FAR EAST meets West Coast
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2016 was another eventful year for Tourism Richmond. We continue to attract meetings and convention delegates to our destination; we also saw greater numbers of leisure travelers from key target markets arrive through YVR, land border crossings, and from driving routes across the country.

The hotel occupancy rate continues to show the growing attractiveness of our destination to business and leisure travelers, and for the third year in a row Richmond leads the country in this respect.

This past year was a time of change. Two positions were vacated during the course of the year, including the lead marketing position and our long-serving CEO, Tracy Lakeman. Both moved onto other opportunities and while the losses were felt, staff continued to enact annual tactical plans to engage and attract visitors to the destination. Their departures have opened opportunities for visionaries to step forward to help lead Tourism Richmond in the next step in its evolution. Working with our stakeholders, the senior leadership team, and the Board of Directors, our new CEO Bruce Okabe will continue to position Richmond as a must visit destination for visitors to the Metro Vancouver area.

As always with leadership changes, we will be reviewing our strategy and brand to ensure that it aligns with our partners at Destination BC, Destination Canada, and Tourism Vancouver. Our strategy and brand review will ensure that we will find the optimal channels to leverage the strengths of our stakeholders and partners to benefit our destination.

THE CONTINUING IMPACT OF TOURISM IN RICHMOND

Throughout 2016, 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 over 10 million in 2016, a new record. Just over 3 million of these visitors stayed overnight in Richmond, accounting for approximately 30% of the visitors in Metro Vancouver. The direct impact of these visitors to our community provided for approximately 14,000 full time jobs, over $450 million in incomes and approximately $1.2 billion in economic output.

Approximately 20,000 people were surveyed as part of the 2016 Visitor Volume Study at various tourism-centric locations throughout Richmond. This study continues to provide crucial information about the characteristics of Richmond visitors to members so they are able to better serve them. We will continue to provide the results of this ongoing study to stakeholders in the coming years.

**Ongoing Economic Impact of Richmond’s Tourism Sector**

Annual Direct Impact:
- 14,000 full-time equivalents (FTEs)
- $450 million in incomes
- $637 million in gross domestic product (GDP)
- $1.2 billion in economic output

**GROWTH AND OPPORTUNITIES**

The Board retained Boyden Executive Search to find our next CEO and it has found a successful candidate to lead our organization into the future in Bruce Okabe. As previously mentioned, Bruce's vision of Richmond’s potential will lead us in new directions that will provide opportunities for stakeholders to participate in Tourism Richmond’s programs. I look forward to the strategy review that will commence in the near term, the results that will follow, and how all tourism stakeholders will benefit.

**Thank you**

On behalf of the Board of Directors, we would like to thank our members and stakeholders for contributing to our programs. Without you, we would not have a destination to share with the world. The staff at Tourism Richmond should also be commended for their dedication and hard work in putting together promotions and plans that have continually drawn visitors to our destination, as well as driving the perception that Richmond is a must-visit West Coast city for anyone coming to Canada.

Finally, I would like to thank those who have departed the organization in 2016, Tracy Lakeman and Sandhya Suryam. Both were responsible for putting in place the assets in which their successors will be able to turn into programs that will prosper in the future.

Eda Koot, Chair
Tourism is a key economic sector in Richmond and continues to grow in importance. Annually, nearly 3 million visitors a year stay overnight in Richmond. The direct impact of these visitors amounts to more than $1.2 billion in economic output. The City of Richmond is working closely with Tourism Richmond to continue to grow this important local industry.

The future has never looked brighter. Consider just a few positive factors supporting local tourism growth:

- Vancouver International Airport has seen an explosion in new international routes and carriers and set a new record for passengers in 2016, bringing planeloads of new tourists to our doorstep.
- Richmond hotels have led the nation in occupancy rates.
- Richmond Sport Hosting brought a total of 73 sport events to the City in 2016 bearing an estimated local economic value of over $9 million.
- The City, Tourism Richmond and local hotels supported an increase in the hotel tax to 3%, providing more tourism marketing funds to promote Richmond.

The City is pleased to continue our closer working relationship with Tourism Richmond. The increased collaboration and sound oversight structure is helping to achieve the goal for Richmond to become a major tourism destination.
The City is also working hard to do our part in bringing tourists to Richmond. In late 2015, we opened the new Olympic Experience at the Richmond Olympic Oval (ROX). The ROX is quickly making its mark and was named as one of the best new tourist attractions in Canada by Where Magazine in 2016. We’ve funded extended visiting hours for Britannia Heritage Shipyard National Historic Site and the Steveston Interurban Tram building, and are supporting other ongoing improvements at both of these popular destinations that will enhance the visitor experience.

The City is also continuing to develop its Major Event Program, producing a variety of annual festivals that both attract visitors and add to our community vibrancy. The 2016 Richmond World Festival, in just its second year, was one of three finalists for Event of the Year in Special Event magazine’s prestigious worldwide awards competition.

