



Road TRIP

Letters of Support

March 2015

Submission to: **The Honourable Joe Oliver**



FDFA Contact:
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— Road TRIP —

Proposed 3-Year Pilot: Road Travel Rebate
Incentive Program – Benefitting Canada,
Border Communities, US Visitor Spending,
Border Area Retailers, Canadian Manufacturers
and Wholesalers



**Duty Free
Hors Taxes**



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IV Industry Stakeholders

- Retail Council of Canada
- Tourism Industry Association of Canada
- The Canadian Chamber of Commerce
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- The Canadian Vintners Association

V Canadian Chambers of Commerce (Regional Offices)

- Abbotsford, British Columbia
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- Niagara Falls, Ontario
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VI Canadian Mayors

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 - Mayor James Diodati - Niagara Falls, Ontario
 - Mayor Drew Dilkens – Windsor, Ontario
 - Mayor Mike Bradley – Sarnia, Ontario
- 




VII Tourism Organizations, Townships and First Nations

- Tourism Abbotsford, British Columbia
- Ontario Southwest Tourism
- Tourism Windsor Essex Pelee Island
- Downtown Windsor Business Improvement Area
- Town of Fort Erie Ontario
- Tobacco Plains Indian Band, British Columbia
- Municipalité de Saint-Armand, Quebec

VIII Duty Free Canadian Supplier Company Members

- Beler Holdings
- Distribution Fontaine Inc.
- Jaan Inc.
- JOANEL Inc.
- Michel Germain Parfums
- Peter Mielzynski Agencies
- Pillitteri Estates Winery
- Turkey Hill Sugarbush
- SeaChange Seafoods
- WFH Travel Retail

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- *Marketing efforts change to welcome more U.S. travellers to SW Ontario within next two years* - Sarnia Observer, December 19, 2014
 - *Chamber of Commerce calls for cross-border shopping tax rebate* - The Windsor Star, January 9, 2015
 - *Four Key Ontario Chambers of Commerce Join Forces to Support Travel Rebate Incentive Program (TRIP)* – Windsor-Essex Regional/Sault Ste. Marie/Sarnia-Lambton/Greater Niagara Chambers of Commerce, January 9, 2015
 - *Four Key Ontario Chambers of Commerce Join Forces to Support Travel Rebate Incentive Program* - Sault Ste. Marie Chamber of Commerce, January 9, 2015
 - *Chamber Encourages Cross-Border Shopping* - Abbotsford Chamber of Commerce, January 19, 2015
 - *Abbotsford Chamber of Commerce finding ways to boost the economy* - Abbotsford (NEWS1130), January 21, 2015
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SECTION I

Overview



March 9, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

The Frontier Duty Free Association (FDFA) represents federally licensed land border duty free shops across Canada. As you are aware, we have been advocating for implementation of a three-year pilot proposal named *Road Trip* in your 2015 budget. I am writing to make a final request that you give *Road Trip* strong consideration as you complete your final deliberations.

Since initiating our efforts we have received overwhelming support for *Road Trip* from Conservative MPs and Ministers, national business associations, and from regional and local government, tourism and business groups. FDFA member stores operate in 28 distinct federal political ridings across Canada. These border communities and duty free shops are among the hardest hit by the economic recession and increased border security since 2001. It is apparent from our work on *Road Trip* that this pilot program is viewed as highly desirable and beneficial by a wide representation of political and business interests in border communities.

This booklet summarizes this support, including copies of endorsements from the Canadian Chamber of Commerce, Canadian Federation of Independent Business, Retail Council of Canada, Canadian Vintners Association, Mayor of Toronto and others. It also includes supporting letters from key duty free Canadian product suppliers such as Pillitteri Winery, Michel Germain Perfumes and Turkey Hill Sugarbush who make significant export sales through Canadian land border duty free shops.

Further, Econometrics Research Limited (ERL) reviewed our pilot proposal and stated that now is the right time to act due to the declining value of the Canadian dollar, strengthening of the US economy, lower gas prices and doubling of US passport holders since 2008. ERL concluded that *Road Trip* would be tax neutral even under extremely conservative assumptions, but will produce significant tourism flows and economic benefits. ERL has projected that *Road Trip* will produce 340-620,000 new US tourism visits to Canada, increase GDP by \$50-90 million, increase Canadian salaries and wages by \$31-56 million and increase net federal tax revenues by \$7-12 million. If as anticipated 60% of the *Road Trip* rebates are spent in Canada at land border duty free shops, incremental benefits will accrue.

Road Trip is ideally matched with the Federal Government's objective to improve Canadian competitiveness, economic activity and the balance of payments. It represents a low cost policy initiative that is consistent with that of other OECD countries. It will produce a very big bang for the buck as a marketing program and rallying call for Canadian retailers. It will also bolster Canadian land border duty free shop sales that have suffered since the 9/11 tragedy and due to recent policy changes related to the tobacco excise tax that were done without industry consultation. Based on the support we have received, it is apparent the *Road Trip* pilot is uncontroversial and will reflect very well on your Government.

Road Trip represents an opportunity for the Federal Government to show it cares about the challenges faced by land border communities and retailers, who are severely disadvantaged when competing for the business of American visitors due to the large tax differentials between our provinces and neighbouring US states.

In addition, *Road Trip* would be highly complementary to TIAC's *Connecting America* proposal that is focused on growing US tourism through airports. *Road Trip* is also tightly focused on shopping, which is cited as one of the top three reasons for American visits to Canada. *Road Trip* will be an extremely cost effective option for the Federal Government to capitalize on this at minimal cost. FDFA's members will be responsible for the marketing and operation of the program and no processing fee would be paid to duty free shops by Government.

In closing, ERL stated "Any time would be a good time to introduce the proposed *Road Trip*, but now is the best time for it" due to emerging market conditions. Border visits were down 14% from 2008-2013 and visitor spending was down about 33%. Since 2002 land border duty free sales plunged by almost 40%. There has been a 56% decline in US day trips and 26% decline in overnight trips since 2002. *Road Trip* therefore stands out as an extremely low cost/high benefit corrective tool that the Federal Government can introduce in the 2015 Budget.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Brain". The signature is fluid and cursive, with a long horizontal stroke at the end.

Peter Brain, President
Frontier Duty Free Association

SECTION II
Road TRIP Brief and Summary
of Economic Study by
Econometric Research Ltd.

Road TRIP

Proposed 3-Year Pilot: Road Travel Rebate Incentive Program

Benefitting Canada, Border Communities, US Visitor Spending, Border Area Retailers, Canadian Manufacturers and Wholesalers.

ABOUT **Road TRIP**

- Road TRIP is a proposed 3-year pilot program that will help incentivize US tourism visits and related spending in Canada. It will increase retail activity and employment in border communities that are economically challenged.
- Road TRIP will help make Canadian businesses more competitive with US retailers and Internet Retailers. Canada's border area retailers are losing significant business from Canadians and Americans, at least partially due to the large sales tax percentage differential (5-15%) between Canada and the US.
- Road TRIP will provide a rebate of the 5% GST on goods purchased by visitors that are verified as exported from Canada. It will therefore help level the competitive playing field by incenting US tourism visits and spending, primarily in Border Communities hard hit by current economic conditions.
- Road TRIP offers a highly visible and positive marketing opportunity at a time when it can help convince potential US visitors to "**Take 5**" (5% tax rebate), and give Canada a second look as an affordable and welcoming destination.

WHY **Now!**

- Border communities are suffering. Since 2002 the annual number of US visitors to Canada has declined by 23.9%. The number of same day visitors (largely road travellers) has declined 55.9%, and overnight trips are down 26%.
- Challenges to attracting visitors include border security measures, ID costs, lower US sales taxes on retail and internet purchases, gas prices and a less attractive US exchange rate.
- From 2008-2013 alone the number of cross border trips by road has declined 14%. During this period spending by visitors declined 32.7%.
- Declines have severely impacted small and medium-sized businesses. For example, Duty Free sales declined ~40% from 2002 until now.
- Virtually all OECD countries with national value-added taxes offer a visitor tax rebate incentive. Canada must become a more competitive destination or continue to lose out on potential tourism growth.
- TIAC (The Tourism Industry Association of Canada) notes an emerging tourism opportunity: US economy is recovering; Americans are travelling abroad; 120M passport holders (up 100% since 2001); and no red tape such as visa requirements. Road TRIP expands on the benefits of TIAC's 'Connecting America' proposal which focuses on airport travel, by specifically addressing the land border market.

HOW will **Road TRIP** work?

Traveller incentive rebates would be processed at Canadian land border Duty Free shops, since they are the only locations where export of goods can be immediately verified and rebates can be given directly to the visitor at a time close to actual purchase, when it can influence travel and purchase decisions.

The rebates will be given in the Duty Free shops and travellers will be encouraged to "**Take 5**" (5% tax rebate) and consider making a final purchase with their rebate, in Canada at the Duty Free shop.

The experience of Duty Free operators has been that up to 60% of customers will spend the rebate in their shops, before leaving Canada. Canada benefits since Duty Free shops are a vital sales channel for Canadian-made products such as wine, ice wine, spirits, beer, confections (e.g. maple syrup), arts, crafts and souvenirs.

Maximum Benefit / Minimum Cost

Canada's 31 federally regulated Duty Free shops are uniquely situated to effectively administer this program and minimize government costs. The shops are proven and trusted by government to securely manage controlled substances and provide accurate reporting. Duty Free shops are the only locations where export of goods can be verified and tax rebates instantly given. Key Road TRIP program components include:

- Econometrics Research Limited (ERL) reports potential Canadian economic increases from Road TRIP as follows: \$89.6 million GDP; \$55.6 million wages and salaries; 1,374 Full Time Equivalent jobs.
- Direct government costs for Road TRIP rebates of \$5.2 to \$9.0 million will be easily offset — using conservative assumptions — through government revenues generated from increased tourist visits and spending, sales through Canadian/Border Community retailers, and exports of Canadian-made goods sold at Duty Free shops. (ERL)
- The US remains Canada's largest source of tourism, and shopping routinely ranks amongst the top three reasons for tourism in Canada.
- The Road TRIP Pilot Proposal is well placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) **Connecting America** Initiative, which projects Canada's gross receipts from tourism will increase by \$1.5 billion.
- Duty Free shops will spearhead Border Community support and participation, and will aggressively market Road TRIP.
- Partnering with border community retailers and Canadian suppliers, the Duty Free industry will provide relevant data to government that will enable full assessment of the pilot program's cost and benefits.



