



Jennifer Goad
Executive Director
Mountain Resorts Branch
510-175 2nd Avenue
Kamloops B.C. V2C 5W1
Jennifer.Goad@gov.bc.ca

Dear Ms. Goad:

RE: Bridal Veil Mountain Resort

As you likely know, WestJet is Canada's second-largest air carrier and the ninth largest in North America. In a typical year, we fly 25.5 million domestics and international passengers to and from airports many across Canada, including Abbotsford International Airport (YXX). Our decision to provide service from Abbotsford recognizes not just the tremendous population growth taking place in the Fraser Valley, but the area's growing popularity as a recreation destination.

In April, WestJet welcomed the announcement of the Bridal Veil Mountain Resort, proposed for Chilliwack, just 50 kms east of Abbotsford. Just as Whistler-Blackcomb attracts hundreds of thousands of domestic and international visitors via Vancouver International Airport, Bridal Veil Mountain Resort has the potential to significantly increase passenger traffic at Abbotsford International Airport and generate hundreds of millions in visitor spending in the Fraser Valley.

Of additional importance to WestJet is BVMR's potential to showcase Canadian Indigenous art and culture and support local and Indigenous businesses. WestJet is a proud partner of the Indigenous Tourism Association of Canada and is committed to advancing reconciliation by growing opportunities for indigenous entrepreneurs and sharing with the global travel industry the importance of Indigenous tourism, a unique, important and developing sector of Canadian tourism.

As vaccination rates continue to rise and travel restrictions ease, we are optimistic that the tourism and travel industries will slowly begin to recover. A key component for the long-term recovery of our sector will be the development of new destination tourism attractions like BVMR, that will have the power to attract visitors year-round.

On behalf of WestJet, we encourage the provincial government to continue exploring the feasibility of this exciting new mountain resort.

Sincerely,

Andy Gibbons

Andrew Gibbons
Vice President, Government and Regulatory Affairs

22 Aerial Place NE T: 403 444 2600
Calgary, Alberta F: 1 866 477 6535
Canada T2E 3J1 westjet.com