



BRITISH  
COLUMBIA

Ref: 154832

June 21, 2021

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

Dear Walt Judas and Vivek Sharma:

Thank you for your recent letters regarding British Columbia's (BC) Restart Plan. I am pleased to hear your positive feedback on our approach to reopening the economy and moving towards a new normal. The Restart Plan was developed with careful consideration for public health, for the economic and social well-being of the Province, and in consultation with industry groups. Our hope is that this will provide both local residents and international visitors with the confidence to resume exploring our great province and its many offerings.

We recognize that the impacts on the tourism industry throughout the pandemic have been considerable. In December 2020 we received the final report from the Tourism Task Force, and its recommendations led to the \$100 M tourism-specific stream under the Small- and Medium-Sized Business Recovery Grant program. To date, the program has awarded grants to thousands of BC businesses, of which 41 percent were tourism-related businesses. Throughout the pandemic the Province has introduced further programs to support the sector, including:

- \$53 M invested in community-based tourism infrastructure and destination development to help recovery, create jobs, and spur economic development.
- the BC Major Anchor Attractions Program, which provides up to \$50 M for rural and urban anchor attractions and tour bus operators.
- \$5 M through Indigenous Tourism BC for 140 Indigenous tourism businesses.
- BSAFE, a made-in-BC COVID-19 safety training program to ensure consumer confidence for visitors, workers, and communities.

Budget 2021 includes an additional \$50 M to support the tourism sector to continue to be a destination of choice and an additional \$20 M for further investments in community tourism infrastructure. We will be working closely with tourism industry leaders on how to best allocate these funds to help chart a path forward for the sector.

.../2

Walt Judas and Vivek Sharma  
Page 2

Thank you again for writing, and for your ongoing advocacy and professional approach to supporting your sector.

Sincerely,

A handwritten signature in black ink, appearing to be 'Ravi Kahlon', with a stylized, cursive script.

Ravi Kahlon  
Minister