

LETTER FROM THE MINISTER



British Columbia is a world class destination and tourism is one of our province’s most dynamic industries. A flourishing tourism industry is important to every part of our province and benefits all British Columbians.

In March 2022, we released our Strategic Framework for Tourism 2022–2024: A Plan for Recovery and Resiliency—a roadmap for rebuilding tourism in our province and recovering from the pandemic.

Destination BC plays a key role in delivering the strategic framework by providing industry leadership, supporting business and communities, and elevating British Columbia’s reputation as a world-class destination.

Destination BC’s new corporate strategy builds on our shared vision of a prosperous and sustainable tourism sector for everyone and in all corners of the province. Together, we will see the tourism sector thrive throughout all seasons, be equitable and inclusive, and contribute to the respectful growth of the Indigenous tourism industry—all of which are guided by commitments centred on lasting and meaningful reconciliation.

Our strategic framework, along with Destination BC’s new corporate strategy ensures we will continue to come together to connect, collaborate and take action to rebuild a more sustainable and resilient tourism industry—so that all British Columbians and their families can prosper today and in the future.

I am confident that Destination BC, in collaboration with tourism industry partners and all levels of government, will work to inspire travellers from across Canada and around the world to visit all corners of *Super, Natural British Columbia*® for years to come.

Sincerely,

A handwritten signature in blue ink that reads "Lana Popham".

HON. LANA POPHAM
Minister of Tourism, Arts, Culture and Sport

