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City of Vancouver, City Clerk's Office
453 West 12th Avenue, Third Floor,
Vancouver, BC, V5Y 1V4
Email: publichearing@vancouver.ca

January 21 2020

RE: Rezoning of 878-898 West Broadway

Dear Mayor Kennedy and City Council:

Tourism Vancouver supports the request to develop the site at 878-898 West Broadway to provide much need additional visitor accommodation along the Broadway Corridor.

Tourism Vancouver is the official destination marketing and management organization for Vancouver, represents approximately 1,000 members in tourism and related industries. We market Vancouver as a must-see destination for a diversity of visitors that include leisure, business and convention travelers by showcasing the best that Vancouver has to offer.

The economic contribution to the city is $4.8 billion in direct visitor spending and we continue to see growth year after year. In 2018, we welcomed more than 10.3 million visitors to Vancouver which is an amazing achievement for our destination.

As identified in the *Interim Hotel Development Policy*, along with strong demand growth comes the need for the infrastructure to actualise the benefits. Over the last 15 years we instead have seen hotel room inventory decline. This shrinking inventory along with sustained visitor volume growth since 2010, highlights the need for more accommodation options for our visitors.

This proposed development's proximity to the Canada Line and the future Broadway Line positions this hotel as connected amenity by providing visitor accommodations within walking distance of rapid transit stations, the city hall campus and the hospital. For the visitor economy to sustain the current growth trend and related economic and social contribution to Vancouver, it is important to have a viable mix of accommodation options for visitors which includes an appropriate and diverse supply of hotels as part of the solution.

Thank you for the opportunity for Tourism Vancouver to voice its support of this proposed initiative.

Regards,

Ted Lee
Acting President & CEO