



# COVID-19 TOURISM IMPACT REPORT

British Columbia Regional Tourism Secretariat

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APRIL 04, 2020

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**FOR QUESTIONS CONTACT:**

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# PROVINCIAL SUMMARY

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The British Columbia Regional Tourism Secretariat, British Columbia Hotel Association and the British Columbia Destination Marketing Organization Association are continuing 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 surveys from March 30th to April 3rd, 2020, with 514 different tourism businesses.

This week, hundreds of businesses have shared heartbreaking stories with our staff teams as the impact of COVID-19 deepens and changes the lives of tourism employees, entrepreneurs, families and communities. Our teams have also heard about innovative ways that tourism businesses are adapting to the current operating environment and making meaningful contributions to their communities. While tourism businesses are resilient and resourceful, it is clear that extraordinary government action and leadership is required.

## Key Issues for Consideration

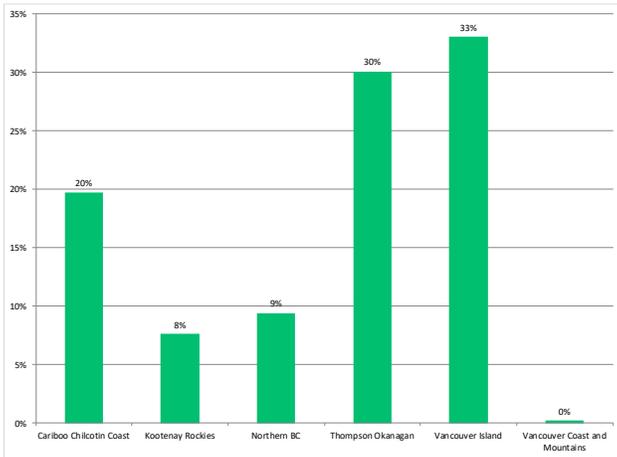
- The federal wage subsidy and other programs must be extended for the duration of the summer to provide more certainty to seasonal businesses.
- Insurance is a growing point of concern; many businesses have renewals coming due with significant rate increases.

On behalf of the British Columbia Regional Tourism Secretariat and our partners, 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.

