



Hon. Anne Kang
Minister of Tourism, Arts, Culture & Sport
Province of British Columbia
PO Box 9896 Stn Prov Govt
Victoria, B.C.
V3K 3P5

July 17, 2025

Dear Minister Kang,

On behalf of the Tourism Industry Association of British Columbia (TIABC), congratulations on your appointment as Minister of Tourism, Arts, Culture & Sport. We are excited to work with you and your team during such a pivotal time for our industry.

As you are aware, British Columbia's visitor economy generates upwards of \$22 billion in revenue annually, with projections of further growth this year and beyond in spite of the global threat of a softer economy and the tariff dispute with the United States.

However, in order to achieve provincial tourism objectives, it will take a combination of strong partnerships, good policies, regulations and tools, as well as support from all levels of government, especially at the provincial level, to become a top economic driver, complementing our industry's key role in advancing priorities around reconciliation, equity and inclusion, sustainability, job creation, community contribution, and more.

For your information, TIABC works collaboratively with its members (private sector tourism businesses, industry associations, destination management/marketing organizations, post-secondary institutions) to ensure the best working environment for a competitive tourism industry. To that end, we address issues on behalf of the tourism sector to help create the conditions that allow operators to meet their business objectives. Moreover, a big part of TIABC's advocacy work includes fostering a strong working relationship with the Ministry of Tourism, Arts, Culture and Sport, as well as with provincial crown corporations such as Destination BC and BC Pavco.

Minister Kang, we would be pleased to meet with you at your convenience to discuss TIABC's advocacy files, but more importantly, to learn of your priorities for BC's tourism industry now and in future. Again, congratulations on your appointment. We look forward to connecting with you very soon.

Best Regards,

A blue ink signature of Walt Judas, written in a cursive style.

Walt Judas
CEO, TIABC
778-953-0620

A blue ink signature of JJ Belanger, written in a cursive style.

JJ Belanger
Chair, TIABC Board of Directors
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