

- THANK YOU. ^{Water merge} ^{Nature} ^{7.8 res 6 time}
- FIRST RESPONDERS
- EM NOT FIRST THING. - INCREASINGLY IMPORTANT.

15 1.2M
500 - OUR WORK - MANY YEARS. 2012 CATALYTIC EVENT

VISITORS FROM AB.
SUPPORT BC RESIDENTS

MANY TRANSIENT POPULATIONS
- TOURISM
OTHER SECTORS - OIL & GAS / FORESTRY / MINING

WE INVITE PEOPLE (TIME + MONEY)
REPUTATION MANAGEMENT.

- COMMUNICATIONS COORDINATION
- LEARNING + EDUCATION SHARED REVD
- FRAMEWORK - ALL OF SOCIETY
- AUTHORITY

ALWAYS
• ALIGNMENT.
• INTEGRATION
• ROLLS - RESP.

4 PILLARS

TEM C → INDUSTRY + GOV.

→ TABC → REGION
→ TACS → CUTTED / COM

INDUSTRY
STBC

- ITBC
→ Gov. ENVT, TRAN, MLD

SUPPORTS - NOT JUST VISITORS/
FIRST RESPONDER

- ACCOMMODATION
- FOOD SERVICES
- ~~ATTRACTION PROVIDERS~~
- TRANSPORTATION.

COMMUNICATION CHANNELS

MEGA EVENTS - CATALYTIC EVENT

1994 2010 OPPORTUNITY.

- WORLD WIDE WATCHING
- UNIQUE LOGISTIC CHALLENGES
- COMPOUNDED BY AN EMERGENCY

LANE
UNFAMILAR
TRAVEL DOC
• BOARDER
CROSSING

TIME TO PLAN - ESTABLISH
RELATIONSHIPS IS
NOW NOT WHEN
EMERGENCY HAPPENS.

- Resource Train Tourism AGENCIES
- NOT JUST FOR MEGA EVENTS
DAY TO DAY
- UPDATING RESOURCES - M.P.E

2
Hwy 20

THANK YOU - BLOCKS FORWARD TO
NOT OUTLINS SYSTEMS

BUILDING EXPANDING THESE CONSIDERATION
START - DEVELOP SHARED RESOURCES

Mon. July 17th 3:45-5:30pm MST		Staff: Tara Edens
Title: Session 6b-Goal Oriented: Strategic Tourism Planning for the 2026 World Cup		Tara.edens@pnwer.org Cell: (971) 270-7843
Session Time: 105 minutes Platform: Hybrid	Description: <p>FIFA recently announced that the 2026 World Cup will be held in 16 cities across North America. PNWER is home to two host cities-Seattle, WA, and Vancouver, BC. The 2026 World Cup provides an incredible opportunity for the U.S. and Canada to showcase all that the region has to offer for a Two Nation Vacation from our majestic mountains to our pristine waters to our unparalleled food scene. How can we begin to plan strategically to ensure that our tourism and transportation infrastructure, border, and hospitality workforce are prepared for the 2026 World Cup?</p> <p>Following the formal session, all attendees are invited to stay for a sidebar for further discussion on the session topics as well as the formation of the PNWER Regional Tourism Council. (Name TBD)</p> <p>Refreshments will be provided by The Butchart Gardens.</p> <p>The sidebar will likely extend to 6:00-6:15pm.</p>	Moderators/Co-Chairs: <ul style="list-style-type: none"> • Dave Cowen, CEO, The Butchart Gardens • Rep. Cindy Ryu, Washington State Legislature Speakers/Panelists: <ul style="list-style-type: none"> • Paul Nursey, President and CEO, Destination Greater Victoria • Lisa Chin, Chief Legacy Officer, SeattleFWC26 (<i>virtual</i>) • David Young, COO, Seattle Seahawks, and FI, SeattleFWC26 Boardmember (<i>virtual</i>) • Richard Porges, CEO, Destination BC • Cliff McNeil-Smith, Mayor of Sidney (<i>Recorded Remarks</i>) • Rep. Jake Fey, Joint Transportation Committee Chair, WA State Legislature • Minister Rob Fleming, BC Ministry of Transportation • Barry Penner, KC, Legal Advisor, Cruise Lines International Association (CLIA) • Robert Lewis-Manning, CEO, Greater Victoria Harbour Authority • Laurie Trautman, Director, Border Policy Research Institute, Western Washington University • Wendy Magnes, Director, Economics and Corporate Initiatives, BC Ministry of Tourism, Arts, Culture and Sport

