



Destination Resort

Business Sourcing Guide

Revised: February 2005



Small Business BC

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<http://www.smallbusinessbc.ca>

Legal / Regulatory 2

Basics for Getting Started 2

Acts and Regulations 2

Insurance 4

Funding / Financing 4

Financing Your Business 4

Sources of Financing 4

How - To / Educational 6

How - To Publications 6

Restaurant Facilities 7

Training Programs 8

Marketing Publications 10

Contacts / Directories 12

Business Associations 12

Tourism Organizations 13

Tradeshows and Exhibitions 14

Directories / Newsletters 15

Internet Resources 15

Market Data / Statistics 16

Sales Forecasting 16

Sources of Market Data 16

Appendix 18

Regional Fire Commissioner Offices 18

Regional Health Units 18

Destination Resort

Legal / Regulatory

Basics for Getting Started

Basic regulatory requirements that are likely to affect you when starting your business include registering your business name, obtaining a business license and paying taxes. For more information on basic regulatory requirements, visit the Small Business BC web site at:

<http://www.smallbusinessbc.ca/bizstart-checklist.php>

Acts and Regulations

The following is meant solely to help you understand the main features of primary regulations governing this activity, and is not meant in any way to provide a legal interpretation.

Hotel Keepers Act / Hotel Guest Registration Act

This act oversees businesses that rent out accommodation for overnight guests.

Fire Services Act & Building Safety Standards Act

The Fire Services Act, fire Code and Building Code (established under the Municipal Act) provide the regulations for the construction of public buildings, exits, fire safety standards for all public places.

Swimming Pools and Wading Pools - Health Act

There are specific regulations pertaining to the construction and maintenance of swimming pools, spray pools, and wading pools. Plans must be approved, including nature of auxiliary facilities, safety features, health protection and the operation of a pool, lifeguard, record keeping, disinfection, bathing loads and lavatory facilities.

Hotel Room Tax Act

For information and inquiries concerning this Act contact:
Ministry of Finance and Corporate Relations
Consumer Taxation Branch

Acts and Regulations

Hotel Keepers Act

http://www.qp.gov.bc.ca/statreg/stat/H/96206_01.htm

Guest Registration Act

http://www.qp.gov.bc.ca/statreg/stat/H/96205_01.htm

Fire Services Act & Building Safety Standards Act

Refer to Appendix A for a list of regional Fire Commissioner offices.

Swimming Pools and Wading Pools - Health Act

Refer to Appendix A for a list of regional Health Units.

Hotel Room Tax Act

Consumer Taxation Branch
<http://www.rev.gov.bc.ca/ctb/NewBusinesses.htm>

Hotel Room Tax Act
http://www.qp.gov.bc.ca/statreg/stat/H/96207_01.htm

You may also ask questions of your local Government Agent:
<http://www.governmentagents.gov.bc.ca/locations/map.htm>

*Legal /Regulatory continued****Restaurant Facilities - Health Act***

This Act is intended to maintain public health by preventing and removing a broad range of health hazards. There are powers to ensure that persons infected with a communicable disease are both treated and prevented from spreading the disease.

The Health Act regulates businesses, which handle, process or serves food on matters such as the hygiene of food handlers, maintenance of food preparation areas, ventilation, lighting, storage areas and equipment.

Park Use Permits

Permits are required under the Park Act within provincial parks and recreation areas for:

- Commercial activities or enterprises offering goods and services to the public;
- Use and occupancy of lands; and
- Removal of natural resources (normally prohibited)

Permits normally require a permit fee plus insurance or bonding, depending on the permitted activity/use.

Land Act

The Land Act enables provincial crown land to be made available for a range of private, residential, commercial, agricultural and industrial uses.

Land may be offered by sale or lease, through public competition or by direct application. To be eligible for commercial or industrial land, corporations must be registered in BC or incorporated under federal law. Partnerships must also be registered.

Business Practices and Consumer Protection Act

The *Business Practices and Consumer Protection Authority Act* established an independent authority, the BPCPA, which operates at arm's length from government and is responsible for a range of licensing, inspections, investigations and enforcement.

The BPCPA administers and enforces consumer protection laws and regulates industries such as debt collection and credit reporting agencies, travel agencies, funeral homes and cemeteries.

Restaurant Facilities - Health Act

Refer to Appendix A for a list of regional Health Units.

