



TRANSLINK TAKES YOUR COMMUTE TO THE NEXT LEVEL

Major service increases take effect across the region for bus, SeaBus, and SkyTrain

3



SOUNDING BOARD



THE OFFICIAL PUBLICATION OF THE GREATER VANCOUVER BOARD OF TRADE AND ITS MEMBERS | SEPTEMBER 2019 | VOLUME 59 / ISSUE 8 | BOARDOFTRADE.COM

Arlene Dickinson to speak at We For She conference

DIVERSITY | One of North America's largest gender equality conferences returns to Vancouver next month

A dragon is coming to Vancouver for this year's We For She conference.

Arlene Dickinson, the former star of CBC's iconic TV show *Dragons' Den*, will be at the Vancouver Convention Centre West on Oct. 1 to deliver a keynote address to a crowd of more than 1,000 business leaders and young women from across B.C.

Dickinson is the CEO of Venture Communications and the General Partner of District Ventures Capital, a venture fund focused on helping entrepreneurs grow their start-up companies in the food and health industries. She is a two-time best-selling author, accomplished public speaker, and is perhaps best known for her role as a "Dragon" for more than 10 seasons.

Dickinson's leadership has been recognized many times, including Canada's Most Powerful Women Top 100 Hall of Fame, the Pinnacle Award for Entrepreneurial Excellence, as well as PROFIT and Chatelaine's Top 100 Women



Business Owners, making her a perfect fit for this year's We For She conference.

Now in its sixth year, We For She 2019 will focus on the theme of "Connecting for Change." Thanks to funding from the Province of British Columbia, the event brings more than 800 high-school students from across B.C. to Vancouver for the day, where they have the opportunity to hear from inspirational speakers and interact directly with hundreds of business leaders.

The goal of the conference is to inspire B.C.'s young women to aim high in their careers, which will ultimately lead to more gender diversity in leadership roles and a more equal future.

In addition to Dickinson's keynote, this year's event will feature remarks and presentations by CEOs, entrepreneurs, diversity and inclusion experts, Indigenous activists, mental health advocates, intersectional feminists, and much more.

There will also be a musical

performance by local teenager Victoria Anthony, who was discovered after a video of her singing at Pink's concert in Vancouver went viral in 2018 and was viewed more than six million times.

Kirsten Anderson, an entrepreneur and former owner of the "Best Toy Store in Canada" will lead an interactive session at this year's conference, aimed at unleashing the creativity of attendees and encouraging them to build, connect, and change.

The young women in attendance (known as the NextGen Leaders) will have the opportunity to take part in several hands-on workshops that explore different career paths, including presentations by Best Buy, EA, UBC, CPABC, Minerva, and more.

We For She is presented in partnership by the Greater Vancouver Board of Trade, the Women's Enterprise Centre, and the Government of British Columbia. **SB**

To learn more about how you can get involved, visit weforshe.ca.



Raising her voice

Award-winning musician and mental health advocate Serena Ryder to speak at Health Care Forum

2

Moving the dial

Women's Leadership Circle to host a special event on Sept. 23 to kick off National Gender Equality Week

2



A step forward

Passenger Transportation Board releases regulations for ridesharing services in British Columbia

3

Chair Lori Mathison on the Board of Trade's 2019 federal election survey

4

Photos highlights from GVBOT's 2019 Pro-Am Golf Tournament

6

Non-stop. Just like you.

Arrive at your important business meetings relaxed and ready to perform, with fast, flexible and convenient business charters flying anywhere in North America and beyond. Featuring impressive in-flight productivity amenities, including Wi-Fi, plus customs clearance, ground transportation and more.



604-272-8123 TOLL FREE: 1-877-399-8123 FAX: 604-233-0202 · LONDONAIR.COM



2 EVENTS AND SPEAKERS

DIVERSITY | Why healthy women are your business

Annual Health Care Forum puts gender gap under the microscope

Women account for half the population and are central to our society. Healthy women benefit our families, communities, businesses and the broader economy. Yet despite decades of dramatic progress and development in health research, practice and policy, the system is not balanced.

