

July 15, 2016

His Worship Mayor Malcolm Brodie
And Members of City Council
The City of Richmond
6911 No. 3 Road
Richmond, BC V6Y 2C1

Delivered via email to: mayorandcouncillors@richmond.ca

Your Worship and Members of Council,

Ms. Eda Koot, Chair of Tourism Richmond's Board of Directors and I are looking forward to our Annual Presentation on behalf of our organization and industry on July 18, 2016.

Please find attached our 2015 Annual Report and The Travel Economy in Richmond Chart, for your reference. We are looking forward to discussing the results from the year.

We have enjoyed our conversations in the past, and look forward to discussing opportunities in the future between our tourism industry and the City of Richmond. As well, we would be pleased to answer any questions you may have concerning our organization.

Should you wish to contact me prior to the meeting to ensure we come prepared to meet your expectations, please do not hesitate to call or email me directly at 604 821-5477 or tlakeman@tourismrichmond.com.

Sincerely,

Tracy Lakeman
CEO

A handwritten signature in black ink, appearing to read "Tracy", followed by a horizontal line.

Attachments

A person wearing a helmet and a dark jacket is standing on a beach, holding a blue bicycle. The beach is covered with driftwood and rocks. In the background, there is a body of water and a lighthouse on a small island. The sky is a mix of orange and blue, suggesting sunset or sunrise.

FAR EAST meets *West Coast*



TOURISM RICHMOND
2015 Annual Report



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chair & ceo report



Photo courtesy of the Vancouver International Airport Authority

CHAIR & CEO REPORT 2015

In 2015, Tourism Richmond continued to concentrate on driving our 2012 – 2016 Strategic Plan mission to achieve the following significant results through our efforts and programs.

- A unique and compelling “Richmond” brand will be successfully promoted and widely recognized in the markets in which we operate;
- Membership and the Richmond community at large will be involved with and encouraging tourism in Richmond;
- Tourism Richmond will be the direct recipient of the hotel tax;
- Revenue for Tourism Richmond will grow annually by 5%; and
- Tourism Richmond will be a recognized partner in the growth of products, attractions and services that enhance Richmond as a desired West Coast destination.

THE IMPACT OF TOURISM IN RICHMOND

Throughout 2015 we conducted and received a series of reports, providing us with information about our visitors and visitor economy. It has been widely reported that the number of overnight visitors to Metro Vancouver was approximately 8.9 million in 2015. Just over 2.8 million of these visitors stayed overnight in Richmond,

accounting for 30% of the visitors in Metro Vancouver. The direct impact of these visitors to our community provided for 13,800 full time jobs, \$454 million in incomes and \$1.2 billion in economic output. Our research in Seattle and Calgary reported that awareness and familiarity with Richmond is second only to Vancouver when asked if they had heard or visited cities in Vancouver's Lower Mainland. A comprehensive visitor volume study was conducted throughout the year at 17 locations where visitors visit, with approximately 20,000 people interviewed. This comprehensive study will provide Tourism Richmond and our partners with critical information about the characteristics of our Richmond visitors.

Ongoing Economic Impact of Richmond's Tourism Sector

Annual Direct Impact:

- 13,800 full-time equivalents (FTEs)
- \$454 million in earnings
- \$637 million in gross domestic product (GDP)
- \$1.2 billion in economic output

Our hotel community performed very well throughout the year according to PKF (CBRE Hotels). Their National Market Report released in December 2015, reported that Richmond's YTD occupancy at 78.5% was for the second year running, the highest in Canada. As well, Richmond's average daily rate at 9.4% was higher than 2014, all of which resulted in an 18% growth in the Municipal and Regional District Tax (hotel tax) over 2014. The success of our hotel sector directly impacts jobs for Richmond and as one of the major sources for employment; they represent 22% of tourism jobs.

