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April 16, 2026

Sandra Oldfield  
Chair, Board of Directors  
Tourism Industry Association of British Columbia  
Email: [s.oldfield@elysianprojects.com](mailto:s.oldfield@elysianprojects.com)

Amber Papou  
President and Chief Executive Officer  
Tourism Industry Association of British Columbia  
Email: [apapou@tiabc.ca](mailto:apapou@tiabc.ca)

Dear Sandra Oldfield and Amber Papou:

On behalf of the Government of British Columbia, it is my pleasure to offer heartfelt congratulations to the Tourism Industry Association of British Columbia (TIABC) as it celebrates its 50<sup>th</sup> anniversary. This is a remarkable milestone marking five decades as a leading voice for British Columbia's tourism sector.

Since its founding, TIABC has played a vital role in uniting the province's tourism industry and advocating for its importance to British Columbia's economy and communities. From its earliest vision of a unified provincial voice, TIABC has evolved alongside a dynamic and growing sector, strengthening collaboration across regions and ensuring tourism perspectives are clearly represented in policy and decision-making. Throughout periods of growth, disruption, and recovery, TIABC's leadership, past and present, has helped advance shared goals of economic development, regional prosperity, and community well-being.

As British Columbia looks ahead and continues to position the province as a premier destination, strong partnerships with organizations such as TIABC remain essential. We deeply value your continued collaboration and leadership as you guide the organization forward, building on this strong legacy.

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Congratulations once again on this significant milestone. Please accept my best wishes to TIABC's board, staff, members, and leaders, past and present, as you celebrate 50 years of service, leadership, and advocacy on behalf of British Columbia's tourism sector.

Sincerely,

A handwritten signature in black ink that reads "Anne Kang". The signature is fluid and cursive, with the first name "Anne" and last name "Kang" clearly distinguishable.

Anne Kang  
Minister of Tourism, Arts, Culture and Sport