On Oct. 10, the Greater Vancouver Board of Trade is once again partnering with Pacific Blue Cross to present a half-day health care forum, this year with a specific focus on women's health and how it impacts employee engagement, hiring and retention, absenteeism, and overall health-care costs for businesses in B.C.

The forum's opening keynote will be delivered by Serena Ryder, an award-winning singer-songwriter who received the Margaret Trudeau Mental Health Advocacy Award in 2018.

The event will also include three sessions with industry experts exploring various facets of women's health. The first panel will feature medical professionals discussing the current state of women's health in B.C. Speakers include Dr. Lori Brotto, Executive



Singer-songwriter Serena Ryder will speak about mental health on Oct. 10.

Director of the Women's Health Research Institute, Dr. Astrid Christoffersen-Deb, Obstetrician and Gynecologist at BC Women's Hospital, Genesa Greening, President and CEO of the BC Women's Health Foundation, and Dr. Unjali Malhotra, Medical Director of Women's Health at the First Nations Health Authority.

The second panel will focus on innovative solutions for closing the health care gap, with speakers Aaron Brady, Director of Product and Innovation at Pacific Blue Cross, Sarah Hoffman, President and CEO of Healthcare

Benefit Trust, and Juggy Sihota, Vice-President of TELUS Consumer Health.

The final panel will discuss how to build a healthy corporate culture and create a diverse health and wellness program. Speakers will include Rob Chiarello, Senior Vice President of People and Culture at Pacific Blue Cross, Petra Kuret, Senior Vice President of Business Transformation at Vancity, and Tina Strehlke, CEO of Minerva BC. **SB**

Learn more at boardoftrade.com/womenshealth.

DIVERSITY | Driving positive change

Women's Leadership Circle hosts special event for National Gender Equality Week

We all know that men have a critical role to play in diversity and inclusion, especially when it comes to increasing gender equality by eliminating bias.

However, many organizations aren't sure how to begin informing men about inequalities that exist — and how to effectively engage men in gender equality initiatives.

On Sept. 23, the Women's Leadership Circle will kick off National Gender Equality Week with a panel discussion, where experts will share insights on how to engage men as change agents and how organizations can move the needle on gender equality.

Join us as we openly discuss some of the unconscious biases that men have related to gender equality and identify some of the barriers that men feel prevent them from being advocates for positive change. We will also discuss how women can engage men in a more meaningful and suitable manner.

This event will begin with a keynote address by Mitzi Dean, Parliamentary Secretary for Gender



Mitzi Dean

Equality in the Government of British Columbia.

Following Dean's remarks, a panel of senior executives will take part in an interactive panel discussion on some of the programs that have been initiated in their organizations — and how they are measuring success. Panelists include Tracey Arnish of Coast Capital Savings, Walter Pela of KPMG, and Emree Siaroff of Stantec. **SB**

Registration is now open at boardoftrade.com/events.

UPCOMING EVENTS

See our full events calendar at boardoftrade.com/events

Is there a speaker you'd like to hear from or topic you'd like explored? Make a suggestion at boardoftrade.com/suggest

MONDAY, SEPTEMBER 16, 2019

Canada Votes 2019

7:30 – 9:30 a.m.

Pinnacle Hotel Harbourfront
1133 W Hastings Street

CANDIDATE KEYNOTES:

The Honourable Ed Fast

P.C., M.P.
Conservative Party of Canada

The Honourable Peter Julian

P.C., M.P.
Canada's New Democratic Party

The Honourable Jonathan Wilkinson

P.C., M.P.
Liberal Party of Canada

Presenting Sponsor: Port of Vancouver

Supporting Sponsor: Real Estate Board of Greater Vancouver

Event Partners: FleishmanHillard Highroad, Mustel Group

Broadcast Partner: Global BC

Presented in partnership with: World Trade Centre Vancouver

TUESDAY, SEPTEMBER 17, 2019

Small Business Council

Find, target, engage and nurture customers using Facebook

7:00 – 9:00 a.m.