Visa Cardholders Continue to Spend in Richmond

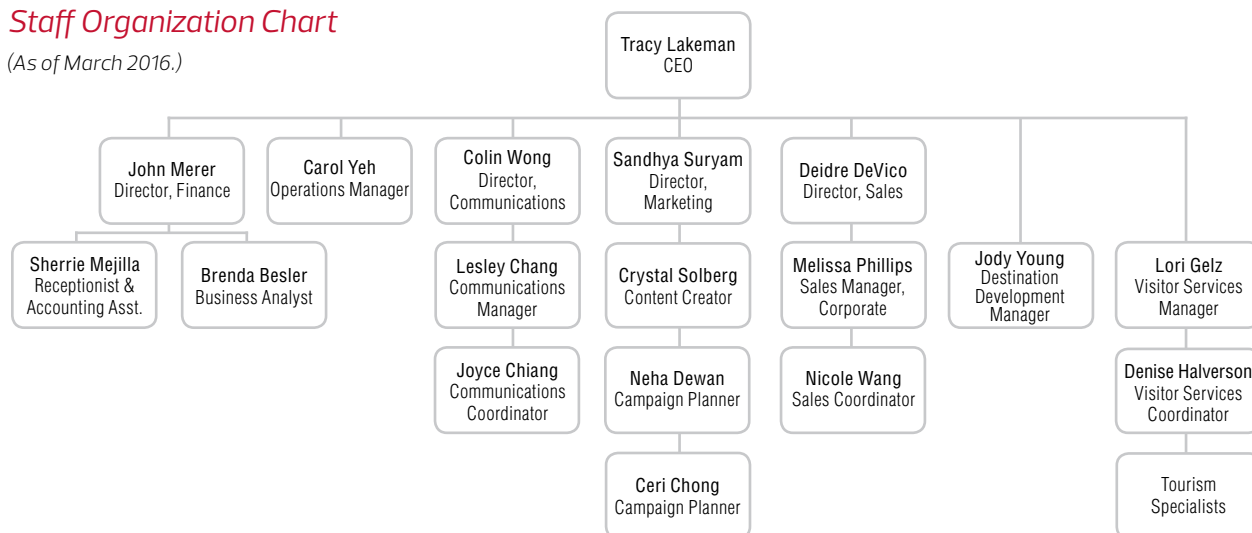
Once again, The Tourism Industry Association of Canada (TIAC) partnered with VISA Canada on the 2015 Winter and Summer Travel Snapshots. The data captured key insights into how Canadians and visitors to Canada spent their tourism dollars in key categories such as lodging, restaurants and retail. The reports identified the top five inbound countries and the top ten cities they spent their dollars in. In both summer and winter, Richmond was identified as one of the top ten cities, from four of the inbound countries. These reports have assisted the Tourism Richmond team with identifying and confirming that Richmond is a pre and post destination for cruise visitors in the summer and ski visitors in the winter. Our accessibility to YVR and the cruise ship terminals support some of the reasons why visitor spending from these markets are captured.

GROWTH AND OPPORTUNITIES

The organization experienced higher than normal turnover in personnel in 2015. However this gave senior management an opportunity to realign the structure and make changes necessary for Tourism Richmond to progress to the next level. This included increasing the number of staff to better reflect the demands upon the organization, as well as redefining responsibilities to meet new challenges and opportunities that will keep us competitive and innovative.

Staff Organization Chart

(As of March 2016.)



In 2015 we saw the development and opening of two new products for Richmond; the McArthurGlen Designer Outlet in July and the Richmond Olympic Experience (ROX) in November. Our teams seized these opportunities to re-invigorate tour operator itineraries and to cultivate new story ideas for the media. We had success with both including:

- Toured 28 Receptive Tour Operators through ROX and 42 through McArthurGlen
- Hosted 14 media in the ROX and four at McArthurGlen

Sport Hosting in our community is an integral tourism sector contributing to our visitor economy. As part of the Sport Hosting Committee, both Steve Veinot and Tracy Lakeman were given the opportunity to evaluate and support the Sport Hosting Strategy 2016–2020, an updated Sport Hosting Task Force Terms of Reference and the renewed Grant Incentive Program. These updated initiatives will guide the City in reaching their objectives of increasing the number of potential sporting opportunities that will result in a 10% growth in economic value.

Thank you

We thank the Board of Directors for overseeing our strategic goals and objectives, for ensuring the organization continues to operate at the highest of levels, and for ensuring there is consistent leadership for our tourism industry. To our members and partners who continue to support our efforts, we are very grateful for your collaboration. We thank those of our team who have left but who contributed so much to our growth over the years. Finally, we welcome the new team to our organization and look forward to exploring exciting opportunities together.



Steve Veinot, Chair



Tracy Lakeman, CEO



JOHN YAP, MLA

"Constructive partnerships bring about great outcomes for any community, and in Richmond that's the case with Tourism Richmond and YVR, Vancouver International Airport. Tourism Richmond provides top-quality visitor and member services, as well as sales and marketing initiatives to attract travellers. They recently brought some very positive numbers to my attention and yours, which I believe reflect the success that it's had in attracting these visitors.

According to the 2014 year-end PKF national report, Richmond led Canada with the highest occupancy of 75.4 percent, and as of July year-to-date figures, Richmond continues to have the highest occupancy rate at 77.7 percent. The average for British Columbia was 65.9 percent, and Greater Vancouver was at 75.3 percent.

In 2016, Tourism Richmond and the YVR airport will host the Smart Airports and Regions Conference in Richmond. This conference will bring great insight into how airports worldwide are realizing the strength of their transportation infrastructure assets and the economic multiplier impact for trade and investment opportunities.

For their great example of constructive partnerships, please join me in expressing kudos to Tourism Richmond's CEO, Tracy Lakeman, and the YVR airport CEO, Craig Richmond, and their respective teams."



Statement given on 22nd October at the BC Legislative Assembly.



by the numbers

MARKETING ■ 2015 ■ 2014

SOCIAL MEDIA

f Facebook



41,251 followers/likes



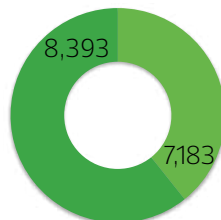
33,071 followers/likes

Instagram Followers



1,139

Twitter Followers



Tourism Richmond vs. Other DMOs

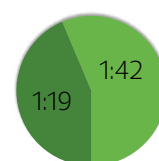
Tourism Richmond	Other DMOs
Facebook Likes	Facebook Likes
33,071	24,500
Twitter Followers	Twitter Followers
7,183	11,100
Twitter Tweets	Twitter Tweets
3,200	2,200

