

Council of Tourism Associations of British Columbia Drivers for the BC Tourism Industry



GLOBAL

- 1. **International health issues** - epidemics and diseases (e.g., SARS, Avian Flu, West Nile). The threat of transmission of diseases into or out of Canada through international travel.
- 2. **Climate change** - shifts in weather patterns including temperature, wind, precipitation and storms.
- 3. **The threat of large environmental disasters** - such as those seen recently in South East Asia and New Orleans.
- 4. **An emerging Chinese travel market** - in 2005 China agreed to grant Canada Approved Destination Status, allowing for Chinese mainlanders to obtain visas for travel to Canada subject to an agreement being finalized and implemented.
- 5. **Growth and expansion of foreign economies** - China and India in particular are both experiencing a period of rapid growth and expansion in their economies, which will likely lead to an increased ability for the citizens of both countries to travel. There are significant family ties for many Chinese and Indians to Canada through a long history of immigration.
- 6. **State of Competition** - increasingly more sophisticated competition for, and growing investment in marketing to, tourists from countries like China and Australia.
- 7. **Increasing international travel** - for business and pleasure.
- 8. **Increasing technological development** - both a driver and a deterrent to international travel, with teleconferencing and other technology based tools potentially limiting the need for travel, but simultaneously also intensifying the globalization of business and personal leisure time.
- 9. **An aging population and demographic shift** - an aging population that may lead to either changing markets (i.e., to attract older tourists) and/or a shrinking workforce leading to skills shortages.
- 10. **Shifting values in relation to travel** - the changing importance of leisure travel as the work life balance shifts for many in favour of work (i.e., shorter vacation times) and related economic priorities.

NATIONAL

- ● ● 11. **Decreased tourism to and from the United States** - many contributing factors might contribute to a decrease in tourists from the United States including: the rising Canadian dollar, higher gas prices, tighter border controls and longer crossing times, planned changes to border protocols (proposed Western Hemisphere Travel Initiative (WHTI)), political differences between the two countries, inexpensive travel internationally, and the availability and/or aggressive marketing of alternate destinations. (Note: the tourism industry has varying levels of influence depending on the issue). On the flip side, these issues also create disincentives for Canadians to travel to the US, and the challenge is to capture this market for intra-provincial tourism.
- 12. **Skills shortages** - nation wide shortages in the construction and hospitality trades, with tourism being a labour intensive sector that will be consequently affected.
- 13. **Federal air transportation policy, changing airline passenger fares and levels of service** - rising prices and falling services, both for international and national tourists, have a negative impact on the tourism market. Increased instability in the Canadian aviation market also impedes expansion of the domestic tourism market.
- 14. **Development pressures and the loss of parklands** - overuse and development of parklands.
- 15. **Enhanced and expanded Aboriginal tourism activity and offerings**
- 16. **International agreements or sanctions** - includes the ban on the import of Grizzly hunting trophies in Europe as well as relations with individual nations making visa requirements more or less burdensome to the traveler.
- 17. **Changing insurance and financing markets** - escalating costs and decreasing coverage for insurance, as well as obstacles for small and medium businesses in obtaining financing for business development are potential obstacles to expanding tourism markets.
- 18. **Changes in federal government policy** - changes in federal government may affect funding for tourism development, as well as the investment climate in British Columbia.

● Issues over which the BC Tourism industry has **limited** influence.

● Issues over which the BC Tourism industry has **moderate** influence.

● Issues over which the BC Tourism industry has **significant** influence.

