

# This Year, Canada Day Hits Different.

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*Published by: Hani Roustom, CEO, Friday Harbour Resort*

There's always something special about Canada Day, but this year, it feels even more meaningful. Across our country, we're seeing a renewed sense of patriotism, unity, resilience and even... swagger. L'esprit Canadien is bringing citizens and visitors from around the world back to our parks, our museums, and our communities.



*Painting by Canadian artist, Charles Pachter.*

One of the most exciting changes this year is the federal government's launch of the Canada Strong Pass, a bold initiative that gives Canadians and foreign visitors free access to national parks, conservation areas, historic sites, and national museums. VIA Rail travel will also be free for kids under 17. It's an open invitation to explore everything Canada has to offer.

It's a powerful statement: that travel, culture, and connection matter; that Canada's natural beauty and cultural legacy is worth exploring and sharing.

For those of us in hospitality, COVID, and volatility in the global economy, this renewed momentum is both encouraging and inspiring.

The hospitality industry is ready for a great summer. At Friday Harbour, we're proud to play our part. This Canada Day weekend, we've curated a full lineup of activities for all ages, from family programming and live music to culinary offerings and, of course, a spectacular fireworks show over the harbour at 10 PM on Canada Day. We can't wait to welcome guests, neighbours, and new visitors to celebrate this special occasion together.

On a personal note, I feel deeply proud of our country, of this resilient industry, and of the hospitality professionals who bring our communities to life every day. This summer, let's take every opportunity to explore our Canada, support local businesses, and make memories that will last a lifetime.

Happy Canada Day!