



BRITISH COLUMBIA REGIONAL TOURISM SECRETARIAT

COVID-19

TOURISM IMPACT REPORT

WEEK OF APRIL 06, 2020

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FOR QUESTIONS CONTACT:

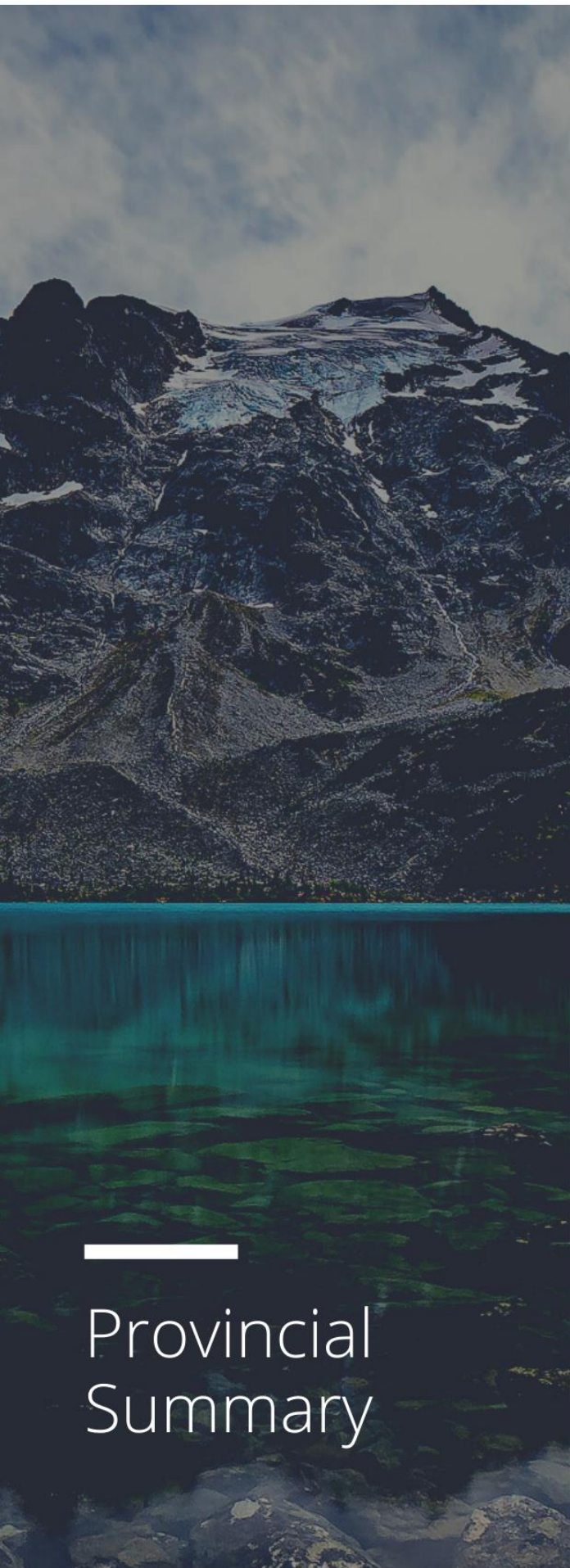
Glenn Mandziuk

Chair, BC Regional Tourism Secretariat

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## Provincial Summary

### *Opening message*

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 and online surveys from April 6th to April 9th with 596 tourism businesses.

### Key Issues for Consideration:

- Many businesses are not eligible for federal and provincial support programs
- The federal wage subsidy and other programs must be extended for the duration of the summer to provide more certainty to seasonal businesses