Fairmont Hotel Vancouver
900 W Georgia Street

Brian Sencich

Client Partner
Facebook and Instagram

Jeff Knisley

Vice President, Sales - Western Canada
Postmedia Network

In partnership with: Facebook

Presenting Sponsor: Postmedia Solutions

Supporting Sponsors: British Columbia Securities Commission, MNP

MONDAY, SEPTEMBER 23, 2019

Women's Leadership Circle

Gender Equality Week: Engaging Men as Change Agents

7:00 – 9:00 a.m.

Fairmont Hotel Vancouver
900 W Georgia Street

Mitzi Dean

Parliamentary Secretary for Gender Equity
Government of British Columbia

Presenting Sponsor: Coast Capital Savings

Community Sponsors: Telus, KPMG, Stantec

Preferred Media Partner: Daily Hive

FRIDAY, SEPTEMBER 27, 2019

World Trade Centre Vancouver

Developing & Deploying an Integrated Asian Export Strategy

11:30 a.m. – 2:00 p.m.

Fairmont Waterfront Vancouver
900 Canada Place

Presented in partnership with: World Trade Centre Vancouver

Project Funded by: Province of British Columbia, Greater Vancouver Board of Trade

Supporting Sponsors: Tourism Vancouver, Vancouver Hotel Destination Association

Community sponsors: Air Canada, Fasken

CONNECTING FOR CHANGE

WeForShe Conference 2019

Tuesday, October 1, 2019
Vancouver Convention Centre - WEST

THURSDAY, OCTOBER 10, 2019

The Port of Vancouver: National powerhouse, purposefully local

11:30 a.m. – 2:00 p.m.

Fairmont Hotel Vancouver
900 W Georgia Street

Robin Silvester

President and CEO
Vancouver Fraser Port Authority

Presented by: CN

Supporting Sponsor: Boyden

Community Sponsor: Dentons

Presented in partnership with: World Trade Centre

Pillar Partners:



Preferred Media Partner:



TRANSPORTATION | TransLink takes your commute to the next level

Major service increases in effect beginning this month

TransLink is increasing SkyTrain, bus, and SeaBus service to help grow capacity and lower wait times. For the first time ever, increases were made to all three of those modes at one time as a result of significant investments from all levels of government.

“We know that the first week of September is the busiest week of the year for commuters,” said TransLink CEO Kevin Desmond. “That’s why we’ve timed these increases to do our part in reducing congestion. Whether it’s SkyTrain, bus or SeaBus, these changes will help reduce wait-times for our customers all across the region.”

TransLink introduces service changes every three months to reflect seasonal demand and to bring more service where customers need it most. The new changes took effect on Sept. 3.

“We’re very pleased to support these important enhancements that help address growing ridership throughout Metro Vancouver,” said Terry Beech, MP for Burnaby North–Seymour. “Investing in public transit is essential to creating strong sustainable communities where everyone has the opportunity to thrive.”



Funding for expanded transit service is made possible through contributions from Phase One of the Mayors’ Council 10-Year Vision and from the provincial and federal governments.

“Improving service across the transit spectrum is a critical part of the Mayors’ Council 10-Year Vision and aligns with our government’s commitment to help build liveable, connected communities across British Columbia,” said Janet Routledge, MLA for Burnaby North.

TransLink now has 24 new SkyTrain cars in service, which will increase capacity on the Expo Line and Millennium Line during peak times. They also introduced

12 permanent bus service increases to key routes to help alleviate overcrowding and will be introducing new double-decker buses to select routes in October.

For the SeaBus, TransLink has introduced 10-minute sailings for the first time ever during peak hours. This change will increase capacity by 50 per cent during the morning and evening commutes.