Time	Run of Show
3:45 pm	<p>Co-Chairs take the podium.</p> <p>CINDY welcomes everyone back to the room and announces the session- “Goal Oriented: Strategic Tourism Planning for the 2026 World Cup.”</p> <p>Dave invites Paul Nursey to the stage.</p> <p><i>CINDY Introduces herself and reminds attendees to put any questions they have into the Whova app! Cindy then announces there will be a hosted sidebar at end of session so we can continue discussion. After folks have snack in hand, we’re asking panelists to informally maintain their position on the stage so audience can have an opportunity to ask questions that we did not get to during the very full formal part of the program. We will be generating a Parking Lot during the session to record questions and refer to during the Sidebar.</i></p>
3:50 pm	Paul Nursey presents updated Regional Tourism Dashboard. <i>(5-7 minutes)</i>
3:57 pm	CINDY introduces next topic “Preparing to Host the World for the 2026 World Cup” and introduces Minister Rob Fleming and Richard Porges , inviting them to the stage.
3:58 pm	DAVE then introduces and invites to screen Seattle FWC26 Representatives- Lisa Chin and David Young to provide Seattle World Cup planning status report and hype speech. <i>(7-8 minutes)</i> They will be presenting virtually.
4:15 pm	<p>CINDY invites response: Minister Fleming and Richard Porges provide update on B.C. World Cup planning status. <i>(5-7 minutes)</i></p> <p>POTENTIAL QUESTION FOR WORLD CUP PLANNING TEAMS: WHAT CAN WE DO BILATERALLY TO CO-PLAN FOR SUCCESS?</p>
4:22 pm	DAVE introduces next topic “Maritime Tourism & Multi-Modal Transportation” and invites Rep. Jake Fey, WA State Legislature Joint Transportation Committee Chair to the stage.
4:23 pm	DAVE introduces Mayor of Sidney BC. Pre-recorded video remarks from Mayor Cliff McNeil-Smith (3 minutes) play while panelists are taking stage.
4:28 pm	<p>DAVE moderates “Maritime Tourism & Multi-Modal Transportation” discussion with BC Transportation Minister Rob Fleming and Rep. Jake Fey, Joint Transportation Committee Chair, WA State Legislature. Speakers each give 3 minute remarks.</p> <p><i>If time allows, take a question from audience (Whova) or ask a prepared question.</i></p> <p>POTENTIAL QUESTIONS: s.16 s.16</p> <p>Given the geographic expanse of the PNWER region, and the fact that visitors travel by all modes, what do you think is our biggest shared travel barrier? Do we need to keep accessibility in mind (i.e. being prepared for all abilities, languages, ages, cultures, etc)? What do we need to work on before FIFA?</p>
4:38 pm	<p>CINDY introduces next topic “The Cruise Industry and Decarbonizing Marine Transportation” and invites panelists (Barry Penner and Robert Lewis-Manning) to the stage.</p> <p>Previous panelists are invited to take a seat on the stage.</p> <p>Barry Penner, Robert Lewis-Manning, and Minister Fleming give 3 minute remarks each.</p> <p><i>If time allows, take a question from audience (Whova) or ask a prepared question.</i></p>

	POTENTIAL QUESTION: s.16 s.16
5:00 pm	<p>DAVE introduces next topic “Crossing the Border” and invites panelist (Laurie Trautman) to the stage. Wendy Magnes can also come to the stage at this point. Minister Fleming will already be seated. Previous panelists are invited to take a seat on the stage.</p> <p>Laurie Trautman presents 3 minutes of remarks.</p> <p><i>If time allows, take a question from audience (Whova) or ask a prepared question.</i></p> <p>POTENTIAL QUESTION: Laurie, given we know there will be land border construction in 2026 and that visitors from every nation across the world will be coming to Vancouver and Seattle for the FIFA games, what do we need to do to prepare the border for 2026?</p>
5:05 pm	<p>CINDY introduces next topic “Regional Tourism and Travel Resilience.”</p> <p>Minister Rob Fleming and Wendy Magnes give 3 minute remarks each.</p> <p><i>If time allows, take a question from audience (Whova) or ask a prepared question.</i></p> <p>POTENTIAL QUESTION: Similar to the previous question, but from a risk perspective, given the geographic expanse of PNWER and the various modes that visitors depend on to travel, what do you think is the biggest transportation vulnerability in the PNWER Region? How can we bilaterally reduce transportation and travel risk?</p>
5:15 pm	<p>DAVE wraps up discussion and sets stage for the Call to Action, introduces video on Destination Management.</p> <p><i>Destination BC video will be played to provide inspiration for discussion.</i></p>
5:20 pm	<p>CINDY states the Call to Action: The PNWER Tourism Working Group would like to formalize the formation of a bilateral PNWER Regional Tourism Council (<i>Name TBD</i>).</p> <p>DAVE/CINDY walk through the purpose statements, structure, terms of reference and propose a resolution.</p>
5:30 pm	<p>CINDY pauses discussion and invites attendees to stay for the sidebar discussion. Refreshments are provided by The Butchart Gardens.</p>

Questions for Discussion

One question or topic area to be prepared per section of discussion. Questions from the audience will be pulled from the Whova app and will be based on moderator discretion and timing.