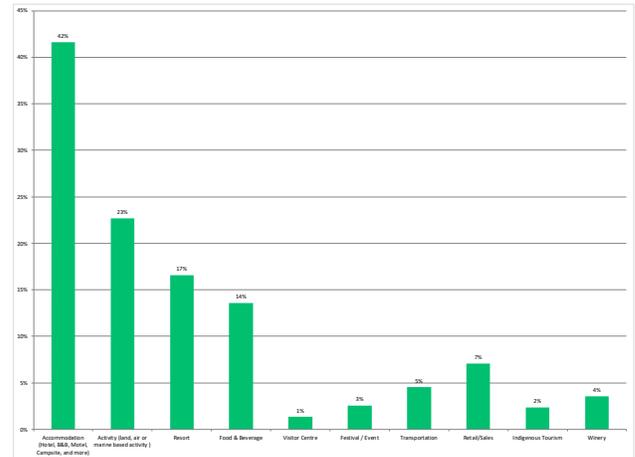
Sincerely,

Glenn Mandziuk  
Chair, British Columbia Regional Tourism Secretariat

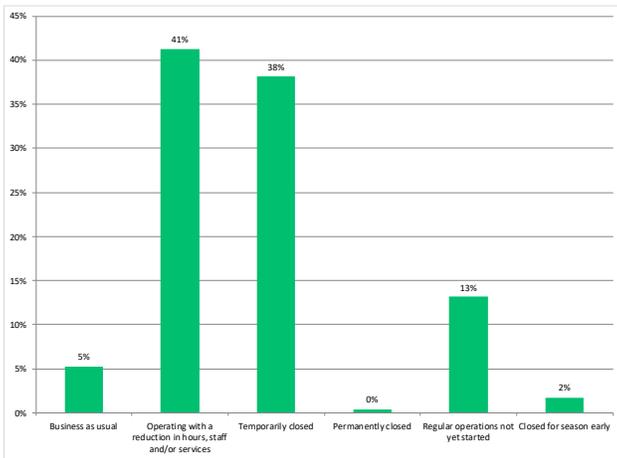
BUSINESS LOCATION BY REGION



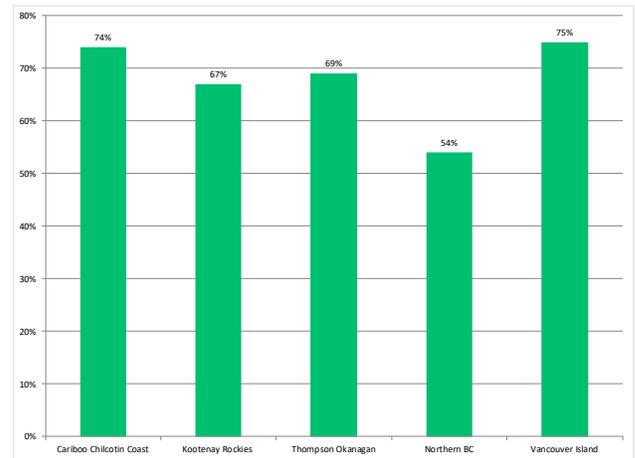
BUSINESS TYPE



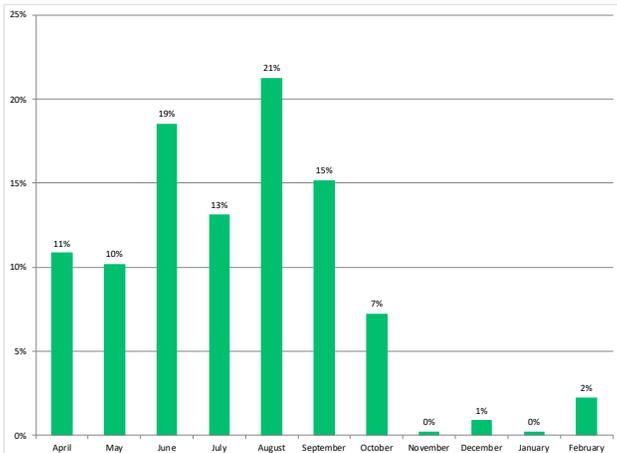
IMPACT ON OPERATIONS



CANCELLATIONS BY REGION



IMPACT ON FUTURE BUSINESS



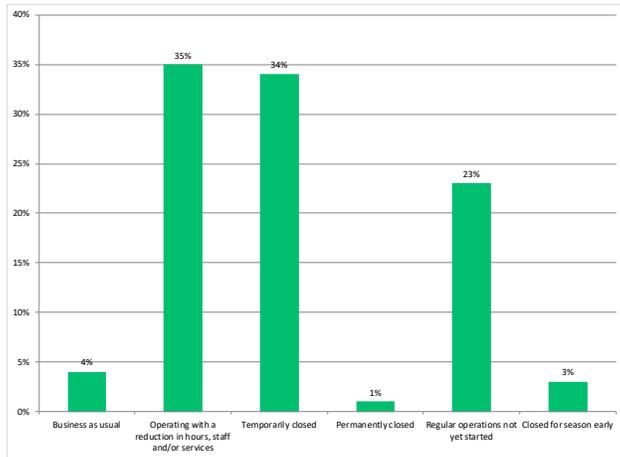
STAFF LAYOFFS

- **5,647** reported layoffs across 435 businesses; average 13 layoffs per business

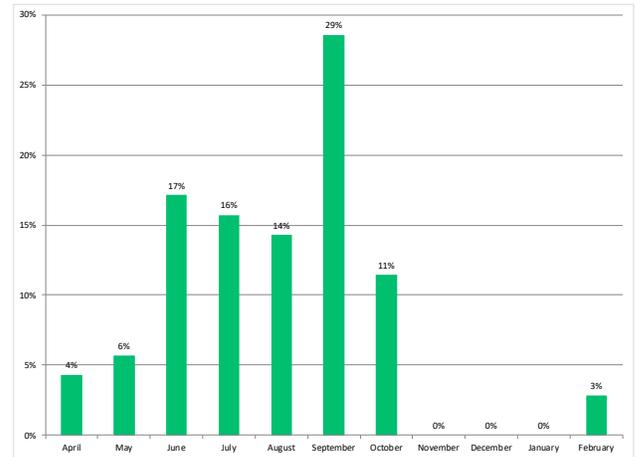
FINANCIAL IMPACTS

- Average loss of **\$105,665** to date due to COVID-19 per business
- On average each business requires **\$30,001** per month to remain solvent