On Nov. 5, TransLink CEO Kevin Desmond will give his annual update to the Board of Trade, where he will discuss these changes and other transit expansion plans for our region. **SB**

Learn more about the changes at translink.ca/servicechanges.

TRANSPORTATION | B.C. unveils regulations for ridesharing companies

The Passenger Transportation Board unveiled its rules for ridesharing in British Columbia last month, which is the latest step towards the introduction of innovative new transportation options in our province.

Parts of the legislation came into effect on Sept. 3, on which date the province began accepting applications from ridesharing companies. The Passenger Transportation Board has said that time will be required to process, review, and decide on applications and issue licenses. However, the board said it expects that ridesharing will be available in some parts of the province before the end of 2019.

In response, both Uber and Lyft — the two largest ridesharing providers in North America — have indicated that they will apply for licenses to operate in the Lower Mainland.

After years of advocacy in support of ridesharing and taxi modernization, the Greater Vancouver Board of Trade is pleased that the government’s announcement has paved the

way for a new industry to begin operating in B.C.

In particular, we are relieved to see there will be no limits on fleet size, which is consistent with our past recommendations to the provincial government. We are also pleased that the government has established a large regional boundary for ridesharing providers, which will extend across Greater Vancouver and also include Abbotsford, Chilliwack, Squamish, and Whistler.

As one of the founding members of the Ridesharing Now for BC coalition, we do remain concerned about the Class 4 commercial licensing requirement and the ability for ridesharing companies to onboard enough drivers to operation in some of the B.C. communities that need it the most.

The coalition has continued to advocate for a Class 5 regular licensing framework to ensure we have the same world-class ridesharing services that are available in the rest of North America. **SB**

For more on the coalition, visit ridesharingnow.com.



Canada Votes 2019

Monday, September 16, 2019 | 7:30 – 9:30 a.m.

Pinnacle Hotel Harbourfront, 1133 W Hastings Street

Join us for this unique opportunity, in which the business community will have an opportunity to meet and engage with federal election candidates and find out what the defining “ballot box issues” are in Greater Vancouver.

Candidate Keynotes



The Honourable Ed Fast
P.C., M.P.
Conservative Party of Canada



The Honourable Peter Julian
P.C., M.P.
Canada’s New Democratic Party



The Honourable Jonathan Wilkinson
P.C., M.P.
Liberal Party of Canada

Presenting Sponsor:



Supporting Sponsor:



Event Partners:



Broadcast Partner:



Preferred Media Partner:



Presented in partnership with:



boardoftrade.com/canadavotes



State Of The City Address With Mayor Kennedy Stewart And 132nd AGM

Thursday, November 7, 2019 | 11:30 a.m. – 2:00 p.m.



Kennedy Stewart

Mayor of Vancouver

The Greater Vancouver Board of Trade is excited to announce that Mayor Kennedy Stewart will deliver the keynote address at the organization’s 132nd Annual General Meeting.

In his first “State of the City” address, Mayor Stewart will reflect on his inaugural year in office, highlight the accomplishments of city council over the past 12 months, and focus on the overarching theme of his first year: the power of partnerships.

Presenting Sponsors:



Community Sponsor:



Preferred Media Partner:



boardoftrade.com/agm2019



SOUNDING BOARD

PUBLISHER: Business in Vancouver Media Group
EDITOR: Greg Hoekstra, 604-640-5450
AD SALES: Laura Torrance, 604-608-5145

ABOUT THE PUBLICATION

Sounding Board is the Greater Vancouver Board of Trade's official publication, distributed to all its Members, as well as all subscribers of Business in Vancouver newspaper. Sounding Board is published 11 times per year by Business in Vancouver Media Group in partnership with the Greater Vancouver Board of Trade. The newspaper is read by business leaders and elected officials across B.C. and beyond, with a conservatively estimated total readership of 37,500.

