



TOURISM INDUSTRY PLEASSED BY BOOST TO DESTINATION BC BUDGET AND STABLE RMI FUNDING AS PART OF 2019 BC BUDGET

Vancouver, February 19, 2019 – The Tourism Industry Association of British Columbia (TIABC) says government’s additional funding commitment to Destination British Columbia (DBC) will help ensure BC’s visitor economy continues on a positive trajectory for the foreseeable future.

While a new formula funding model for DBC was not included in the budget, government did provide its lead tourism marketing agency with a boost of \$1 million annually on top of its \$51.5 million base budget to continue efforts to attract domestic and international visitors to BC.

“Because a formula-based funding model for Destination BC has been a top priority for TIABC’s advocacy efforts for many years, we’ll continue to work toward that goal,” said TIABC Chair Alroy Chan. “At the same time, we commend the province for the increase in base funding to Destination British Columbia over the next year,” he added.

TIABC also acknowledged the Province’s commitment to continue its \$39 million, three-year investment in the Resort Municipality Initiative (RMI) to fund infrastructure projects that support tourism in communities throughout British Columbia.

“Moving RMI funding from contingencies into the base budget over the next three years allows RMI communities to plan for and implement projects over the long term rather than face funding uncertainty every year,” said Chan.

As part of its 2019 budget, the Province committed \$9 million over three years to execute on commitments to enable ride-sharing and modernize the taxi industry, the latter of which TIABC has also supported alongside its member - the BC Taxi Association.

B.C.’s tourism industry consists of some 19,100 businesses that employ over 290,000 people - 133,000 of which service the visitor economy. The sector has enjoyed several years of record results for visitation, revenues and other key measures in most regions of the province.

The Tourism Industry Association of B.C. advocates for the interests of British Columbia's \$17B+ tourism industry. As a not-for-profit tourism industry association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry.

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