For more information contact:

lkarson@fdfa.ca

Econometric Research Limited **Economic Consultants**

Report Highlights • December 2014

The Economic Impacts of the Proposed Road Travel Rebate Incentive Program for American Tourists
 (Potential Direct, Indirect & Induced Economic Increases: \$89.6 million GDP; \$55.6 million wages & salaries; 1,374 FTE Jobs)

ABOUT ERL

Econometric Research Limited

Started by A.A. Kubursi in 1972. Since then Dr. Kubursi and his team of economists and engineers have been involved in many projects for government ministries, international organizations, and private sector clients.

Dr. Atif Kubursi

Atif Kubursi is Emeritus Professor of economics and also teaches in the elite Arts and Science Programme at McMaster University. Dr. Kubursi taught economics at Purdue University in Indiana, USA, was senior academic visitor at Cambridge University, UK in 1974/75 and a fellow of the Middle East Policy Institute at Harvard University between 1989 and 1998.

He also served as the Acting Executive Secretary, and Undersecretary General, of the United Nations Economic and Social Commission for Western Asia in 2006, 2007 and 2008, and as Senior Development Officer at UNIDO in Vienna in 1982. He is the recipient of the Canadian Centennial Medal. Dr. Kubursi has published over 250 articles, 12 books, and many technical reports and is a frequent TV commentator on Canadian economic issues and Middle Eastern Affairs.

Observations

The proposed program reconfirms and acknowledges Canada's tourism industry status as an export industry and makes Canada's tourism policy more consistent with all OECD countries and other tourism competitors.

Any time would be a good time to introduce the proposed Road TRIP program, but now is the best time for it. The US economy is recovering from a protracted recession, US travellers are taking more trips abroad as more than 100 million of them have passports (twice the number as in 2008), the Canadian dollar is more competitive, gasoline prices are declining, and the Canadian tourism industry is mounting new marketing initiatives.

While the economic impacts are modest from the perspective of the economy as a whole, they are meaningful and principally made in border communities with limited economic options. If some of the rebates are spent in Canada an additional stream of impacts beyond those already projected could be generated. Canadian Land Border Duty Free estimates that about 60% of the rebates could be spent in Canada's land border duty free shops.

A simple cost-effective policy initiative such as Road TRIP (with no or little cost of administration to the federal government) could leverage the Canadian tourism comparative advantage and sustain positive benefits to all.

The program is not only tax neutral under extreme adverse conditions, it generates additional tourism flows and incremental economic impacts in areas that suffered from increased security measures at border crossings, high gas prices, and an expensive Canadian dollar.

The risk the federal government would take by eliminating the GST on retail purchases of American tourists that might lead to lower net federal tax revenues is practically negligible.

Annual Economic Impacts

- ⇒ There is no recent estimate of the elasticity of demand for tourism purchases, but a good range of estimates were made at different times of the export demand price elasticity where estimates varied generally between -1.0 and -2.7. These estimates suggest that the demand for tourism exports is generally price elastic, where a 1% reduction in prices induces a larger than 1% increase in tourism flows.
- ⇒ Using the high price elasticity of 2.7 and an average price reduction of 0.92%, tourism flows could be expected to rise incrementally by 620,000 visits annually. Using a median elasticity of 1.5, these tourism flows could increase by 344,000 visits.
- ⇒ Federal government revenues lost from the GST rebate (ERL estimates a \$5.2 million initial direct cost) are more than compensated by the expected tax revenues of the economic impacts of the incremental increase in tourism. For the high elasticity scenario, the total tax revenues on the impacts could exceed \$40 million. The federal government alone could collect \$21.7 million. Even if all the GST revenues collected on these revenues are eliminated, the federal government would be left with \$17.5 million. Using the medium elasticity estimate, the federal government would collect \$12m, or \$6.9m after eliminating the GST revenues on the income impacts.
- ⇒ Direct, Indirect and Induced impacts of Road TRIP:

Export Demand Price Elasticity ->	2.7	1.5
Incremental Tourism Visits	620,000	344,000
GDP of Canada Increase	\$89.6 million	\$49.9 million
Wages and Salaries Increase	\$55.6 million	\$31.0 million
Employment Increase (FTE)	1,374	766

ECONOMETRIC RESEARCH LIMITED - DECEMBER 2014

The Economic Impacts of the Proposed Road Travel Rebate Incentive Program for American Tourists

Selected Report Data

Table 5
Expected Incremental Tourism Sustained by a GST Rebate Program

	2010	2011	Average
Share of Other Commodities in total trip expenditures	18.9%	18.0%	18.5%
Price change as a result of a GST rebate	0.94%	0.90%	0.92%
Adjusted by price elasticity of 2.7%	2.5%	2.4%	2.5%
Adjusted by price elasticity of 2.0%	1.9%	1.8%	1.8%
Adjusted by price elasticity of 1.5%	1.4%	1.4%	1.4%
Adjusted by price elasticity of 1.0%	0.9%	0.9%	0.9%
Incremental tourism expected (thousands) 2.7%	629	610	620
Incremental tourism expected (thousands) 2%	466	452	459
Incremental tourism expected (thousands) 1.5%	349	339	344
Incremental tourism expected (thousands) 1%	233	226	229
Expected tourism exp. increase (Thousands of \$) 2.7%	\$71,572	\$66,291	\$68,931
Expected tourism exp. increase (Thousands of \$) 2%	\$53,016	\$49,104	\$51,060
Expected tourism exp. increase (Thousands of \$) 1.5%	\$39,762	\$36,828	\$38,295
Expected tourism exp. increase (Thousands of \$) 1%	\$26,508	\$24,552	\$25,530

Source: Econometric Research Limited

Table 8
Annual Tax Impacts of Incremental Tourism
of the GST Rebate
(Thousands of 2011 Dollars)

Price Elasticity of Tourism Demand	2.7	1.5
Federal		
Personal Income Tax	\$9,839	\$5,480
Goods & Services Tax	\$3,788	\$2,110
Corporate Profit Taxes	\$2,824	\$1,572
Employment Insurance	\$2,619	\$1,459
CPP Contributions	\$2,615	\$1,456
Subtotal	\$21,685	\$12,077
Provincial		
Personal Income Tax	\$6,216	\$3,462
Indirect Business Tax	\$3,271	\$1,822
Corporate Profit Taxes	\$1,459	\$813
Tobacco & Liquor Tax	\$2,587	\$1,441
Workmans Comp.	\$632	\$352
Subtotal	\$14,165	\$7,890
Local		
Property & Bus. Tax	\$4,060	\$2,261
Total	\$39,910	\$22,228

Source: Econometric Research Limited

Table 7
Annual Economic Impacts of
Incremental Tourism of the GST Rebate
(Thousands of 2011 Dollars)

Price Elasticity of Tourism Demand	2.7	1.5
Initial Expenditure	\$68,931	\$38,395
Value Added		
Direct	\$23,089	\$12,836
Indirect & Induced	\$66,474	\$37,043
Total	\$89,563	\$49,879
Multiplier	1.30	1.30
Gross Output		
Direct	\$68,931	\$38,395
Indirect & Induced	\$116,816	\$65,113
Total	\$185,747	\$103,508
Multiplier	2.69	2.70
Wages & Salaries		
Direct	\$15,958	\$8,873
Indirect & Induced	\$39,623	\$22,083
Total	\$55,581	\$30,956
Employment		
Direct	607	338
Indirect & Induced	767	428
Total	1,374	766
Multiplier	2.26	2.26
Taxes		
Federal	\$21,685	\$12,077
Provincial	\$14,165	\$7,890
Local	\$4,060	\$2,261
Total	\$39,909	\$22,228

Source: Econometric Research Limited

Econometric Research Limited
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SECTION III
Members of Parliament

**Jim Hillyer***Member of Parliament
Lethbridge Constituency*

January 5, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Letter-Minister Oliver-Duty Free-Jan /15

Dear Minister:

During pre-budget consultations, the Frontier Duty Free Association has requested my support for the Road Travel Rebate Incentive Program (Road TRIP) initiative. As MP for Lethbridge, a riding that rests on the USA border, I do endorse their initiative, as outlined by them in this letter. As such, I encourage you to give Road TRIP due consideration as deliberations on the priorities of Budget 2015 are ongoing.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

Border communities such as Lethbridge, Milk River and Coutts - where a duty free store is located are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors in Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors - thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

The Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S.

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(2)

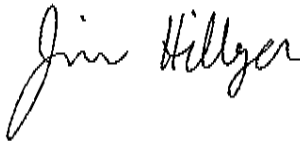
tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local border economy, and in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP as I am confident the program would ensure much-needed economic growth and job creation Southern Alberta.

Yours sincerely,



Jim Hillyer, MP
Lethbridge Constituency

Is

CC: Frontier Duty Free Association
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HOUSE OF COMMONS
CANADA

Mark Warawa, M.P. (Langley)



OTTAWA
February 23, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
435-S, Centre Block
House of Commons
Ottawa, ON K1A 0A6

Dear Minister:

I am writing to ask you to consider the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

While the benefits of this proposal are many, the costs should be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I support considering Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Through work in my constituency, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP might stimulate economic growth and job creation in Langley.

Yours sincerely,

Mark Warawa, M.P.
Langley



CANADA

RUSS HIEBERT

MEMBER OF PARLIAMENT

Hon. Joe Oliver, PC, MP
Minister of Finance
162 Confederation
House of Commons

December 9, 2014

Dear Minister,

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by making them eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities, including those in my riding, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013.

Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

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SOUTH SURREY · WHITE ROCK · CLOVERDALE

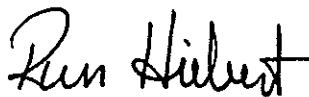
The Road TRIP proposal is targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism.

Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy in my riding and other border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

I would appreciate your close consideration of this proposal.

Yours Sincerely,

A handwritten signature in black ink that reads "Russ Hiebert". The signature is written in a cursive, flowing style.

Russ Hiebert, BA, MBA, LL.B
Member of Parliament
South Surrey – White Rock - Cloverdale



HOUSE OF COMMONS
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The Honourable Ron Cannan

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March 6, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to ask that you consider the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Tourism is an important economic driver in ridings like Kelowna-Lake Country and we are always looking for ways to attract more American visitors. Yet, over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada.

According to the FDFA these factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on



Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert riding name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada.

Sincerely,

A handwritten signature in black ink that reads "Ron Cannan". The signature is written in a cursive, flowing style.