Park Use Permits

BC Parks & Protected Areas
PO Box 9398 Stn. Prov. Gov't,
Victoria B.C.
Canada V8W 9M9
Tel: (250) 387-4604

http://wlapwww.gov.bc.ca/bcparks/info/permit_overview.htm

Land Act

Land and Water B.C.
5th floor, 609 Broughton Street,
PO Box 9475, Stn Prov Gov't,
Victoria, BC, V8W 9W6
Tel: (250) 952-6246
Fax: (250) 952-6237
Regional Offices:
<http://www.lwbc.bc.ca/07contact/regions.html>

Business Practices and Consumer Protection Act

Business Practices and
Consumer Protection Authority
Tel: (604) 320-1664
Toll-free: 1-888-564-9963
Fax: (250) 920-7181

<http://www.bcpa.ca>

Link to the Act:

http://www.legis.gov.bc.ca/37th5th/3rd_read/gov02-3-toc.htm

Legal /Regulatory continued

Insurance

With any small business venture, it is important to protect yourself against liability in case of an accident. Not all insurance agencies are interested in, or able to provide appropriate coverage, to Destination Resort businesses. It is important to shop around to find an agent who specializes in small business and offers coverage appropriate to resort operators in particular. Premiums will vary between agents depending on their available plans and interest in providing coverage for your venture. For further information, contact the Insurance Bureau of Canada.

The BC Tourism Industry Insurance and Financing Report

The Council of Tourism Associations (COTA) provides a unique look at the insurance and financing issues affecting tourism operators in British Columbia.

Funding / Financing

Financing Your Business

You may want to use one or more types of financing in your small business. You may choose short-term debt financing, long-term debt financing or equity financing. For more information on financing your small business, visit the Small Business BC website at:

<http://www.smallbusinessbc.ca/bizstart-financing.php>

Sources of Financing

Tourism investment fund

The fund helps finance high-end existing tourism operators, or start-ups in viable destinations. It is designed specifically to finance single season tourism infrastructures or operations that have the potential to expand beyond a single season.

Community Futures Development Corporations (CFDC)

Community Futures Development Corporations provide rural businesses with loans to assist expansion, or to help entrepreneurs create new businesses. Loan amounts are up to \$125,000.

Insurance

Insurance Bureau of Canada

1010 - 510 Burrard Street,
Vancouver, BC, V6C 3A8

Tel: (604) 684-3635

Fax: (604) 684-6235

Toll Free: 1-877-772-3777

<http://www.ibc.ca>

Check the local yellowpages under "Insurance Agents and Brokers"

The BC Tourism Industry Insurance and Financing Report

Council of Tourism
Associations (COTA)

Tel: (604) 685-5956

info@cotabc.com

<http://www.cotabc.com/publications.html>

Sources of Financing

Tourism Investment Fund

Business Development Bank of
Canada

Toll Free: 1-888-INFO BDC

<http://www.bdc.ca>

*To find the nearest Community
Futures Development office in
BC, check:*

[http://www.communityfutures.c
a/provincial/bc/locations/](http://www.communityfutures.ca/provincial/bc/locations/)

or call

Small Business BC

Toll-free: 1-800-667-2272

*Funding / Financing continued**Canadian Tourism Commission's List of Financing*

While the Canadian Tourism Commission does not provide grants, subsidies or funding for new business, products or services it does have a list of federal, provincial and territorial government departments and agencies offering both general and tourism-specific financing programs. From the main page (after a free registration), click on "Industry Resources" on the left and then "Other Tourism Links".

Canada Small Business Financing Program (CSBF)

The Canada Small Business Financing Program was created to help small businesses reach their potential by making it easier for them to get term business improvement loans to finance the purchase or improvement of fixed assets, for new or expanded operations. Administered under the Canada Small Business Financing Act (CSBFA), the program is a joint initiative between the Government of Canada and private-sector lenders.

Business Development Bank of Canada (BDC)

The Business Development Bank of Canada (BDC) is Canada's small business bank. BDC plays a leadership role in delivering timely and relevant financial and management services, with a particular focus on the emerging and exporting sectors of the economy. BDC is dedicated to helping create and develop Canadian small and medium-sized businesses.

Overview of Government Financial Programs

The Overview is Small Business BC's publication that lists government assistance programs and services for small business. Both federal and provincial government programs are listed. Not meant to be comprehensive list of all business assistance programs, the Overview is a collection of the more popular programs that are more readily available to the small business owner.

*Canadian Tourism
Commission's List of Financing*
<http://www.canadatourism.com>

*Canada Small Business
Financing Program*

For further information on the CSBFA, contact the Lender of your choice or view the Web Site at:
<http://strategis.ic.gc.ca/csbfa>

*Business Development Bank of
Canada*

Toll Free: 1-888-INFO BDC
for a local branch check:
<http://www.bdc.ca>

*Overview of Government
Financial Programs*

<http://smallbusinessbc.ca/pdf/overview.pdf>

Financing Search

To search for all financing programs in the Business Service Centre database:
<http://www.smallbusinessbc.ca/searchSite.php>
(enter a keyword in the search bar, government financing database, or leave blank)

How - To / Educational

How - To Publications

So -- You Want to be an Innkeeper : The Definitive Guide to Operating a Successful Bed-and-Breakfast or Country Inn

An in-depth look at everything you need to know to operate an inn successfully. Includes how to evaluate and buy property, how to renovate, furnish and launch a new inn, how to market and promote your business, and how to make your venture fulfilling for your guests and yourself.

