



TOURISM  
INDUSTRY  
ASSOCIATION OF

BC

# STRATEGY

TIABC has developed a rolling three-year strategy that outlines the four key priority areas that will guide the organization through to 2019.

### VISION

TIABC's vision is for tourism to be recognized as one of British Columbia's leading and sustainable industries.

### MISSION

As the primary advocate for British Columbia's visitor economy, TIABC unites operators, sectors, DMOs, government and residents to support and be passionate about making B.C. a great place for tourism.

### CORE VALUES

- Unity
- Leadership
- Credibility

With more than 19,000 businesses that employ some 270,000 people, the visitor economy in British Columbia generates over \$14 billion in direct spending...making it one of the province's top business sectors.

Tourism in BC is a diverse, highly decentralized and fiercely competitive industry. The inherent diversity and competitiveness of tourism does, however, bring its challenges. Of primary concern is the tendency toward fractured approaches to tourism development. Effort is required to pull the divergent components together into a cohesive, powerful economic force. A strong tourism advocate that unites the industry is needed to speak clearly about priority issues and represent the collective voice of the visitor economy.

Although government prefers to have one primary tourism advocacy organization to work with, much like they are used to for other industries such as mining and forestry, the sector specific organizations that many

of our existing members belong to (e.g. BC Hotel Association, BCDMOA, Wilderness Tourism Association, BC Wine Institute, Canada West Ski Areas Association) play an important role in this united voice.

TIABC's 2016 priorities focus on four specific areas:

- *Advocacy & Policy Development*
- *Membership & Strategic Alliances*
- *Strategic Communications & Government Relations*
- *Operational Sustainability & Excellence*

With a limited annual budget of \$250,000, TIABC must determine on an issue-by-issue basis, where do we lead, participate or follow.

The complete 2017-19 Strategy document can be viewed in the members-only section of the TIABC website.