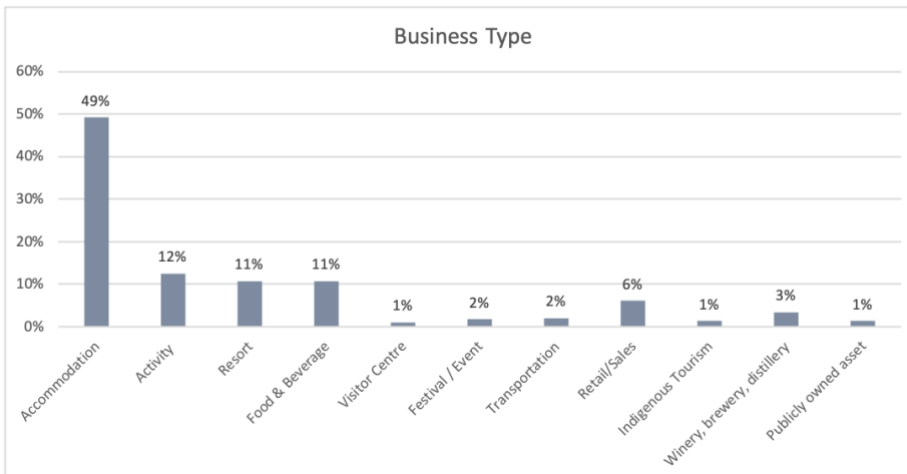
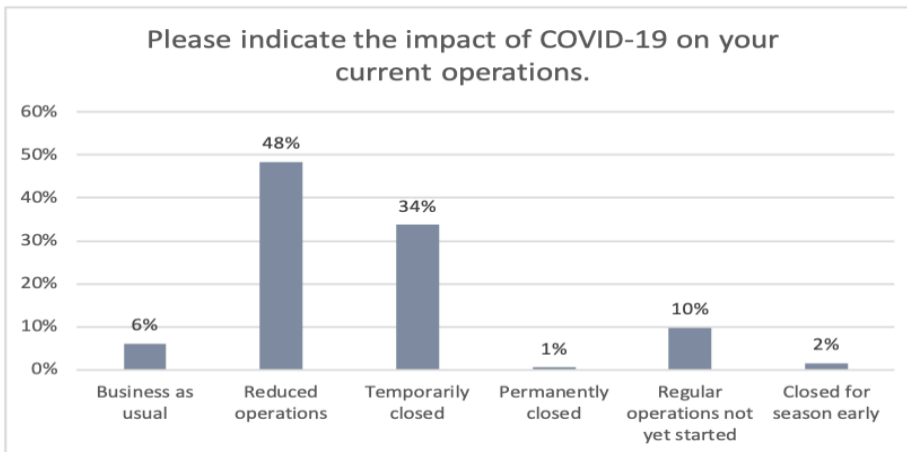
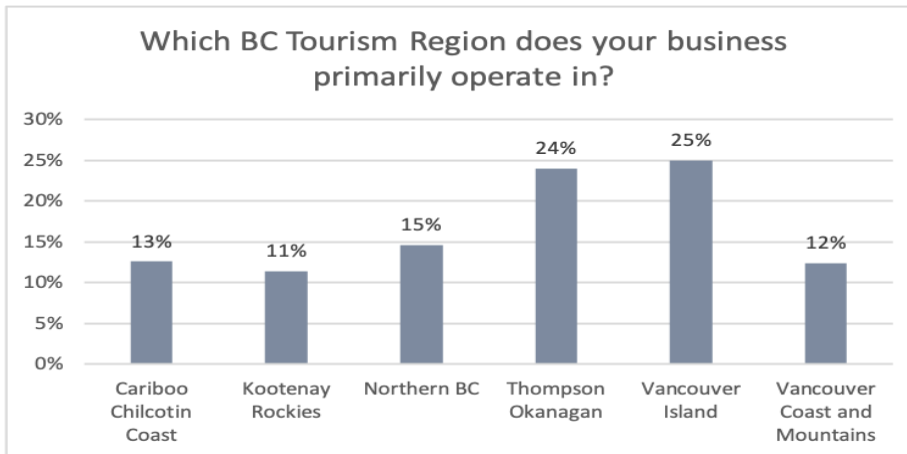
On behalf of the British Columbia Regional Tourism Secretariat and our partners, I would like to thank the Honourable Minister of Tourism, Arts and Culture, Lisa Beare, and her staff for their dedication and support during this most challenging time.

Sincerely,

Glenn Mandziuk  
Chair, British Columbia Regional Tourism Secretariat

# PROVINCIAL SUMMARY

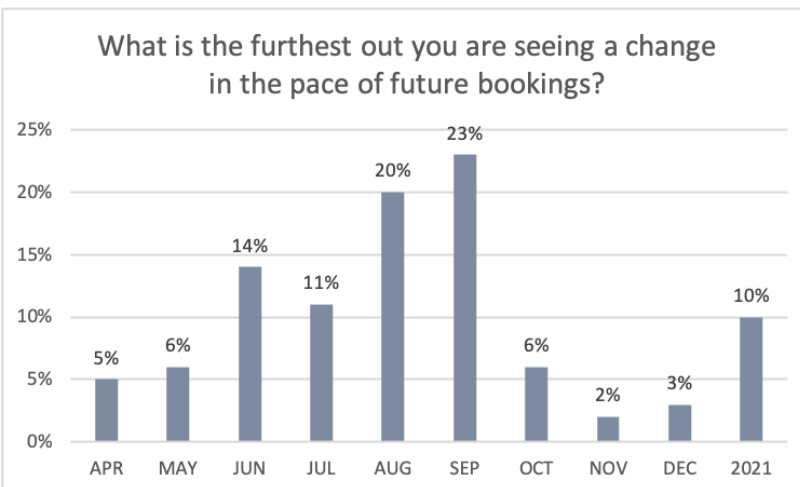
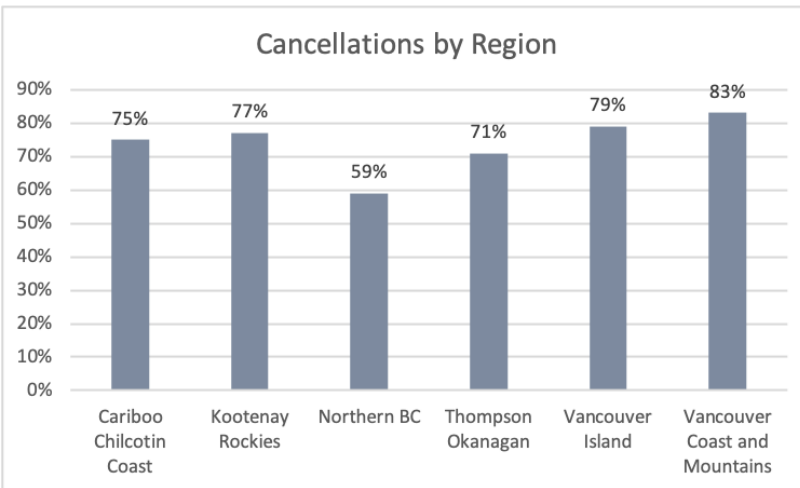
## SURVEY RESULTS\*



\*All findings are based on member surveys collected by the Secretariat during April 6-9, except where otherwise noted. Data and figures represent a subset of regional tourism operators and are subject to change with changes in coverage, data cleaning, weighting and other statistical correction and/or as data become more complete

