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November 20th, 2017

RE: BC Family Day

The Honorable John Horgan Premier of British Columbia [premier@gov.bc.ca](mailto:premier@gov.bc.ca)

The Honourable Lisa Beare Minister of Tourism, Arts & Culture [lisa.beare.MLA@leg.bc.ca](mailto:lisa.beare.MLA@leg.bc.ca)

The Honourable Doug Clovechok MLA Columbia River-Revelstoke [doug.clovechok.MLA@leg.bc.ca](mailto:doug.clovechok.MLA@leg.bc.ca)

Tourism Golden is the Destination Marketing Organisation (DMO) for Golden and surrounding area. Our board of directors constitutes representatives from the accommodation and activity sectors, and the Chamber of Commerce. As such the board represents the tourism industry in Golden and CSRD Area A.

Since the inception of the BC Family day on the second Monday in February, our stakeholder businesses have developed programs and offers specific to BC residents, and have enjoyed incremental visitation and revenues in the month of February.

It is the opinion of the board of Tourism Golden that moving BC Family Day to the 3rd Monday of February would be detrimental for the following reasons:

- Cause an unnecessary increase in demand on a weekend when visitation, and occupancy are already traditionally at peak capacity with the US President's day, and holidays within other Canadian provinces, specifically Alberta. Visitors, and BC residents alike will be disappointed with the choice of accommodation, and prices, caused by this increase in demand.
- Compound issues with service levels already impacted by the chronic labour shortages in the province; BC employees would understandably wish to spend the holiday with their families, not at work., and the potential for negative visitor experiences will increase.
- Tourism is one of the largest industries in Golden, and a reduction in visitation on the current BC Family weekend would significantly impact the local economy at all levels.

Yours sincerely

p.p. 

Rav Soomal  
President