Speaker Photos and Bios (in general order of appearance)

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Dave Cowen
CEO, The Butchart Gardens
PNWER Tourism Co-Chair

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Rep. Cindy Ryu
State Representative, Washington State Legislature
PNWER Tourism Co-Chair

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Paul Nursey
President and CEO, Destination Greater Victoria

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Lisa Chin
Chief Legacy Officer, Seattle FIFA World Cup 2026 Organizing Committee

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David Young
Chief Operating Officer, Seattle Seahawks

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Richard Porges
President & CEO, Destination BC

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Hon. Rob Fleming
Minister of Transportation and Infrastructure, Legislative Assembly of British Columbia

Rob Fleming was elected to represent the riding of Victoria-Hillside in 2005, and was re-elected to represent Victoria-Swan Lake in 2009, 2013, 2017, and 2020. In 2020, he was appointed Minister of Transportation and Infrastructure, and formerly served as Minister of Education.

Rob served as the Official Opposition critic for education and was the critic for the environment in the 39th Parliament (2009-2013). Previous to that he served as the critic for advanced education and tourism. In the 38th Parliament (2005-2009) he served as Chair of the Legislative Assembly's Select Standing Committee on Public Accounts, Deputy Chair of the Select Standing Committee on Education and Deputy Chair of the Special Committee to Appoint an Ombudsperson.

Prior to his election as an MLA, Rob served two terms as a Victoria City Councillor. He chaired the city's finance committee and represented Victoria at the Capital Regional District, the Victoria Regional Transit Commission, the Capital Region Housing Corporation and Tourism Victoria. As a City Councillor, Rob was a leading advocate for public transit and affordable housing. He was instrumental in the creation of the Capital Region's Affordable Housing Trust and the region's transportation plan.

Rob has a Bachelor of Arts degree from the University of Victoria. He worked in research and communications and was a research and policy analyst for the Ministry of Advanced Education. He was involved in many community organizations and travelled to El Salvador to monitor elections there. Rob lives in Victoria with his wife Maura, daughter Rory and son Jack. He is a dedicated soccer fan and player and is now helping coach his son's team.

Rep. Jake Fey
State Representative, Washington State Legislature

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Barry Penner, KC
Legal Advisor, Cruise Lines International Association (CLIA)

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Robert Lewis-Manning
CEO, Greater Victoria Harbour Authority

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Laurie Trautman

Director, Border Policy Research Institute, Western Washington University

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Wendy Magnes

Director, Economics and Corporate Initiatives, BC Ministry of Tourism, Arts, Culture and Sport

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BRITISH COLUMBIA

TOURISM EMERGENCY MANAGEMENT FRAMEWORK

MAY 2022

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COLLABORATION

Emergency management is a shared responsibility between governments, communities, associations, business owners, clients, and citizens. The leaders of British Columbia's tourism industry and provincial agencies responsible for tourism and emergency management created this document to support ongoing collaboration and cooperation by British Columbians to protect the health and safety of travellers and support a resilient tourism industry.

DEVELOPED BY

TOURISM INDUSTRY
ASSOCIATION OF BC



Ministry of
Tourism, Arts,
Culture and Sport



DESTINATION
BRITISH COLUMBIA®



Emergency
ManagementBC

bcrts

British Columbia
Regional Tourism
Secretariat



INDIGENOUS
TOURISM BC
CORPORATE

BCDMOA

British Columbia Destination Marketing Organization Association



VISION

AN EMERGENCY MANAGEMENT SYSTEM FOR TOURISM IN BRITISH COLUMBIA THAT SUPPORTS THE SAFETY OF VISITORS, THE VIABILITY OF TOURISM BUSINESSES, AND OUR REPUTATION AS A SAFE AND WELCOMING DESTINATION.

Photo: Kelly Marsh

BACKGROUND

Tourism is critical to the socio-economic and cultural health of British Columbia. In 2019, total tourism revenues were \$22.3 billion and 150,000 people were employed in more than 19,000 tourism-related businesses. Protecting the sector is vital to B.C.'s economic strength and community health. The industry is comprised primarily of small businesses and is extremely sensitive to disruption by disasters, both through direct impact and longer-lasting reputation damage.