BLOG



365 Days of Dining Blog

time on site



WEBSITE TRAFFIC

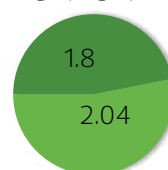
time on site ■ 2:05 ■ 2:07

average page per session ■ 2.07 ■ 2.04

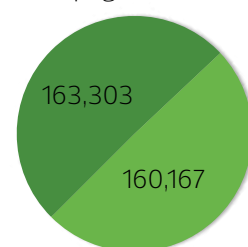
page views ■ 732,018 ■ 575,125

unique users ■ 289,553 ■ 195,674

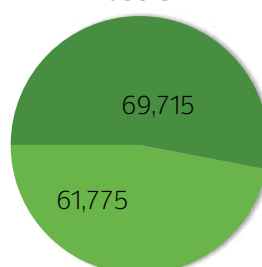
average page per session



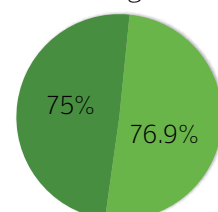
page views



users

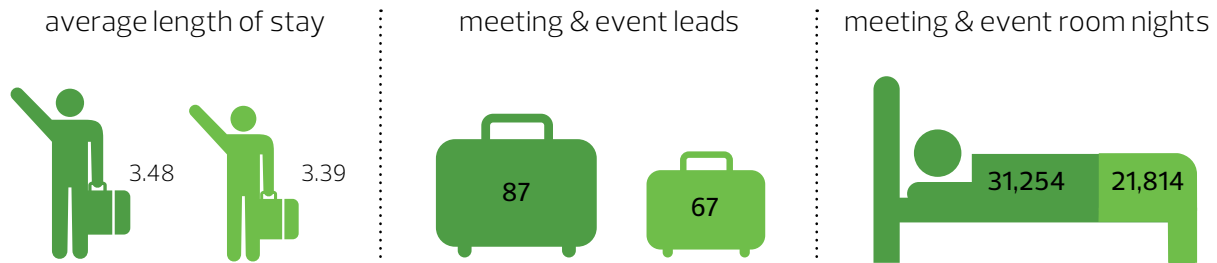


returning users

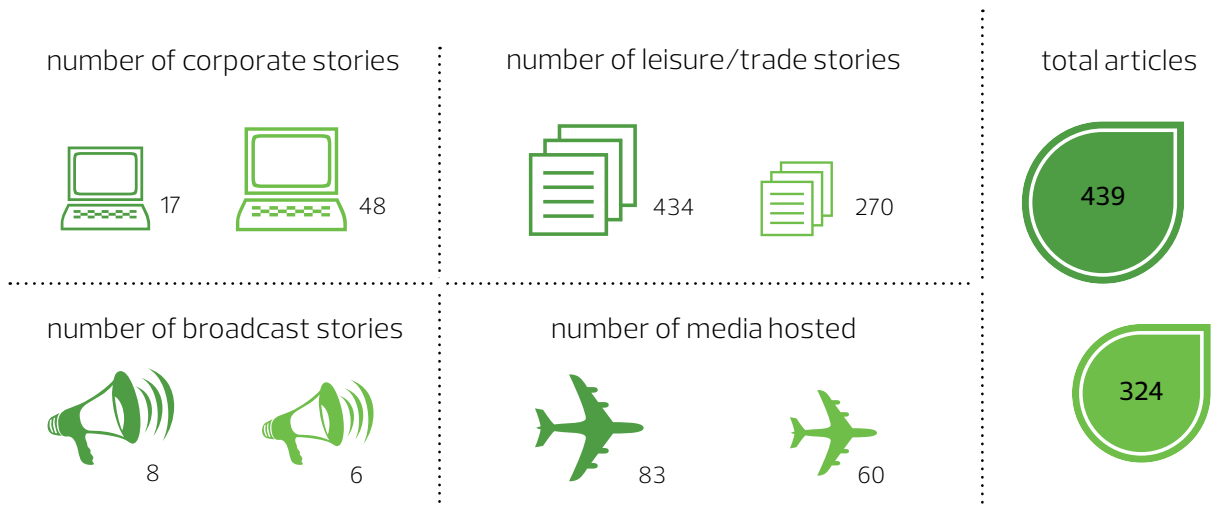


by the numbers

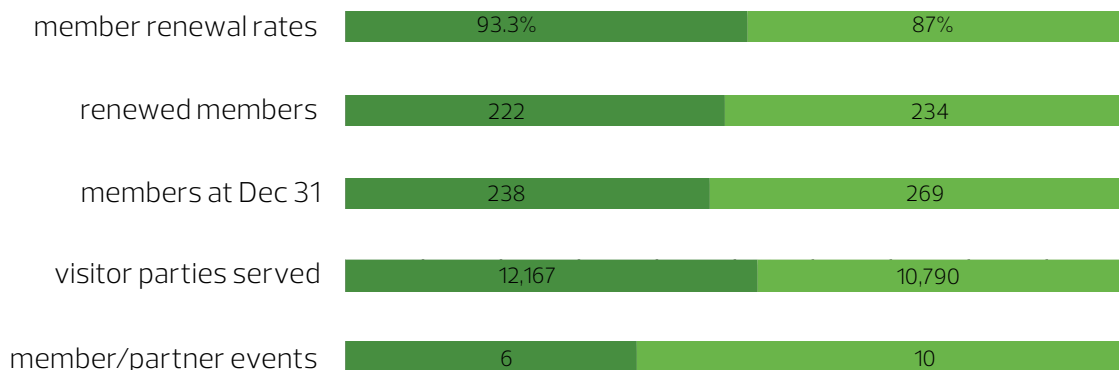
SALES ■ 2015 ■ 2014



COMMUNICATIONS ■ 2015 ■ 2014



VISITOR & PARTNER SERVICES ■ 2015 ■ 2014



marketing



MARKETING REPORT 2015

Program Focus

In 2015, the Marketing department continued to build awareness and visitation in Richmond through the three key "Triple A" attributes – Affordable, Accessible and Asian and coordinated messaging to support the overall brand and tag line "Far East meets West Coast."

