

March 20, 2020

Dear Members of the GTHA,

We are writing today to provide an update on the activities of the GTHA to support our members during this unprecedented global pandemic.

First and foremost, we want to recognize the extraordinary effort each of you is undertaking to protect the well being of your guests and staff. Our industry has been tested many times in the past, and each time, your leadership, management and incredible teams rise to the challenge and help to preserve the vitality of our industry and destination!

While each of you devotes attention to on-the-ground challenges, we have been working with all three levels of government to ensure a comprehensive and consolidated picture of the impacts of this pandemic on our industry is being actively communicated. We are urging all governments to focus on the most pressing issues including health and safety measures, financial support for staff, and easing regulatory and compliance burdens where appropriate. We are also advocating for the formulation of government relief programs to address liquidity and immediate cash flow issues that will allow the industry to remain viable during the difficult days ahead.

To complement information you are receiving from other sources, your Association has taken steps to provide you with a convenient place of up to date and trusted information. We encourage you to visit our website www.gtha.com for relevant and timely information found under the COVID 19 tab.

As a further resource to encourage dialogue amongst our members and to share best practices, we will be establishing an open call as soon as practical. Participation details will be sent to you as soon as arrangements have been finalized, likely early next week.

We recognize that these are uncertain times, however, our industry is strong, resilient and the connections within our community are what make Toronto truly unique! We WILL get through this together!

Do not hesitate to reach out to either of us if there is anything we can do to support your or your teams. Stay safe and stay connected! The spirit of the Greater Toronto Hotel community is what will keep us focused on the future!

Be well,



Edwin Frizzell
Chair of the Board



Terry Mundell
President & CEO