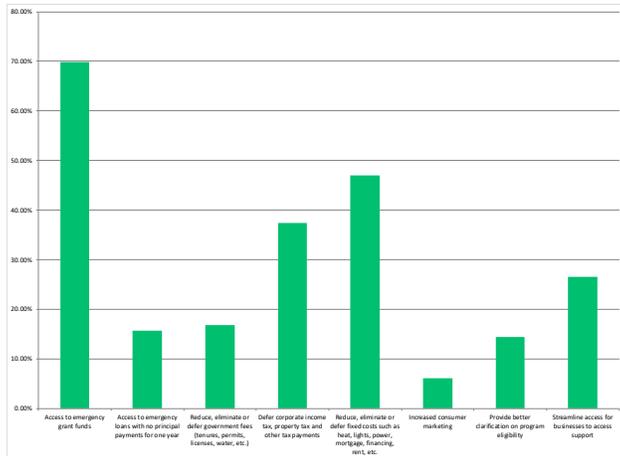
PLEASE INDICATE THE IMPACT OF COVID-19 ON YOUR CURRENT OPERATIONS



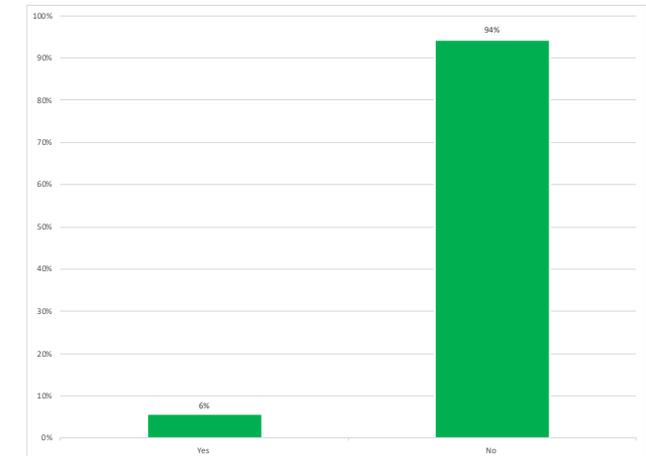
HOW FAR OUT HAVE YOU SEEN FUTURE BOOKINGS FOR YOUR BUSINESS IMPACTED?



WHAT GOVERNMENT ACTION IS NEEDED TO ENSURE THE SURVIVAL OF YOUR BUSINESS?



HAVE YOU ACCESSED ANY GOVERNMENT PROGRAMS, SUPPORTS OR SERVICES RELATED TO COVID-19?



RECOVERY AND SUPPORT

REGIONAL SUPPORT

- Pressure for regional staff to assist businesses to access support programs is growing.
- Request for more communication and marketing leadership from region (business pushback on DBC actions to-date).

PROVINCIAL SUPPORT

- Accommodation businesses would like to see clearer cleaning guidelines from the CDC/Health Authorities, especially with the essential services protection statement.
- Urgency for access to cash and programs is growing, reports of those who applied early still having no funds.

FINANCIAL IMPACTS

- Average loss of **\$107,490** to date due to COVID-19 per business
- On average each business requires **\$15,987** per month to remain solvent

