# COVID-19 Tourism Impact Report

British Columbia Regional Tourism Secretariat

**MARCH 22, 2020**

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<th>Region</th>
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<tr>
<td>Provincial Summary</td>
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<tr>
<td>Cariboo Chilcotin Coast</td>
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<td>Kootenay Rockies</td>
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<tr>
<td>Northern BC</td>
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<td>Thompson Okanagan</td>
<td>6</td>
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<tr>
<td>Vancouver Island</td>
<td>7</td>
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</tbody>
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**For Questions Contact:**

Glenn Mandziuk  
Chair, BC Tourism Regional Secretariat  
250-860-5999  
ceo@totabc.com
The British Columbia Regional Tourism Secretariat and the British Columbia Hotel Association have partnered to leverage our collective business network to collect, collate and report on the impact of the COVID-19 pandemic on tourism businesses and to gather feedback on potential response and recovery measures. This business intelligence was gathered through telephone and online surveys from March 17th to March 21st with 364 different tourism businesses.

The COVID-19 pandemic has had an immediate and severe impact on tourism businesses throughout British Columbia. The majority of surveyed businesses predict the loss of their entire summer season, with some businesses reporting cancellations into the fall. As a result, many businesses will fail without immediate government support. Respondents identified the following actions for consideration:

- Emergency contingency grants to businesses to cover fixed costs and to avoid insolvency
- Deferment of fixed costs – property tax, land tenure fees, corporate income tax, etc
- Enhance EI benefits and improve communication to businesses and tourism workers
- Development of regional response and recovery plans

On behalf of the British Columbia Regional Tourism Secretariat and the British Columbia Hotel Association, I would like to thank the Honourable Minister of Tourism, Arts and Culture, Lisa Beare, and her staff for their dedication and support during this most challenging time.

Sincerely,

Glenn Mandziuk
Chair, British Columbia Regional Tourism Secretariat
**VISITATION AND BOOKINGS**

- Significantly Decreased
- Decreased
- Stayed the same
- Increased
- Significantly Increased
- Temporarily closed due to COVID-19
- Seasonal operation, currently closed

- Current Visitation
- Future Bookings

**CANCELLATIONS**

- No cancellations
- 1-14 Cancellations
- 15-29 Cancellations
- 30-49 Cancellations
- 50-74 Cancellations
- 75+ Cancellations

**CANCELLATIONS BY SOURCE MARKET**

- British Columbia
- Alberta
- Washington/Oregon State
- California
- Canada (other than BC or Alberta)
- United States (other than Washington, Oregon, etc.)
- United Kingdom
- Germany
- France
- Other Europe
- Asia
- Australia
- Other

**REQUESTED REGIONAL SUPPORTS**

1. Advocate to government for business needs
2. Provide up to date information
3. Increased marketing to encourage local travel

**REQUESTED GOVERNMENT SUPPORTS**

1. Provide funding or interest free loans to small businesses
2. Reduce or eliminate government fees (tenures, permits, licenses, water, etc.)
3. Tax deductions related to travel and recreation in Canada
4. Increased marketing by Destination BC
5. Invest in labour training programs for staff

**POLICY CLARIFICATIONS REQUESTED**

- When can financial relief measures be expected?
- How do non-EI eligible laid off staff secure emergency funds?

**GENERAL NOTES**

- A total of 8,894 employees have been laid off from 211 surveyed businesses.
- Most businesses anticipate additional layoffs.
- The majority of businesses are anticipating the loss of their entire season.
- Many businesses were willing to provide support related to COVID-19 if required.
COVID-19 TOURISM IMPACT REPORT
MARCH 22, 2020

POLICY CLARIFICATIONS REQUESTED
• Operators would like more clarification on EI and other recovery programs.
• Would like clarification on how people on work permits will be affected by COVID related loss of work.

REGION
CARIBOO CHILCOTIN COAST

VISITATION AND BOOKINGS

STAFFING AND EMPLOYMENT IMPACT

CANCELLATIONS

RECOVERY AND SUPPORT

REQUESTED REGIONAL SUPPORTS
1 Advocate to government for business needs
2 Provide up to date information
3 Increased marketing to encourage local travel

REQUESTED GOVERNMENT SUPPORTS
1 Provide funding or interest free loans to small businesses
2 Reduce or eliminate government fees (tenures, permits, licenses, water, etc.)
3 Tax deductions related to travel and recreation in Canada
4 Increased marketing by Destination BC

FINANCIAL IMPACTS
Minimum amount of revenue required in the next three months to remain open and able to operate in the future:

<table>
<thead>
<tr>
<th>MEAN</th>
<th>MEDIAN</th>
<th>RANGE</th>
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</thead>
<tbody>
<tr>
<td>$20,000</td>
<td>$18,000</td>
<td>$10,000 - $54,000</td>
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</table>

POLICY CLARIFICATIONS REQUESTED

BUSINESSES WILLING TO ACT AS ISOLATION SHELTERS: 25%
BUSINESSES PREDICTING LOSS OF ENTIRE SEASON: 29%

GENERAL NOTES
N/A
VISITATION AND BOOKINGS

- Significantly Decreased
- Decreased
- Stayed the same
- Increased
- Significantly increased
- Temporarily closed due to COVID-19
- Seasonal operation, currently closed