ABOUT THE BOARD OF TRADE

The Greater Vancouver Board of Trade is Western Canada's most active and influential business association. We accelerate business success through our advocacy and public policy initiatives, our four Signature Programs for professional development, and our 100+ events each year, which educate and connect our region's business community. We engage with decision-makers to develop our region as a vibrant hub for commerce, trade, travel, and free enterprise. And we've been doing it with tangible results, for more than 130 years.

MISSION STATEMENT

OUR PURPOSE is to support sustainable prosperity throughout the Greater Vancouver region.
OUR VISION is to be an active, innovative, trusted, credible business organization, known for influencing decision-makers, and educating, connecting with, and engaging our communities.
OUR MISSION is to provide leadership, information and connections, and public policy support that help ensure the Greater Vancouver region is competitive and the preferred Pacific Gateway for trade, commerce, and travel.
WE ARE informed, respectful, principled, collaborative, and professional.

BOARD OF DIRECTORS 2018-19

EXECUTIVE COMMITTEE

Chair	Lori Mathison President and CEO Chartered Professional Accountants of British Columbia
Senior Vice-Chair	Kari Yuers President and CEO Kryton International Inc.
Vice-Chair	Mary Anne Davidson Corporate Director
Vice-Chair and Policy Council Chair	Evi Mustel, CMRP Principal Mustel Group
Secretary-Treasurer	Christopher Lythgo Regional Director, B.C. & the North BDC Advisory
Finance and Audit Committee Chair	Todd Shewfelt Regional Vice-President, Commercial Financial Services, B.C. RBC Royal Bank
World Trade Centre Committee Chair	Robin Dhir President Twin Brook Developments Ltd.
Immediate Past Chair	Anne Giardini, O.C., Q.C. Chancellor Simon Fraser University
Member at large	Brent Cameron Managing Partner Boyden
Member at large	Radha Curpen Vancouver Managing Partner Bennett Jones LLP
Interim CEO	David Crawford Greater Vancouver Board of Trade

BOARD OF DIRECTORS

Bridgitte Anderson, IC.D.D.	Edelman Vancouver
Rita Andreone, Q.C.	Lawson Lundell LLP
Kim Baird, C.M., O.B.C., IC.D.D.	Kim Baird Strategic Consulting
Jim Bogusz	Corporate Director
Colin Bosa	Bosa Properties Inc.
Barbara Brink, C.M., O.B.C.	Applied Strategies
Neal Cormack	ISL Engineering and Land Services Ltd.
Kevin Desmond	TransLink
David Garofalo	Goldcorp Inc.
Mark Hoag, CPA, CA	MNP LLP
David Hoff	Ledcor
Kevin Howlett	Air Canada
Terry Hui	Concord Pacific Developments Ltd.
Kirk LaPointe	Business in Vancouver and Glacier Media
Michael McCarthy	TELUS
Sarah McCullough	Whistler Blackcomb
Jessica McDonald	Canada Post
Patricia Mohr	Corporate Director
Meredith Powell	OneEleven
Elise Rees, FCPA, IC.D.D.	Corporate Director
Craig Richmond	Vancouver Airport Authority
Lorne Segal, O.B.C.	Kingswood Properties Ltd.
Bruce Sprague	NexGen Energy Ltd.
Kirsten Sutton	SAP Labs Canada
Vivian Zalkow	Taymor Industries Ltd.

PUBLICATIONS MAIL AGREEMENT No. 40011551

Greater Vancouver Board of Trade, World Trade Centre
 Suite 400, 999 Canada Place
 Vancouver, B.C. V6C 3E1
 contactus@boardoftrade.com

@boardoftrade

@boardoftrade

@theboardoftrade

LEADERSHIP | Gearing up for the federal election

Chair Lori Mathison on the Board of Trade's 2019 federal election survey and engagement strategy

BY LORI MATHISON

With Labour Day now in our rear-view mirror, it's time to shift gears from summer and begin planning for the fall.

Autumn is always a busy time for the Board of Trade, and this year will be no exception, with more than 20 events already on our calendar and many more in the planning stages.

