

LETTER OF UNDERSTANDING BETWEEN:

THE MINISTRY OF TOURISM, SPORT AND THE ARTS (MTSA)

- and -

THE COUNCIL OF TOURISM ASSOCIATIONS OF BRITISH COLUMBIA (COTA)

- and -

TOURISM BRITISH COLUMBIA (TBC)

THIS LETTER OF UNDERSTANDING confirms that MTSA, COTA, and TBC have agreed to continue working together for a period of eighteen months from the date of signing, to support the framework and action plan (appendix A) necessary to implement a *Green Tourism Strategy for Sustainability*.

It is agreed that MTSA, COTA and TBC will contribute to the resources and the leadership necessary to support the framework and action plan referred to above, and to identify and seek other partners to share in the funding and leadership responsibilities, as required, to implement and monitor the work of the *Sustainable Tourism Secretariat (the 'Secretariat')*. It is understood that the Secretariat will implement the action plan under the guidance and direction of a *Sustainable Tourism Steering Committee* consisting of representatives from MTSA, COTA and TBC initially, with up to four other contributing partners to be identified over time.

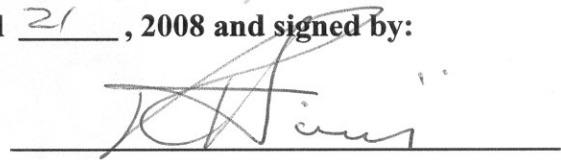
This Letter of Understanding will be reviewed at a period of no less than eighteen months from date of signing and if all parties are in agreement, said Letter will be extended for another agreed upon term.

By signing below, Bruce Okabe (representing MTSA), Stephen Regan (representing COTA) and Rod Harris (representing TBC) indicate their acceptance of the terms as set forth in this Letter of Understanding.

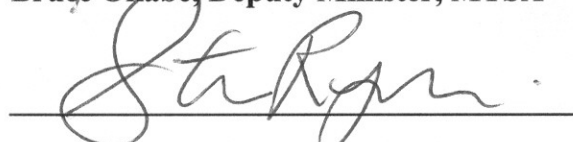
THIS LETTER OF UNDERSTANDING, is dated April 21, 2008 and signed by:



Bruce Okabe, Deputy Minister, MTSA



Rod Harris, President and CEO, TBC



Stephen Regan, CEO and President, COTABC