Ron Cannan, P.C., M.P.
Kelowna-Lake Country



WWW.LARRYMAGUIRE.CA

December 4, 2014

The Honourable Joe Oliver, P.C., M.P.
Room 435-S, Centre Block
House of Commons
Ottawa, Ontario K1A 0A6

Dear Minister Oliver,

Re: Frontier Duty Free Association Road Travel Rebate Incentive Program

I have recently met with a representative of the Frontier Duty Free Association in regard to their proposed pilot project – Road Travel Rebate Incentive Program (Road TRIP). I understand that they are seeking the support of our government in the creation of a three year pilot program that will encourage tourism from the United States and will benefit our economy.

The objective of Road TRIP is to increase retail spending by American visitors which would in turn create an increase in employment in Canadian border communities. American visitors travelling through land border crossings would be eligible for a rebate of the 5% GST on purchases made during their visit in Canada through this pilot project.

Border security measures and the costs of identification, a strong Canadian dollar, increasing popularity of online shopping, and lower sales tax in the United States has decreased the interest of American visitors to shop in Canada which has had an impact on border communities. Between 2008 and 2013, there has been a decline of 14% in the number of travellers crossing the border by car. During this time period, spending by visitors has declined by 32.7%.

The costs of creating the Road TRIP program would be minimal. The twenty-eight land border crossing Duty Free stores have the capacity to self-administer this program and provide regular audited updates on its impact without additional administrative burden or cost to the government. While the Road TRIP program is estimated to cost the government approximately nine million dollars annually by providing these 5% tax rebates, this cost will be offset by the economic benefits of this program.

I wish to advise that I support the creation of the Road TRIP pilot project. My constituency of Brandon-Souris shares a border with the United States and would benefit by the adoption of this program.

In the circumstances, I hope that the creation of the Road TRIP pilot project will be a priority for our government.

Regards,

Larry N. Maguire, MP
Brandon-Souris



HOUSE OF COMMONS
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Ted Falk

Member of
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Provencher

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January 22, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Oliver:

I am writing to ask that you give consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Emerson and Sprague, where the Emerson Duty Free Shop and Kitt's Duty Free are located, are faced with many barriers to attracting American shoppers. Over the course of the past decade the annual number of U.S. travellers to Canada has declined by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, we have seen a reduction of 32.7% in the total amount spent by U.S. visitors to Canada.

The Road TRIP proposal is targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada.



Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

Through work in my constituency, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises.

I ask that you would consider Road TRIP as another measure to ensure economic growth and job creation in my riding of Provencher.

Yours Sincerely,



Ted Falk
MP for Provencher.

House of Commons

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Pat Davidson

Member of Parliament for Sarnia ~ Lambton

December 15, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Sarnia-Point Edward, where Blue Water Bridge Duty Free Shop is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

...continued/



Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert riding name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Through work in my constituency, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in the municipality of Sarnia-Lambton.

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,

A handwritten signature in black ink that reads "Pat Davidson". The signature is written in a cursive, flowing style.

Pat Davidson, MP,
Sarnia-Lambton



HOUSE OF COMMONS
CANADA



Rick Dykstra
M.P. for St. Catharines

January 20, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Dear Minister:

During pre-budget consultations, the Frontier Duty Free Association has requested my support for the Road Travel Rebate Incentive Program (Road TRIP) initiative. As Member of Parliament, a riding that rests on the USA border, I do endorse their initiative, as outlined by them in this letter. As such, I encourage you to give Road TRIP due consideration as deliberations on the priorities of Budget 2015 are ongoing.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

Border communities such as Niagara Falls, St. Catharines, and Fort Erie - where a duty free store is located are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travelers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travelers crossing the border by car between 2008 and 2013. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors - thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and

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HOUSE OF COMMONS
CANADA

Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.



Rick Dykstra

M.P. for St. Catharines

The Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. As such, Road TRIP presents a unique opportunity for the government to positively impact the local border economy, and in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP as I am confident the program would ensure much-needed economic growth and job creation Southern Ontario.

Yours sincerely,

Rick Dykstra, MP
St. Catharines

House of Commons

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House of Commons
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Bryan Hayes

Member of Parliament for Sault Ste. Marie
www.bryanhayes.ca

December 16, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Dear Minister:

In this phase of pre-budget consultations, the Frontier Duty Free Association has lobbied my support for the Road Travel Rebate Incentive Program (Road TRIP) initiative. In my capacity as Chair of the Conservative Border Caucus, I do endorse their initiative, as outlined by them in this letter. As such, I encourage you and my fellow Border Caucus colleagues to give Road TRIP due consideration as deliberations on the priorities of Budget 2015 are ongoing.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to “take 5.” That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

Border communities such as Sault Ste. Marie, where Sault Ste. Marie Duty Free Store is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada’s rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada’s

largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

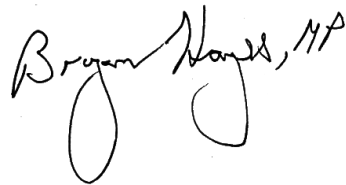
Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local border economy of Sault Ste. Marie in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP as I am confident the program would ensure much-needed economic growth and job creation in Sault Ste. Marie.

Yours Sincerely,

A handwritten signature in black ink that reads "Bryan Hayes, MP". The signature is written in a cursive style with a large loop for the letter 'B' and a distinct 'H'.

Bryan Hayes, MP
Sault Ste. Marie

CC:

Frontier Duty Free Association
116 Lisgar Street Suite 600 Ottawa, Ontario K2P 0C2

Conservative Border Caucus MP's

Ralph Caria, Sault Ste. Marie Duty Free
127 Huron Street, International Bridge Plaza, Sault Ste. Marie, ON, P6A 1R3



HOUSE OF COMMONS
CHAMBRE DES COMMUNES

Larry Miller, M.P.
Bruce – Grey – Owen Sound

FILE COPY

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February 9th, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
435-S, Centre Block
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister ~~Oliver~~, ^{Joe}

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Many border communities are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

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Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.


If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert riding name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Through work in my constituency, I have seen first-hand how large the economic impact of tourism, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation.

Thank you for your consideration of this very important issue.

Yours Sincerely,



Larry Miller, MP
Bruce-Grey-Owen Sound

LJM/kb



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GUY LAUZON

Member of Parliament
Député de
*Stormont-Dundas-South
Glengarry Sud*

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Monday, March 2, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
17th floor, 90 Elgin Street
Ottawa, Ontario
K1A 0G5

Re: Letter of Support for Road Travel Rebate Incentive Program (Road TRIP)

Dear Minister,

As the proud Member of Parliament for Stormont-Dundas-South Glengarry, I am writing you today with my support for the efforts of the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget.

I had the opportunity to meet with members of the organization recently to discuss their proposal and believe that it has merit. I know many of our colleagues in border communities like mine have also endorsed this idea as well.

In my riding of Stormont-Dundas-South Glengarry, the City of Cornwall is an example of a border community that faces barriers to attracting American shoppers. As you are fully aware, the post-9/11 border security, the Canadian dollar, and the increasing popularity of online shopping are just a few of the negative impacts.

Their proposed tax rebate is a unique way to tackle the issue and stimulate our tourism and retail sector in Canada. Under the Road TRIP proposal, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for the rebate would be available at participating Canadian duty free stores at the border crossings, and the rebate could then be spent at each crossing's respective Duty Free store.

I appreciate the efforts to propose ways we can improve our local economy, and I offer my support. I believe there are many positive benefits with this initiative.

Thank you in advance for your consideration of this proposal. If possible, I hope to hear positive news on this idea for our community in the upcoming federal budget.

With best regards,

Guy Lauzon, MP
Stormont-Dundas-South Glengarry





10, 03, 2015

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Email: dean.allison@parl.gc.ca

CONSTITUENCY

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Toll Free: 877.563.7900
Email: info@deanallison.ca
Web: www.deanallison.ca

Serving the Communities of

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WEST LINCOLN
GRIMSBY
UPPER STONEY CREEK
GLANBROOK**

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.



Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

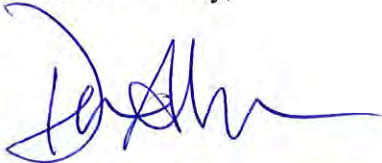
If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert riding name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Through work in my constituency, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in the Niagara Region.

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,



Dean Allison

MP, Niagara West-Glanbrook

Email

January 29th, 2015,

Unfortunately, we cannot provide your office with a copy of the entire letter because the recommendation was sent as a part of multiple other non-related recommendations. We can, however, provide you with a copy of the text that addresses the concerns raised in the meeting with Mr. Allen. It is as follows:

The government adopt the recommendation of the Frontier Duty Free Association to allow for a 3-year pilot program that would allow Land Border Duty Free stores to provide U.S. tourists and visitors with a 5% rebate at the border on the purchases of good destined for export. As an MP that represents a border constituency this initiative would assist with targeting U.S. citizens who are the major source of tourist traffic in the region. The rebate program would be administered by the Stores avoiding internal government costs that were imbedded in the previous rebate program.

Please do not hesitate to contact us if you have any other questions.

Sincerely,

Angela Wright

mike.allen.a1@parl.gc.ca

Parliamentary Assistant

Office of Mike Allen, M.P.

Tobique-Mactaquac

Ph: 613-947-4431

Fax: 613-947-4434

SECTION IV
Industry Stakeholders



Retail Council of Canada
1881 Yonge Street, Suite 800
Toronto, Ontario M4S 3C4
Telephone (416) 922-6678 Fax (416) 922-8011
www.retailcouncil.org

December 11, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
90 Elgin Street
Ottawa, Ontario K1A 0G5

Dear Minister:

On behalf of the Retail Council of Canada, I wish to offer support for the proposal of the Frontier Duty Free Association (FDFA) to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 Federal Budget. We believe this initiative offers great potential to boost sales for retailers across Canada.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

Economic analysis prepared by FDFA shows the program could generate between 344,000-620,000 new U.S. tourism visits to Canada annually, a huge increase that would benefit retailers and the hospitality sector. The FDFA analysis also shows that the modest cost of the rebates issued under Road TRIP would be greatly offset by increased tax revenue (around \$5.2 million in rebates annually versus up to \$21.7 million in new federal tax revenue). Even the worst case projections show Road TRIP to be tax neutral, meaning it represents a virtually risk-free opportunity to increase U.S. tourism traffic to Canada, which is needed.

Given the potential of Road TRIP to increase Canadian retail sales at no cost to the Federal Government, we strongly encourage you to consider this proposal for the 2015 Budget.

Sincerely,

A handwritten signature in black ink, appearing to read 'Diane J. Brisebois', is written over a light blue horizontal line.

