



Ref: 40737

September 19, 2020

Amy Thacker
Chair, BC Tourism Regional Secretariat, and
Chief Executive Officer, Cariboo Chilcotin Coast Tourism Association
Email: amy@landwithoutlimits.com

Dear Amy Thacker:

Thank you for agreeing to participate on the new Tourism Task Force. As you all well know, the impacts of the pandemic have left the thousands of people in British Columbia who depend on the visitor economy facing an uncertain future. I have selected you to help bring forward solutions because of your expertise and experience in business, industry, labour, and the non-profit sector. I am confident that this knowledge will help you determine what actions Government can take to set the industry up for a strong recovery and future growth.

Over the past six months, I have heard from workers, community leaders, and families who have built their tourism businesses over decades. As international visitation came to an abrupt halt, they looked to Government for assistance in their time of need. Through B.C.'s COVID-19 Action Plan and the recently announced economic recovery plan, StrongerBC, we were able to provide some immediate relief and put in place the start of a path towards recovery. At the same time, we know that the industry will need more support in the months ahead in order to rebuild.

It is also becoming clear that the global visitor economy has changed dramatically. Initial indications from around the world tell us that travel patterns and consumer behavior have shifted, and economic realities mean that demand for tourism will be different than before COVID-19 struck. There is a need for us to consider whether our approach to tourism development will remain successful within this new context.

Over the next three months, you will engage with the business owners, industry leaders, communities, and the public to hear their ideas for how we can collectively reignite our visitor economy. You will also use your wide-ranging expertise to consider how we can collectively accelerate recovery, build resilience into the sector, and position the industry for future growth.

.../2

Amy Thacker
Page 2

Once again, thank you for your service on B.C.'s Tourism Task Force.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Beare". The signature is fluid and cursive, with the first name "Lisa" being more prominent than the last name "Beare".

Lisa Beare
Minister of Tourism, Arts and Culture

pc: Tamara Vrooman
President and CEO, Vancouver International Airport
Chair, Tourism Task Force

Salman Azam
Assistant Deputy Minister,
Tourism Sector Strategy Division
Ministry of Tourism, Arts and Culture