Do-It-Yourself Feasibility Study: New Motel / Hotel / Resort Venture

This book is designed to assist the reader to develop a sound new venture feasibility analysis. By taking you through a sequence of important questions and answers for a hotel/motel/resort, it helps answer the questions - is this idea workable? And if it's workable, will it be profitable?

Business of Adventure: Developing a Business in Adventure Tourism

Guide for starting an adventure business or evaluating an existing business. Content topics include: the adventure travel industry and its integration with business, bottom-up budgeting of trips and annual expenses, financial analysis of adventure companies, business plan development, adventure product development, trip-pricing methods and industry marketing expenditure norms. Also includes a sample business plan.

Business Plans Handbook (Volume 1, 7 & 8)

This handbook is a compilation of actual business plans developed by small businesses throughout North America. Each of these real business plans represents an owner's successful attempt at clarifying the reasons that the business should exist or expand and why a lender should fund the enterprise.

Hospitality Law Guide

This booklet provides a synopsis of some of the laws of Canada and the Province of British Columbia as they pertain to the hospitality industry. This easy-to-read guide is packed with useful, detailed information about law for anyone with a tourism related business in British Columbia.

How - To Publications

So -- You Want to be an Innkeeper

Publisher: Chronicle Books
ISBN: 0-8118-1226-X

Do-It-Yourself Feasibility Study: New Motel / Hotel / Resort Venture

Canadian Aboriginal Economic Development Strategy,
(out of print)
Available for viewing at the
Small Business BC Library

Business of Adventure

Publisher: Bhudak Consultants
ISBN: 0-0682474-0-0

Business Plans Handbook (Volume 1, 7 & 8)

Publisher: Gale Research
ISBN: 0-8103-9222-4

Hospitality Law Guide

Publisher: Tourism BC
Tel: 604-660-3757
<http://www.tourismbc.com/industrydevelopment>

Starting a Tourism Business

Is a comprehensive guide that will provide you with everything you need to know about starting a tourism business. From selecting a site to obtaining the correct permits to creating financial and marketing plans, as well as an extensive resource and contact list, this guide will be essential to any budding tourism entrepreneur

Resorts: Management and Operations

From the back cover: This Book focuses on the three essential elements of the resort industry – recreational facilities, lodging/food and beverage, and guest activities. Discusses the operational and logistical challenges that resort managers face, and demonstrates the development of revenue-producing, guest satisfying activities based on demographic and psychographic factors as well as the physical ability of the guest.

Restaurant Facilities***Start and Run a Profitable Restaurant***

This book provides the details required to start and run a successful and profitable new restaurant. It includes such topics as: predicting restaurant start-up costs; creating a menu to guarantee success; selecting the right location; setting prices for your menu; getting a loan or financial help; hiring employees; choosing a unique style; and setting up food and liquor cost controls.

The Restaurant Start-Up Guide

A 12 month plan for successfully starting a restaurant including step-by-step instructions for creating a detailed restaurant business plan complete with financials, tips on how to manage your restaurant's cash flow and how to market your restaurant.

Starting a Tourism Business

Publisher: Tourism BC
Tel: 604-660-3757
<http://www.tourismbc.com/industrydevelopment>

Resorts: Management and Operations

Publisher: Wiley
ISBN: 0471361887

Restaurant Facilities***Start and Run a Profitable Restaurant***

Publisher: Self-Counsel Press
ISBN: 0-88908-953-1
<http://www.self-counsel.com>

The Restaurant Start-Up Guide

Publisher: Upstart Publishing Company
ISBN: 1-57410-071-8

How To / Educational continued

Training Programs

go2

go2 supports tourism operators to hire and keep skilled employees by providing information and resources to employers on a wide range of recruitment, retention, management and training issues.

Check the “Learn” area of the site, especially the “Tourism Training Programs” section to find a list of different training programs available throughout the province.

Tourism Management Option, Marketing Management – BCIT

The Tourism Management Option is a blend of marketing skill courses that are necessary for product and market development, and of industry specific knowledge required to understand the sophisticated travel and cultural service networks in existence today. This option is targeted at preparing graduates to enter a wide range of tourism related enterprises including resort operations.

Tourism Management Program – College of the Rockies

This program ensures continual industry association certification and articulation with other British Columbia colleges. They incorporate: standards and certification in the tourism industry, Association of Tourism Professionals credits, American Hotel/Motel Association management diplomas, and industry certification listed with each program (ongoing). Also available is the Adventure Tourism Business Management Program.