# PROVINCIAL SUMMARY

## SURVEY RESULTS



24%  
OF ALL BOOKINGS

RELATED TO  
COVID19/  
ESSENTIAL  
SERVICES

19,851

STAFF  
LAYOFFS  
across 596 businesses

\$226,128

AVERAGE LOSS  
TO DATE  
RANGE\*: \$1,000-\$1,000,000  
MEDIAN: \$60,231

\$62,358  
ON AVERAGE  
PER MONTH

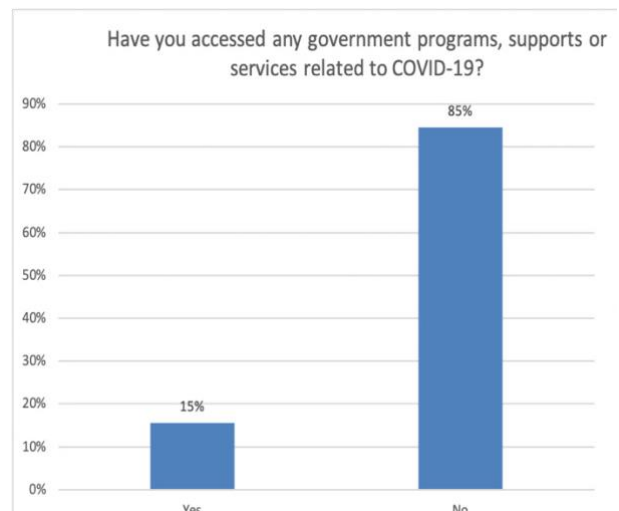
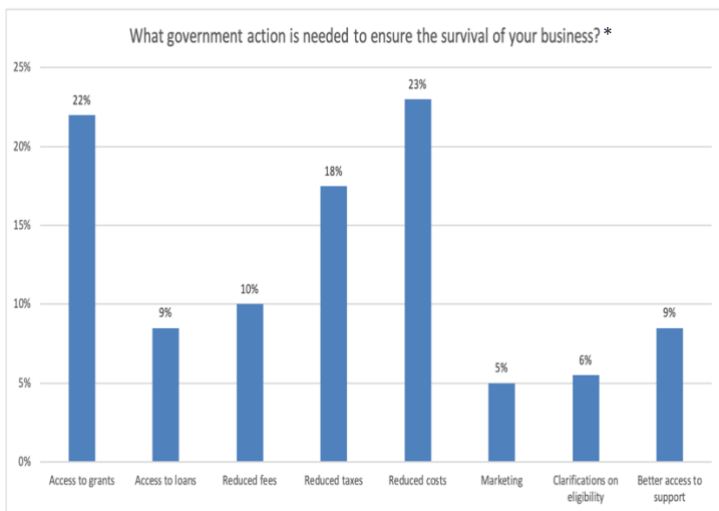
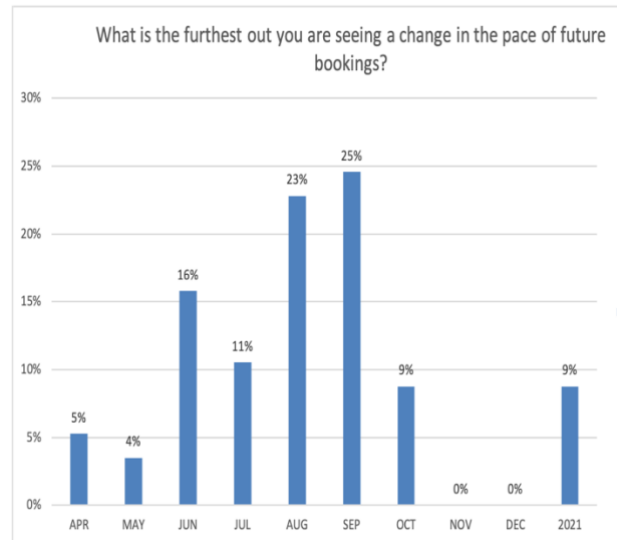
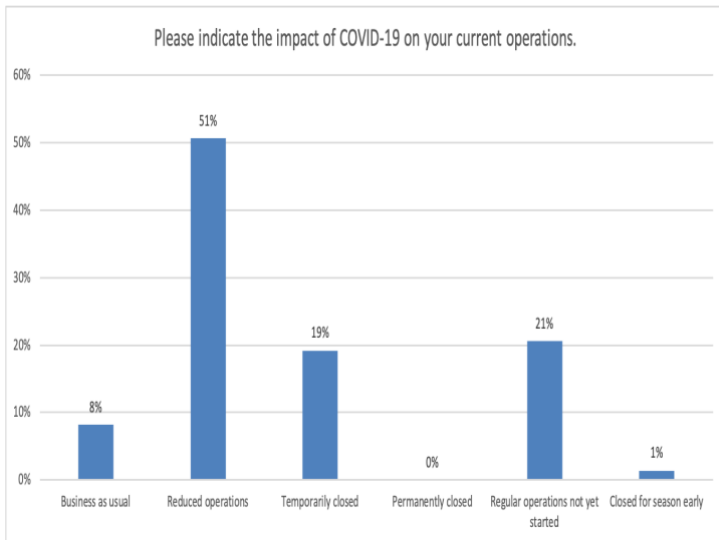
TO REMAIN  
SOLVENT  
RANGE: \$1000 - \$200,000  
MEDIAN: \$15,000

\*All data ranges in this report are calculated from the 10<sup>th</sup> percentile to the 90<sup>th</sup> percentile



# CARIBOO CHILCOTIN COAST

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$0 to \$190,000, average: \$ 55,193, median: \$13,500
- Fixed cost to remain solvent ranges from \$1000 to \$48,116 per month, average: \$23,852, median: \$6,000

### Provincial support

- Increased urgency in provincial government response (e.g getting programs announced and out)

### Regional support

- Marketing campaign after the crisis to ensure a smooth recovery after the crisis
- Access to information and guidelines