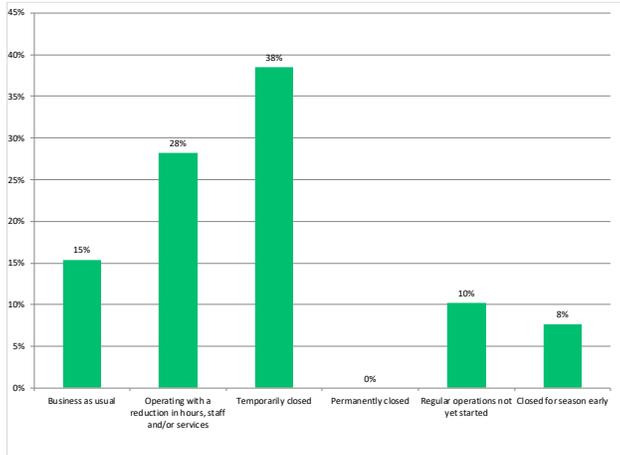
LABOUR IMPACTS

- 455 reported layoffs
- 201 seasonal workers will not be hired

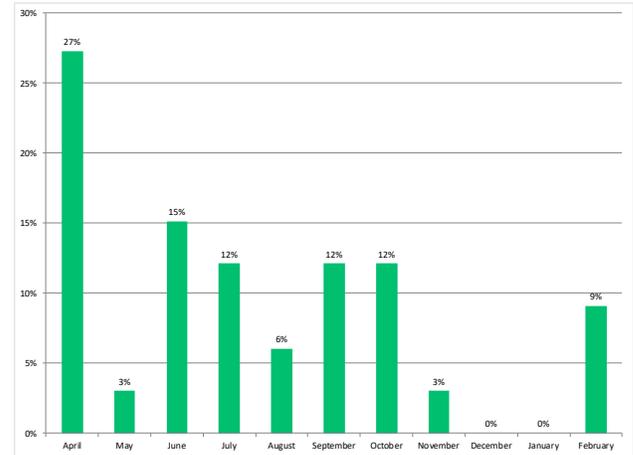
GENERAL NOTES

- Businesses report feeling unsupported by Destination BC's actions to-date.

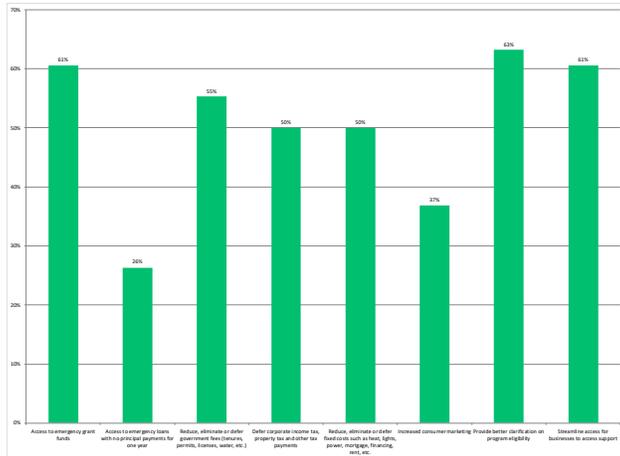
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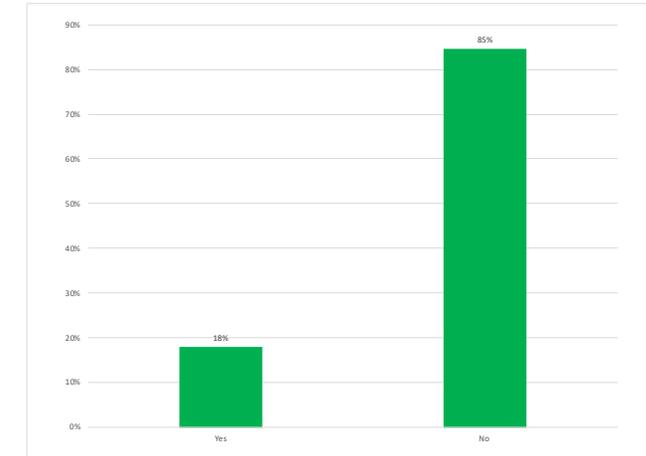
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RECOVERY AND SUPPORT

REGIONAL SUPPORT

- Continued emphasis on collaborative regional marketing recovery planning
- Create summaries of key information

PROVINCIAL SUPPORT

- Greater focus on grants over loans
- July 1st property tax will be challenging for most businesses to pay

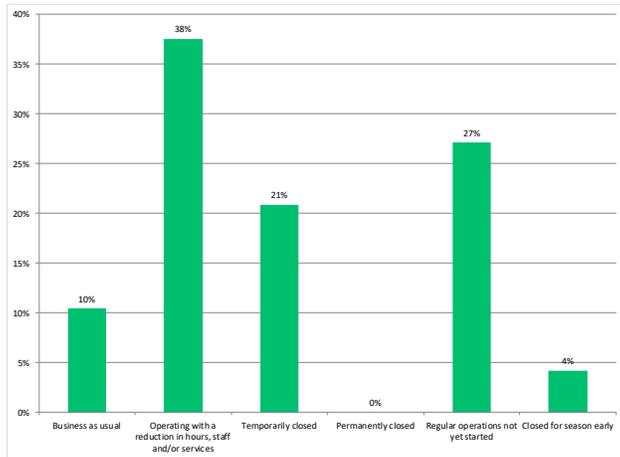
FINANCIAL IMPACTS

- Average loss of **\$109,461** to date due to COVID-19 per business
- On average each business requires **\$16,100** per month to remain solvent