Resort and Hotel Management Diploma – University College of the Cariboo (UCC)

The goal of the Resort and Hotel Management Diploma Program is to provide the hospitality industry with potential managers who have the technical skills to accomplish a variety of jobs within their operations, while having the management skills and breadth of knowledge to take their business well into the twenty-first century. Consequently, the strength of this program is its mix of business, hospitality and tourism courses such as computing, marketing, rooms division management, wine appreciation, languages and environmental. Also available is the Adventure Travel Guide Diploma Program.

Training Programs

Go2

<http://www.go2hr.ca>

Tourism Management

British Columbia Institute of Technology (BCIT)
3700 Willingdon Avenue
Burnaby, BC, V5G 3H2
Tel: (604) 434-1610
<http://www.bcit.ca/study/programs/630jmcert>

Tourism Management Program

College of the Rockies
2700 College Way
Cranbrook, BC, V1C 5L7
Tel: (250) 489-2751 local - 219
<http://www.cotr.bc.ca/TourManagement/>

Resort and Hotel Management Diploma

University College of the Cariboo
900 McGill Road
Kamloops, BC, V2C 5N3
Tel: (250) 828-5000
<http://www.cariboo.bc.ca>

*How To / Educational continued**Business Administration / Tourism Management – Camosun College*

Business Administration is a two-year diploma program designed to provide graduates with a solid business education. The first year of the program offers introductory level courses which provide a broad base on which to build an area of specialization for second year. One of the eight areas of specialization includes tourism management. Also available is the Coastal Eco-Adventure Tourism Certificate Program.

Coastal Eco-Adventure Tourism – Northwest Community College

The Coastal Eco-Adventure Tourism program is an innovative program designed to address the growing demand for trained professionals in this field. It is designed to expose the learner to the realities of the field and address the professional standards, safety, risk management, and legal and ethical issues that impact this sector.

Resort and Hotel Administration Program – Selkirk College

The 17-month program is designed to prepare graduates for a career in tourism. Curriculum focuses primarily on resorts and hotels but comprises all areas of hospitality. New ideas and tourism trends are introduced and studied through seminars, workshops, and field trips. The objective of the program is to enable students to develop the ability, skills, and attitudes that are necessary to objectively analyze a situation and make the best decision. This is accomplished through classroom instruction, practical lab training, and a 22-week paid work internship between years I and II.

Related programs available through Selkirk College include Golf Club Management and Operations and Ski Resort Operations and Management.

Resource Recreation and Tourism Program (RRT) – University of Northern British Columbia

The Resource Recreation and Tourism (RRT) Program is charged with researching, teaching, and studying all those issues that surround the recreational and tourism-related use of the land and water base. The environmentally and culturally sensitive planning and management of recreation and tourism engagements is crucial to sustaining the environmental and economic health of regions like northern BC that rely on the resource base.

Business Administration / Tourism Management

Camosun College
RR #3 – 4461 Interurban Road
Victoria, BC, V9E 2C1
Tel: (250) 370-4565
Fax: (250) 370-4104
<http://www.camosun.bc.ca>

Coastal Eco-Adventure Tourism

Northwest Community College
Box 3606
Smithers, BC, V0J 2N0
Tel: (250) 847-4461
Fax: (250) 847-4568
<http://www.nwcc.bc.ca/programs/ceat.htm>

Resort and Hotel Administration Program

Selkirk College
Box 1200
Castlegar, BC, V1N 3J1
Tel: (250) 365-1297
Fax: (250) 365-3929
<http://selkirk.ca/learning/programs/?programid=27>

Resource Recreation and Tourism Program (RRT)

University of Northern BC
3333 University Way
Prince George, BC V2N 4Z9
Tel: (250) 960-5555
Toll-free: 1-888-419-5588
<http://www.unbc.ca/rrt/>

How To / Educational continued

SuperHost Customer Service Training

Tourism British Columbia has established a reputation for customer service training with the internationally recognized SuperHost Face to Face workshops. Operators can achieve SuperHost Business designation by having 60% or more of their employees participate in one or more of the SuperHost workshops.

Small Business BC Seminars

Small Business BC has a number of one-day and half-day seminars to help the new business owner get started. A full list of seminars is available on line.

Marketing Publications

Effective marketing is critical to the success of any business. The publications listed in this section are excellent tools to assist you in developing a sound marketing plan for your small business and can significantly improve your chances for success:

Hotel and Motel Sales, Marketing & Promotion: Strategies to Impact Revenue & Increase Occupancy for Smaller Lodging Properties

Excerpt: Today's rapidly changing tourist environment is creating many exciting opportunities for the small lodging property operator. However, many of these operators are finding it difficult to choose appropriate marketing strategies they can afford, at the same time impacting their bottom line. Hotel & Motel Sales, Marketing & Promotion wades through the complexities of filling guest rooms and helps to set any lodging property on the path to effective sales and marketing.

