



Ref: 42365

June 29, 2021

Walt Judas, Chief Executive Officer
Vivek Sharma, Chair
Tourism Industry Association of BC
Email: wjudas@tiabc.ca

Dear Walt Judas and Vivek Sharma:

Thank you for your letter of June 7, 2021, regarding BC's Restart Plan and the certainty it provides to tourism and hospitality businesses. I greatly appreciate you taking the time to share your feedback with me.

It has taken all of us paddling together to reach this pivotal point in the pandemic, where there is a palpable sense of hope and optimism for the future, not only for us as leaders who have worked so hard to guide our industry through this pandemic, but also for the families and communities that for the first time in over a year can see a path forward. As long as vaccination rates continue, and cases and hospitalization remain low, British Columbia (B.C.) will continue to move through our reopening phases.

The level of cooperation and partnership between industry and government throughout this pandemic has been unprecedented, and I am grateful for the steady hand of the Tourism Industry Association of BC in providing guidance to businesses and recommendations to government so that we could reach this point. It is my intention to continue working closely together towards recovery, resilience and beyond, and have that be the legacy that carries forward from this difficult time.

I am personally looking forward to travelling in B.C. this summer with my family and supporting our tourism operators, and I know thousands of other B.C. families are planning vacations across the province this summer as well. However, I am also keenly aware that there is still a long road to recovery, and that the industry will need more support. As you know, Budget 2021 committed an additional \$50 M for recovery and resilience initiatives for the tourism sector this fiscal year. I look forward to discussing how best to allocate these funds with you and other industry leaders in the weeks ahead at the tourism advisory table. I also commit that our Government will continue our advocacy to the Federal Government to re-open our borders to international visitors as soon as it is safe to do so.

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Walt Judas and Vivek Sharma
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Thank you again for writing.

Sincerely,

A handwritten signature in cursive script that reads "Melanie Mark". The letters are fluid and connected, with a prominent loop at the start of the first name.

Melanie Mark
Hli Haykwhl Wii Xsgaak
Minister of Tourism, Arts, Culture and Sport