- ● ● 19. **Structure of the industry** - the degree of fragmentation or concentration of the industry affects the relative impact of the drivers, as well as the type of businesses – small businesses will likely be affected differently in comparison to the local branches of multinational chains. (Note: the industry has varying degrees of influence depending on the facet of this issue under discussion – i.e. in terms of steering the development of the market locally).
- 20. **Provincial government policy**
 - **ActNow BC** - an initiative designed to support individuals and communities to protect and improve their health by focusing on five goals for the provincial population by 2010, including an increase of 20 percent in the population who are physically active.
 - **The Five Great Goals** and a commitment to “more than double the BC tourism industry by 2015”.
 - **Tenure for commercial recreation providers** (access to land).
 - **Creating an investment and small and medium-sized business friendly environment** (i.e., taxes, regulatory burdens).
- 21. **Rural versus urban needs** - the urbanization of British Columbia populations.
- 22. **Federal and Provincial government relations around planning for tourism** - state of relations across governments (i.e. between the Federal Ministers and the Provincial Ministers in different departments) related to tourism.
- 23. **State of infrastructure** - particularly in the sense of transport routes – air, water, and land (rail or vehicle transport) which will affect the attractiveness of British Columbia as a travel destination. Accessibility, in particular for special needs or disabled travelers, will increasingly be a determinant of market share.
- 24. **Pine beetle infestation**
- 25. **Forest fires**
- 26. **Hosting of the Winter Olympic and Paralympic Games** - this represents both a challenge in hosting of the Games as well as an opportunity to leverage and expand tourism in British Columbia.
- 27. **Growing trend towards bioregionalism** - inhabitants in the Pacific Northwest are increasingly likely to see themselves as part of an ecological region.
- 28. **Ecological diversity of British Columbia** - British Columbia has a reputation as a Super, Natural environment – creating an opportunity to capture the eco-tourism market. Including information about the diverse natural ecology of the province (e.g., brochures identifying local tree and wildlife species) with other information given to travelers will heighten their awareness.
- 29. **Extraction and use of non-renewable natural resources** - within the province by non-tourism related industries.
- 30. **Changes in aquaculture and its impact on:**
 - fisheries stocks,
 - small boat tourism, and
 - fish related tourism (such as eagle viewing).
- 31. **Importance of safety** - feeling safe, in every sense, is increasingly important to tourists when deciding where to travel. Maintaining the reputation of British Columbia as a safe place to visit – with clean water, well lit safe and clean streets, having high-quality safety standards in the industry, and with a trusted ability to deal with emergencies – is increasingly important.
- 32. **Marketing of British Columbia as a preferred destination** - the extent to which destination marketing organizations in British Columbia can access and efficiently utilize resources to profile the province and what it offers as a travel destination.

- 33. **Regional beetle action coalitions**
- 34. **State of relationships with local community interests** - sustainable development depends on healthy relationships with local community leaders and citizens.
- 35. **Expanded opportunities for agri-tourism** - includes fruit and vegetable-stand shopping (direct farm marketing); winery, orchard, garden and alpaca tours; farm-based bed and breakfast accommodation; participation in harvest festivals, farmer’s markets and cattle drives.
- 36. **Competitive market for the cruise ship industry** - Vancouver, Victoria, Prince Rupert, and other coastal cities such as Nanaimo, Campbell River and Alert Bay are ports of call for luxury and pocket cruise ships. Cruise ship passengers represented approximately 2.5% of the tourists entering Vancouver in 2000 and spent 3.5% of the total dollars spent by tourists. Vancouver receives 76% of the cruise market in Canada, but is increasingly seeing competition from Seattle as a port for the industry.
- 37. **Expanded opportunities for cultural tourism** - increased travel to enjoy performing arts and commercial sports activities or major events such as the Leonardo da Vinci show or exhibitions at art galleries, among other cultural venues and offerings.
- 38. **Expanded opportunities for educational tourism** - British Columbia has many prime destinations for Elderhostel programs, school trips and cultural exchange programs.
- 39. **Natural limitations of wilderness tourism** - Wilderness tourism has a self limiting quality – if it is not managed sustainably then increasing traffic means damage to the resource, and the loss of the attraction.
- 40. **Resort Development** - expansion in the size and number of resorts across British Columbia