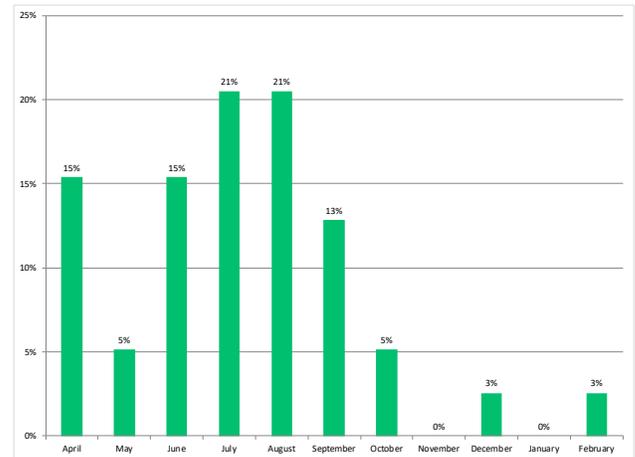
GENERAL NOTES

- Businesses underscored the importance of tackling the health challenges before us as quickly as possible. Health and the economy go hand-in-hand during this crisis.

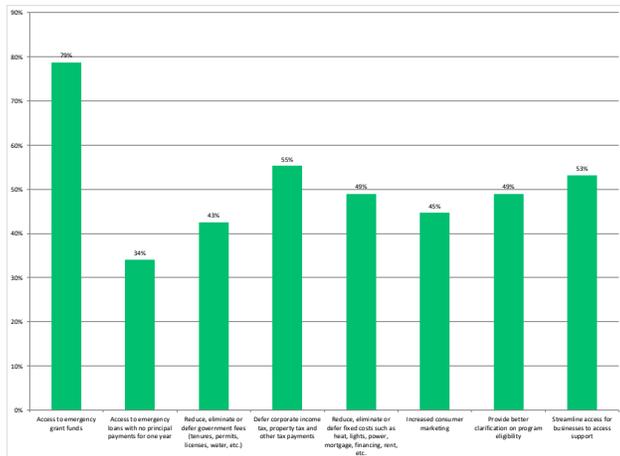
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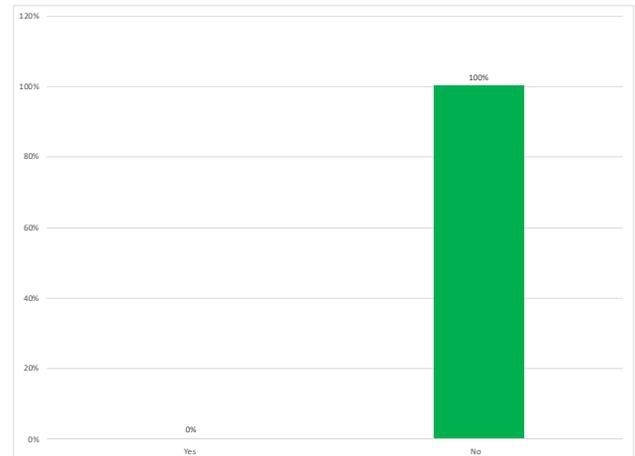
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RECOVERY AND SUPPORT

REGIONAL SUPPORT

- Continued need for delivering clear communications
- Advocate to municipalities to cut or defer property tax

PROVINCIAL SUPPORT

- There is a lack of certainty around relief program eligibility and timelines

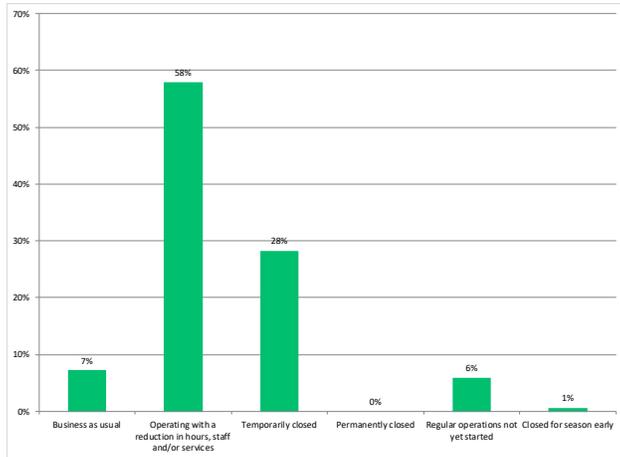
FINANCIAL IMPACTS

- Average loss of **\$45,074** to date due to COVID-19 per business
- On average each business requires **\$20,341** per month to remain solvent

