



Honourable Lisa Beare  
Minister of Tourism, Arts & Culture  
Government of British Columbia  
Parliament Buildings  
Victoria, B.C. V8V 1X4

July 19, 2017

Dear Minister Beare,

On behalf of the board and staff of the Tourism Industry Association of British Columbia (TIABC), congratulations on your appointment as Minister of Tourism, Arts & Culture. We are excited by the fresh perspective, energy and leadership you will bring to this important portfolio and look forward to working with you to achieve the impending targets and expectations within your mandate.

TIABC is the province's advocacy agency representing the interests of some 19,000 tourism businesses with more than 270,000 employees, half of which are directly employed by the visitor economy. And while British Columbia has enjoyed record-breaking results for visitation and other key performance indicators, operators, communities and various tourism stakeholders continue to deal with issues that hamper the growth and potential of the industry.

As you begin to coordinate briefings and meetings with sectors and industries within your portfolio, TIABC looks forward to meeting with you at your earliest opportunity to discuss various topics including, but not limited to:

- Formula funding for Destination B.C. and MRDT funding for DMOs;
- Labour shortages and affordable housing for workers;
- Short-term vacation rentals and ride-sharing;
- Airport privatization, transportation infrastructure and B.C. Ferries.

For your information, TIABC annually hosts the B.C. Tourism Industry Conference that brings together all sectors for three days of workshops, planning and business opportunities. The next B.C. TIC is scheduled for Kelowna, March 7-9, 2018. However, in the meantime, TIABC's annual general meeting and one-day Summit takes place in Richmond on October 12<sup>th</sup>. We would like to extend an invitation to you to be our keynote luncheon speaker as an opportunity for you to connect directly with industry representatives from throughout the province.

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Minister Beare

Minister, the British Columbia tourism industry is eager to work with you to position our province as a place that welcomes visitors and in the process creates jobs, as well as generates investment and economic impact.

Again congratulations on your appointment. We look forward to hearing from you and to meeting with you very soon.

Best Regards,



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