The number and severity of emergencies and disasters that challenge individuals, communities and all levels of government are increasing due to the diversity of extreme weather, seismic and human-caused hazards, climate change and the ongoing expansion of the urban environment. The COVID-19 pandemic, the extreme flooding and wildfire seasons of 2021, 2018 and 2017, and the heat waves of 2021 significantly affected B.C.'s tourism sector, with economic impact studies suggesting tourism was one of the hardest hit sectors in the province. The potential for an increasing

number of emergency events could erode B.C.'s reputation as a desirable, safe and welcoming destination. With the continued growth of the tourism industry and its increasing importance to the B.C. economy and communities, there is a strong need for a coordinated approach to emergency management for the tourism sector.

BC's Strategic Framework for Tourism 2022–2024 articulates priorities for tourism in the province. Among its priorities is building a strong sector that identifies climate risks, develops tools to respond, and keeps visitors and employees safe during emergencies. The B.C. Tourism Emergency Management Framework is an important tool in meeting those priorities through a shared plan that works to coordinate roles and responsibilities across the tourism sector. The Framework is aligned with and integrated into the broader B.C. emergency management system, and focuses on meeting the needs of visitors in an emergency and ensuring the long term health of the visitor economy.

PURPOSE

The B.C. Tourism Emergency Management Framework (the Framework) provides a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management, namely mitigation, preparedness, response and recovery. The Framework will help reduce the industry's vulnerabilities and risks and lessen the potentially adverse impacts to visitor experiences during emergencies.

For the purposes of this Framework, an emergency is defined as a present or imminent event that is caused by accident, fire, explosion, technical failure or a force of nature that requires prompt coordination to protect the safety and well-being of persons or property. A disaster is an event that has resulted in serious harm to the health, safety or welfare of people, or in widespread damage to property.

The Framework supports the Province's comprehensive emergency management plans by strengthening integration and consideration of visitors and the visitor economy before, during and after an emergency event. This includes addressing visitors' unique needs during emergencies, improving tourism industry preparedness, managing long term destination reputation, and reducing economic impact to tourism businesses.

Emergency management is a shared responsibility, and this framework provides a clear outline of the role various tourism partners play in improving emergency management for tourism in B.C.

SCOPE

The Framework provides a coordinated system for tourism partners to enhance all-hazard emergency mitigation, preparedness, response, and recovery for the tourism industry and to integrate with the B.C. Emergency Management System and its various agencies. The Framework defines objectives, identifies roles and responsibilities of tourism partners, provides a structure

for ongoing interaction, and will be supported by a dynamic operational plan. The Framework supports the Ministry of Tourism, Arts, Culture & Sport (TACS) mandate to support a thriving tourism sector in delivering lasting economic and social benefits to British Columbians as well as the industry's role to ensure a sustainable and globally competitive tourism sector.

OBJECTIVES

The Framework provides a foundation for tourism organizations and partners to work cooperatively and with emergency management organizations to advance the following objectives:



MITIGATION

The tourism sector continues to build resilience to support business continuity, crisis communications and post-disaster marketing in the face of disaster events.

OUTCOMES

- Ongoing research to improve tourism resilience and emergency management
- Development of standards of training
 - Database of industry resources
- Industry level coordination
 - Contingency funding
- Tools for Hazard, Risk and Vulnerability Analysis (HRVA) for tourism operators to mitigate or reduce risk

TOOLS

- Tourism Emergency Management Committee Annual Work Plan



PREPAREDNESS

Tourism agencies and industry are ready to respond to emergency events and support emergency agencies and visitors, and visitors' needs are integrated into emergency management plans.

OUTCOMES

- Tourism organizational preparedness training and emergency plan
- Crisis communications plan
- Coordination of tourism system partners to support emergency response structure
- Consideration of unique visitor and destination management needs in emergency management structures

TOOLS

- Tourism Emergency Management Training Plan
- Tourism Emergency Response Communications Plan
- Prepared BC: Guide for Tourism Operators



RESPONSE

The Tourism Emergency Response Plan is ready to activate in support of emergency agencies to ensure the safety and well-being of visitors and maintain the reputation of B.C. as a safe and desirable destination.

OUTCOMES

- Coordinated visitor communication strategy
- Tourism industry resources mobilized, relative to size and scope of the event, to support emergency response to ensure the safety of visitors and to maintain confidence in B.C. as a travel destination
- Visitor Service Network coordinated for continuity of service and information sharing
- Tourism liaisons integrated in emergency operations centres

TOOLS

- Tourism Emergency Response Plan
- Tourism Emergency Response Communication Plan
- Prepared BC: Emergency Plan for Tourism Operators



RECOVERY

The economic impact of emergencies on the visitor economy is reduced.

