

Tourism through a better city

I will connect tourism policy to the services residents need every day. Vancouver's reputation should be supported by a city that works when visitors arrive.

WHAT I WILL BRING FORWARD

- Coordinate clean, welcoming routes through Chinatown, Gastown, Hastings connections, the waterfront and other visitor areas, with toilets, lighting, wayfinding and accountable safety responses.
- Improve parking and transport information, beach access and accessible drop-off. Support appropriate hotel supply and workforce housing without casually sacrificing long-term rental homes.
- Partner on cultural events, neighbourhood markets and local-business itineraries. Market verified improvements rather than hide social problems or relocate people for appearances.
- Create a transparent visitor-feedback program covering repeat-visit intent, access, prices and neighbourhood experience. Publish sample methods and the range of views.

Delivery. Align work with existing destination organizations, BIAs and community groups. Cost additional marketing separately from sanitation, parks, housing and safety already included elsewhere.

Public measures. Track visitor satisfaction, business activity, repeat-visit intent, event participation and corridor service reliability. Compare changes with wider tourism trends.

Conditions. Online reviews are useful signals, not a representative poll. Available material does not establish that dry grass or homelessness caused a citywide tourism collapse. Claims of economic return need a credible baseline and attribution.

Connects to: 03, 04, 15, 18, 20, 23