



The Honourable Michelle Mungall
Minister
Ministry of Jobs, Economic Development and Competitiveness
Room 301 Parliament Buildings
Victoria, BC V8V 1X4

Dear Minister:

On Friday, July 17th, the Tourism Industry Association of BC (TIABC) and its dozens of sector association partners, presented the Provincial government with a tourism and hospitality sector recovery stimulus proposal that asks the government to allocate \$680 million from its upcoming \$1.5 billion recovery package as an initial investment to save a B.C. tourism sector that is on the brink of disaster.

As you know, tourism and hospitality is the only industry sector that exists in every community in British Columbia and these have been extraordinarily difficult times for our province. While all industry sectors have been affected by the COVID-19 to some degree, no industry has been more impacted than the tourism and hospitality sector and its more than 19,000 businesses that employ over 300,000 workers, more than half of whom service visitors. That's because tourism is the only industry almost entirely based on the discretionary movement of people, and therefore was the hardest hit by COVID-19 due to, business closure orders and restrictions on personal travel, as well as the closure of international borders. Virtually the entire sector has endured closures and extensive employee layoffs, with many businesses having closed without the cash flow to re-open, and thousands more desperately trying to maintain solvency.

What we're looking for is a \$680 million investment to save a \$20.4-billion industry that generates revenue and employment in every community in B.C. Attached is our recovery stimulus package proposal, which describes how the program would operate and how it provides an opportunity for survival for one of the most important contributors to the B.C. economy. Tomorrow, we will distribute this proposal with a news release to media across the province.

In the days and weeks ahead, we look forward to you voicing your support for the tourism sector and our proposal. We also look forward to having tourism operators in your region reach out to provide you with any additional information you might need in support of our submission.

In the meantime, if you have any questions or comments you wish to share, you can also reach out to me directly at 778-953-0620 or wjudas@tiabc.ca. I look forward to hearing from you.

Sincerely,

Walt Judas
CEO
TIABC