OUTCOMES

- Post-disaster marketing to promote visitation to impacted regions
- Disaster relief supports for tourism businesses or tourism experiences
- Investments in recapturing tourism assets post disaster
 - Tourism businesses supported to pivot experiences and delivery of services

TOOLS

- Tourism Emergency Management Committee Annual Work Plan

FRAMEWORK FOUNDATION

The Framework is centered around three pillars that structure how the vision and objectives of tourism emergency management will be advanced:

- 1. ALIGNMENT** Tourism emergency management is aligned with the B.C. emergency management system.
- 2. INTEGRATION** Tourism partners collaborate to integrate tourism considerations into the B.C. emergency management system.
- 3. ROLES & RESPONSIBILITIES** Emergency management is a shared responsibility where all tourism partners play a role.

1. ALIGNMENT

The B.C. Tourism Emergency Management Framework is designed to integrate with the emergency management system in place in B.C., which is guided by the Emergency Program Act. B.C. uses a “ground up” model of emergency management in which response is based on the type, size, and severity of the emergency. In this shared responsibility model, governments, First Nations, businesses and industries, not-for-profit organizations, and the public collaborate in an integrated and unified approach to mitigating, preparing, responding, and recovering from disasters. Emergency management partners comply with applicable legal and regulatory obligations by developing and implementing plans to manage disasters within their jurisdiction, organization, or area of responsibility. Individuals, including business and tourism operators, have a responsibility to contribute to all four pillars of emergency management. Municipalities and First Nations governments respond to local emergencies and Emergency Management BC (EMBC) is the agency tasked with provincial co-ordination, strategic planning, multi-agency integration and business continuity activities. When needed, EMBC supports local level response through the six Provincial Regional Emergency Operations Centres (PREOC) and the Provincial Emergency Coordination Centre (PECC).

EMBC also maintains and manages the British Columbia Emergency Management System (BCEMS), which is the guiding doctrine for overall emergency management in B.C. This framework provides a structure for a standardized approach to developing, coordinating, and implementing emergency management programs across the province; establishes guiding principles, processes, and a common terminology; and emphasizes integration and partnerships that

facilitate communication and coordination on all levels. Based on the Incident Command System (ICS), it provides standardized language and interoperability and is used by ministries and governments across B.C. BCEMS is built on a foundation that equal dignity of all people must be respected, along with their customs and culture, and their fundamental right to the necessities of life. It has seven guiding principles for the practice of emergency management in B.C.:

1. Health and safety of all people are of primary importance;
2. Emergency management is a shared responsibility (government and public);
3. All hazards are considered;
4. Collaboration and emergency management partner engagements are the foundation to a unified approach;
5. BCEMS provides a common approach for all emergency management partners based on ICS principles such as flexibility, scalability and adaptability;
6. Communication is clear, accurate and timely; and
7. Continuous improvement is critical.

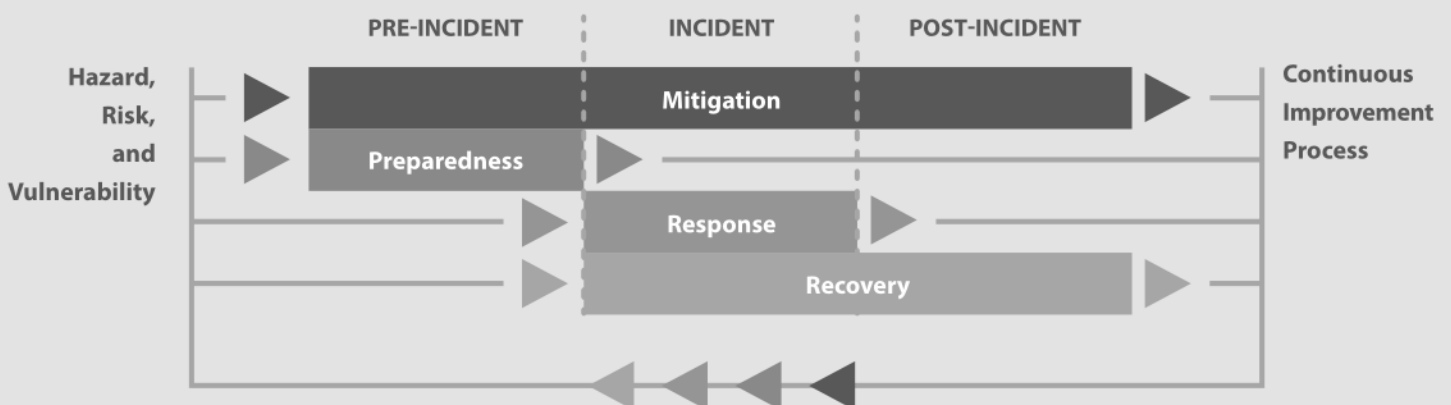




BCEMS uses a four-phase approach to emergency management. Under this model, emergency management consists of four interconnected phases:

- Mitigation
- Preparedness
- Response
- Recovery

These phases occur sequentially, and sometimes concurrently, as seen below. Each phase poses different challenges that must be addressed by an emergency management program.