Diane J. Brisebois
President & CEO
Retail Council of Canada



Tourism Industry Association of Canada
Association de l'industrie touristique du Canada
600 - 116 rue Lisgar Street, Ottawa, Ontario, K2P 0C2

February 24, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
90 Elgin Street
Ottawa, Ontario K1A 0G5

Re: Letter of support for the Road Travel Rebate Incentive Program (RoadTRIP)

Dear Minister:

On behalf of the Tourism Industry Association of Canada (TIAC), I wish to offer our support for the proposal of the Frontier Duty Free Association (FDFA) to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 Federal Budget. We believe this initiative will add value for US travellers and deliver ancillary benefits to Canadian businesses.

The RoadTRIP proposal is complimentary to TIAC's **Connecting America** initiative which seeks to maximize export revenues derived through increased US visitation to, and expenditures in, Canada. The conditions and timing are perfect for a strategic and collaborative engagement of US leisure travellers; border wait times have reduced due to infrastructure renewal, the US economy is in recovery, US outbound travel is increasing, passport ownership among Americans is over 120 million, and the currency exchange rates are favourable to exporters.

The economic analysis of both the RoadTRIP and *Connecting America* initiatives involve relatively small federal investments, that when partnered with Canadian industry, will serve as demand drivers to incent US travel to Canada thereby generating a significant return on these public investments in the same fiscal year

It is TIAC's belief that the RoadTRIP initiative will generate significant economic benefits with minimal risk to tax payers. Given the current economic uncertainty surrounding commodity prices, government initiatives to stimulate export revenue through marketing and rebates in the travel sector would be prudent inclusions in the 2015 Federal Budget.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Rob Taylor', with a long horizontal line extending to the right.

Rob Taylor
President & CEO (interim)

CC: John Penner, Deputy Chief of Staff to Minister Oliver

February 25, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
90 Elgin St., 17th Floor
Ottawa, ON K1A 0G5

*Office of the President and
Chief Executive Officer*

*Cabinet du président
et chef de la direction*

Dear Minister Oliver:

We want to thank you for your leadership in steering the economy through these challenging times.

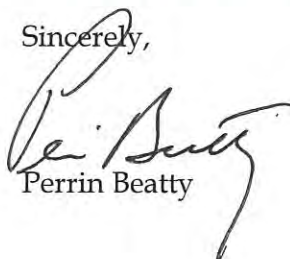
As you explore measures for the federal budget, we would encourage you to consider the Road Travel Rebate Incentive Program (TRIP), proposed by Frontier Duty Free Association. This pilot program would offer a rebate of the 5% GST on goods purchased by visitors that are verified as exported from Canada. We believe that the proposal offers potential economic benefits that are far greater than the modest costs.

Firstly, the direct cost of the rebate is estimated at around \$5.2 million as the program is only for goods and not services or accommodation. The administrative costs also are low because the rebates would be processed at Canada's duty free stores. There is no proposal for tourists mailing receipts to CRA.


The economic benefits could be impressive as well. Rather than simply offering a windfall rebate, the experience of the operators has been that up to 60% of customers will spend the rebate in their shops before leaving Canada, potentially boosting sales for Canadian-made products such as ice wine, maple syrup, arts, and souvenirs. As you are aware, many border communities have struggled. Since 2002, the number of US visitors to Canada has declined by 23.9%. With a strengthening US economy and a lower Canadian dollar, this is the perfect time to create an added incentive for Americans to visit and shop in Canada.

Thank you for your consideration of this important matter. If you have any questions or if further information would be helpful, I would be pleased to discuss any time.

Sincerely,


Perrin Beatty

420 - 360, rue Albert St.
Ottawa, Ontario
K1R 7X7

 613.238.4000
 613.238.7643

www.chamber.ca
info@chamber.ca



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Ottawa, Ontario K1P 6L7



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99, rue Metcalfe, bureau 1202
Ottawa (Ontario) K1P 6L7

February 24, 2015

The Honourable Joe Oliver
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Oliver,

The Canadian Federation of Independent Business (CFIB) is happy to support the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. As you know, CFIB represents the interests of 109,000 small and medium-sized businesses across Canada, from all sectors of the economy, including many members in retail and tourism industries.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases of goods made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

We hear from our members in border communities that they are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. These factors have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors - thus gaining a competitive advantage over Canada in the tourism sector.

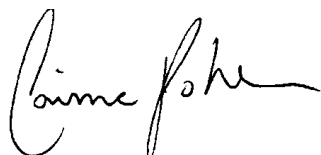
It is our understanding that a similar tax rebate program existed previously and was eliminated by your predecessor, Jim Flaherty, in 2007. The FDFA's proposed framework includes many successful components of the previous program, while eliminating those that were seemingly less successful. For instance, while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

Le pouvoir des entrepreneurs.

In closing, CFIB supports instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay. We know how large the economic impact of tourism is in border communities, particularly for small and medium- sized businesses. We are confident that Road TRIP would ensure much-needed economic growth and job creation across Canada.

If you would like to discuss this issue further, I invite you to contact me directly in Ottawa at 613-235-2373 or by email at Corinne.Pohlmann@cfib.ca.

Sincerely,

A handwritten signature in black ink, appearing to read "Corinne Pohlmann". The signature is fluid and cursive, with the first name "Corinne" being larger and more prominent than the last name "Pohlmann".

Corinne Pohlmann
Senior Vice-President, National Affairs



March 6, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
90 Elgin St., 17th Floor
Ottawa, Ontario
K1A 0G5

via e-mail

Dear Minister,

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget, effectively creating an incentive for increased inbound tourism. The proposed tax rebate would permit American visitors travelling into and out of Canada through a land border crossing to claim a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

The Canadian Vintners Association (CVA) represents more than 90% of annual wine production. CVA members are engaged in the entire wine value chain from grape growing, farm management, grape harvesting, research, wine production, bottling, retail sales and tourism. Over 3 million domestic and international visitors are welcomed to vineyards and wineries across Canada, resulting in \$476 million direct revenue and \$1.2 billion in tourism-related economic impact. Winery tourism in Canada also supports 5,520 jobs directly. Our industry is committed to growing winery tourism by 15% to 3.5 million visitors by 2020, generating an additional \$200 million in direct tourism revenue.

Canada's largest wine regions are located in close proximity to the U.S. border, yet are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by

200 - 440 Laurier Avenue West, Ottawa, Ontario K1R 7X6

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• E-mail: info@canadianvintners.com • Web: www.canadianvintners.com

• Twitter: [@CVAwine](https://twitter.com/CVAwine) • Facebook: [/CVAwine](https://www.facebook.com/CVAwine)

23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union and India have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

We believe the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which Canada can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion. If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism.

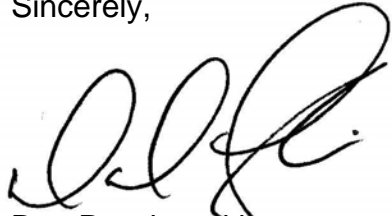
As research by Deloitte has proven, every 1% increase in Canadian arrivals, generates an additional \$817 million in Canadian exports. For this reason, the Canadian wine industry's 2014-2018 export strategy has focused one of its four pillars on increasing international winery tourism, as a mechanism to create pull, pricing and sustainability for international sales. The CVA recognizes that Road TRIP presents a unique opportunity for the government to positively impact the local wine region economies in Nova Scotia, Quebec, Ontario and British Columbia, as well to strengthen the local economies of all border communities across Canada.

It is important to note, that while the benefits of this proposal are many, the costs of implementation and execution would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

In closing, I would like to state that the CVA strongly supports instituting Road TRIP in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay.

I would be eager to schedule a meeting with you to discuss this matter further.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Paszkowski', with a stylized, cursive script.

Dan Paszkowski
President & CEO

SECTION V
**Canadian Chambers of
Commerce (Regional Offices)**

January 16, 2015

The Honourable Joe Oliver
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Dear Minister Oliver:

Re: Road Travel Rebate Incentive Program (Road Trip)

I am writing in support of an initiative brought to us by one of our members, Abbotsford Duty Free. They are also a member of the Frontier Duty Free Association which is advancing a proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to “take 5.” That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing’s respective duty free store.

Border communities such as Abbotsford, where Abbotsford Duty Free is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada’s largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada’s (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named ‘Connecting America’, the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada’s gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries.

As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Abbotsford in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive tourism sector.

Many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

We have seen first-hand how duty free stores create jobs, spur growth, and contribute to the overall economic well-being of the communities in which they are located (while also providing essential sources of income for the Canadian spirits, wines, confections and souvenirs industries). That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Abbotsford.

Yours truly,



Allan Asaph
Executive Director

c.c. The Honourable Ed Fast, MP – Abbotsford
Frontier Duty Free Association
Abbotsford Duty Free

15/01/15

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as White Rock/Surrey, where the West Coast Duty Free Store is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert municipality name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As a senior executive for the South Surrey & White Rock Chamber of Commerce I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in [insert border town name].

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,

Signature

Name

Title.

CM Annable

Cliff Annable

Executive Director

February 2, 2015

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister Oliver:

On behalf of our Board of Directors and close to 400 members of the Greater Fort Erie Chamber of Commerce, I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget.

The proposed tax rebate would encourage U.S. tourists to shop in Canada -- allowing those travelling into and out of our country via a land border crossing -- to be eligible for a 5% rebate (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Fort Erie, where the Peace Bridge Duty Free is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, the increasing popularity of internet shopping, fluctuating gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the unstable parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors -- thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Fort Erie, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible to administer the Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that the Greater Fort Erie Chamber of Commerce strongly supports instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As a senior executive for the Greater Fort Erie Chamber of Commerce, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Fort Erie.

Sincerely,

Karen Audet

Operations Manager, Greater Fort Erie Chamber of Commerce



January 6, 2015

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

On behalf of the Chamber of Commerce Niagara Falls, Canada I would like to offer our support to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Niagara Falls, where Niagara Duty Free is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

The Road TRIP proposal is targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's

4056 DORCHESTER ROAD
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905-374-3666

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905-374-2972

EMAIL
info@niagarafallschamber.com

WEBSITE
www.niagarafallschamber.com

largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

The Road TRIP proposal is also well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. It is also important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

As the Executive Director for the Chamber of Commerce Niagara Falls, Canada I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. I am confident that Road TRIP would ensure much-needed economic growth and job creation in Niagara Falls.

Sincerely,

A handwritten signature in cursive script that reads "Dolores Fabiano".

Dolores Fabiano
Executive Director
Chamber of Commerce Niagara Falls, Canada

Copy: Hon. Rob Nicholson, MP Niagara Falls

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

January 9, 2015

Dear Minister:

We are writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

Canadian businesses are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those

people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the Canadian economy, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, we would like to state that we strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As senior executives for the Ontario Chambers of Commerce, we have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why we are confident that Road TRIP would ensure much-needed economic growth and job creation across Ontario particular for Small Medium-sized Enterprises.