Marketing Your Service

This book explains what is necessary to develop a marketing plan that will work for service businesses. Whether your service is consulting or running a restaurant, you will profit from expanding your market.

The authors, consultants to service businesses, have provided 34 worksheets for you to develop your own specific marketing plan based on the procedures they describe.

SuperHost Customer Service Training

Tourism British Columbia
300 – 1803 Douglas Street
Victoria, BC, V8W 9W5
Tel: (250) 387-1711
Fax: (250) 387-9406
<http://www.tourismbc.com>
superhost@tourismbc.com

Small Business BC Seminars

<http://www.smallbusinessbc.ca/seminars-list.php>

Marketing Publications

Hotel and Motel Sales, Marketing & Promotion

Publisher: Infinite Corridor Pub.
ISBN: 0965729893

Marketing Your Service

Publisher: Jean Withers and Carol Vipperman, Self-Counsel Press
ISBN: 0-88908-530-7
<http://www.self-counsel.com>

*How To / Educational continued**The Complete Idiot's Guide to Marketing Basics*

The Complete Idiot's Guide to Marketing Basics tells you what you need to know about positioning and marketing your product. It provides step-by-step instruction on putting together a promotion plan, information on managing a sales force and steps for matching your product or service with the customers who need it.

Marketing for the Self-Employed

Marketing puts you in contact with the people who want to buy your products and services. If you can reach these customers effectively, you can ensure the success of your business. Yet many self-employed people never master the art of marketing. You will learn how to do it here from someone who's done it himself. Topics include: effective marketing, tools and tactics and time and money management.

Marketing Masters

Marketing Masters: The Best Ideas, Tips and Strategies from Canada's Savviest Marketeers, features Profit Magazine's most popular and practical marketing stories, profiles and interviews. These are new and classic stories of marketing genius that offer timeless advice every entrepreneur can learn from and be inspired by.

Smart Marketing on a Small Budget

A comprehensive guide to marketing small business, covers topics from developing a marketing plan and persuasive marketing communications, to writing and producing effective marketing communications on the computer, to handling face-to-face marketing opportunities. It includes worksheets to accompany each topic, and an index. Part of "SOHO Solutions for Canadians" series.

12 Simple Steps to a Winning Marketing Plan

This book is to help people who don't know much about marketing to learn enough basic concepts to develop a good first draft of a marketing strategy for a company product.

Global Marketing for the Digital Age

As traditional mass marketing models do not hold up in a digital marketing environment, this book offers a new marketing model that uses digital and online technology. This book explains step-by-step how to expand a business into foreign markets using databases, e-mail, the web, call centers, prepaid calling cards, internet telephony, online networks, and more.

The Complete Idiot's guide to Marketing Basics

Published By: Alpha Books
ISBN: 0-02-861490-9

Marketing for the Self-Employed

Publisher: Prima Publishing
ISBN: 0-7615-0592-X
www.primapublishing.com

Marketing Masters

Publisher: John Wiley & Sons
Canada Ltd.
ISBN: 0-471-64274-6

Smart Marketing on a Small Budget

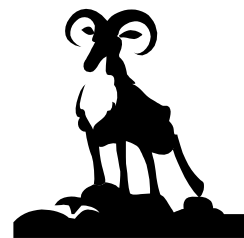
Publisher: McGraw-Hill
Ryerson
ISBN: 0-07-560469-8

12 Steps to a Winning Marketing Plan

Publisher: Probus Publishing
ISBN: 1-55738-297-2

Global Marketing for the Digital Age

Publisher: Harper Business
ISBN: 0-00-255740-1



Contacts / Directories

Business Associations

BC Fishing Resorts and Outfitters Association

The BC Fishing Resort and Outfitters Association operates throughout the province of BC with the objectives to: protect the members from unfair and/or discriminatory legislation or government regulations; protect the members from any interests that may encroach upon or otherwise depreciate, either the business conditions or the natural environment surrounding the member's fishing camp; initiate and/or cooperate with governments in tourist promotions; and cooperate with other similar organizations that may support or further some or all of the objectives of the society.

BC Marine Trades Association

The BC Marine Trades Association (BCMTA) improves, promotes, and protects the interests of the recreational marine trades industry.

The Association represents companies engaged in the recreational marine industry. Members include boat and accessory dealers, manufacturers, distributors, marina operators, yacht brokers, sport fishing resorts, bareboat and skippered charters, and dive charter operators.

BC Lodging and Campgrounds Association

The BC Motels Campgrounds Resorts Association is a trade association that represents over 750 hotels, motels, motor inns, resorts, lodges and campgrounds in BC. The association offers benefits and programs to assist operators and is an effective voice for their concerns with all levels of government and provincial and national industry associations.