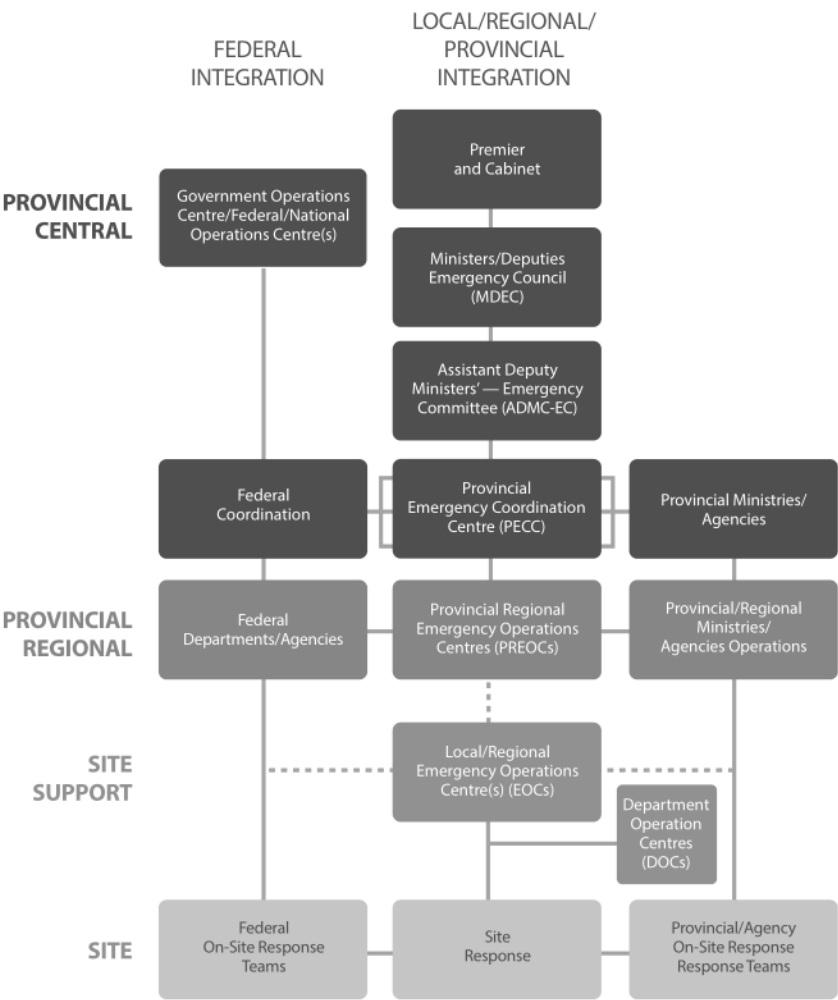


Source: Emergency Management BC

BCEMS recognizes four levels of response, which are activated as needed during an event.

These are site level, site support, provincial regional, and provincial central. Each level above site command is responsible for providing increasingly broader coordination, planning and support to the operations occurring at site level. Site command is most commonly assumed by a response agency that is managing the activities at ground level, but unified commands can be set up when the incident involves a more complicated response. Site support most commonly takes the form of department operations centres from response agencies and the emergency operations centres of local authorities. Provincial regional and provincial central support are provided through EMBC and provincial level operations centres from involved agencies and ministries.

At the provincial level, the Assistant Deputy Ministers' Emergency Committee (ADMC-EC) and the Ministers/Deputies Emergency Council (MDEC) provide policy support and interface with the premier and cabinet.



