Dear [[MEMBER OF PARLIAMENT NAME](https://www.ourcommons.ca/members/en/search)],

I am writing to you today as [INSERT - owner/CEO/General Manager] of [INSERT BUSINESS NAME], a tourism business in your riding of [[INSERT RIDING NAME](https://www.ourcommons.ca/members/en/search)].

My business has been in operation for ## years and is a vibrant part of the community of [INSERT Community Name]. Before the pandemic, we employed over ## full time and parttime staff and supported the local economy.

**As you know, when the pandemic struck, the tourism industry was the first hit, the hardest hit,** **and it will be the last to recover**.

Tourism is an important economic driver in virtually every riding across Canada, including our community. As such, I am writing to ask for your firm support in helping to rebuild our industry.

Earlier this fall, we were beginning to see some slivers of hope in the otherwise dark clouds. But then the Omicron variant surfaced and spread very quickly everywhere in the world. Increased restrictions and requirements were reintroduced as a result in several tourism areas. It seems, at times, we collectively take one step forward, and are then forced to take two steps back.

I know many tourism operators like myself are grateful for the relief and support programs made available through efforts of Members of Parliament over the last 22 months. We are also thankful for the passing of Bill C-2 prior to the holidays, allowing for much needed support through the Tourism and Hospitality Recovery and Hardest Hit Business Recovery Programs. This support is critical to helping many operators survive through the winter until the tourism season hopefully picks up again this spring. My dream is that we, including my peers across Canada, can all make it through to the other side of the pandemic. However, as you know, we still have a very long way to go in rebuilding the travel economy in Canada to its former glory.

In early December 2021, at TIAC’s annual national *Tourism Congress* event, TIAC set out its prime objective to rebuild the tourism industry back to the $105 billion economic powerhouse it was pre-pandemic by 2025, and to position it for further growth through the end of 2026.

TIAC has identified several priorities, regrouping them under three broad headings, to help reach this goal:

1. Financial Supports
2. Labour Shortage in Tourism and
3. Branding and Barriers

TIAC’s full submission outlining the recommendations in these key areas can be found here.

Being a business that has experienced the devastation of this pandemic, I know firsthand the struggles we are still facing. I support these outlined recommendations as a tourism business in Canada, and I am hopeful if they are met we will be able to operate a normal summer season this year.

I would appreciate your support of these recommendations and welcome the opportunity to meet with you at your convenience to discuss the needs of my business in more detail and to answer any questions you may have.

Sincerely,

[YOUR NAME, TITLE, SIGNATURE, CONTACT INFORMATION]