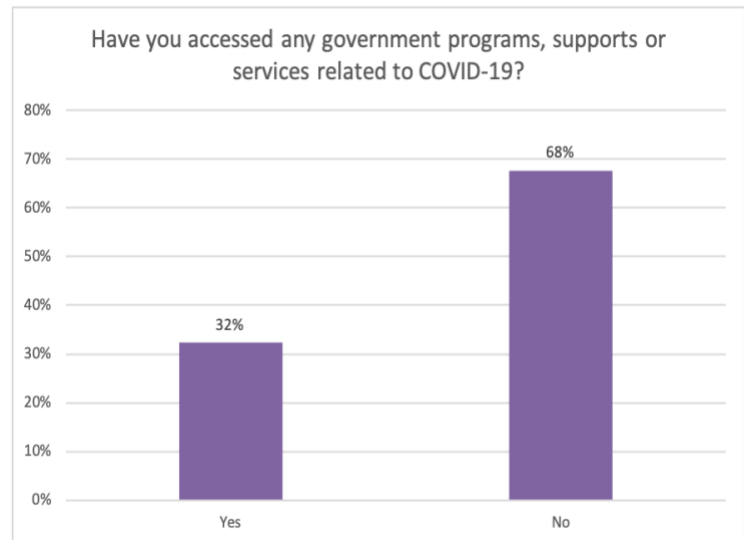
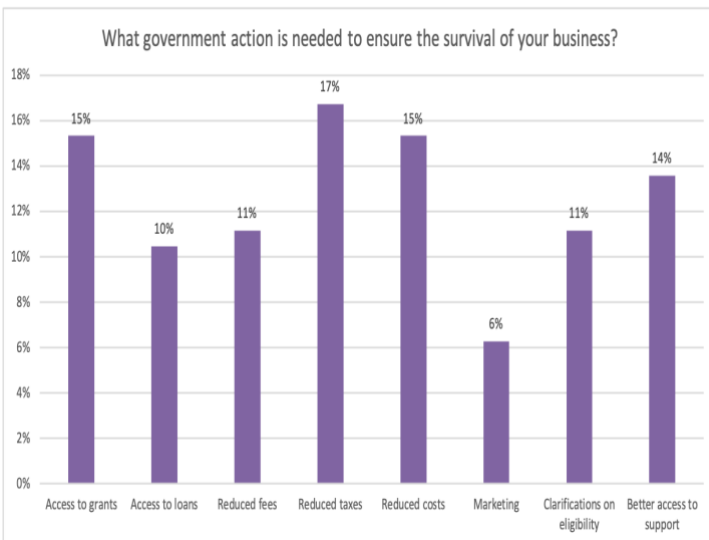
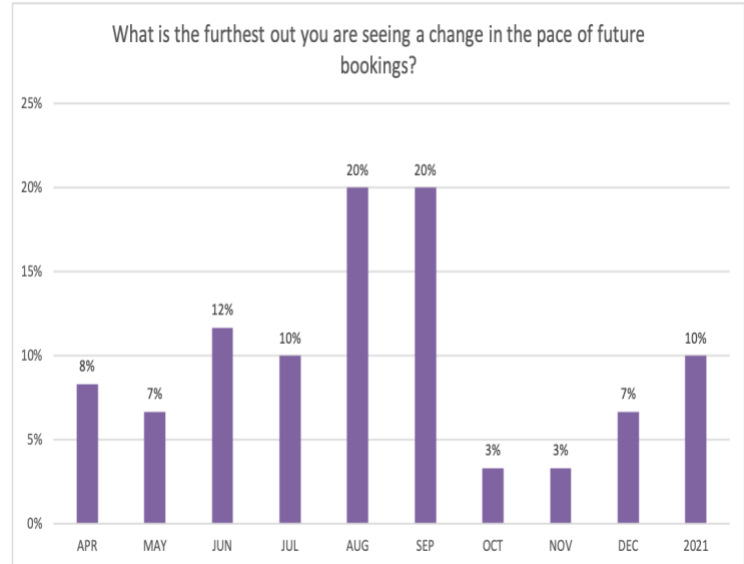
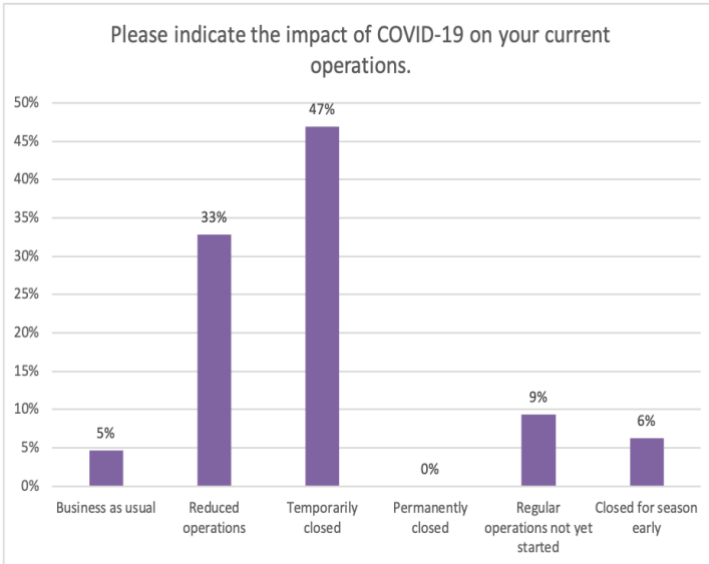
### General notes

- Businesses face challenges with payroll due to poor cash flow

\*Categories abbreviated. For full definitions, see earlier reports

# KOOTENAY ROCKIES

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$5800 to \$996,467, average: \$267,234, median: \$100,000
- Fixed cost to remain solvent range from \$0 to \$500,000 per month, average: \$76,831, median: \$22,079

