and  
visitor dispersion



Business and  
investment  
attraction



Regenerative  
tourism



Skilled  
workforce



Equitable  
distribution of  
funding



Reconciliation





# Thank you!

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