We would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,



Matt Marchand, President & CEO Windsor-Essex Regional Chamber of Commerce



Rory Ring, MBA, President & CEO Sarnia Lambton Chamber of Commerce



Kithio Mwanzia, Interim CEO Greater Niagara Chamber of Commerce



Mark Barsanti, 2014-2015 President Sault Ste. Marie Chamber of Commerce



John Tory
Mayor

February 27, 2015
The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
Department of Finance Canada
90 Elgin Street
Ottawa, ON K1A 0G5

Dear Minister Oliver,

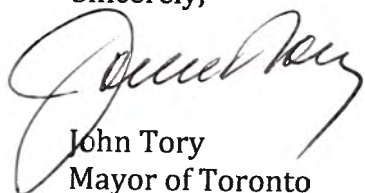
I am writing to you to add my name to the already overwhelming list of supporters for the Frontier Duty Free Association's RoadTrip program.

Toronto is a city that thrives on tourism. Our tourism brings economic and social gains not only to the region, but to the country. Recently, Toronto set new records in tourism by welcoming 14.3 million overnight visitors in 2014. A key driver to Toronto's success in tourism is the fourth consecutive year of growth in visitors from the US. It is important to continue growth in this sector in order to reinforce our status as a cultural and economic centre in the country.

While Toronto's tourism trends are on the rise, it is my understanding that other Canadian municipalities bordering the United States are seeing a fall in overnight trips and day visitors. This loss in economic input is detrimental to the region and could have an impact on Toronto's tourism. The RoadTrip program will allow border municipalities to continue to grow their economy and strengthen the region as a whole by offering the opportunity for those who already visit our country to shop at stores in Canada and fuel local economies.

As Mayor of Toronto, I support the RoadTrip program and hope for continued growth for Canada's border municipalities and region.

Sincerely,



John Tory
Mayor of Toronto

Mayor Jim Diodati



City Hall
4310 Queen Street
P.O. Box 1023
Niagara Falls, ON L2E 6X5
web site: www.niagarafalls.ca
(905) 356-7521 Ext. 4201
Fax: (905) 374-3557
Jdiodati@niagarafalls.ca

January 30, 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Dear Minister:

I write to you today to strongly urge you to give consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the federal government's 2015 budget.

Road TRIP is a proposed 3-year pilot program that could stimulate US tourism visits and of course related spending. It would potentially increase retail activity and employment in border communities that are economically challenged. U.S. tourists travelling into and out of Canada taking advantage of the Road TRIP's "Take 5", would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian Duty Free Stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective Duty Free Store.

In this post 9/11 world that we live in there have been many adversities border communities have had to manage including the increasing popularity of internet shopping, lower sales taxes in many U.S. jurisdictions and, of course, passports, all of which diminish American interest in visiting and shopping in Canada.

The United States remains Canada's largest source of tourism visitors and shopping routinely ranks among the top three reasons for their visits. Thus the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities and Canada as a whole can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada.

SECTION VI
Canadian Mayors

It is important to note that while the benefits of this proposal are many, the cost would be minimal. The twenty-eight land border crossing duty free stores that would be eligible for the Road TRIP programme possess the capacity to self-administer the pilot project and provide regular audited updates on its impact without additional administrative burden or cost to the government.

Increased tourism and the associated spending would greatly benefit businesses in Niagara Falls, particularly the small and medium enterprises. I fully support instituting Road TRIP and I am confident it would ensure much-needed economic growth and job creation in Niagara Falls.

Sincerely,

A handwritten signature in black ink, appearing to read "James M. Diodati". The signature is fluid and cursive, with a large initial "J" and "M".

James M. Diodati
Mayor

JMD:cec



THE CITY OF WINDSOR

OFFICE OF THE MAYOR

DREW DILKENS, DBA
MAYOR

December 19, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, ON K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Windsor, Ontario where the Tunnel Duty Free and the Ambassador Duty Free are located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between those countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Windsor in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

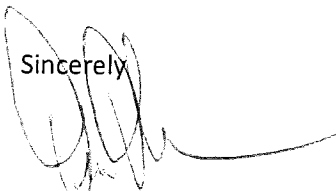
It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

I strongly support instituting Road TRIP in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Should the Road TRIP initiative receive the support of the federal government, I will commit to working with our tourism bureau - Tourism Windsor Essex Pelee Island - to raise public awareness about the rebate program.

I can say with all certainty that an increase in tourism and the associated spending would greatly benefit businesses in my municipality. Through my work as a City Councillor for eight years, and now as Mayor, I have seen first-hand how large the economic impact of tourism is in Windsor, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in my city.

I will make myself available at your convenience should you wish to schedule a meeting to discuss this matter further.

Sincerely

A handwritten signature in black ink, appearing to read 'Drew Dilkens', with a long horizontal flourish extending to the right.

Drew Dilkens



**MIKE BRADLEY
MAYOR
CITY OF SARNIA**

255 N. Christina Street P.O. Box 3018
Sarnia, ON Canada N7T 7N2
519 - 332-0330 Ext. 3312 519 - 332-3995 (fax)
519 - 332-2664 (TTY) www.sarnia.ca mayor@sarnia.ca



December 17, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Sarnia where Blue Water Bridge Duty Free Shop is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of

32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Sarnia in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Should the Road TRIP initiative receive the support of the federal

government, I will commit to advocating for marketing support with area tourism representatives to raise public awareness about the rebate program. I can say with all certainty that an increase in tourism and the associated spending would greatly benefit businesses in my municipality. Through my work as Mayor, I have seen first-hand how large the economic impact of tourism is in the City of Sarnia, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Sarnia Lambton.

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,

A handwritten signature in black ink, appearing to be 'Mike Bradley', written in a cursive style.

Mike Bradley,
Mayor of Sarnia

A long, horizontal handwritten signature in black ink, written in a cursive style, extending across the width of the page.



Municipalité de
Saint-Armand

Saint-Armand, le 10 mars 2015

Monsieur Philippe Bachand
**BOUTIQUE HORS TAXES
DE PHILIPSBURG INC.**
3 Route 133
Saint-Armand QC J0J 1T0

Objet : Projet « Road Trip »

Monsieur,

Vous trouverez sous pli copie d'une résolution adoptée par les membres du Conseil de la Municipalité de Saint-Armand appuyant le projet mentionné en objet.

Espérant le tout à votre entière satisfaction, veuillez accepter, Monsieur, nos salutations les plus distinguées.


Jacqueline Connolly
directrice générale



Extrait du Procès-Verbal

de la

MUNICIPALITÉ DE SAINT-ARMAND

À la séance extraordinaire des membres du conseil de la Municipalité de Saint-Armand, tenue à la salle du Conseil de Saint-Armand, lundi le 23 février 2015 à 19h30, sous la présidence de Monsieur Réal Pelletier, maire.

Daniel Boucher
René Daraïche,
Marielle Cartier,
Richard Désourdy,
Ginette Lamoureux Messier
Clément Galipeau,

formant quorum.

La directrice générale, Jacqueline Connolly, était aussi présente.

RÉSOLUTION NO. 15-02-042

DEMANDE D'APPUI DEMANDEE PAR LA BOUTIQUE HORS-TAXES POUR LE PROJET « ROAD TRIP »

Considérant les démarches entreprises par les Boutiques Hors-Taxes afin de mettre sur pied un projet pilote de trois ans, intitulé « Road Trip », consistant en un programme incitatif de remise aux voyageurs routiers;

Considérant que le programme stimulera les dépenses des visiteurs américains pour le plus grand avantage du Canada, des communautés frontalières, des détaillants des régions frontalières, des fabricants et des grossistes canadiens;

En conséquence,

**Il est proposé par Daniel Boucher
appuyé par Ginette Lamoureux Messier
et résolu**

QUE : la municipalité de Saint-Armand appuie les démarches entreprises par la Boutique Hors-Taxes de Philipsburg Inc. afin de mettre sur pied le projet pilote « Road Trip ».

ADOPTÉ

En faveur : 5 voix
Contre : 1 voix (Clément Galipeau)

Copie certifiée conforme

ce 10^e jour du mois de Mai 2015

Par: J. Connolly
Secrétaire-trésorière

SECTION VII
**Tourism Organizations,
Townships and First Nations**



February 6th, 2015

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario K1A 0A6

Dear Minister,

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5."

Through the project, American visitors travelling into and out of Canada via a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Abbotsford where Abbotsford Duty Free is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, challenges such as tighter border security measures, a strong Canadian dollar, the increasing popularity of internet shopping, rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013.

During the same time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors, thus gaining a competitive advantage over Canada in the tourist sector.

The Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Abbotsford in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As a senior executive for Tourism Abbotsford, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises.

Yours Sincerely,



Craig Nichols
Executive Director

TOURISM ABBOTSFORD / TRADEX
604.851.4160

Cc: Minster Ed Fast, MP Abbotsford
Laurie Karson, Executive Director, Frontier Duty Free Association



December 23, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario K1A 0A6

Dear Minister Oliver:

We support the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) within the federal budget. The proposed tax rebate would encourage U.S. tourists to visit and shop in Canada. American visitors, travelling to Canada via land border crossings, would be eligible for a rebate of 5% on purchases made during their trip. Applications would be available at Canadian duty free stores at land border crossings.

Southwestern Ontario, including border communities such as Windsor, Sarnia and the Counties of Essex and Lambton, struggles to attract American visitors. Increased border security, a strong Canadian dollar, higher fuel costs and taxes have impacted visits to Canada. U.S. travel to Canada has declined 24%, with much of that due to reduced travellers crossing the border by car from 2008 to 2013. Spending by U.S. visitors dropped by nearly a third. Meanwhile, some members of the European Union introduced tax rebate programs for visitors and enjoy a competitive advantage.

The proposal aligns with our priority of increasing American visitors. Despite challenges, the U.S. remains our largest source of tourism and shopping ranks among the top reasons for tourism in Canada. It also aligns with the Tourism Industry Association of Canada's (TIAC) initiative to attract more U.S. tourists to Canada, named 'Connecting America'. Along with TIAC, we target Americans near a border crossing (those most likely to use the Road TRIP rebate).

On behalf of the 18,000 people who work in the tourism industry in southwestern Ontario (mostly in smaller businesses), we support any initiative to encourage more Americans to travel to Canada by automobile and spend more while here. We appreciate the economic impact of tourism in our region where tourists from all sources spend over \$1.7 billion per year. We believe that Road TRIP would contribute to further economic growth and employment.