But perhaps what has us most excited for the months ahead is the 43rd Canadian General Election, which is scheduled to take place next month on Oct. 21. With the writ expected to be dropped in the near future, the election campaign is about to kick into high gear — and so too will our efforts to understand the emerging policy positions, educate broadly, and enable informed democratic engagement.

Next Monday, Sept. 16, we will unveil the results from our 2019 Federal Election Survey. Conducted in partnership with Mustel Group and Fleishman-Hillard HighRoad, the survey is a continuation of the VoteLocal initiative, which our three groups launched together during last year's municipal elections.

Over the summer months, we asked our Members to complete a comprehensive survey, with a goal of better understanding the priorities of business owners across our region. Ultimately, the results of the poll will help us narrow our focus to a few key issues that matter to the business community and enable us to remain non-partisan throughout the campaign and work with parties across the political spectrum.

As a Membership-based organization, the Board of Trade



Lori Mathison

ultimately takes its directions from you, its Members. We look forward to seeing the survey results unveiled next week and hope that you will join us for this special breakfast event. Anna Lilly, Senior Vice President and Partner at Fleishman-Hillard HighRoad, and Evi Mustel, Principal of Mustel Group, will walk us through the findings, followed by an on-stage Q&A with Richard Zussman of Global BC.

Following the release of the survey results, candidates from each of the major federal parties will have an opportunity to provide a response from the podium and outline where their party stands on some of the "ballot box issues" identified by our Members.

Speakers confirmed so far include the Honourable Ed Fast from the Conservative Party of Canada, the Honourable Peter Julian from the NDP, and the Honourable Jonathan Wilkinson from the Liberal Party of Canada.

2019 Election Dashboard

In addition to our VoteLocal survey, the Board of Trade will also be providing weekly updates throughout the federal election campaign.

Similar to our Local Elections

Dashboard in 2018 and our Provincial Elections Dashboard in 2017, you will find a dedicated space on the Advocacy section of our website where we will outline some of our organization's top priorities and provide some updates and analysis on where the federal parties stand.

We will also send weekly email updates to keep our Members informed as issue arise and develop throughout the campaign.

Policy Playbooks

Another way in which we will be engaging in the federal election is through the Canadian Global Cities Council — a coalition of the eight largest urban chambers of commerce in Canada, including Brampton, Calgary, Edmonton, Halifax, Montreal, Toronto, Vancouver and Winnipeg.

Representing 52 per cent of Canada's GDP and more than half of the country's population, the CGCC collaborates on international and domestic issues impacting our regions' competitiveness. Collectively, we will be releasing a series of policy "playbooks" during the 2019 federal election campaign that will delve into some of the big-picture issues that impact all our organizations from coast to coast.

Watch for the first playbook to be released on Wednesday, Sept. 11, followed by three additional playbooks to be released in the weeks that follow.

To see highlights from the playbooks or the VoteLocal Federal Election Survey, be sure to visit our website regularly or sign up for our daily email newsletter at boardoftrade.com/email. **SB**

Lori Mathison is 2018-19 Chair of the Greater Vancouver Board of Trade. She also serves as President and CEO of the Chartered Professional Accountants of British Columbia.



NOTICE OF MEETING

In accordance with Bylaw 11.10 — Notice of Meeting — Notice is hereby given that the 132th Annual General Meeting of the Greater Vancouver Board of Trade will take place on Thursday, November 7, 2019.

The meeting's purpose is to elect directors, approve the audited financial statements for the year ended July 31, 2019, receive reports and the conduct of such other business as may properly come before the meeting.

Registration for the Member-Only Business Portion of the AGM will begin at 10:00 a.m. followed by the meeting at 10:30 a.m. - 11:30 a.m.

Register at boardoftrade.com/agm2019

Spotting fraudulent claims is like finding that hidden trail by the second switchback of the Baden Powell.



Go with someone who knows what to look for.

