



November 28, 2017.

Honourable John Horgan
Premier of British Columbia
PO Box 9041 Stn Prov Govt
Victoria, B.C. V8W 9E1

RE: Family Day in British Columbia

Dear Premier Horgan:

On behalf of the Kamloops Chamber of Commerce board of directors, I would like to express our thoughts on aligning our province's date for Family Day with that of Alberta. We note that a proposed policy regarding this matter was presented at the 2016 BC Chamber of Commerce AGM but was defeated by the provincial membership, recognizing that the inconvenience presented to some businesses is outweighed by the tremendous economic benefit to our hospitality-based members.

We strongly urge the Province to keep the annual British Columbia Family Day on the second Monday of February for the following reasons:

1. B.C. Family Day helps drive the province's visitor economy, which supports nearly 19,000 businesses and over 127,000 employees. Many of these businesses and their employees are located in the Kamloops region.
2. The B.C. Family Day weekend is one of the top performing business periods of the year for many B.C. holiday destinations, generating between \$7-10 million in incremental visitor spending per winter for ski areas alone.
3. The current timing of B.C. Family Day has extended the opportunity to generate significant revenues for seasonal businesses and communities over two consecutive weekends that also includes President's Day (week) and holidays within other provinces.
4. Kamloops residents benefit from the current timing of B.C. Family Day, with smaller crowds and better rates at many resorts, accommodation providers and other tourism businesses in our region such as Sun Peaks and Harper Mountain to name only two. Conversely, the third weekend in February (President's Day) is one of the most expensive periods with most resorts virtually fully booked by American and other Canadian visitors.

We thank you for your attention to this matter,

Paul Ross
President of the Board of Directors