Council of Tourism Associations of BC (COTA)

The Council of Tourism Associations of BC (COTA) advocates the interests of members to government, business, and the media.

Travel.bc.ca is the officially sanctioned Internet site of the TTCA, and offers over 5,000 pages of destination information, images, and product listings. TTCA consists of the Council of Tourism Associations of BC (COTA), regional and sector associations, and Supernatural BC.

Business Associations

BC Fishing Resorts and Outfitters Association

PO Box 3301
Kamloops, BC, V2C 6B9
Tel: (250) 374-6836
Fax: (250) 374-6640
<http://www.bcfroa.bc.ca>

BC Marine Trades Association

2000 - 1066 West Hastings St.
Vancouver, BC, V6E 3X2
Tel: (604) 683-5191
Fax: (604) 893-8808
<http://www.bcmta.com>

BC Lodging and Campground Association

209 - 3003 St. John's St.
Port Moody, BC, V3H 2C4
<http://www.camping.bc.ca>
<http://www.lodging.bc.ca>

Council of Tourism Associations of BC

100 - 535 Thurlow Street
Vancouver, BC, V6E 3L2
Tel: (604) 685-5956
Fax: (604) 685-5915
<http://www.travel.bc.ca>

*Contacts / Directories continued****Outdoor Recreation Council of BC***

The Outdoor Recreation Council of British Columbia serves as a public information centre on outdoor activities by publishing brochures encouraging safe recreation, and outdoor recreation maps. The Council initiates research and provides recommendations on issues of broad concern to recreation.

The Council acts as a voice for British Columbian's who spend their leisure time boating, skiing, cycling, snowmobiling, fishing, hiking and in many other ways enjoying the outdoors. An umbrella group of over 40 provincial outdoor organizations, the Council represents more than 120,000 individuals involved in everything from exploring underground caves to riding horses.

Tourism Organizations***Canadian Tourism Commission***

The Canadian Tourism Commission (CTC) is a unique public/private sector partnership that provides an innovative approach to tourism: one that is industry led and market driven. The Commission recognizes that the greatest source of tourism knowledge and expertise rests with the tourism industry itself. Therefore, the CTC designs, delivers and funds marketing and research initiatives in partnership with provincial and regional tourism associations, government agencies, hotel-keepers, tour operators, airlines and attractions managers.

Tourism British Columbia

As a marketing-oriented organization, Tourism BC's mandate is to promote the growth and development of the tourism industry through innovative programs and industry development initiatives.

Tourismbc.com provides information on the organization's corporate programs that will be useful for tourism operators, news media and interested stakeholders.

There are six regional tourism associations in BC working in partnership with Tourism BC.

Vancouver Coast & Mountains Tourism Region

Vancouver, Coast & Mountains Tourism Region develops, coordinates, and delivers tourism marketing programs. Membership is open to tourism-related businesses operating in Greater Vancouver, Sea to Sky Country, the Sunshine Coast, and Mighty Fraser Country.

Outdoor Recreation Council of BC

334 - 1367 West Broadway
Vancouver, BC, V6H 4A9
Tel: (604) 737-3058
Fax: (604) 737-3666
<http://www.orcbc.ca>

For other tourism associations:
<http://www.smallbusinessbc.ca/searchSite.php>

(enter "tourism" into search bar using the associations database)

Marketing Organizations***Canadian Tourism Commission***

55 Metcalfe Street, Suite 600
Ottawa, Ontario, K1P 6L5
Tel: 613-946-1000
Fax: 613-954-3945
<http://www.canadatourism.com>

Tourism British Columbia

12th Floor, 510 Burrard St.
Vancouver, BC
V6C 3A8
Tel: (604) 660 3757
Fax: (604) 660-3383
<http://www.tourismbc.com>

Vancouver Coast & Mountains Tourism Region

250 – 1508 West 2nd Avenue
Vancouver, BC, V6J 1H2
Toll-free: 1-800-667-3306
Tel: (604) 739-9011
Fax: (604) 739-0153
<http://www.vcmcb.com>

Contacts and Directories continued

Kootenay Rockies

Tourism Rockies generates tourism revenues by developing and coordinating collaborative destination marketing programs on behalf of the Kootenay Rockies members.

Tourism Vancouver Island

Tourism Vancouver Island (TAVI) serves its members through promoting and enhancing regional tourism. The Association's goal is to increase the number of visitors through the region, and to extend visitors' length of stay, in order to generate overall increases in tourism revenues for members.

Thompson Okanagan Tourism Association

The Thompson Okanagan Tourism Association (TOTA) is committed to increasing gross regional tourism revenues. The Association encourages increases in visitor numbers, length of stay, and expenses by making regional marketing activities more effective and efficient.

Northern British Columbia Tourism Association

Northern British Columbia Tourism Association generates increased tourism revenues to the North by developing and implementing marketing campaigns.

