

November 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,

We, the undersigned, 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. residents benefit from the current timing of B.C. Family Day because of smaller crowds and better rates at many resorts, accommodation providers and other tourism businesses. Conversely, the third weekend in February (President's Day) is one of the most expensive periods with most resorts virtually 100% booked by American and other Canadian visitors.
2. For British Columbia families, the second weekend in February has quickly become a tradition of experiencing winter adventures. This holiday encourages families to discover and experience healthy outdoor pursuits, many for the first time.
3. The B.C. Family Day weekend is one of the top performing business periods of the year for many B.C. holiday destinations, generating some \$10 million in incremental visitor spending per winter for ski areas alone.
4. 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 including President's Day (week) and holidays within other provinces.
5. B.C. Family Day helps drive the province's visitor economy, which supports some 19,000 businesses and over 127,000 employees.