

## TOURISM STAKEHOLDER CRITERIA

**A voting stakeholder** is any tourism business in good standing, that has **electronically registered** affirming that their business meets the criteria appropriate to their business type. Voting stakeholders will be entitled to vote at any annual, regular or special meeting of the association. **A non-voting stakeholder** is a business that meets the criteria but is not considered a direct tourism business. These businesses will be considered a stakeholder of the association, but will not be entitled to vote.

To be a registered stakeholder, you must register your business at [www.tourismvi.ca/register/](http://www.tourismvi.ca/register/). If you are unsure where your business fits, please contact [calum@tourismvi.ca](mailto:calum@tourismvi.ca) or call 250-740-1224.

	Compliant with all municipal, regional district, provincial and federal regulations & bylaws	Minimum 2 million dollar insurance (including 3rd party liability)	Coast Guard Certified	Incorporated under the Societies Act or Board of Trade Act	Community is incorporated as a municipality or is within a regional district or Islands Trust area	Must be either Municipal, Regional, Provincial, or Federal	Must have appropriate insurance	Tourism purchases must be a component of the business/service	Accredited provincial educational organization or legally registered or incorporated training company	Licensed and compliant with the Business Practices & Consumer Protection Act Travel Industry Regulations - BC Reg 296/2004
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VOTING STAKEHOLDERS										
Accommodation (hotels, motels, B&Bs, hostels, resorts, lodges & campgrounds)	X	X								
Attractions & Recreation	X	X								
Festivals & Events Venues	X	X								
Food & Beverage	X						X			
House Boat Rentals	X	X	X							
Incorporated Community	X				X		X			
Parks					X					
Retail	X						X	X		
Tourism Associations, DMOs	X			X			X			
Tourist Services	X						X			
Transportation	X	X		X						
Travel Wholesalers & Receptive Operators	X						X			X
Vacation Home Rentals	X	X								
NON-VOTING STAKEHOLDERS										
Education & Training	X	X						X		
Suppliers	X						X			

- Benefits of Registration
- Tourism Vancouver Island **Registered** Stakeholders:
- Receive a special discounted rate to attend our Annual Conference and AGM
  - Are eligible for Destination British Columbia financially assisted programs
  - Have exclusive access to the Explorer Quotient (EQ) marketing program
  - Stay top of mind with our staff increasing exposure through our Travel Trade and Media Department
  - Have increased opportunity to work with our Marketing initiatives such as cooperative funding for advertising and consumer shows
  - Have greater access to professional development opportunities provided by the Industry & Community Services Department
  - Will be able to update their business information in our database to ensure efficient communications and stay up-to-date on industry and marketing opportunities
  - Will have their tourism products included in the regional tourism inventory and collectively represented in all Destination marketing activities
  - Registered Voting Stakeholders are eligible for nomination to the Board of Directors for Tourism Vancouver Island
  - Registered Voting Stakeholders can vote in any regular, annual or special meeting of the association. This means you will have your say in shaping Tourism Vancouver Island policy