STAFFING AND EMPLOYMENT IMPACT

- No impact
- Hiring fewer staff
- Delay hiring staff
- Staff layoffs
- Other

CANCELLATIONS

- No cancellations
- 1-14 Cancellations
- 15-29 Cancellations
- 30-49 Cancellations
- 50-74 Cancellations
- 75+ Cancellations

CANCELLATIONS BY SOURCE MARKET

<table>
<thead>
<tr>
<th>Country</th>
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<th>Bookings</th>
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</thead>
<tbody>
<tr>
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<td>0%</td>
<td>0%</td>
</tr>
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RECOVERY AND SUPPORT

REQUESTED REGIONAL SUPPORTS
1. Advocate to government for business needs
2. Increased marketing to encourage local travel

REQUESTED GOVERNMENT SUPPORTS
1. Reduce or eliminate government fees (tenures, permits, licenses, water, etc.)
2. Provide funding or interest free loans to small businesses
3. Invest in labour training programs for staff

FINANCIAL IMPACTS

Minimum amount of revenue required in the next three months to remain open and able to operate in the future:

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POLICY CLARIFICATIONS REQUESTED
1. Employment insurance support

GENERAL NOTES
Concern over impact virus mean value 5.0 (1-5 scale). Concern extremely high, no one answered lower. Concern over staff: survive hard economic times, get EI money directly/quickly and extend EI claims for people who’s claim runs out in March. Available when business resumes. Future bookings severely affected or non existent now.
COVID-19 TOURISM IMPACT REPORT
MARCH 22, 2020

POLICY CLARIFICATIONS REQUESTED
• Support with applying for government funding
• Direction on the rules for refusing customers who appear to be sick

REGION
NORTHERN BC

CANCELLATIONS

No cancellations
1-14 Cancellations
15-29 Cancellations
30-49 Cancellations
50-74 Cancellations
75+ Cancellations

0% 5% 10% 15% 20% 25% 30% 35% 40%

STAFFING AND EMPLOYMENT IMPACT

MEAN $153,077
MEDIAN $50,000
RANGE $6,000 - $600,000

FINANCIAL IMPACTS

Minimum amount of revenue required in the next three months to remain open and able to operate in the future:

REQUESTED REGIONAL SUPPORTS
1 Provide up to date information
2 Advocate to government for business needs
3 Increased marketing to encourage local travel

REQUESTED GOVERNMENT SUPPORTS
1 Provide funding or interest free loans to small businesses
2 Tax deductions related to travel and recreation in Canada
3 Invest in labour training programs for staff
4 Increased marketing by Destination BC

RECOVERY AND SUPPORT

CURRENT VISITATION  FUTURE BOOKINGS

Significantly Decreased
Decreased
Stayed the same
Increased
Significantly Increased
Temporarily closed due to COVID-19
Seasonal operation, currently closed

0% 10% 20% 30% 40% 50% 60%

GENERALLY NOTES

As of March 20, 50 tourism businesses in northern BC were surveyed. Many of these businesses fear for their future and are predicting the loss of their entire tourism season. The average level of concern for businesses right now is 4.1/5. The cancellation of large events in the north (i.e. Women’s World Curling Championships) have resulted in thousands of hotel room cancellations and millions of dollars lost in economic impact.
COVID-19 TOURISM IMPACT REPORT
MARCH 22, 2020

REGION
THOMPSON OKANAGAN

VISITATION AND BOOKINGS

STAFFING AND EMPLOYMENT IMPACT

CANCELLATIONS

FINANCIAL IMPACTS
Minimum amount of revenue required in the next three months to remain open and able to operate in the future:

MEAN  MEDIAN  RANGE
N/A     N/A     N/A

BUSINESSES WILLING TO ACT AS ISOLATION SHELTERS: 4  |  BUSINESSES PREDICTING LOSS OF ENTIRE SEASON: SEVERAL

REQUESTED REGIONAL SUPPORTS
1. Advocate to government for business needs
2. Increased marketing to encourage local travel
3. Provide up to date information

REQUESTED GOVERNMENT SUPPORTS
1. Reduce or eliminate government fees (tenures, permits, licenses, water, etc.)
2. Provide funding or interest free loans to small businesses
3. Increased marketing by Destination BC
4. Tax deductions related to travel and recreation in Canada

GENERAL NOTES
Thompson Okanagan tourism businesses have been significantly impacted by COVID-19. All businesses surveyed report staff layoffs and ranked their level of concern about the impact of COVID-19 as a 5/5.
CANCELLATIONS

CANCELLATIONS BY SOURCE MARKET

FINANCIAL IMPACTS

Cashflow is the most critical issue facing businesses. Most businesses surveyed were unable to report on their three month financial requirement at this time, but losses for many businesses have exceeded $100,000 to date.

POLICY CLARIFICATIONS REQUESTED

- Is it safe for visitors to travel domestically?
- Should domestic travellers self-isolate?
- How do self-employed apply for EI?
- Is there emergency support for foreign workers?

REQUESTED GOVERNMENT SUPPORTS

1. Provide funding or interest free loans to small businesses
2. Reduce or eliminate government fees (tenures, permits, licenses, water, etc.)
3. Tax deductions related to travel and recreation in Canada
4. Increased marketing by Destination BC

GENERAL NOTES

On March 19th, 35 Vancouver Island Region businesses were surveyed. Many of these businesses fear for their future and need immediate support to cover fixed costs. When asked “How concerned are you about the impact of Coronavirus (COVID-19) on your business? (1-5)” the averaged level of concern is 4.81/5.