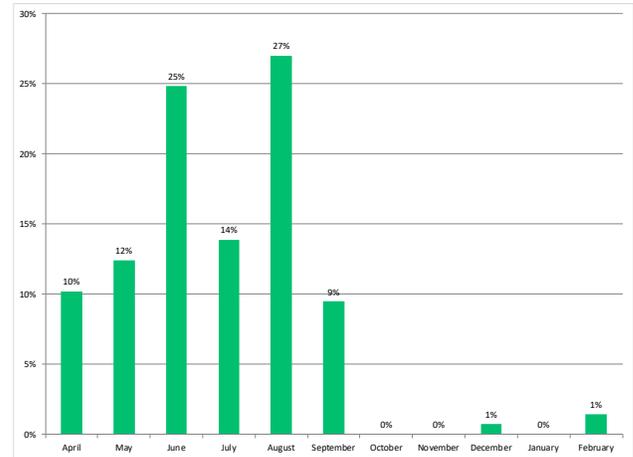
GENERAL NOTES

- Wage subsidy should provide meaningful support
- Seasonal destinations have yet to feel the full impact of COVID-19

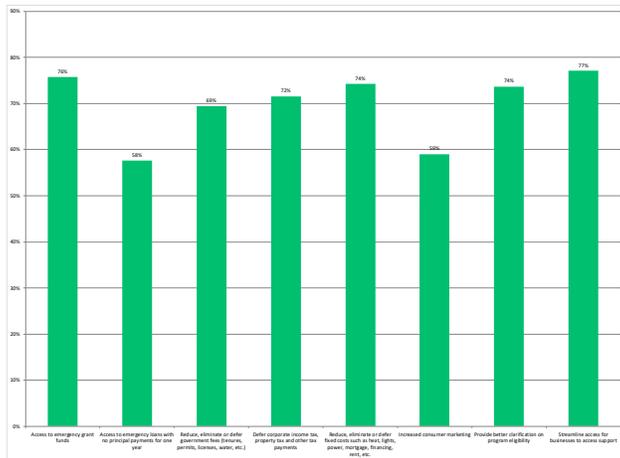
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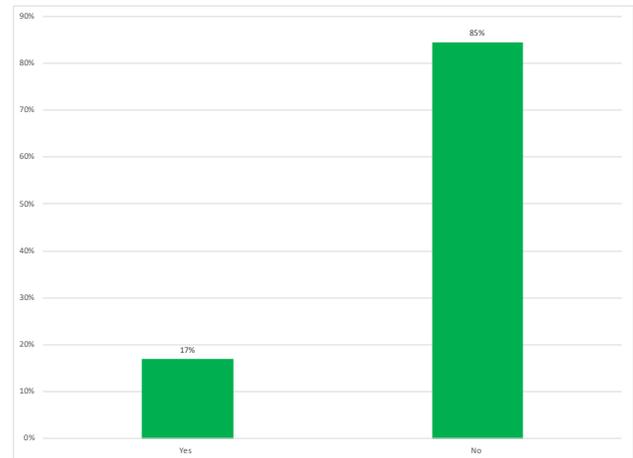
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RECOVERY AND SUPPORT

REGIONAL SUPPORT

- Enable businesses to enhance their marketing platforms / services during this downtime
- Lobby for business needs

PROVINCIAL SUPPORT

- Require insurance companies to provide relief
- Avoid programs with deferred payments however possible