Program Highlights

What sets Richmond apart from other areas in B.C. and Canada is its unique Asian food and culture within a West Coast setting. Over the past few years, through research and media interest, we have determined that this differentiator drives visitor stays and consideration from our target markets. Key initiatives launched in 2015 were:

- Chinese New Year promotions
- Once Upon a Time package
- My Richmond Book
- Fuse your Passions (fall campaign)
- Brand Campaign – Far East meets West Coast creative
- Launch of [.cn \(Mainland Chinese\) website](#)

- Launch of [West Coast Food website](#) in conjunction with the Lower Mainland Tourism Association
- Fall photoshoot to restock Tourism Richmond's stock photo bank
- Overhaul of approach and engagement tactics in social media

Now into our second year of use, the tag line "Far East meets West Coast" ties in everything Richmond has to offer from the West Coast (whale watching, Steveston, farm to table food products, maritime festivals, scenic coastlines) to the Far East (hundreds of authentic Asian restaurants, Chinese New Year, sprawling Buddhist temples, Asian Night markets and the unique shopping and dining experiences available in the Golden Village).

In our second year of in-house community management, we continued to build our [Facebook](#), [Twitter](#) and [Instagram](#) followers with engaging content, dialogue and contests. During the latter part of the year, we transferred day to day control of [365daysofdining.com](#) to the Communications department who continue to refine and expand content to maximize audience retention, as well as increase outreach to new followers.

Our website continued to do well this year with annual page views increasing to over 730,000 with over 289,000 unique users compared to 2014's annual total of 575,000 page views and approximately 196,000 unique users.

CAMPAIGNS AND RESULTS

- Brand online ads generated over 4 million impressions, with media focused in Ontario and a limited test in Oregon. Our overall goal was to increase awareness in markets in which Tourism Richmond has not had much presence.
- The fall "Fuse Your Passions" campaign resulted in over 8.5 million impressions served in key markets and those who saw the ad reported they are much more likely to consider a stay in Richmond.

My Richmond Book Promotion

Generated over 15,000 impressions on Facebook, and 1,222 page views on the campaign page. With partner support, we were able to offer an \$8,000 prize to a Steveston resident who brought her daughter and son-in-law to visit from New Zealand.

Once Upon A Time Promotion

This promotion saw 56 voucher redemptions from visitors who booked a hotel room.

2015 Chinese New Year Promotion

This promotion generated over 216,000 impressions and over 1,300 visits to the website.

Digital Marketing

- Facebook results: As of December 31, 2015, 41,251 people have 'liked' our page and we gained 8,180 new fans.
- Twitter results: As of December 31, 2015 we had 8,393 followers.
- Instagram results: As of December 31, 2015 we had 1,139 followers.

sales



SALES REPORT 2015

Testimonials

"We are new to the conference business, so it was with trepidation that we explored a number of location options in order to host an international forestry technology conference. After contacting a number of hotels with limited success, we reached out to Tourism Richmond for assistance, thinking that a location close to YVR would be beneficial. After an initial conversation with Tourism Richmond where we discussed dates, conference size and room requirements, we were immediately given a number of hotel options that would best fit our needs. I was very pleased with the result and chose one of the hotels that they suggested. Thank you Tourism Richmond!"

– Rob Stanhope, Publisher/Owner Logging & Sawmilling Journal.

"Tourism Richmond has been an invaluable partner as a one stop shop for our groups considering the West Coast. Hotel Management International relies on the expertise and relationships of our hotel and convention and visitor bureau partners worldwide and they certainly met our expectations. Tourism Richmond has been exceptional in keeping us updated on current developments in their meetings, incentives, conferences, and events (MICE) product as well as the cost advantages of meeting in Richmond. We look forward to working with you again."

– Patrick Guidote, Hotel Management International.

"Richmond provides an excellent option for meetings in B.C.'s Lower Mainland. New and renovated conference properties, great recreational opportunities, a wide range of accommodation choices, all within a few minutes' drive from YVR make Richmond a destination worth considering."

– Marischal De Armond, President, De Armond Management.

SALES: CONVENTION SALES

Program Focus

Throughout the year, our key sales message "*Fly into Richmond, BC Canada, Leave \$1,000 Richer*", allowed us to position Richmond favourably alongside other Canadian destinations by offering greater value by incentivizing not only the client but the meeting planner as well. Canadian organizations continue to be our core convention market with a new focus in 2015 on the faith/religious-based market.

Meeting planners have a variety of destinations to choose from when seeking out a host location. Tourism Richmond is proud of the relationships we have forged with prospective planners and local tourism driven businesses including those who partnered with us at select trade and marketplace shows, in-market sales missions, and hosted client events.

