

August 29, 2023

Attention:

TraC (Transportation Choices Sunshine Coast)
P.O. Box 236
Roberts Creek, BC
V0N 2W0

LETTER OF SUPPORT

To Whom It May Concern,

I write this letter in support of the **Connect the Coast multi-use path initiative**, which is led by the Connect the Coast Society and Transportation Choices Sunshine Coast.

Their mission is very much aligned with the 10-Year Destination Development Plan of Sunshine Coast Tourism, and has the strong support of our organization.

The goal of Sunshine Coast Tourism is to attract overnight visitors to the region and increase tourism revenues for local businesses by supporting the development and delivery of remarkable, sustainable tourism experiences that showcase the Super Natural British Columbia brand.

The Connect the Coast initiative covers the Highway 101 corridor between the Langdale Ferry Terminal and Sechelt. Sunshine Coast Tourism is spearheading a similar planning initiative that seeks to continue the path from Sechelt to Lund in the qathet Region. We believe this pathway will help better connect our coastal communities and form a world-class active transportation circle route connecting the Sunshine Coast with Vancouver Island and the Lower Mainland.

We believe that this initiative, in addition to attracting a greater number of tourists to the Sunshine Coast and beyond, will help accelerate the shift to a lower impact,



Sunshine Coast Tourism
PO Box 1883
Gibsons BC
VON 1V0
T: 1-888-445-1808
E: info@sunshinecoastcanada.com

more sustainable form of tourism, as well as provide foundational support for the emergence of existing and emerging green tourism businesses on the Sunshine Coast.

We look forward to working with Connect the Coast Society and Transportation Choices Sunshine Coast as they move ahead with this project and urge community members and all levels of government to join us in supporting the Connect the Coast initiative.

Thank you for your time and consideration.

Sincerely,

Annie Wise
Executive Director
Sunshine Coast Tourism