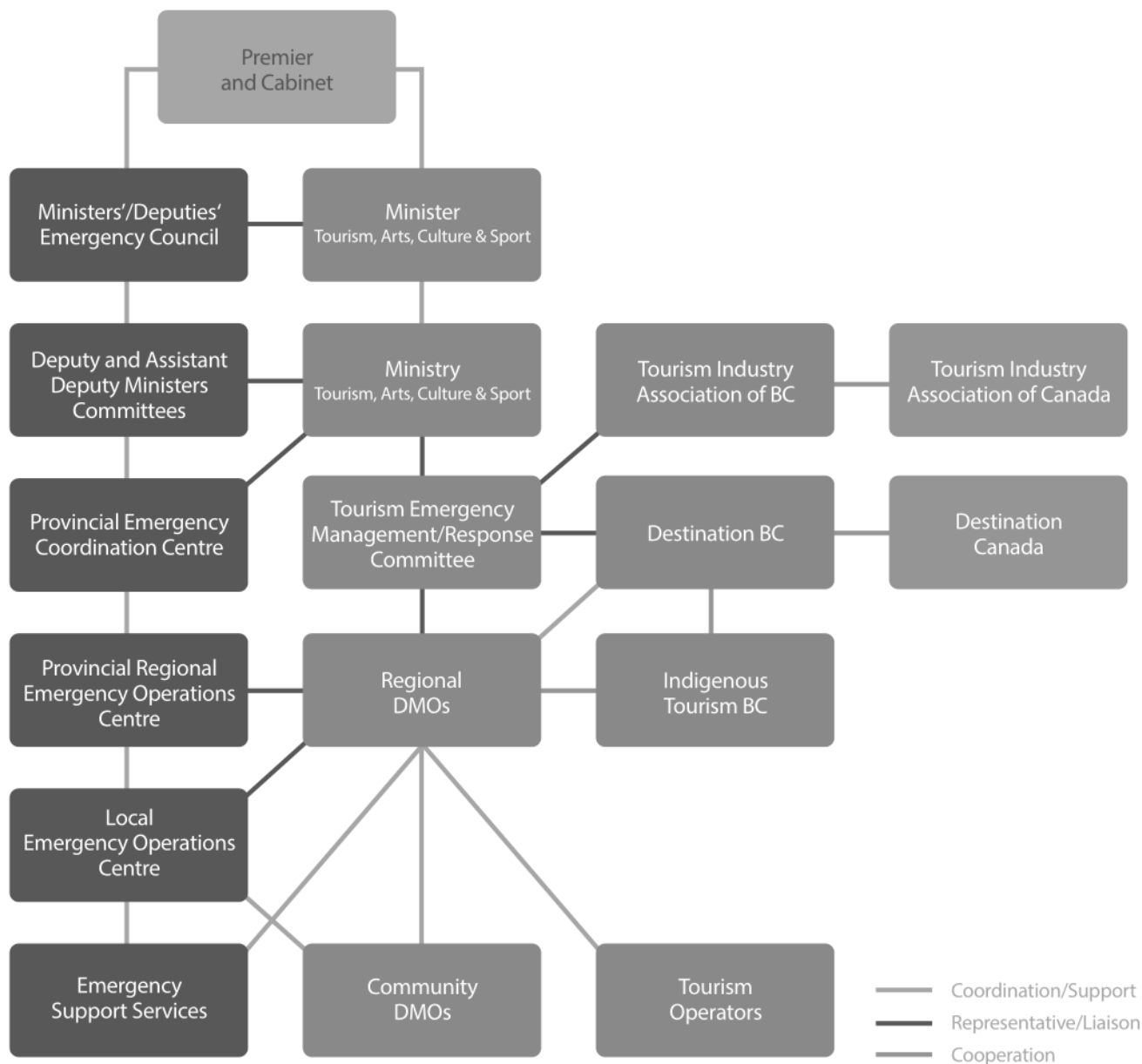
Source: Emergency Management BC



2. INTEGRATION

The B.C. tourism emergency management organizational structure is designed to integrate with and support the British Columbia Emergency Management System (BCEMS) in all four pillars of emergency management, bringing together diverse partners in the tourism system that differ greatly in size, organization, scope, and responsibility. To provide operational clarity and coordination, the organizational structure of tourism emergency management is informed by that of BCEMS, facilitating interoperability

and alignment with the multilayered structure. The Framework recognizes the shared responsibility of all tourism organizations in supporting the safety of visitors, the viability of tourism businesses, and our reputation as a safe and welcoming destination. Roles and responsibilities of tourism partners serve to coordinate with and support key emergency management agencies, provide representation and liaise between agencies and the tourism sector, and facilitate cooperation for unified actions and messaging.



3. ROLES & RESPONSIBILITIES

Emergency management is a shared responsibility, and tourism organizations are tasked with delivering on actions identified under the four pillars of emergency management. Following are the organizations responsible for leading on key areas to achieve the objectives of the Framework:

MINISTRY OF TOURISM, ARTS, CULTURE AND SPORT (TACS)

TACS co-chairs the Tourism Emergency Management Committee (TEMC) and provides provincial leadership for the tourism sector by working cross government to integrate the unique needs of visitors and the visitor economy into the B.C. emergency management structure. This includes representing tourism in policy discussions, training and exercises, provincial response centres and support programming. TACS also provides a liaison to the Provincial Emergency Coordination Centre when activated.

TOURISM INDUSTRY ASSOCIATION OF BC (TIABC)

TIABC co-chairs the TEMC, provides tourism industry input on policy discussions around emergency management that impact the tourism sector, and assists with communications between tourism industry and emergency management organizations.

DESTINATION BC (DBC)

DBC leads on initiatives that support the long-term destination reputation of B.C. through planning and coordinating communications, initiating marketing campaigns, coordinating training delivery with RDMOs, and conducting research on tourism emergency management. DBC also liaises with the BC Wildfire Service and provincial Joint Information Centre when activated.