Program Highlights

Our mission is to generate and convert leads to confirmed sales. With our strong presence at relevant trade shows and our preferred relationships with HelmsBriscoe and ConferenceDirect, we continued to identify and uncover solid opportunities primarily from associations as well as corporate markets with new lead opportunities from faith-based markets.

- Attendance at 16 trade shows, many of which were one-on-one appointment based shows
- Attendance as preferred partners at the HelmsBriscoe ABC Conference
- Attendance as preferred partners at the annual ConferenceDirect partner meeting
- New tradeshow included: Rejuvenate Marketplace which attracted 250 attendees (2:1 ratio) of faith-based planners and Holiday Showcase in partnership with Business Events Canada
- A series of site inspections were conducted throughout the year

The team did host, with the support of our member partners, client site visits which resulted in higher conversion rates and demonstrated Richmond's commitment to be the host city of choice for meetings and conferences.

Convention Sales 2015 Scorecard

	LEADS 2015	LEADS 2014	ROOM NIGHTS 2015	ROOM NIGHTS 2014
TOTALS	87	67	31,254	21,814

SALES: TRAVEL TRADE

Program Focus

China continues to be our number one market for leisure travellers and Canada has enjoyed steady growth in Chinese visitation since 2010. Tourism Richmond continues to target the group, MICE and FIT markets. We have identified, built and strengthened partnerships with key overseas tour operators while maintaining relationships with local agents.

Program Highlights

Richmond is well-positioned in terms of culture, language, familiarity and infrastructure. Building on Canada and British Columbia's destination awareness provides direction and guidance on Richmond's efforts in market. Throughout the year in partnership with Destination BC and Destination Canada, we hosted 16 group FAMs and site visits. The team participated in the following shows in 2015:

- Go West Summit
- NAJ Summit West
- Active America
- Rendez-vous Canada
- Showcase Canada-Asia
- Focus Japan
- Canada's West Marketplace



communications



COMMUNICATIONS REPORT 2015

Program Focus

The Communications department has increased the awareness of Richmond as a must experience travel, group business, and culinary destination. In 2015, the Communications team positioned Tourism Richmond as a leading voice for tourism in British Columbia with media and stakeholders by supporting and aligning with overall corporate goals through media relations and corporate communications activities.

The team was strategically focused on generating positive media coverage by leveraging the destination's most relevant and topical stories including its highly regarded Asian culinary scene, affordability for travelers, accessibility to the region's attractions, and the continuing popularity of ABC TV's *Once Upon A Time*. The Communications team continued to build well-established media relations programs while developing new media tours and increasing media, influencer and industry relationships in key target markets (Northern California, Washington State, B.C., Alberta, and Ontario) and market segments.

In the fall of 2015, control of 365daysofdining.com reverted to the Communications department. Day-to-day content direction and coordination with writers on the latest culinary trends in Richmond has resulted in an overall increase in the number of unique visitors and page views to 69,715 and 163,303 from 2014's 61,775 and 160,167 respectively.

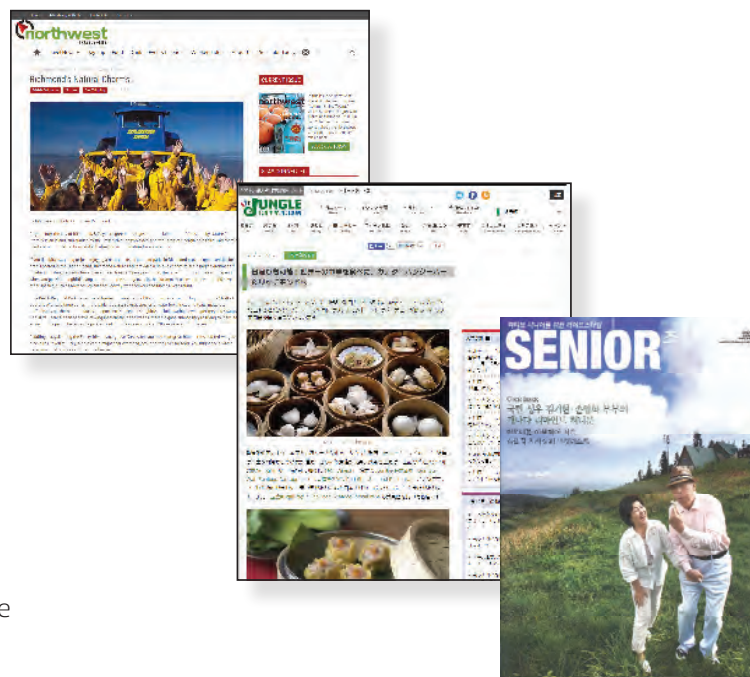
The team also worked closely with partners such as Destination BC to leverage media opportunities and ensure that Tourism Richmond remains a valued partner that can be relied on.

Program Highlights

- 434 articles about Richmond were generated.
- Through the Visiting Journalist Program, 81 travel, lifestyle and culinary media from print, online and television media outlets were hosted.
- Sponsorship of the 2015 Travel Classics Conference and Writer's Contest, with submissions from acclaimed travel writers from across the globe.
- Richmond's food scene continues to garner significant coverage from highly influential journalists representing some of the continent's best media outlets.