Sincerely,

J. D. Hudson

Jim Hudson
Executive Director

Southwest Ontario Tourism Corporation
789 Dundas Street,
Woodstock, ON N4S 1G1

December 18, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance - House of Commons
Ottawa, Ontario K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Windsor, Ontario, where the Tunnel Duty Free Shop is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of the City of Windsor in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade.

In closing, I would like to state that I strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As CEO of the Destination Marketing Organization, Tourism Windsor Essex Pelee Island, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in the City of Windsor and the County of Essex.

Yours Sincerely,



Gordon Orr
Chief Executive Officer

JAN 07 2015

December 23, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities, such as Windsor, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would

be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of [insert municipality name] in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that that the Downtown Windsor Business Improvement Association's Board of Directors strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. As the Chair of the Downtown Windsor BIA, I have seen first-hand how large the economic impact of tourism is in border communities, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Windsor.

Thank you for your consideration. We look forward to your favourable response.

Yours truly,



Larry Horwitz
Chair

Cc Jeff Watson, MP Essex
Abe Taqtaq



Legal and Legislative Services

January 21, 2015

The Honourable Joe Oliver, Minister of Finance
511 Lawrence Ave West
Toronto, ON M6A 1A3

Honourable and Dear Sir:

The Municipal Council of the Town of Fort Erie at its meeting of passed the following resolution in response to a request received from the Peace Bridge Duty Free, a copy of which is attached hereto.

Whereas the Frontier Duty Free Association is advancing a proposal to create a pilot project for a Road Travel Rebate Incentive Program – known as Road TRIP – as part of the 2015 federal budget, and;

Whereas under Road TRIP, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of five percent, equal to the GST, on purchases made during their trip, and;

Whereas Road TRIP presents a unique opportunity for the Government of Canada to assist tourism, positively impact the local economy of Fort Erie in particular and strengthen the local economies of all border communities across Canada;

Now therefore the Council resolves that it supports the Road TRIP program as proposed by the Frontier Duty Free Association and that a copy of this resolution be sent to the Honourable Joe Oliver, Minister of Finance and to the Peace Bridge Duty Free.

We thank you for your attention to this matter.

Yours very truly,

Tom Mather, CMM III
Interim Town Clerk
tmather@forterie.on.ca

TM:dlk

Encl.

c.c. Jim Pearce, General Manager, Peace Bridge Duty Free Inc.

Mailing Address:

The Corporation of the Town of Fort Erie
1 Municipal Centre Drive, Fort Erie ON L2A 2S6

Office Hours 8:30 a.m. to 5:00 p.m. Phone: (905) 871-1600 FAX: (905) 871-6411

Web-site: www.forterie.on.ca

H

PEACE BRIDGE
DUTY FREE

H

January 5, 2015

Mayor Wayne Redekop

Town of Fort Erie

P.O. Box 339 Peace Bridge Plaza
Fort Erie, Ontario L2A 5N1 Canada

P.O. Box 572
Buffalo, New York USA 14213-0572

Telephone: (905) 871-5400
Fax: (905) 871-6335

Dear Wayne:

I am writing about a proposed pilot program that I believe is worthy of your support. The Frontier Duty Free Association (which represents Canadian Land Border Duty Free stores) is advancing a proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian land border duty free stores across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as ours are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.



RECEIVED

JAN 13 2015

BY COUNCIL

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

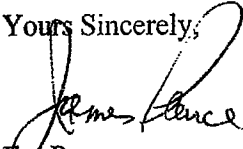
If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Fort Erie in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive tourism sector.

We have seen first-hand how duty free stores create jobs, spur growth, and contribute to the overall economic well-being of the communities in which they are located (while also providing essential sources of income for the Canadian spirits, wines, confections and souvenirs industries). That is why we are confident that Road TRIP would assist tourism and ensure a much-needed economic boost for Fort Erie.

I would like to take this opportunity to ask you to articulate your support for Road TRIP to The Honourable Joe Oliver, Minister of Finance. In that light, I have enclosed a letter that you may consider signing and sending to the Minister (and please cc me on the correspondence when doing so).

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,



Jim Pearce

General Manager

Peace Bridge Duty Free Inc.

TOBACCO PLAINS INDIAN BAND

BOX 76 GRASMERE, B.C. V0B 1R0 (250) 887-3461 / FAX (250) 887-3424

www.tobaccoplains.org

December 1, 2014

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as Grasmere, BC, where Tobacco Plains Duty Free is located, are faced with many barriers to attracting American shoppers. Over the course of the past decade, post-9/11 border security, a strong Canadian dollar, the increasing popularity of internet shopping, ever-rising gasoline prices, and lower sales taxes in many U.S. jurisdictions have diminished American interest in shopping in Canada. Those factors have combined to eat away at the annual number of U.S. travellers to Canada by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada. Concurrently, many of Canada's rivals for tourist business, including Great Britain, the European Union, and India, have instituted tax rebate programs for international visitors – thus gaining a competitive advantage over Canada in the tourist sector.

Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada. Despite the aforementioned negative trends, the U.S. remains Canada's largest source of tourism and shopping routinely ranks amongst the top three reasons for tourism in Canada, so Road TRIP would be an impactful policy.

Moreover, the Road TRIP proposal is well-placed to reinforce and benefit from the effects of the Tourism Industry Association of Canada's (TIAC) current industry-sponsored marketing investment in attracting U.S. tourists to Canada. Named 'Connecting America', the TIAC initiative targets Americans that live within a four-hour drive of a border crossing (exactly those people that would be most likely to use the Road TRIP rebate) and projects to increase Canada's gross receipts from tourism by \$1.5 billion.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism. Additionally, as research by Deloitte has proven, leisure travelling between two countries has the knock-on effect of increasing trade between said countries. As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of Grasmere in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade. Conversely, if the government does not support the Road TRIP pilot project, it risks ceding yet more ground to other countries in the competitive sector of tourism.

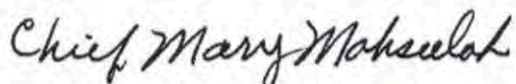
It is important to note that while the benefits of this proposal are many the costs would be minimal. The 28 land border crossing duty free stores that would be eligible for Road TRIP possess the capacity to self-administer the pilot project and to provide regular audited updates on its impact, without additional administrative burden or cost to the government.

In closing, I would like to state that I strongly support instituting Road TRIP, in order to encourage more Americans to travel to Canada by automobile and to encourage those travellers to spend more during their stay in Canada. Should the Road TRIP initiative receive the support of the federal government, the Tobacco Plains Indian Band Development Corporation will commit to allocating funds from our respective store's marketing budget to raise public awareness about the rebate program.

I can say with all certainty that an increase in tourism and the associated spending would greatly benefit businesses in my municipality. Through my work as Chief, I have seen first-hand how large the economic impact of tourism is in Grasmere, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Grasmere.

I would be eager to schedule a meeting with you to discuss this matter further.

Yours Sincerely,



Chief Mary Mahseelah

For Tobacco Plains Indian Band

Le 18 mars 2015

The Honourable Joe Oliver, P.C., M.P.
Minister of Finance
House of Commons
Ottawa (Ontario) K1A 0A6

Objet : Support for the Frontier Duty Free Association's RoadTrip program

Dear Minister,

I am writing to urge you to give strong consideration to the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. You will find enclosed a true copy of a resolution adopted by our town council.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to "take 5." That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing's respective duty free store.

Border communities such as City of Cowansville, where Philipsburg duty free is located, are faced with many barriers to attracting American shoppers.

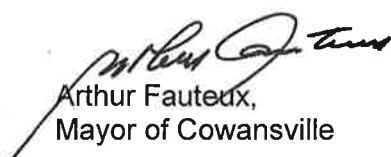
Thus, the Road TRIP proposal is wisely targeted at stimulating American tourism and increasing the extent to which border communities, and Canada as a whole, can benefit from U.S. tourists, by reducing the tax burden on Americans travelling to Canada.

If even a fraction of those receipts are eligible for the Road TRIP rebate, the government is in a position to exponentially increase the extent to which border crossing communities benefit from American tourism.

As such, Road TRIP presents a unique opportunity for the government to positively impact the local economy of City of Cowansville in particular, to strengthen the local economies of border communities across Canada, to support domestic manufacturers, and to spur cross-border trade.

I can say with all certainty that an increase in tourism and the associated spending would greatly benefit businesses in my municipality. Through my work as Mayor, I have seen first-hand how large the economic impact of tourism is in City of Cowansville, particularly for small and medium enterprises. That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Philipsburg.

Yours Sincerely,


Arthur Fauteux,
Mayor of Cowansville

**COPIE CERTIFIÉE
CONFORME**


Brigitte Chabot greffière adjointe



Extrait du procès-verbal de l'assemblée ordinaire du conseil municipal de Cowansville tenue au lieu ordinaire de ses séances le 3 mars 2015 à 20 h, le tout conformément à la Loi.

À laquelle assemblée il y avait quorum sous la présidence de monsieur le maire Arthur Fauteux.

064-03-2015

Appui au programme incitatif de remise aux voyageurs routiers-Road Trip

Considérant que le nombre annuel de visiteurs américains au Canada a grandement diminué au cours des dernières années, affectant défavorablement l'économie des communautés frontalières;

Considérant que la Frontier Duty Free Association (FDFA) désire mettre sur pied un programme pilote de trois (3) ans qui contribuera à attirer des touristes américains au Canada et les inciter à accroître leurs dépenses au pays;

Considérant que le programme prévoit une remise équivalant au montant de la TPS de 5% sur les marchandises achetées qui sont immédiatement exportées du Canada;

Il est proposé par madame la conseillère Lucille Robert

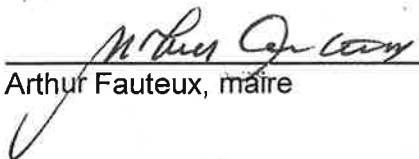
Appuyé de madame la conseillère Marie-France Beaudry

Et résolu :

D'appuyer la Frontier Duty Free Association (FDFA) dans ses démarches pour la mise sur pied du programme incitatif de remise aux voyageurs routiers - Road Trip.

D'autoriser le maire ou le maire suppléant à signer la lettre d'appui au ministre des Finances du Canada.

Adoptée à l'unanimité


Arthur Fauteux, maire


M^{re} Stéphanie Déraspe, greffière

**COPIE CERTIFIÉE
CONFORME**


Brigitte Chabot greffière adjointe



Municipalité de
Saint-Armand

Saint-Armand, le 10 mars 2015

Monsieur Philippe Bachand
**BOUTIQUE HORS TAXES
DE PHILIPSBURG INC.**
3 Route 133
Saint-Armand QC J0J 1T0

Objet : Projet « Road Trip »

Monsieur,

Vous trouverez sous pli copie d'une résolution adoptée par les membres du Conseil de la Municipalité de Saint-Armand appuyant le projet mentionné en objet.