### Provincial support

- Maintain clear and effective communication
- More financial support for SMEs

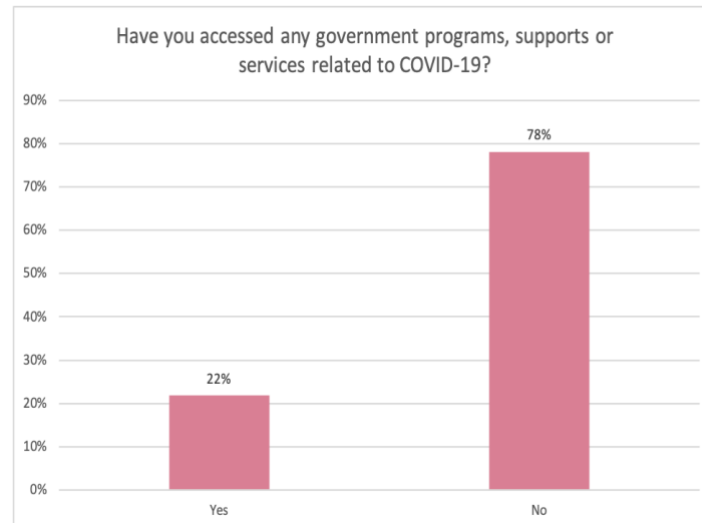
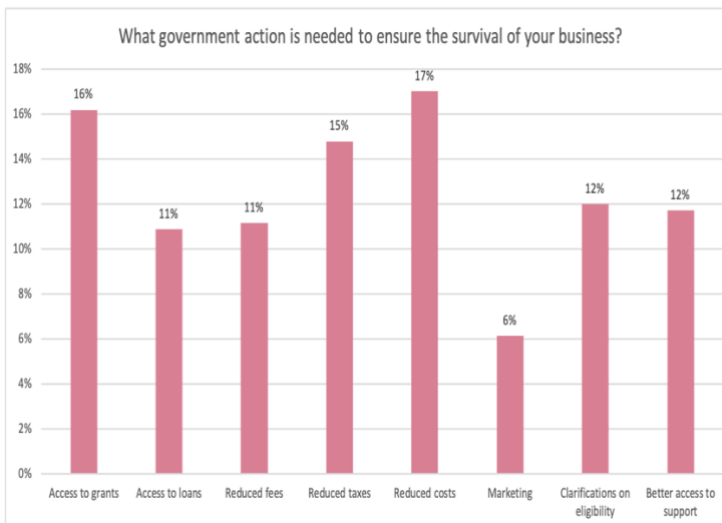
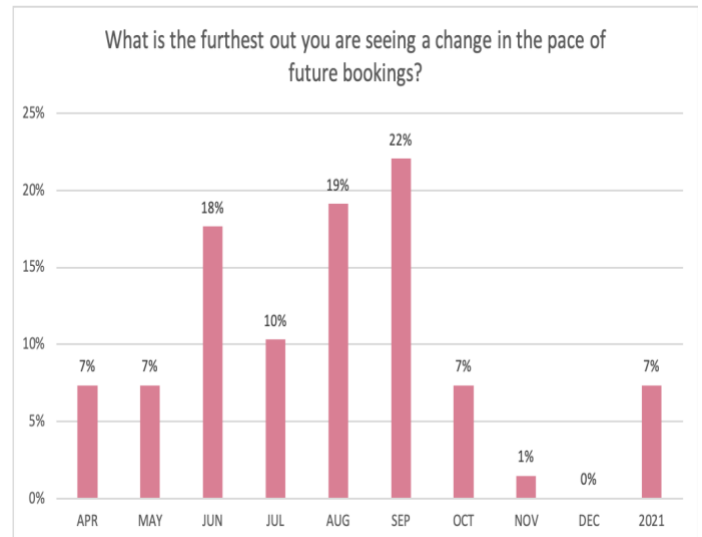
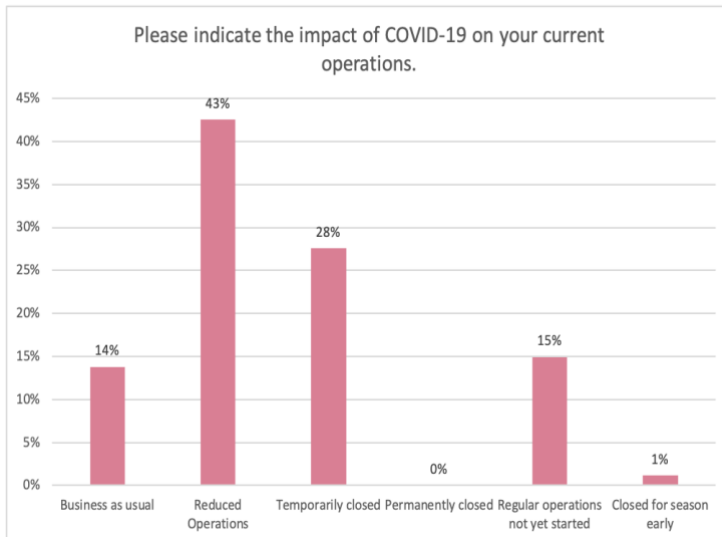
### Regional support

- Keep lobbying the government for support

### General notes

- Businesses feel excluded from provincial and federal response programs

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$0 to \$290,091; average: \$91,049; median: \$20,000
- Fixed cost to remain solvent range from \$77 to \$148,176 per month; average: \$39,172; median: \$10,462