Articles Appeared In

- CNN
- Shanghai Morning Post
- Association News
- Northwest Travel Magazine
- The Edmonton Journal
- Seattle Met
- Yahoo News
- Miami Herald
- Huffington Post
- The Globe and Mail
- Boston Globe
- Airport World Magazine
- Xinhua News Agency
- Meetings and Incentive Travel Magazine
- Lonely Planet



In Fall 2015, the department expanded to three positions from its traditional two with the goal of greater media opportunities, as well as expansion of corporate communications. The team continues to support all other Tourism Richmond departments through key messaging and content development, as well as strategic communications counsel when needed.



visitor & partner services



VISITOR & PARTNER SERVICES REPORT 2015

Tourism Richmond's Visitor Centres experienced a 14% increase with 27,478 visitors served in 2015 and met with 12,167 parties, as compared to 10,790 in 2014. Many of the Centre's visiting parties indicated that they were there specifically for a ONCE experience, indicating the continued strength and impact the series has on visitation to Richmond. Overall, 48% of all visitors to the Visitor Centre listed the ABC TV show *Once Upon A Time* (ONCE) as their primary reason for coming to Richmond, which represents a significant increase from 2014.

Our Visitor Centre Tourism Specialists report interactions with visitors from around the world, all coming to explore the fictional town of Storybrooke, Maine, the setting of ONCE which is filmed in Steveston. Most fans, affectionately known as ONCERS, have one thing in common – they stop in at the Tourism Richmond Visitor Centre and buy items from our exclusive ONCE line of merchandise. Every day, the Tourism Specialists receive inquiries on the 1-800 information line about this TV show. The Visitor Centre also provides maps for self-guided tours of Steveston that highlight ONCE landmarks; these maps have proven to be very popular among visitors.

Program Highlights: Visitor Services

Year over year retail sales in the Visitor Centre again experienced a significant increase, from approximately \$47,000 in 2014 to over \$110,000 in 2015, with ONCE merchandise and products from small B.C.-based suppliers accounting for a large portion of the sales. The unique line of greeting cards as well as specialty gift items continued to contribute to the robust sales numbers.

Our operating agreement with the Steveston Historical Society requires Tourism Richmond to operate the post office in the Steveston Museum. Revenues from post office operations remained static through the year compared with 2014. We provided Official Richmond Visitor Guides, maps and dining guides to 14 other meetings and events during the year.

Program Highlights: Member/Partner Services

Tourism Richmond held six events in 2015 including:

- Annual Service Awards Gala
- Commercial Driver Appreciation Event
- Annual Industry Luncheon
- Tourism Richmond Christmas Party

Several hundred people were in attendance at the Annual Service Awards Gala held at the River Rock Casino Resort. The River Rock Casino Resort is in the second year of a five year agreement as the hosting partner of the Tourism Richmond Service Awards program. The 2015 winners were recognized with announcements in our partnership newspaper the *Richmond Review* as well as receiving certificates of their achievements.

Our strong relationship with the Vancouver Airport Authority continues. Our annual Commercial Driver Appreciation event was held in partnership with YVR in 2015 and the event again included driver safety and helpful tips and information, as well as an opportunity to convey the value of tourism to the drivers. We spoke with over 400 taxi, limousine and charter bus drivers during the multi-day event.

Our Industry Luncheon, held in April, was attended by approximately 150 people. Attendees had an opportunity to network with fellow tourism professionals as well as discuss programs with Tourism Richmond staff. As with previous Industry Luncheons, the feedback we received from the stakeholders in attendance will be used to shape our Member and Partner programs.

The consistently strong need for networking opportunities among tourism and hospitality businesses was met at the annual Tourism Richmond Christmas party, held at the Richmond Olympic Oval's new Richmond Olympic Experience (ROX). A record number of attendees from across Tourism Richmond's membership and other stakeholders enjoyed the excellent food and drink provided by some of our food and beverage partners, as well as tours of the new exhibits and sports simulators at the ROX.

Tourism Richmond continues to be recognized as the leading and valued industry association for tourism and hospitality businesses in Richmond. Membership stood at 238 as at December 31, 2015, which represents a 93.3% retention rate.



social media wall



"I just wanna say that the ladies at the visitor center are awesome! They are super nice and super helpful! If you have any questions don't hesitate to ask them! Today was my first time visiting Steveston and I loved it!"

"I must get THERE... it is a dream of our family, but for now thanks to you lovely folks, I can still catch a view. Thank you for your updates and photos, you don't know how it makes my day."

"I really enjoy experiencing new restaurants. Sure would love to visit Richmond for the Chinese New Year and experience exceptional Asian-inspired cuisine."

"Thanks for the feature! Enjoying the great albums each month!"

"You guys are gunna make me go broke! I'm not in Richmond long enough to eat everything D:"

"Thank you so much for the share, @visitrichmondbc ! Although I don't live there any longer, it will always be my hometown. A truly beautiful place and glad I could capture a bit of its magic!"

"Great article. Added a few more places to my haven't-yet-tried Richmond list."

board of directors



STEVE VEINOT, CHAIR

A hotel industry veteran with over 23 years of experience, Steve Veinot held various positions with the Hilton Vancouver Airport in Richmond prior to joining the Sheraton Vancouver Airport Hotel as General Manager. Steve has spent the majority of his life in Ottawa, Ontario where he graduated from the University of Ottawa and immediately entered the hospitality field working with the Holiday Inn, Radisson and Marriott brands.