With Canada celebrating its 150th anniversary, we’ve expanded our special events program for 2017. The highlight of the year will be a visit in May by Japan’s Kaiwo Maru tall ship. One of the largest and most spectacular tall ships in the world, the Kaiwo Maru will be making a rare North American visit, with Richmond as its only port of call. For more details on all of our Richmond Canada 150 events, visit richmondcanada150.com.

Together, we are putting Richmond on the map. Visitors to our region are now choosing Richmond as a destination, not just a gateway. We look forward to continue to work with Tourism Richmond and its members to build on this success.
## By the Numbers

### MARKETING

#### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Likes 2015</th>
<th>Followers/Likes 2016</th>
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<tr>
<td>Facebook</td>
<td>41,251</td>
<td>48,817</td>
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<tr>
<td>Instagram</td>
<td>1,139</td>
<td>2,296</td>
</tr>
<tr>
<td>Twitter</td>
<td>8,393</td>
<td>9,428</td>
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</tbody>
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### WEBSITE TRAFFIC

<table>
<thead>
<tr>
<th>Metric</th>
<th>2015</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Time on site</td>
<td>2.05</td>
<td>1.20</td>
</tr>
<tr>
<td>Average page per session</td>
<td>2.07</td>
<td>1.72</td>
</tr>
<tr>
<td>Page views</td>
<td>732,018</td>
<td>769,283</td>
</tr>
<tr>
<td>Unique users</td>
<td>289,553</td>
<td>348,321</td>
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</tbody>
</table>

### LAUNCH OF DUMPLING TRAIL

- **213 Articles and social posts**
- **20 Restaurants**

### 14 MILLION

**Online impressions**

### BLOG

- **365 Days of Dining Blog**
- **Time on site**
  - 2015: 1.19
  - 2016: 1.17

### Statistics Summary

- **Users**
  - 2015: 69,715
  - 2016: 76,753
- **Returning users**
  - 2015: 75%
  - 2016: 72.9%
By the Numbers

SALES  2015  2016

Meeting & event leads
87 101

Meeting & event room nights
31,254 29,993

Occupancy percentages (%)*
2014 75.3 2015 78.4 2016 81.1

COMMUNICATIONS  2015  2016

Number of corporate stories
17 45

Number of leisure/trade stories including social stories
434 524

Total articles
439

Number of broadcast stories
8 8

Number of media hosted
83 174

VISITOR & PARTNER SERVICES  2015  2016

Member renewal rates
93.3% 91.7%

Renewed members
222 198

Members at Dec 31
238 216

Visitor parties served
12,167 12,344

Member/partner events
6 6

Marketing

MARKETING REPORT 2016

Program Focus
In 2016, the Marketing team continued to promote and build destination awareness in key markets with the well-established tagline, “Far East Meets West Coast.” Continued leverage of Richmond’s “Triple A” strengths – accessibility, affordability and amazing Asian cuisine – was prominent in many of the marketing campaigns throughout the year. The Marketing team also implemented changes to update Tourism Richmond’s website to address member/partner needs as well as changes in consumer behaviour.

Highlights
What continues to set Richmond apart from other areas in B.C. and Canada is its unique Asian food offerings and culture within a West Coast setting. Over the past several years, through research and media interest, we have determined that this differentiator still drives visitor stays and consideration from our target markets. Key initiatives in 2016 were:

- Chinese New Year promotion
- Richmond on Sale Spring Leisure Campaign
- Brand Campaign – Far East meets West Coast creative
- Launch of the Dumpling Trail
- Launch of our new website
- Mini Vacay Fall Leisure Campaign
- Continued contribution to Tourism Vancouver .cn (Mainland Chinese) website
· Continued contribution to West Coast Food website in conjunction with the Lower Mainland Tourism Association
· Summer photo and video shoot to update Tourism Richmond’s stock photo and video library
· Continued supporting sales with updates to collateral and the production of a testimonial video
· Sustained engagement with the social media community through quality content and encouraging targets to engage with us

Tourism Richmond launched a new, responsive website in August. The website has a fresh new look, is easier to navigate and most importantly, it is responsive so it can be viewed easily on tablets and mobile devices. The website continued to do well this year with annual page views increasing to over 769,000, with over 348,000 unique users compared to 732,000 page views and 289,000 unique users in 2015.

Tourism Richmond’s social media numbers and engagement has continued to grow through 2016. We have increased the number of Facebook fans by 7,566 and Twitter followers by 1,035. As we engage with our audience and they share our content, our audiences’ audience is listening, and the organization’s messaging extends further than to just our followers.

An extensive photo and video shoot took place over the summer. A total of 67 images and several hours of video footage have been added to our digital assets library.

CAMPAIGNS AND RESULTS

Chinese New Year
Chinese New Year events in Richmond continue to be of interest to our target audience. The campaign generated over 1,727,000 impressions and 6,494 page views.

Richmond On Sale
The campaign positioned Richmond as an affordable place to visit and shop during the spring period. Focusing on the Seattle and Washington markets, the campaign generated over 7,733,000 impressions and 20,845 page views.