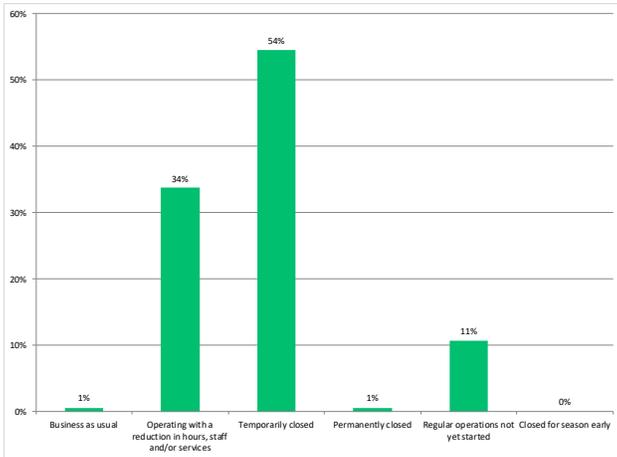
FINANCIAL IMPACTS

- Average loss of **\$138,376** to date due to COVID-19 per business
- On average each business requires **\$50,859** per month to remain solvent

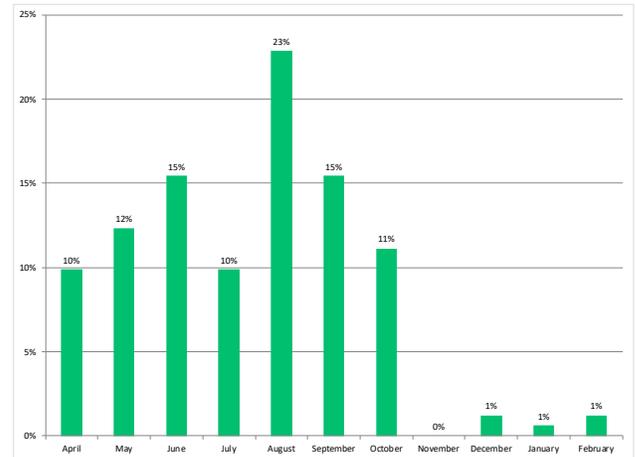
GENERAL NOTES

- Some tourism workers are scared to go into work; the current workforce is unreliable for businesses that are able to remain open.
- Many hotels looking to offer monthly rates.

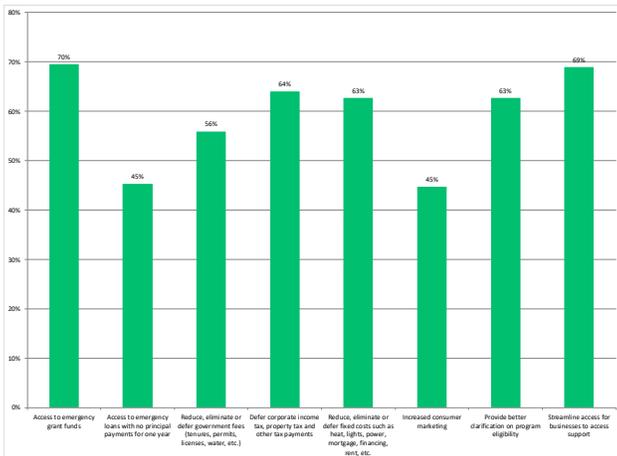
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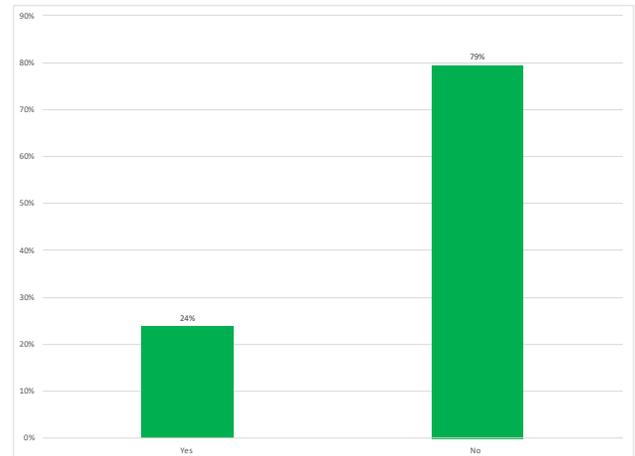
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RECOVERY AND SUPPORT

REGIONAL SUPPORT

- Provide direct support to businesses through an information hub
- Advocate on behalf of business

PROVINCIAL SUPPORT

- Mandate Telus, ICBC and others to provide relief measures
- Simplify information and provide easy access

FINANCIAL IMPACTS

- Average loss of **\$142,586** to date due to COVID-19 per business
- On average each business requires **\$33,303** per month to remain solvent

GENERAL NOTES

- The new wage subsidy program has saved many jobs for the time being
- Inquires for future bookings have disappeared