WAYNE DUZITA, VICE CHAIR

In his 45 year career, Wayne Duzita has held a variety of positions prior to joining Aeroterm as Associate Vice President, Western Region. Wayne is an active volunteer in the Richmond community serving as Chair of the Richmond Christmas Fund, Board member of the Richmond Olympic Oval, and Co-Chair for Trinity Western University Richmond Advisory Council. In the past he was Chair of Canuck Place Children's Foundation, Co-Chair of the 2010 Richmond Olympic Oval Steering Advisory Committee and Chair of the YVR Business Forum.



YANNICK SIMOVICH, TREASURER & CHAIR, FINANCE COMMITTEE

Yannick Simovich currently holds the position of General Manager at the Vancouver Airport Marriott Hotel, his most recent roles have included Director of Operations at the JW Marriott in Las Vegas, Director of Operations and Director of Food & Beverage at the Sheraton Vancouver Airport Hotel as well as several years at The Fairmont Hotel Vancouver. Yannick, who has a passion for food and wine, received his hospitality education in France and Switzerland.



KATHRYN WARREN, CHAIR, GOVERNANCE COMMITTEE

Kathryn Warren has been in the hotel industry, both in Toronto and Vancouver, for over 23 years, and is an active contributor to the Richmond business community. She has served two terms as Chair of Tourism Richmond and held the post of Chair of the Tourism Richmond Marketing Committee. Kathryn is past Chair of the Richmond Hotel Association and served on the Board of Directors for the Richmond Chamber of Commerce.

board of directors



RUSSELL ATKINSON

Russell is the Marketing Manager at the Vancouver Airport Authority, responsible for managing relationships with airline and tourism partners. Russell has over 14 years of experience in the aviation and technology sectors. Prior to joining the airport, Russell spent the better part of his career with the Oneworld Airline Alliance in a range of marketing, product strategy and technology roles spread across Vancouver and New York. Russell is also a graduate of Simon Fraser University's Beedie School of Business Executive MBA programme.



JOE ERCEG

Joe is the Deputy Chief Administrative Officer and the General Manager of Planning and Development for the City of Richmond. Joe has 30 years of experience in City Planning and has worked in both the private and public sectors. Joe has been responsible for the preparation of many Area Plans, Strategies and the 2014 Official Community Plan. His current portfolio includes Human Resources, Long Range Community Planning, Development Approvals/ Building Permits and Transportation Planning.



CATHRYN VOLKERING CARLILE

Cathy is the General Manager of Community Services with the City of Richmond. Her career path has included responsibilities in Parks and Recreation, Arts, Culture and Heritage, Economic Development, Sustainability and the Environment, Sport Hosting, Social Planning, Sponsorship/Fund Development, Tourism and Major Events. Cathryn was actively involved in the development of the Richmond Olympic Oval, from the initial bid phase through to the successful post-Games legacy conversion.



ASPHA J. DADA

Aspha manages a diverse law practice and has extensive experience in civil litigation; corporate and commercial matters; real-estate development; and immigration law. He also litigates civil matters in the Supreme Court of British Columbia and the BC Court of Appeal. Aspha sits on the board of Intercol Holdings Ltd. which was instrumental in successfully bringing the La Quinta brand to Canada. La Quinta Inn Vancouver Airport located in Richmond, BC is the first La Quinta outside the United States.

board of directors



ALASDAIR DOUGLAS

Alasdair Douglas, as Vice President Marketing with Great Canadian Gaming, oversees and directs the company's marketing and sales strategy. He has 30 years of marketing and sales expertise holding executive positions in hotel management, real estate, tour and travel and marketing consulting services. Born in Zimbabwe, Alasdair grew up in Calgary, completed his degree at UBC, and lived in Toronto before settling down in Metro Vancouver to raise his family.



KEN FLORES

Raised in Steveston, Ken Flores has returned to Richmond after more than 25 years away. Now General Manager of the Fairmont Vancouver Airport Hotel, Ken has held successive positions with Fairmont Hotels & Resorts in British Columbia, Manitoba, Texas and California. A graduate of the Faculty of Forestry at the University of British Columbia, he balances his career in luxury hotels with a passion for the outdoors. Ken is an avid birder and volunteer with WildResearch, a B.C. non-profit organization that monitors migratory birds that travel through Richmond and the Fraser Delta. He is also on the board of the Gulf of Georgia Cannery Society.