Espérant le tout à votre entière satisfaction, veuillez accepter, Monsieur, nos salutations les plus distinguées.


Jacqueline Connolly
directrice générale



Extrait du Procès-Verbal

de la

MUNICIPALITÉ DE SAINT-ARMAND

À la séance extraordinaire des membres du conseil de la Municipalité de Saint-Armand, tenue à la salle du Conseil de Saint-Armand, lundi le 23 février 2015 à 19h30, sous la présidence de Monsieur Réal Pelletier, maire.

Daniel Boucher
René Daraïche,
Marielle Cartier,
Richard Désourdy,
Ginette Lamoureux Messier
Clément Galipeau,

formant quorum.

La directrice générale, Jacqueline Connolly, était aussi présente.

RÉSOLUTION NO. 15-02-042

DEMANDE D'APPUI DEMANDEE PAR LA BOUTIQUE HORS-TAXES POUR LE PROJET « ROAD TRIP »

Considérant les démarches entreprises par les Boutiques Hors-Taxes afin de mettre sur pied un projet pilote de trois ans, intitulé « Road Trip », consistant en un programme incitatif de remise aux voyageurs routiers;

Considérant que le programme stimulera les dépenses des visiteurs américains pour le plus grand avantage du Canada, des communautés frontalières, des détaillants des régions frontalières, des fabricants et des grossistes canadiens;

En conséquence,

**Il est proposé par Daniel Boucher
appuyé par Ginette Lamoureux Messier
et résolu**

QUE : la municipalité de Saint-Armand appuie les démarches entreprises par la Boutique Hors-Taxes de Philipsburg Inc. afin de mettre sur pied le projet pilote « Road Trip ».

ADOPTÉ

En faveur : 5 voix
Contre : 1 voix (Clément Galipeau)

Copie certifiée conforme

ce 10^e jour du mois de Mai 2015

Par: Connolly
Secrétaire-trésorière

SECTION VIII
Duty Free Canadian Supplier
Company Members



Duty Free
Hors Taxes



100—334 Upper Ganges Road
Salt Spring Island British Columbia Canada V8K 1R7
SEACHANGESEAFOODS.CA

November 24, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of SeaChange Seafoods Ltd for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for SeaChange Seafoods Ltd in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like SeaChange Seafoods Ltd.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,

Signature

A handwritten signature in cursive script, appearing to read "Anne Millerd".

Anne Millerd, CEO, SeaChange Seafoods Ltd

cc: Frontier Duty Free Association



10 Waterloo Street
Waterloo, Quebec JOE 2N0
Tel.no. (450) 539-4822
Fax.no. (450) 539-1561

Turkey Hill Sugarbush Ltd.

Nov. 24, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:


I write to offer the support of Turkey Hill Sugarbush Ltd. for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Turkey Hill Sugarbush Ltd in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Turkey Hill Sugarbush Ltd.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,



Brian Herman

Chief Executive Officer, Turkey Hill Sugarbush Ltd.

Duty Free Suppliers to Minister of Finance

November 24th 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

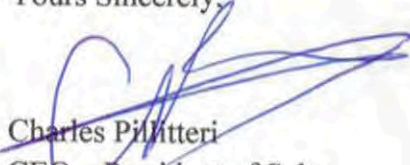
I write to offer the support of Pillitteri Estates Winery for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Pillitteri Estates Winery in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Pillitteri Estates Winery.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,



Charles Pillitteri
CEO – President of Sales
Pillitteri Estates Winery



PURVEYORS OF FINE WINES & SPIRITS

December 4th, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:


I write to offer the support of PMA Canada for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for [company] in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like [company].

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,



Peter D. Mielzynski
President & C.E.O.

Cc Laurie Karson, FDFA

PETER MIELZYNSKI AGENCIES LTD.  WWW.PMACANADA.COM

231 Oak Park Blvd., Suite 400, Oakville, Ontario L6H 7S8 • Tel: 905-257-2116 • Fax: 905-257-2286 • Email: info@pmacanada.com

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M I C H E L G E R M A I N

P a r f u m s

November 24, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of Michel Germain Parfums for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Michel Germain Parfums in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Michel Germain Parfums.

Given the importance of Canada's duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,



Eric Cook

Co-Owner,
Michel Germain Parfums Ltd.
3335 Yonge St Suite 303
Toronto, Ontario
CC: Laurie Karson FDFA



November 26, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of JOANEL INC. for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for JOANEL INC in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like JOANEL INC.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Johanne Boivin', is written over a thin, light-colored line that extends from the signature down to the typed name below.

Johanne Boivin
President, Chief Executive
and Creative Officer
JOANEL INC.

Duty Free Suppliers to Minister of Finance

November 24th, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of Jaan Inc. for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Jaan Inc. in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Jaan Inc.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,



Raj Dhanjal,
President, Jaan Inc.

CC: Laurie Karson, Executive Director of FDFA



DISTRIBUTION
FONTAINE INC.

12795, rue du Parc, Mirabel (Québec) Canada J7J 1P3

t : 450 433-7013
f : 450 433-7059

November 27th 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of Distribution Fontaine Inc. for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Distribution Fontaine Inc. in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Distribution Fontaine Inc.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,

Jennifer Fontaine

VP Sales, Distribution Fontaine Inc.



Belser Holdings Inc.

4050A Sladeview Crescent
Mississauga, Ontario
Canada L5L 5Y5
Tel: (905) 569-1277
Fax: (905) 569-1849
Website: www.bhi.ca

November 24th, 2014

The Honourable Joe Oliver, PC, MP
Minister of Finance
House of Commons
Ottawa, Ontario
K1A 0A6

Dear Minister:

I write to offer the support of Beler Holding Inc. for the Frontier Duty Free Association's (FDFA) proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget. Canada's duty free stores are a critical sales outlet for our company and any measure to boost their sales will have positive ripple effects for Beler Holdings Inc. in terms of revenue, jobs and investment.

The proposal from FDFA would offer American visitors travelling into and out of Canada through a land border crossing a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. Assuming much of that rebate would then be spent within that store, this initiative will provide a significant boost to what have been sharply declining sales in duty free stores, which has affected suppliers like Beler Holding Inc.

Given the importance of Canada's 28 duty free stores for our company, anything that will increase traffic and sales is a welcome step. As the Road TRIP proposal is initially for a three-year trial, we would be happy to report on how it has impacted our business should the Government be looking to measure that in subsequent years.

The Road TRIP proposal is a great initiative we wholeheartedly support and we encourage you to include it in the next federal budget.

Yours Sincerely,

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Belser Holdings Inc.
President

SECTION IX
Media/Articles Press Releases



Duty Free
Hors Taxes

MEDIA RELEASE

For Immediate Release

January 19, 2015
ABBOTSFORD, B.C.

Chamber Encourages Cross-Border Shopping

The Abbotsford Chamber of Commerce has written to Federal Finance Minister Joe Oliver supporting a proposal to create a pilot project for a Road Travel Rebate Program (Road TRIP) as part of the 2015 federal budget.

The proposed tax rebate would encourage U.S. tourists to shop in Canada by allowing them to “take 5.” That is, American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country. The rebate could then be spent at each crossing’s respective duty free store.

“This initiative was brought to us by one of our members, Abbotsford Duty Free, on behalf of the Frontier Duty Free Association and its members across Canada,” said Allan Asaph, Executive Director of the Abbotsford Chamber. “With lower gas prices encouraging motor vehicle travel and the strong US dollar now is the time for us to increase our efforts to encourage US visitors to Canada.”

Asaph noted an economic study suggest that even under adverse conditions, the program would be revenue neutral and would more likely be revenue positive through government revenues generated from increased tourist visits and spending, sales through border community retailers and exports of Canadian-made goods sold at Duty Free shops..

The Chamber strongly supports initiatives that will build and sustain a thriving business community and see this a positive step, lead by the private sector, to encourage senior government to take action.

The Abbotsford Chamber of Commerce is a membership driven organization comprised of partnership with the business community, our mission is to represent, serve and connect our members to build and sustain a thriving business community in Abbotsford.

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For further details, please contact:

Allan Asaph, Executive Director
Abbotsford Chamber of Commerce
604-859-9651 (ext. 302)
allan@abbotsfordchamber.com

Abbotsford Chamber of Commerce finding ways to boost the economy

It would like to see the GST rebate brought back for shoppers from the US

[Alison Bailey](#) January 21, 2015

ABBOTSFORD (NEWS1130) – How can we convince more Americans to shop up here?

The [Abbotsford Chamber of Commerce](#) is voicing its support for an idea being brought back by the [Frontier Duty Free Association](#).

The chamber would like to see the GST rebate brought back.

“Well the idea is that what the visitors would be able to do is on their way returning to the US, they would be able to stop at the duty-free stores at the border crossings, and get a rebate of the GST that they have spent while here in Canada,” says Executive Director, Allan Asaph.

The chamber has written to the federal finance minister, hoping a pilot project will be considered.

“Like any program like this, it really has to be evaluated on an ongoing basis as to whether or not it actually is providing the type of incentive that it was designed to do,” Asaph says.

He adds a research group has found spending by visitors could end up offsetting losses in tax revenue.

“They looked at the potential increase to the revenue, could be 89.6 million dollars with the equivalent of 13-hundred full-time jobs just as a result of the programs such as this. And so, worst case scenario, it could very easily be break even, but what we certainly feel is that this would be a positive incentive, and could actually cause an increase to revenue.”

If the pilot project went well, it could become permanent, and perhaps even expanded to include people moving through airports.

MEDIA RELEASE

January 9, 2015

Four Key Ontario Chambers of Commerce Join Forces to Support Travel Rebate Incentive Program (TRIP)

Windsor, ON – Four key Ontario chambers of commerce - the Windsor-Essex Regional, the Greater Niagara, the Sarnia Lambton and the Sault Ste. Marie Chambers of Commerce have joined forces in supporting the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget.

Road TRIP is a proposed tax rebate that would encourage U.S. tourists to shop in Canada. American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5% (equal to the GST) on purchases made during their trip. Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

The Chambers have collectively penned a letter to The Hon. Joe Oliver, PC, MP, Minister of Finance, to show support for the initiative.

An economic study suggests that even under adverse conditions, the program would be revenue neutral and would likely be revenue positive – up to \$40 million.