### Provincial support

- More financial support to complement federal support

### Regional support

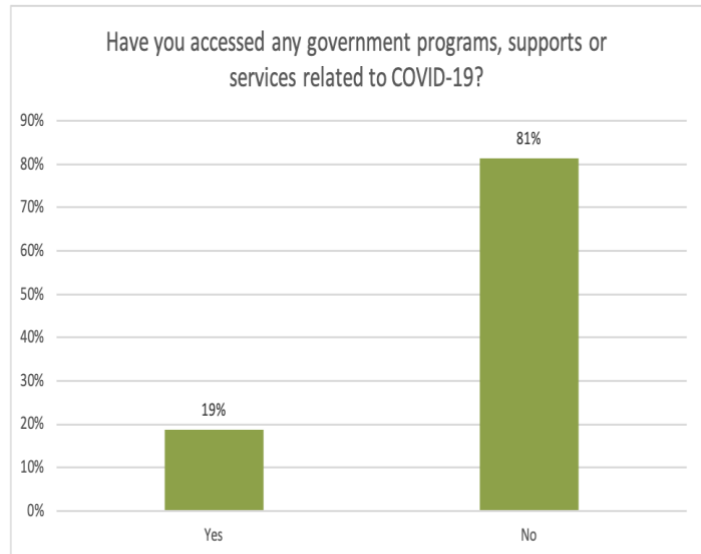
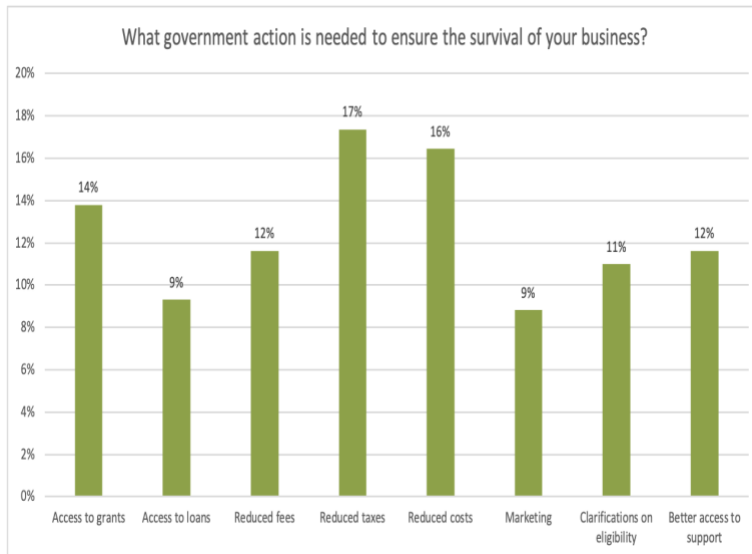
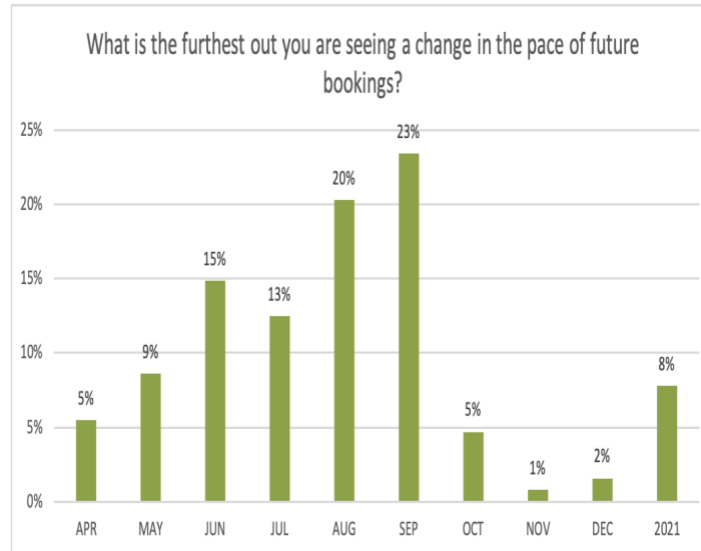
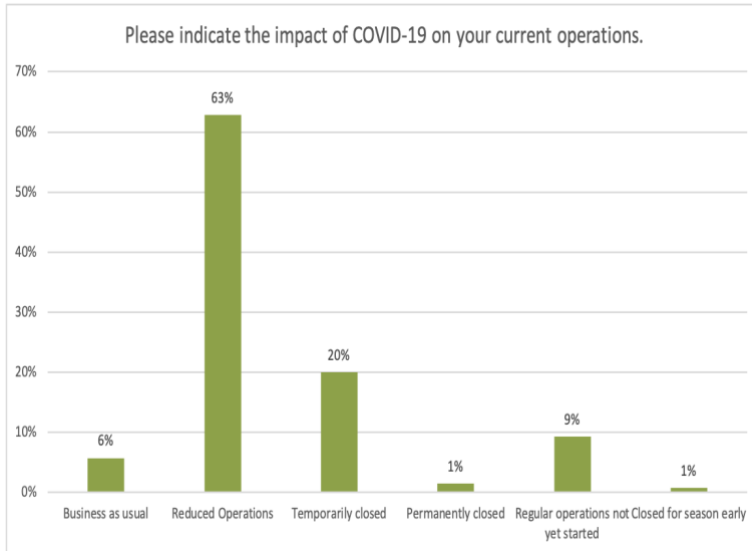
- Advocate the government for support
- Communicate updated information
- Plan for efficient recovery marketing

### General notes

- Businesses express frustration and concerns over inadequate financial support

# THOMPSON OKANAGAN TOURISM ASSOCIATION

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$180 to \$678,313; average: \$181,229; median: \$55,000
- Fixed cost to remain solvent range from \$0 to \$150,000 per month, average: \$47,308; median: \$15,000

### Provincial support

- More grants and loans to support stakeholders
- Advocate for further tax relief