Cariboo Chilcotin Coast

Cariboo Chilcotin Coast offers travel and tourist information to help visitors plan the perfect vacation in the Cariboo Chilcotin & Central Coast region.

Tradeshows and Exhibitions

There are a number of tradeshows and exhibitions relating to the tourism field happening province wide. For a listing of current shows and dates, check:

<http://smallbusinessbc.ca/search/events.php>

Kootenay Rockies

PO Box 10, 1905 Warren Ave
Kimberley, BC, V1A 2Y5
Tel: (250) 427-4838
Fax: (250) 427-3344
<http://www.kootenayrockies.com/>

Tourism Vancouver Island

203 – 335 Wesley St.
Nanaimo, BC, V9R 2T5
Tel: (250) 754-3500
Fax: (250) 754-3599
<http://www.islands.bc.ca>

Thompson Okanagan Tourism Association

1332 Water Street
Kelowna, BC, V1Y 9P4
Toll-free: 1-800-567-2275
Tel: (250) 860-5999
Fax: (250) 860-9993
Toll Free: 1-800-567-2275
<http://www.thompsonokanagan.com>

Northern British Columbia Tourism Association

#303 – 1268 5th Avenue
Prince George, BC, V2N 2S6
Toll-free: 1-800-663-8843
Tel: (250) 561-0432
Fax: (250) 561-0450
<http://www.northernbctravel.com>

Cariboo Chilcotin Coast

118A North 1st Ave
Williams Lake, BC
V2G 1Y8
Toll-free: 1-800-663-5885
Tel: (250) 392-2226
Fax: (250) 392-2838
<http://www.landwithoutlimits.com/>

Contacts / Directories continued

Directories / Newsletters

BC Sport Fishing Guide

This guide includes regions, opportunities, adventure locations, and a directory of lodges and resorts. The Association also publishes "British Columbia fishing guide" and "British Columbia freshwater fishing vacations". Check their website for an online directory of lodges and resorts:

<http://www.bcfroa.bc.ca>

Approved Accommodations Guide

Divided into six tourism regions of BC and is sorted by city. Info includes the property name, address/phone/fax, number and type of rooms, rates, policies, Canada Select Rating, amenities and special features.

By participating in Tourism BC's widely recognized inspection and registration program, accommodation properties become eligible for inclusion in the Approved Accommodation Guide and can also apply for "approved accommodation" signage. The 2004 Approved Accommodation Guide, with approximately 2,800 properties, is the most comprehensive directory of inspected accommodations for the province.

Internet Resources

British Columbia Adventure Network

The British Columbia Adventure Network is a web site offering listings for accommodations at resorts, hotels, motels and bed & breakfasts. Enjoy outdoor recreation including fishing, camping, skiing, golf, scuba diving, kayaking, boating and hiking. Explore the cities, towns, lakes and rivers. Learn about BC's animals, birds, forests and game fish.

Directories / Newsletters

BC Sport Fishing Guide

<http://www.bcfroa.bc.ca>

Approved Accommodations Guide

Publisher: Tourism British Columbia.

For inclusion, contact:

Tourism Product Services and
Quality Assurance Services

Tourism British Columbia

300 - 1803 Douglas Street

Victoria, BC, V8W 9W5

Toll-free 1-800-TBC-7899

Fax: (250) 387-9406

http://www.tourismbc.com/visit_or_services.asp?id=1248

productservices@tourismbc.com

Internet Resources

British Columbia Adventure Network

<http://www.bcadventure.com>

Market Data / Statistics

Sales Forecasting

Sales forecasting is the process of organizing and analyzing information in a way that makes it possible to estimate what your sales will be.

Sources of Market Data

Tourism Room Revenue

This release presents accommodation revenues generated in BC for a number of accommodation categories by Development Region, Regional District and major urban centres.

Tourism Sector Monitor

Includes highlights, maps, graphs and explanatory notes. Approximately 16 pages monthly plus an Annual Supplement. Annual subscription \$60, subscribers may access online version of this report.

Tourism Data Sources Reference Manual

The objectives of the Data Sources Reference Manual are to identify all agencies currently collecting time series information or undertaking research/economic analysis related to tourism in BC. Further, to identify the types of data collected, identify primary and/or secondary analysis undertaken or planned and identify how collected data is used.

Tourism Research

Tourism BC's Research Services division conducts research on various aspects of the tourism industry, providing industry partners with information to enhance the effectiveness of future marketing and development projects.

Research reports are available free online at <http://www.tourismbc.com>

Canadian Tourism Commission

The Canadian Tourism Commission (CTC) produces a number of publications to help you make sense of the tourism industry. You can access tourism intelligence bulletins, market research reports, information on travel trends and motivations, financial planning and risk management guides to assist small and medium sized businesses, and much more.