In the past decade, the annual number of U.S. travellers to Canada decreased by 23.9%, with a particularly alarming decline of 14% in the number of travellers crossing the border by car between 2008 and 2013. In the same period of time, generally lower U.S. sales taxes and the continuing parity between the U.S. and Canadian dollars have contributed to a reduction of 32.7% in the total amount spent by U.S. visitors to Canada.

“TRIP would provide a boost to the Ontario economy and encourage additional spending from U.S. travellers,” said Windsor-Essex Regional Chamber of Commerce President & CEO Matt Marchand. “This, combined with a falling dollar makes it an opportune time to do a pilot project as it gives our retailers an extra competitive edge – something they haven’t had in a while,” added Marchand.

“TRIP would be an important step forward in leveling the playing field while enhancing the option of Canadian retail spending for consumers,” said Kithio Mwanzia Interim CEO for the Greater Niagara Chamber of Commerce.

“As a business community, we need to look at all possible strategies to attract spending into our community. The research indicates this program is an investment that we can’t afford to NOT make,” said Mark Barsanti, 2014-2015 Sault Ste. Marie Chamber of Commerce President.

-30-

For more information contact:
Lindsey Rivait, Communications Coordinator
Windsor-Essex Regional Chamber of Commerce
lrivait@windsorchamber.org
(519) 966-3696 ext. 25

Four Key Ontario Chambers of Commerce Join Forces to Support Travel Rebate Incentive Program

NEWS RELEASE

January, 9th, 2015

SAULT STE. MARIE CHAMBER OF COMMERCE

WINDSOR – Four key Ontario chambers of commerce - the Windsor-Essex Regional, the Greater Niagara, the Sarnia Lambton and the Sault Ste. Marie Chambers of Commerce have joined forces in supporting the Frontier Duty Free Association's proposal to create a pilot project for a Road Travel Rebate Incentive Program (Road TRIP) as part of the 2015 federal budget.

Road TRIP is a proposed tax rebate that would encourage U.S. tourists to shop in Canada.

American visitors travelling into and out of Canada through a land border crossing would be eligible for a rebate of 5 percent (equal to the GST) on purchases made during their trip.

Applications for this rebate would be available at participating Canadian duty free stores, located at land border crossings across the country.

The Chambers have collectively penned a letter to The Hon. Joe Oliver, PC, MP, Minister of Finance, to show support for the initiative.

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“As a business community, we need to look at all possible strategies to attract spending into our community. The research indicates this program is an investment that we can’t afford to NOT make,” said Mark Barsanti, 2014-2015 Sault Ste. Marie Chamber of Commerce President.

Chamber of Commerce calls for cross-border shopping tax rebate

THE WINDSOR STAR

January 9th, 2015

Windsor's local Chamber of Commerce has joined the call for a tax rebate aimed at enticing Americans to come shopping across the border.

Matt Marchand, president and CEO of the Windsor-Essex Regional Chamber of Commerce, said with the low price of gas and dropping value of the Canadian dollar, it's time to take aggressive measures to bring tourism into the region.

"We think the fact that we're a recovering economy, we have a lower dollar, there's really no cost to the government doing this, we think it's a win-win for Windsor-Essex retailers," he said. "We have an opportunity here to generate some additional economic activity here in Windsor-Essex."

The Road Travel Rebate Incentive Program (TRIP), proposed by Frontier Duty Free Association, would see a five per cent tourist rebate — the same value as GST — included in the 2015 federal budget.

American tourists could get the rebate on purchases made during their trip at the Canadian Duty Free shops when crossing a land border back into the United States.

Ari Freed, co-owner of Freeds, said the call to bring back a tax rebate is encouraging for Windsor businesses. Freeds used to see many American customers shopping thanks to a 15 per cent tax rebate when crossing back to the U.S. and the very low Canadian dollar.

"It brought a great influx into the Windsor area," he said. "This a step in a direction to potentially bring more Americans back into Windsor and into Canada."

The Chambers of Commerce in Windsor, Niagara, Sarnia Lambton and Sault Ste. Marie have all signed a letter to Joe Oliver, Minister of Finance, supporting the proposal.

Canada had a similar rebate program in the past that was eliminated by Jim Flaherty on April 1, 2007.

Marchand said with Michigan's economic resurgence, boosted recently both by [Obama](#) and by [Detroit Mayor Mike Duggan](#), comes a strong market of American consumers who could be spending their money in Windsor and Essex County.

Marchand said the infrastructure is already in place to get the program running again. An economic study suggests that the program could bring in up to \$40 million, and even under poor economic conditions it would be "revenue neutral."

Over the past decade the number of American visitors to Canada has decreased by 24 per cent, according to a news release issued by the Chambers of Commerce. The same news release said that lower U.S. sales tax and the high value of the Canadian dollar led to American tourists spending more than 30 per cent less when they did cross.

As well, the release called a 14 per cent decline in the number of travellers crossing the border by car between 2008 and 2013 "alarming."

More to come.

Marketing efforts change to welcome more U.S. travellers to SW Ontario within next two years

By [Barbara Simpson](#), Sarnia Observer
Friday, December 19, 2014

A proposed rebate for U.S. travellers who shop in Canada during their stay is on point with projected travel trends for the next few years, say Sarnia-Lambton tourism officials.

The proposal put forward by the Frontier Duty Free Association calls for U.S. visitors travelling through land border crossings to be eligible for a 5% rebate on purchases made during their trip.

Travellers would be able to use their rebates through the Road Travel Rebate Incentive Program (Road TRIP) at participating Canadian duty-free stores located at land border crossings.

While Canada has seen a downturn in U.S. travellers in recent years, thanks in part because of a strong Canadian dollar and rising gas prices, Tourism Sarnia-Lambton general manager Marlene Wood said surveys are predicting Southwestern Ontario could see 1.5 million Americans come to visit for at least a day within the next two years.

“There's all these stats that have been gathering that are showing the trends are definitely something where our marketing efforts in some portion need to be returning to welcoming our American friends back...” Wood said.

Sarnia Mayor Mike Bradley has written a letter of support of the proposal put forward by the Frontier Duty Free Association, an industry group representing duty-free shops at land border crossings.

The Ministry of Finance has been asked to consider the proposal for its 2015 federal budget.

“Through my work as mayor, I have seen firsthand how large the economic impact of tourism is in the City of Sarnia, particularly for small and medium enterprises,” Bradley wrote in a letter sent to federal Finance Minister Joe Oliver on Wednesday.

“That is why I am confident that Road TRIP would ensure much-needed economic growth and job creation in Sarnia Lambton.”

Wood said she applauds the initiative of an industry association at a time when senior levels of government are also zeroing in on the need to focus their marketing efforts on U.S. travellers.

The Tourism Industry Association of Canada has a new initiative targeting U.S. visitors who live within a four-hour drive of a border crossing, she noted.

“The regional tourism group that we work with, which is called Ontario Southwest, are also taking heed to all these trends, and have redirected their campaign over the next couple of years to tap into our American markets more than we have in the past,” Wood added.

Publié le 10 mars 2015 à 05h00 | Mis à jour le 10 mars 2015 à 05h00

Pour remédier à la baisse du tourisme américain

Un remboursement de la TPS proposé

Depuis 2002, le Canada a vu le nombre de visiteurs provenant des États-Unis diminuer de 23,9 %, d'après les données du FDFFA. L'Association calcule que le nombre d'excursionnistes d'un jour au pays est en baisse de 55,9 % et qu'il a reculé de 26 % pour ceux qui passent au moins une nuit au Canada.

(Cowansville) Le nombre de touristes états-uniens au Canada continue de chuter, selon le Frontier Duty Free Association. Pour les encourager à remettre le cap au nord, l'organisme propose qu'on leur rembourse le 5% de taxe sur les produits et services qu'ils se procurent.

Depuis 2002, le Canada a vu le nombre de visiteurs provenant des États-Unis diminuer de 23,9%, d'après les données du FDFFA. L'Association calcule que le nombre d'excursionnistes d'un jour au pays est en baisse de 55,9% et qu'il a reculé de 26% pour ceux qui passent au moins une nuit au Canada.

La force du dollar canadien ces dernières années est au coeur de la réticence de nos voisins du sud à venir visiter le Canada, estime le maire de Cowansville, Arthur Fauteux. Il a constaté lui-même que les Américains sont moins nombreux qu'avant. «On le voit. Ils venaient ici quand notre dollar était en bas de 90¢. Ils allaient au Canadian Tire, au Walmart. Ces magasins sont de bons indicateurs parce que les Américains les connaissent bien; ils achètent des pneus et toutes sortes d'affaires. Mais on ne les voit plus tellement.»

Louis Lacaille, directeur du magasin Canadian Tire de Cowansville, confirme que la multinationale attire son lot de clients venant des États-Unis. «Je dirais qu'entre 1 et 2% de notre clientèle sont des Américains. On a parfois des commandes spéciales. On en a eu une la semaine dernière pour une tondeuse. Sinon, les gens achètent des pneus et d'autres articles. Ils viennent ici, je pense, parce qu'on offre plusieurs produits, de l'automobile, aux électroménagers, à l'électronique. C'est sûr que le taux de change a aussi un impact», soutient-il.

D'autres irritants, souligne la FDFFA, découragent les Américains de venir au Canada: attente plus longue aux douanes (conséquences des attentats du 11 septembre 2001), prix de l'essence, taxe de vente moins élevée chez les détaillants aux États-Unis ainsi que chez les commerçants en ligne.

L'organisme fait également remarquer que tous les pays de l'OCDE qui «perçoivent une taxe nationale sur la valeur ajoutée offrent aux visiteurs étrangers une remise incitative». Ne pas emboîter le pas, soutient la FDFFA, fera en sorte que le Canada verra son avantage concurrentiel plombé encore plus aux yeux des touristes américains. Toute l'industrie canadienne du tourisme en pâtira, conclut-il.

Renverser la tendance

Pour renverser la tendance, la FDFFA recommande de faire épargner les 5% de la TPS aux visiteurs américains. Ils se verraient rembourser la TPS payée en passant dans l'un des 28 magasins hors taxes de l'Association. La mesure encouragera les touristes provenant des États-Unis à dépenser davantage au Canada, ce qui stimulera la création d'emplois dans le secteur du commerce au détail dans les municipalités, surtout celles situées près de la frontière.

Le conseil municipal de Cowansville a approuvé la suggestion de la FDFFA. D'autres municipalités canadiennes limitrophes de la frontière seront invitées à appuyer l'initiative.

La FDFFA proposera prochainement au ministre fédéral des Finances, Joe Oliver, d'en faire un projet-pilote de trois ans. M. Oliver est en pleine préparation de son budget.



 **Duty Free
Hors Taxes**

Do better at the border.
Obtenez-en plus à la frontière.