Suzanne Solven, Associate Vice-President, Audit, Investigations and Quality Assurance

Make your employees *Pacific Blue Cross Members.*

At Pacific Blue Cross, we're locals. We know B.C. and the B.C. health care system – including how to detect and strategically prevent health insurance fraud. In fact, only Pacific Blue Cross has partnered with Simon Fraser University to create a fraud profiling tool that helps recover funds for our plan sponsors.

Call 1 877 PAC BLUE | Talk to your advisor | Visit [PacificBlueCross.ca](https://www.PacificBlueCross.ca)

BC's #1 Health
Benefits Provider



IN FOCUS | Photos from GVBOT's 2019 Pro-Am Golf Tournament



Golfers prepare to hit the links on July 15 for the Greater Vancouver Board of Trade's 2019 Pro-Am Golf Tournament. This year's sold-out tournament took place on the Canal Course at the legendary Northview Golf and Country Club in Surrey. A total of 36 teams took part in the tournament, with each team consisting of three golfers and one professional from the Vancouver Golf Tour. For more photos from this year's event and banquet dinner, visit facebook.com/boardoftrade. | MATT BORCK



The BCIT Alumni Association hosted a putting and trivia contest on the first hole. Up for grabs was an eye-catching pair of yellow BCIT socks. | MATT BORCK



Kari Yuers, CEO of Kryton International and Senior Vice-Chair of the Greater Vancouver Board of Trade, tries to sink a long putt from the fringe while ignoring the on-course paparazzi. | MATT BORCK



The putting green was packed as golfers competed in the Major Series of Putting (MSOP) contest for a chance to advance to the regional finals. The top eight finalists from B.C. would go on to the grand finale in Las Vegas. | MATT BORCK



Judy Reeves of Edge Catering serves up some delicious hors d'oeuvres near the tee blocks at Hole 5. Over the years, Judy's creations have become one of the most popular attractions at the GVBOT Pro-Am Golf Tournament. | MATT BORCK



Another popular on-course activity was the cornhole toss at Hole 9, hosted by the team from Vancouver Whitecaps FC. This year, every hole was sponsored by a company, the majority of which provided games, entertainment, snacks, or prizes. | MATT BORCK

Did you know the Greater Vancouver Board of Trade hosts more than 100 speaker events, seminars, and networking receptions each year?

More photos at facebook.com/boardoftrade

TOURISM | Cultivating a travel destination of choice

Destination BC and Tourism Vancouver discuss planning for future tourism growth

BY GREG HOEKSTRA

On Aug. 22, the Greater Vancouver Board of Trade hosted a special event exploring some of the opportunities and challenges facing B.C.'s tourism sector.

The event featured presentations by Marsha Walden, CEO of Destination BC, and Ty Speer, CEO of Tourism Vancouver, on how their organizations are working together to create a destination development strategy for our region.

Nearly 200 business leaders attended the breakfast to learn about the global tourism landscape and how Destination BC is working to cultivate our reputation as a "destination of choice" for international travellers.

In her remarks, Walden noted that there is enormous potential for the tourism sector – which is one of the fastest-growing industries not only in B.C. but worldwide.

"By 2030 it's predicted that we will have 1.8 billion people travelling internationally," said

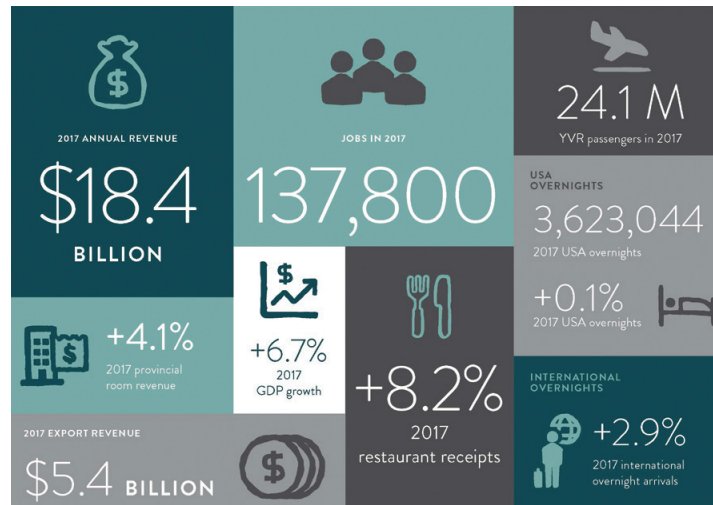
Walden. "One in five new jobs created today on the planet is created in tourism."

