

Feb. 15, 2010

Dear Heritage Tourism Stakeholders:

The Heritage Tourism Alliance of BC (HTA), in partnership with the BC Ministry of Tourism, Culture and the Arts, (MTCA) has developed market ready standards for heritage tourism products. Please see the attached document for background information about the proposed market ready standards.

In order to introduce standards which meet your needs as heritage stakeholders, we have prepared an on-line survey to capture your feedback on the proposals, and make adjustments as required. We respectfully request that, after reading the attached background document, you go on-line at <http://www.surveymonkey.com/s/FBLMLSC> where you will find a short survey. If you would be so kind as to complete this survey by Feb. 26, 2010, we will be able to incorporate your comments and input into the final recommendations which will be submitted to the executive of the Heritage Tourism Alliance for review and consideration.

As the attached backgrounder explains, we believe the idea of standards for heritage tourism products is necessary for the continued health and sustainability of heritage stewardship and conservation in BC. Thank you for taking the time to complete the survey, your time is greatly appreciated. We look forward to your input.

Sincerely,

The Heritage Tourism Market Ready Standards Committee:

Amber Crofts, tourism development officer, MTCA

Tiffany Gyles, HTA facilitator

Bruce Whyte, cultural tourism advisor, MTCA

Judith Cook, heritage advisor, MTCA

Heather Boyd, Experiences BC, MTCA