B.C. TOURISM REGIONS (RDMOS)

The six Regional Destination Management Organizations are best positioned to work directly with local tourism partners and therefore lead, in collaboration with DBC, on the planning, creation, distribution and delivery of emergency management training tools for tourism operators and community destination management organizations. They also lead in local emergency response through providing connections between emergency operations centres and tourism operators for emergency support services (ESS) and visitor redirection.

COMMUNITY DESTINATION MANAGEMENT ORGANIZATIONS (CDMOS)

The CDMOs are the key connection to the visitors and provide travel planning assistance to travelers to recapture and redirect, working closely with communities, RDMOs, and DBC.

INDIGENOUS TOURISM BC (ITBC)

While respecting the authority of First Nations governments to lead emergency management within their communities, Indigenous Tourism BC provides guidance and support to Indigenous tourism businesses as part of B.C.'s tourism emergency management system.

TOURISM OPERATORS

Tourism businesses are responsible for preparing their tourism operation so that they can respond effectively, recover quickly, and keep visitors safe.



IMPLEMENTATION

The B.C. Tourism Emergency Management Framework is a shared plan that works to coordinate roles and responsibilities across the tourism sector to better service needs of visitors in an emergency and to ensure long term health of the visitor economy. Implementation requires planning and operational actions.

TOURISM EMERGENCY MANAGEMENT COMMITTEE (TEMC)

The TEMC manages and implements the B.C. Tourism Emergency Management Framework that focuses on mitigation, preparedness, response, and recovery for the tourism sector. The TEMC is co-chaired by representatives from TACS and TIABC. Membership is inclusive of diverse organizations in the B.C. tourism system. In addition to the chairs, core representation on the committee includes:

- Destination BC (DBC)
- Emergency Management BC (EMBC)
- Regional Destination Management Organizations (RDMOs)
- B.C. Destination Marketing Organizations Association (BCDMOA)
- Indigenous Tourism BC (ITBC)

Other organizations may be invited to advise the committee such as B.C. government agencies (e.g., BC Parks, Recreation Sites and Trails BC, BC Chamber of Commerce) and other tourism organizations (e.g., BC Hotel Association, go2HR).

The TEMC is responsible for overseeing ongoing work that advances the objectives of the B.C. Tourism Emergency Management Framework, and will be guided by a modular operational work plan, which is reviewed and updated regularly.



Photo: BC/Jordan Dyck

TOURISM EMERGENCY RESPONSE TEAM (TERT)

The TERT is activated when an event occurs and facilitates the transfer of information, enhances mutual assistance operations, and coordinates overall response. Core members include representatives from TACS, TIABC, DBC, ITBC, and EMBC, plus emergency program coordinators from affected B.C. tourism regions: Cariboo Chilcotin Coast, Kootenay Rockies, Northern BC, Thompson Okanagan, Vancouver Island, and Vancouver, Coast & Mountains. TERT meets on a regular basis, as needed until deactivated by consensus to achieve the following objectives:

- Consolidate information on situational awareness and impacts;
- Coordinate mutual assistance efforts, identify potential issues for the tourism sector, and determine response/recovery priorities;

- Ensure coordination of messaging and marketing needs; and
- Determine how to best activate and coordinate industry assets.

The TERT is guided by the Tourism Emergency Response Activation Plan, which has been modeled to support EMBC's All-Hazard Plan, and outlines specific roles and responsibilities. The level of activation would be determined by the severity of the impact of the event on tourism, the need for coordination and communications, and the existence of unique policy issues.



OPERATIONAL PLANNING

The Framework will be supported by a dynamic modular operational plan, to be refreshed annually to respond to current needs and conditions. The operational plan aims to move forward the framework objectives through achieving the identified outcomes and is guided by evolving priorities. This could include actions like improving tourism operators' resilience through emergency business continuity planning, coordinating CDMO training on B.C. Emergency Management System, or facilitating the creation of visitor specific emergency awareness resources.

The Tourism Emergency Management Committee will continually assess the resources being used to implement the Framework and identify opportunities for investments that advance the Framework's vision and support implementation of its components.

The following resources form part of the modular operational plan supporting the B.C. Tourism Emergency Management Framework:

- **1.1 TRAINING PLAN** guides emergency planning and training for tourism organizations;
- **1.2 TOURISM EMERGENCY RESPONSE PLAN** a scalable plan to guide response to an emergency event;
- **1.3 COMMUNICATIONS PLAN** emergency response communications guidelines and protocols;
- **1.4 PREPARED BC GUIDES** EMBC guides for tourism operators to plan for emergencies; and
- **1.5 ANNUAL WORK PLAN** refreshed annually and monitored by the TEMC to support continuous improvement of the system and reflect current priorities and conditions.