Sources of Market Data

Tourism Room Revenue

BC Stats (250) 387-0327
<http://www.bcstats.gov.bc.ca>

Tourism Sector Monitor

http://www.bcstats.gov.bc.ca/pubs/pr_tour.htm

Tourism Data Sources Reference Manual

Tourism British Columbia
300 - 1803 Douglas Street.
Victoria, BC, V8W 9W5
PO Box 9830 Stn. Prov. Gov.
Tel: (250) 387-1567
Fax: (250) 356-8246

Tourism Research

Tourism BC – Research Services
300 - 1803 Douglas Street
Victoria, BC, V8T 5C3
Tel: (250) 387-1567
Fax: (250) 356-8246
<http://www.tourismbc.com>
research@tourismbc.com

Canadian Tourism Commission
<http://www.canadatourism.com>

*Market Data / Statistics, Cont.**Profile of Canada's Travel Agencies and Tour Operators*

The report is organized in two parts, travel agencies and tour operators and wholesalers. Each part contains an analysis of the business characteristics, revenue, cost structure, client base, marketing methods and trade patterns.

Domestic and International Travel Surveys

Statistics Canada conducts the Domestic and International Travel Surveys (CTS and ITS) and analyses and disseminates their results. These continuous surveys collect data on characteristics of domestic and international travelers within Canada and between Canada and other countries, including expenditures by Canadian residents on trips abroad and by visitors to Canada.

National Tourism Indicators (NTI)

The National Tourism Indicators data portray the evolution of tourism in Canada on a quarterly basis. Statistical tables providing the most recent quarterly and annual estimates are organized around five topics: tourism demand in Canada, tourism domestic demand, tourism exports, supply and tourism employment.

The tables show both the levels of the NTI, at current and constant prices, and their percentage changes. Supplementary tables provide selected related data from other sources.

Performance Plus

Performance Plus is an on-line performance benchmarking tool. It provides detailed financial and employment data on more than 600 business sectors across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up against their competitors.

Other Tourism Statistics websites

BC Stat's list of tourism statistics-related websites

Profile of Canada's Travel Agencies and Tour Operators

Tourism Reference &
Documentation Centre
Canadian Tourism Commission
55 Metcalfe Street
Ottawa, Ontario, K1P 6L5
Tel: (613) 946-1000
<http://www.canadatourism.com>

Domestic and International Travel Surveys

Statistics Canada
600-300 West Georgia St.
Vancouver, BC, V6B 6C7
Tel: (604) 666-3691
Toll-free: 1-800-263-1136
Fax: (604) 666-4863
<http://www.statcan.ca>

National Tourism Indicators

Statistics Canada
600-300 West Georgia St.
Vancouver, BC, V6B 6C7
Tel: (604) 666-3691
Toll-free: 1-800-263-1136
Fax: (604) 666-4863
<http://www.statcan.ca>

Performance Plus

<http://sme.ic.gc.ca>
or Small Business BC Market
Research Advisor
Tel: (604) 775-5699

Other Tourism Statistics websites

<http://www.bcstats.gov.bc.ca/links.htm#tourism>

Appendix

Regional Fire Commissioner Offices

Cranbrook Kootenay Region (250) 426-1272
Kamloops Interior Region (250) 828-4001
Prince George Northern Region (250) 561-5607
Victoria Coastal Region (250) 356-9010
Victoria (Head Office) (250) 356-9000

Regional Health Units

Burnaby ----- Burnaby Health Department (250) 294-7390
Castlegar ----- Central Kootenay Health Unit (250) 365-4300
Chilliwack ----- Upper Fraser Valley Health Unit (250) 795-8200
Coquitlam ----- Simon Fraser Health Unit (604) 927-2000
Courtenay ----- Upper Island Health Unit (250) 334-1122
Cranbrook ----- East Kootenay Health Unit (250) 426-1455
Dawson Creek Peace River Health Unit (250) 784-2400
Gibsons ----- Coast Garibaldi Health Unit (250) 886-5600
Kamloops ----- South Central Health Unit (250) 828-4411
Kelowna ----- South Okanagan Health Unit (250) 868-7700
Nanaimo ----- Central Vancouver Island (250) 755-6200
New West ----- New West. Health Department (604) 527-4406
North Van. ----- N. Shore Health Department (604) 983-6700
Prince George - Northern Interior Health Unit (250) 565-7390
Richmond ----- Richmond Health Department (604) 736-2866
Surrey ----- Boundary Health Unit (604) 572-2600
Terrace ----- Skeena Health Unit (250) 638-3474
Vancouver ----- Vancouver Health Department (604) 736-2866
Vernon ----- North Okanagan Health Unit (250) 549-5700
Victoria ----- Capitol Regional District (250) 360-3118
Williams Lake Cariboo Health Unit (250) 398-4600