### Regional support

- Advocate the government for support
- Communicate updated information

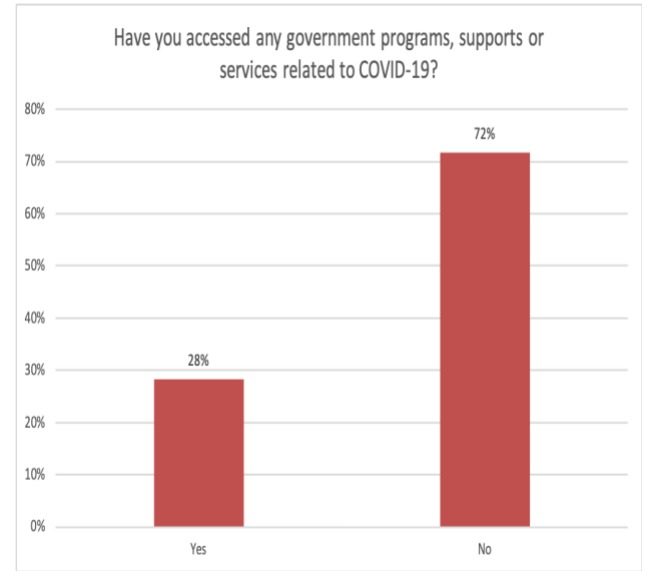
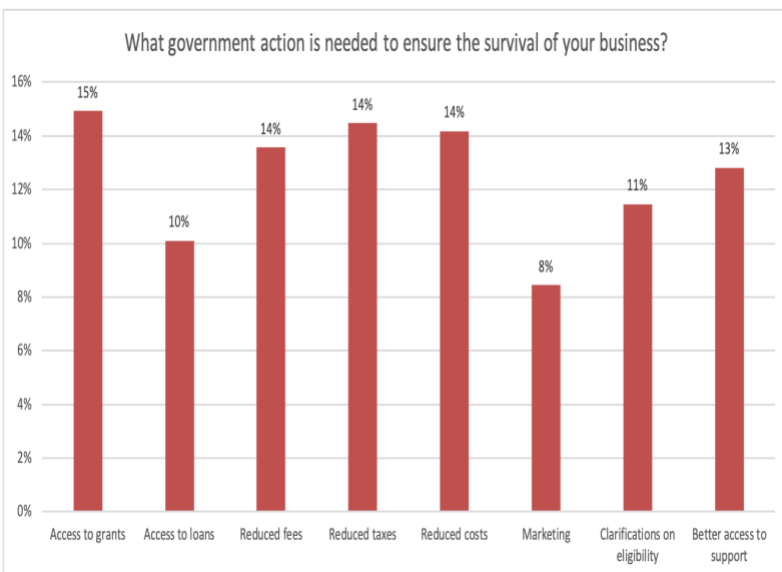
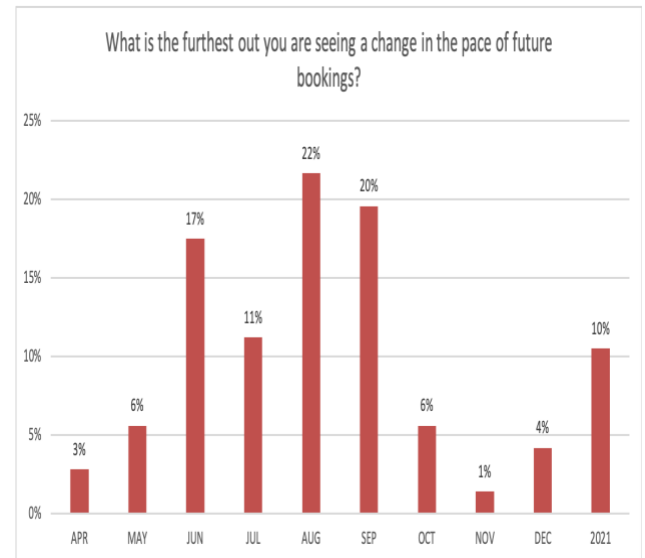
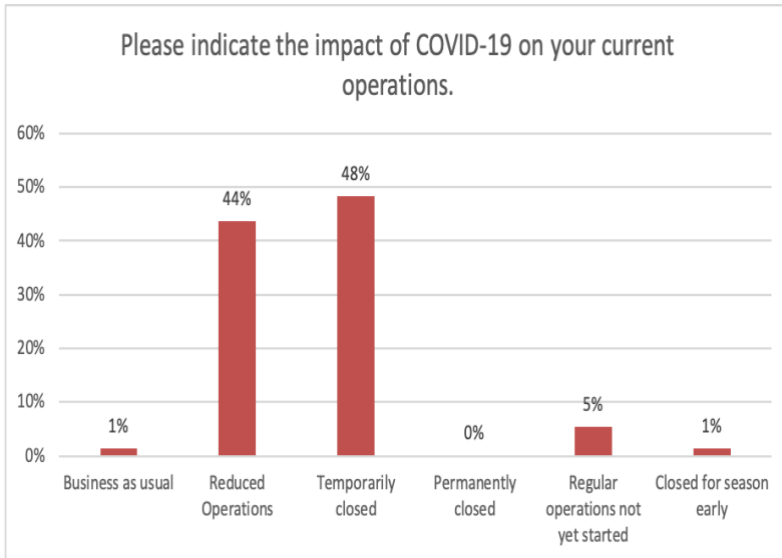
### General notes

- Many businesses do not qualify for government support



# VANCOUVER ISLAND

## SURVEY RESULTS



### Financial Impact

- Loss due to COVID-19 per business ranges from \$4,940 to \$1,000,000; average: \$239,035; median: \$100,000
- Fixed cost to remain solvent range from \$1,500 to \$195,319 per month; average: \$58,292; median: \$17,500

