
Tourism Sector Recovery Roundtable:

Terms of Reference

Purpose

The purpose of the Tourism Sector Recovery Roundtable (Roundtable) is to provide a forum for the Minister, senior executives in government, other public agencies, and tourism sector association representatives to: maintain good relations through ongoing two-way communications; discuss matters of importance within the sector; and address issues related to tourism resilience in a coordinated and collaborative way.

Objectives

The Roundtable will:

- Provide a forum to discuss matters of importance within the tourism sector and propose actions to support tourism sector recovery from COVID-19 and re-establish a thriving visitor economy in B.C.
- Provide the tourism sector with a formal channel for ongoing two-way communications and engagement with senior levels of government to clarify public health orders.
- Provide opportunities to ensure more coordinated and strategic approaches for tourism recovery and to build a shared vision for the future of tourism in British Columbia.

Membership

The Roundtable will be comprised of the Minister and senior executives from the Ministry of Tourism, Arts, Culture and Sport, Crown corporations, and representatives of key tourism sector associations. It is expected that members are authorized to speak on behalf of and can represent the interests of their respective organizations.

Membership is set out in Appendix A and will be updated to reflect changes in the composition of members.

The Roundtable Chair will be the Minister of Tourism, Arts, Culture and Sport and the Vice Chair, the Deputy Minister, Ministry of Tourism, Arts, Culture and Sport.

Key Principles

- Commitment to open, respectful, and timely communications as well as active participation.
- Commitment to constructive and collaborative discussions and problem-solving – taking into account the shared interest to develop solutions that will lead to better outcomes for British Columbia’s visitor economy.
- Respect for the diversity of people, interests, organizations, and communities, including Indigenous communities, as represented by members of the Roundtable.
- Respect for the confidentiality of issues that may be brought to the Roundtable for discussion.
- Proactively strive for solution focused and action orientated outcomes.

Roles and Responsibilities

- The Chair or Vice Chair of the Roundtable is responsible for setting meeting agendas on behalf of Government, seeking advice and input from Roundtable members on approved agenda items.
- Members commit to attending meetings and only to send delegates when it is required. Meetings will be called by the Chair monthly to start, with meeting frequency adjusted as required.
- The Roundtable can establish sub-committees and working groups as needed and the associated governance and scope.
- A Secretariat for the Roundtable will: document discussions, inventory issues impacting the tourism sector as identified by members and any actions proposed for implementation in the short, medium and longer term to address those issues.

Priorities

Members agree on the following short-term to medium-term priorities:

- Informing Government on a restart plan and re-opening that works for tourism.
- Identifying opportunities to re-establish B.C.’s thriving tourism industry.

- Communicating and clarifying public health orders to the tourism sector.
- Progressing work on the implementation of the remaining Tourism Task Force recommendations.
- Advising on recovery supports and programming.
- Informing the refresh of the Strategic Framework for Tourism in BC to reflect recovery objectives.

Confidentiality Requirements

In alignment with standard government practice, all business of the Roundtable is confidential until such time as it is approved by the Minister for public announcement or dissemination to sector association members. The Ministry will engage the Government Communications and Public Engagement Office on all external communications.

Support and Administration

The Ministry of Tourism, Arts, Culture and Sport will provide secretariat support for the Roundtable.

Remuneration and Expenses

The Ministry will cover the Council's administration, travel and meeting costs, consistent with Treasury Board directives. No other remuneration will be paid.

Agreed/Approved July 14, 2021

Appendix A – Tourism Sector Recovery Roundtable Membership

Government Officials
Honourable Melanie Mark, Minister of Tourism, Arts, Culture and Sport
Neilane Mayhew, Deputy Minister, Tourism, Arts, Culture and Sport
Nick Grant, Assistant Deputy Minister, Tourism Sector Strategy Division

Crown Agencies
Destination BC
BC Pavilion Corporation

Tourism Sector Associations
BC Motor Coach Coalition
go2HR
Adventure Tourism Coalition of BC
Canada West Ski Areas Association
Pacific Destinations Services
BC Restaurant and Food Services Association
BC Lodging and Campground Association
BC Hotel Association
Sport Hosting Vancouver
Tourism Industry Association of BC
BC Destination Marketing Organization Association
Destination Greater Victoria
Destination Vancouver
Tourism Whistler
Cariboo Chilcotin Coast Tourism Association
Indigenous Tourism BC
Vancouver Airport Authority

Greater Victoria Harbour Authority
UNIFOR
BCGEU
Resort Community Collaborative
Cruise Lines International Association