

March 13, 2015

The Honourable Christy Clark Premier of British Columbia
West Annex, Parliament Buildings Victoria, BC, V8V 1X4
Via E-mail: premier@gov.bc.ca

Dear Premier:

Re: BC Family Day

On behalf of the Whistler Chamber of Commerce and our 662 members, we wish to sincerely thank you for your support in moving BC Family Day from the 3rd Monday in February to the 2nd Monday in February. By avoiding an overlap with the Family Day in other major provinces, and the US President's Day weekend, the province has provided the BC Ski & Tourism industries with an opportunity to generate strong revenues on back-to-back weekends. It is also worth noting, that the BC Ski Industry has successfully promoted the first three BC Family Days by offering BC Residents 50% discounts on Lift Tickets.

However, the Surrey Board of Trade has called upon the Provincial Government to consider changing the date for B.C.'s Family Day Holiday. We also understand that the Tourism Industry Association of BC and Canada West Ski Areas Association are not in favour of this proposition, and **request that the date for Family Day remain on the second Monday in February.**

Moving Family Day to the 3rd Monday would cause unnecessary compression in BC destination mountain resorts which could have a negative impact on the guest experience. Avoiding a holiday overlap, however, provides British Columbians – and out-of-province guests – with better quality Family Day and vacation experiences respectively. BC Residents are able to enjoy their province on the 2nd Monday in February without the higher rates and sold out venues that would result from non-residents booking holidays on the same weekend. By keep Family Day where it is, British Columbians can enjoy enhanced access to Ski Resorts – and other BC Tourism products.

We believe synchronizing BC Family Day with other provinces lacks a robust economic rationale. Therefore, we strongly recommend that the Province maintain the current Family Day timing, in order to maximize tourism revenues and provide the best possible Family Day experiences for the people of British Columbia.

Sincerely,



Val Litwin, Chief Executive Officer
Whistler Chamber of Commerce

CC:

Government of Canada

- The Honourable Chris Alexander (*Minister of Citizenship and Immigration*)
- The Honourable Maxime Bernier (*Minister of State, Small Business and Tourism, and Agriculture*)
- The Honourable John Weston (*MP for West Vancouver – Sunshine Coast – Sea to Sky Country*)

Government of British Columbia

- The Honourable Shirley Bond (*Minister of Jobs, Tourism and Skills Training*)
- The Honourable Naomi Yamamoto (*Minister of State for Tourism and Small Business*)
- The Honourable Jordan Sturdy (*MLA West Vancouver – Sea to Sky*)

Canada West Ski Areas Association

- David Lynn (*President & CEO, CWSAA*).
- Steve Paccagnan (*Board Chair, Panorama Mtn. Village; CWSAA BC-Yukon Zone Chair*)
- Maureen Collins (*Zone Chair, CWSAA; Controller Cypress Mountain*)
- Dave Brownlie (*President & CEO, Whistler Blackcomb; CWSAA Director*)

Resort Municipality of Whistler

- Nancy Wilhelm-Morden (*Mayor*)

British Columbia Chamber of Commerce

- John Winter (*President & CEO*)