



**PRESS RELEASE**

**November 9, 2005**

## **PROVINCIAL TOURISM ASSOCIATION'S PRESIDENT SPEAKS OUT ON IMPACT OF U.S. PASSPORT REQUIREMENTS**

Warren Burgess, managing partner of The Pinnacles Suite Hotel at Silver Star Mountain Resort, was recently elected President of the BC Lodging and Campgrounds Association. Burgess told members at the annual meeting "At this moment two of the biggest challenges for the provincial tourism industry are the increased value of the Canadian dollar (relative to other currencies) and the belief of many Americans that they must produce passports on return to the US."

Said Burgess, "the whole 'Homeland Security' measures are scheduled to be phased in over three years, with those arriving by car not required to have passports until January 2008, however, due to media attention, many potential cross-border visitors believe the passport requirement is already in place. It is up to all of us in the tourism industry to communicate to our US friends that they can continue to travel to British Columbia for the next two years without requiring a US passport to return home." Reportedly less than 20% of US citizens have passports and tourism businesses in Canada are already suffering the consequences.

"The Tourism Industry must continue to work hard to build business and generate new economic growth for all British Columbians" said Burgess. "In many areas of the province, particularly small communities, tourism is the economic mainstay. We are most fortunate that Premier Campbell's long-term vision for the province includes tourism as a cornerstone to the BC economy. The \$25 million announced for tourism marketing along with another \$25 million for municipal marketing followed by \$2 million for each of the six provincial marketing regions speaks volumes for his government's commitment. It is now up to the industry to turn those additional marketing dollars into increased business so that everyone can benefit."

Members of the BC Lodging and Campgrounds Association elected their 2006 Board of Directors at the 62nd Annual General Meeting held October 19, 2005 at the Coast Bastion Inn, Nanaimo.

Newly elected President, Warren Burgess, has been with The Pinnacles Suite Hotel for 15+ years. During this time Warren has seen great changes in the industry and has overseen three major updates to his all-suite hotel. He was a founder and President of the Greater Vernon Tourism Association, director and executive member of both the Okanagan Similkameen Tourism Association and Thompson Okanagan Tourism Association. Warren believes in local and regional involvement, but also recognizes the greater good of a strong provincial voice.

The BC Lodging and Campgrounds Association is a trade association representing nearly 700 motels, motor inns, resorts, lodges, campgrounds and RV park properties in British Columbia. It assists members through marketing, advocacy and group cost saving benefits, all designed to help its members succeed and prosper.

### Contacts

Warren Burgess, President 250-542-4548

Patricia Cashin, Executive Director 604-945-7676

Other directors elected or completing the second year of their term:

Don Mitchell, Vice President Motels, Shuswap Lake Motel & Resort, Sorrento

Stan Duckworth, Vice President Campgrounds, Fort Langley Camping, Fort Langley

Jim Humphrey, Secretary/Treasurer, Beaver Lake Resort, Lake Cowichan

Chris Bower, Nk'Mip Resort, Osoyoos

Marnie Henne, Springbrook Resort Motel Campground Hostel, Skookumchuck

David Littlejohn, Living Forest Oceanside Campground, Nanaimo and a Past President

Alfredo Yabut, Ripple Rock RV Park, Campbell River

Jim Del Rio, Maple Resort Motel, Port Alberni

Juliann Sinnott, Skylite Motel, Parksville is Past President.