Here in B.C., the numbers are just as staggering. Tourism now generates more than \$18 billion in revenue each year and creates 137,800 jobs in every part of our province. However, in such a hyper-competitive industry, we cannot afford to rest on our laurels, Walden noted.

For that reason, Destination BC has recently shifted some of its focus from marketing and creating visitor demand to destination development and long-term planning.

"Development is about looking at the supply side of things," said Walden. "What are the products, experiences, and infrastructure that contribute to the experience of being a visitor here?"

Walden shared several examples from around the world where cities are doing an exemplary job of destination development. New York, for example, has the most active hotel development pipeline in the world. They currently have more than 21,000 new hotel rooms in the pipeline



for 2021.

"So New York has almost as many hotel rooms in their pipeline as we have all together. That's quite the competitor," she said.

Walden also noted that Greater Vancouver is a "critical gateway" for tourists from around the globe, which means the priorities in this region are also priorities for tourism operators in communities across the province.

"Two-thirds of all international visitors will stay at least one night here, and 30 per cent of those will go on to other parts of B.C."

Ty Speer, the President and CEO of Tourism Vancouver, echoed

Walden's concerns about capacity constraints.

"In the last 15 or 16 years, we have actually lost hotel rooms. We have a tourism industry that is growing at a very healthy rate, with new visitors every year, setting record after record, yet the demands of our real estate industry mean we have been losing hotel rooms," he said.

Speer said the tourism sector has a 2030 growth target of 13.4 million visitors. To keep up with demand, he estimates we need at least 2,500 to 3,500 new hotel rooms in our region.

Both Speer and Walden said

that some international tour operators have removed Vancouver from their itineraries because the price point for accommodations is too high for their customers. Similarly, Walden said that some international conferences have not come to Vancouver because there simply wasn't enough hotel capacity for their delegates.

In order to address these concerns, Walden believes a regional approach will be critical, with collaboration among all municipalities in the Lower Mainland.

"We need to be thinking collectively as a metro area region and create a seamless experience for our guest. The boundaries between Vancouver, Richmond, North Vancouver and Port Moody are all invisible to our visitor," she said.

Walden said these are just some of the key findings of the destination development strategy, which Destination BC and Tourism Vancouver plan to release this November.

Following their presentations, Walden and Speer were joined on stage by Paul Mochrie, Deputy City Manager for the City of Vancouver, and Chris Peters, Executive Director of Tourism Burnaby, for a panel discussion moderated by Anne Murray of the Vancouver Airport Authority. SB

CONNECTING FOR CHANGE

WeForShe CONFERENCE 2019



Keynote Speaker

Arlene Dickinson

Learn More at
WeForShe.ca

Tuesday, October 1, 2019 | Vancouver Convention Centre - West

Organizing Partners:



Platinum Sponsors:



Gold Sponsors:



Bronze Sponsors:



Media Partners:



Presented in partnership with:



Event Partner:





GREATER VANCOUVER
BOARD OF TRADE

WHY HEALTHY WOMEN ARE YOUR BUSINESS.

Learn about the importance of women's health to increase employee engagement, improve hiring and retention, decrease absenteeism, and lower health care costs.



Women's Health Care Forum
Presented by Pacific Blue Cross

Learn more at
boardoftrade.com/healthcare2019

Title Sponsor:



Supporting Sponsor:



Event Partner:



Preferred Media Partner:

