

June 30, 2020

The Honourable Jason Kenney
Office of the Premier
307 Legislature Building
10800 - 97 Avenue
Edmonton, Alberta T5K 2B6

Subject: TIAA Call to Action Report: Recommendations to Accelerate the Recovery, Sustainable Growth and Resilience of Alberta's Visitor Economy

Dear Premier Kenney:

As promised earlier this month, the Tourism Industry Association of Alberta (TIAA) is pleased to present its report and comprehensive list of recommendations intended to accelerate the recovery, sustainable growth and resilience of Alberta's visitor economy.

The report, which was developed under the guidance of eight senior tourism sector leaders and informed through the input of over 20 sector associations, is the most comprehensive, industry-led effort to-date to assist the government in its understanding of the opportunities (and challenges) facing the whole of the visitor economy.

The actions that the industry is asking the government to take – and which have all the greater context following the release of yesterday's *Alberta Recovery Plan* – provide a policy roadmap to quickly advance the recovery and expansion of the visitor economy. **The report is organized into eight focus areas, with each of the 40 priority policy recommendations organized by implementation timeframe and by ministry(s) responsible.**

TIAA and its various tourism sector association partners are eager to work with the Government of Alberta to advance the needs of the industry as we only are just beginning to start to recover from the devastating impacts brought on by COVID-19. On balance, the greatest liquidity challenges facing the industry are yet to come as there is faint hope for much a summer season and the generation of revenues that typically sustain most businesses in the softer months of the year.

Time is of the utmost urgency to support the recovery of Alberta's visitor economy. We look forward to your and Minister Fir's feedback to the report and specific points of engagement where discussion can begin, as soon as possible.

Sincerely,



Darren Reeder
Board Advisor

CC Hon. Tanya Fir, Minister, Economic Development, Trade & Tourism
Jamie Huckabay, Chief of Staff, Office of the Premier
Kate White, Deputy Minister, Economic Development, Trade & Tourism
Linda Southern-Heathcott, Chair, Travel Alberta Board of Directors
Dr. Jack Mintz, Chair, Alberta Economic Recovery Council