



Hon. Melanie Mark  
Minister of Tourism, Arts, Culture & Sport  
Room 133, Parliament Buildings  
Victoria, B.C. V8V 1X4

March 16, 2022

**Re: Invitation to Attend Rendez-vous Canada**

Dear Minister Mark,

I am writing to you in your role as Minister of Tourism, Arts, Culture & Sport, as well as co-chair of the Canadian Council of Tourism Ministers. On behalf of the Tourism Industry Association of Canada (TIAC) and TIABC, we invite you to attend Rendez-vous Canada (RVC+ 2022) in Toronto in May. As you are aware, RVC+ 2022 is Canada's premier international tourism marketplace that showcases the countless experiences Canada has to offer.

We're thrilled to share that we will be hosting a hybrid format this year, which will bring back in-person attendance while also incorporating a virtual component, creating opportunities for more of industry to engage and make appointments with international buyers, travel trade media and destination marketing companies.

Taking place from **May 24 – 27**, the in-person portion of RVC+ will be a buyer-seated marketplace in Toronto. Hosted by Destination Canada and the Tourism Industry Association of Canada, RVC will create an exciting opportunity to welcome international buyers back to Canada and showcase the beauty of this country, as well as the truly meaningful travel experiences on offer across each province and territory, including British Columbia.

We invite you to tour the trade show floor with a member of the TIAC team to meet with international buyers. We are also happy to arrange meetings with businesses from British Columbia in attendance (schedule permitting). To RSVP and schedule a tour, please let us know which date you'd like to attend (May 24<sup>th</sup> (afternoon), 25<sup>th</sup> or 26<sup>th</sup> at the Metro Toronto Convention Centre.

RVC+ 2022 is shaping up to be a big event with a confirmed attendance of over 700+ in person and 200+ online. We hope you can join us to experience firsthand the dynamism of Canada's tourism industry.

Sincerely,

Walt Judas  
CEO, TIABC  
Director, Tourism Industry Association of Canada