### Provincial support

- Lobby the government on behalf of the tourism industry

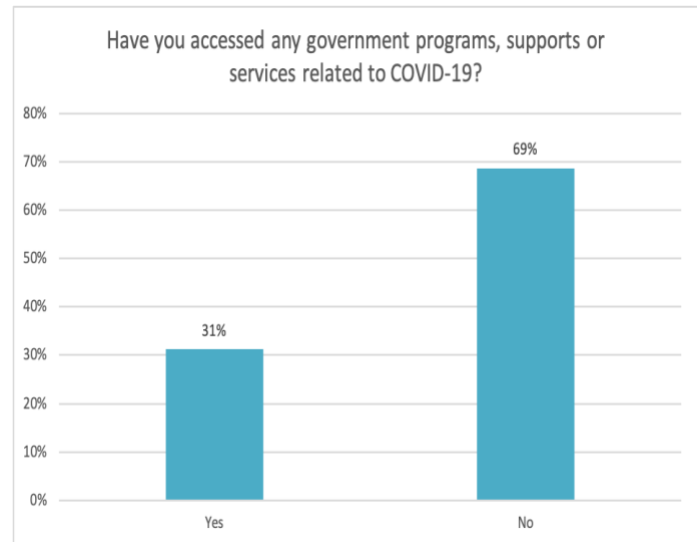
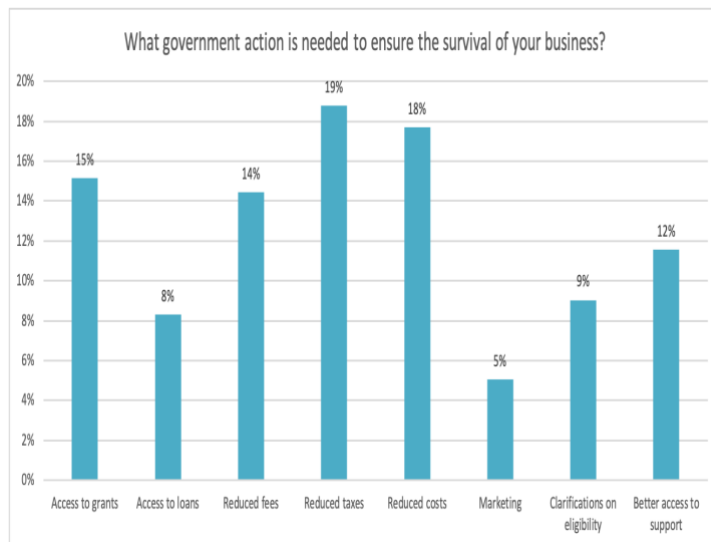
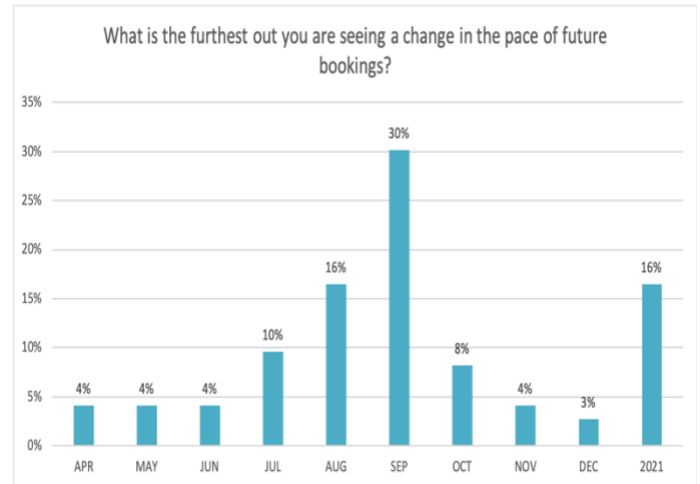
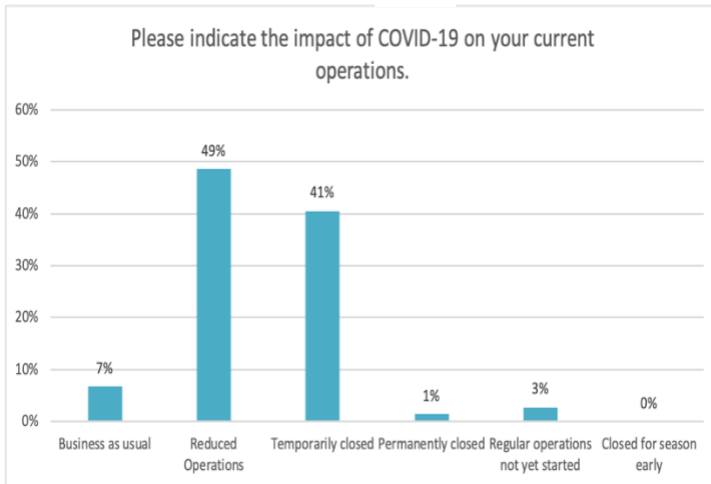
### Regional support

- Provide comprehensive recovery marketing strategy
- Continue to provide information on available resources and updated information

### General notes

- Most businesses face 100% cancellation rate

## SURVEY RESULTS \*



### Financial Impact

- Loss due to COVID-19 per business ranges from \$5,056 to \$1,000,000; average: \$527,828; median: \$465,753
- Fixed cost to remain solvent range from \$0 to \$500,000 per month; average: \$136,472; median: \$72,350

### Provincial support

- Provide clear guidance on hygiene standards
- More inclusion of the accommodation sector in the support programs

### Regional support

- Quicker access to loans
- Provide timely updated information on the website

### General notes

- Property taxes will be challenging for most businesses in the accommodation sector

\*The results in this section are driven by the survey data obtained from the accommodation sector in Vancouver, Coast & Mountains region