ANDY HOBBS

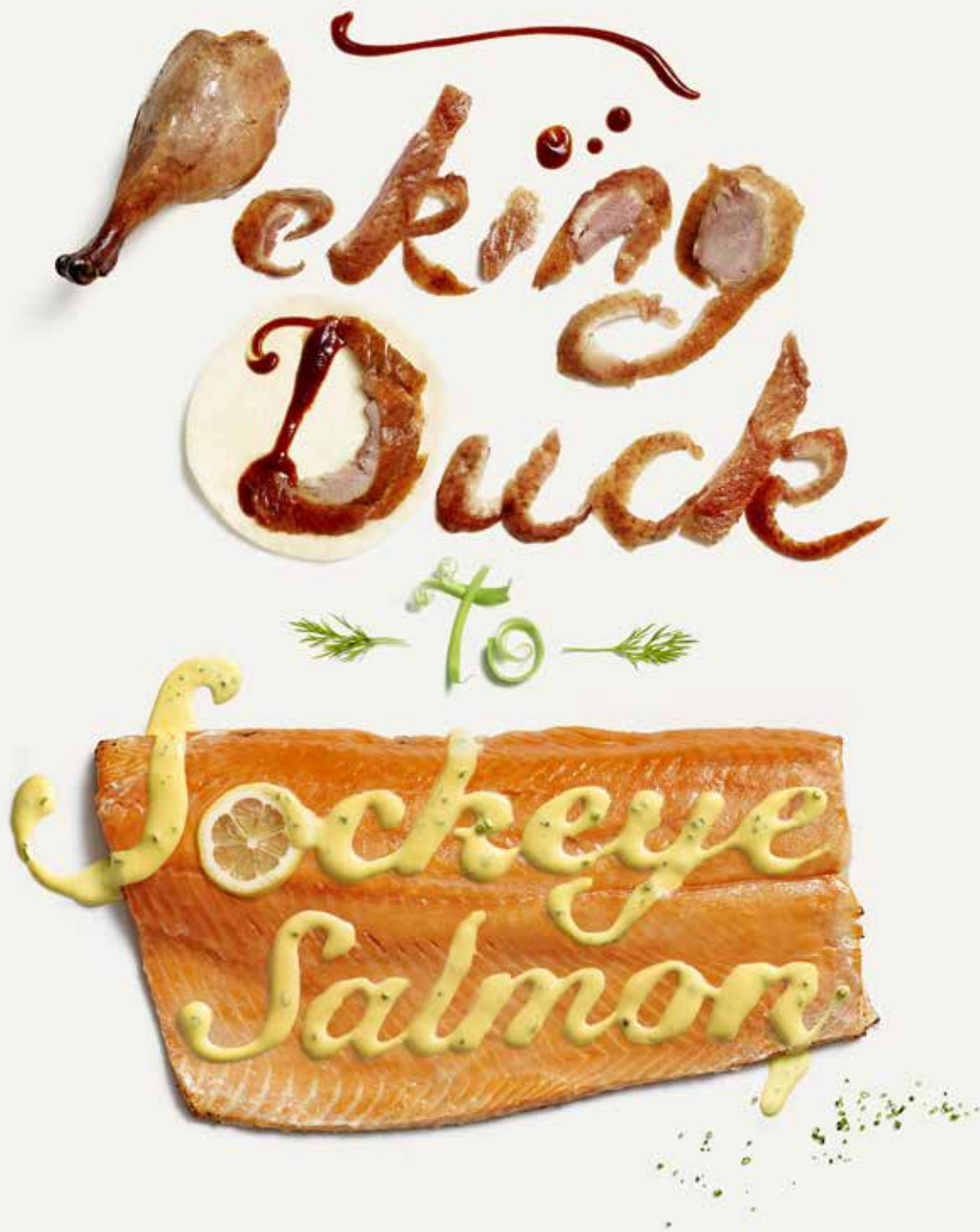
Now retired after 35 years of service, Andy Hobbs was a highly decorated member of the Vancouver Police Department (VPD). In his role on the VPD's Executive, he worked with community groups, stakeholders, other police agencies and government to strengthen public safety. As a Richmond volunteer, Andy has served in a variety of roles including coaching, officiating, fundraising, special events and on boards such as the Richmond Community Foundation and was twice elected to the Richmond Board of Education. Andy holds a degree in political science from UBC. Andy was born and raised in Richmond, and currently resides in Steveston with his family.



EDA KOOT

Eda has built her hospitality career with Delta Hotels along with several years with Fairmont. Transitioning the Delta Vancouver Airport Hotel to the independently operated Pacific Gateway Hotel was an incredible experience that has her now even more committed to the community and future of tourism in Richmond. Eda contributed to both Sun Peaks and Burnaby as Director on their respective tourism boards and currently sits on the board of go2HR which also supports our industry both locally and provincially.





A Taste of the Far East out West.

Visitors & General Inquiries:
info@tourismrichmond.com

Marketing:
marketing@tourismrichmond.com

Sales:
meetings@tourismrichmond.com

Communications/Media:
communications@tourismrichmond.com

Member Services:
membership@tourismrichmond.com

205 South Tower, 5800 Connaught Road
 Richmond, BC V6X 3M1
www.tourismrichmond.com 604.821.5474

GP-37



THE TRAVEL ECONOMY IN RICHMOND



\$1.2 BILLION
IN ECONOMIC IMPACT

13,800
RICHMOND
JOBS

VISITORS
26% BC
27% OTHER CANADA
24% US
23% OVERSEAS

79%
LEISURE
TRAVELLERS

\$23 MILLION
IN MUNICIPAL
TAXES

TOP
3
ACTIVITIES
1. SHOPPING
2. SIGHTSEEING
3. DINING

6%
AVERAGE
ANNUAL
GROWTH
RATE IN MRDT

7.9 MILLION
VISITORS

25 MILLION YVR
PASSENGERS
BY 2025

\$3.3+ MILLION IN
DESTINATION
MARKETING