Mini Vacay
The Mini Vacay campaign highlighted the variety of experiences and styles of getaways visitors can experience in Richmond, from shopping and dining vacations to a Far East meets West Coast holiday. The campaign also included an early bird booking incentive of a $75 pre-paid VISA gift card. The campaign generated over 31 million impressions and 133,587 page views.

Dumpling Trail
Using our market strength and a key differentiator, Tourism Richmond created a new culinary tourism product: the Dumpling Trail. The Trail allows visitors to take a self-guided restaurant tour to try a variety of dumplings from all over Asia. Restaurants were selected and vetted by Tourism Richmond staff, and were chosen for their quality of product and dining experience. A brochure, webpage, promotional videos, contests, restaurant staff incentive program and advertising campaigns were all part of annual initiatives surrounding the Dumpling Trail.
CONVENTION SALES

Program Focus
Convention Sales targeted meeting and event planners representing conferences that fit the key markets and meeting sizes that could be accommodated in Richmond.

Tourism Richmond’s overall convention sales programs included:
- Sales missions to our key markets to build on business to business (B2B) relations
- Attendance at industry functions and tradeshows
- Producing and executing client events
- Email blast campaigns
- CVENT enhanced profile
- Support from marketing on print and online advertising campaigns and programs with the focus on our Fly into Richmond. Leave $1,000 Richer campaign.
Trade Shows
In 2016, Tourism Richmond’s focus shifted from attending the non-traditional format tradeshows to a one-to-one B2B format event. Our team participated in a total of 16 shows, which allowed us to garner, engage and build new relationships while meeting with future planners to add to the organization’s growth. New shows included:

- Diversity
- Global Pharma Medical Meetings Summit in partnership with Business Events Canada
- Connect Faith
- IMEX Frankfurt
- IBTM (International Convention Sales).

Sales Missions
In addition to attending B2B networking shows, sales missions were conducted in Ottawa and Toronto which continue to represent our two main markets for association and corporate group convention business.

Site Inspections
Personalized one-on-one site inspections were conducted in 2016 with qualified planners and their clients to become familiar with our products, destination, member partners and services. It was important as part of the booking cycle to experience our city and products first-hand, as it lead to stronger conversion.

Conventions Sales Testimonial
With the support of the Marketing department, Sales obtained three client endorsements and created a video testimonial that endorses the efforts of the department – https://youtu.be/A8bCwawHdLY. This video is positioned on our corporate website and will be used for future sales presentations.

Fly into Richmond. Leave $1,000 Richer Incentive Offer
The three winners were announced for the Fly into Richmond. Leave $1,000 Richer incentive offer which was created in 2010. Each winner was eligible to win one of three $1,000 VISA gift cards, or to donate the cash prize to a charity of their choice for submitting an RFP directly to Tourism Richmond.

Client Events
A very successful client event was executed in Toronto with the support and participation of the Marriott Vancouver Airport Hotel and Sheraton Vancouver Airport Hotel. This event allowed Tourism Richmond and its partners to network with key corporate accounts. A pre-client event with 15 scheduled sales calls and office visits to these corporate accounts were conducted.
Testimonials
2016 Fly into Richmond. Leave $1,000 Richer Incentive Offer – Winners

“It’s always a pleasure working with Deidre and the team at Tourism Richmond. Their ability to make things look easy is awe-inspiring. They have a number of great hotels to choose from that offers time and time again, seamless execution of our meetings. Its service like this that keeps Richmond BC front of mind and ensures that we will return.”

- Helen Mullin, Conference Direct: 2016-10 Canadian Education Association AGM

“I’m so happy that I met Melissa from Tourism Richmond at a local trade show. She made everything so easy for me when looking for the perfect venue for our upcoming seminar. Melissa made me feel confident that we could find the perfect place in Richmond – and she was right!”


“As expected, Tourism Richmond was a delight to work with: always helpful and responsive, very attentive and knowledgeable, truly caring about our concerns and needs. The city of Richmond provided an outstanding backdrop for our meeting and offered all of the culture, dining, shopping, activities, and off-site venues our participants could possibly want. Richmond is a premium destination and good value for money. We’ll be back!”

- Rose-Marie Guerra, Department of Justice Canada: 2016-06 Federal/Provincial/Territorial Duty Ministers

TRAVEL TRADE

Program Focus
Travel trade efforts continued to focus on leisure travelers through relationships built with Receptive Tour Operators representing our key target markets.

In 2016, Sales participated in eight tradeshows including:

- NTA Exchange
- NAJ RTO Summit West
- Rendez-vous Canada
- Cruise360
- Showcase Asia
- Canada’s West Marketplace
- ITB Berlin
- World Travel Mart

Referrals
A total of 522 member partner referrals were distributed in 2016 with a focus on new member partner referrals that ranged from fishing excursions to high end shopping, and the Dumpling Trail.

Familiarization Trips
Throughout the year, the Sales department hosted eight familiarization trips in partnership with Destination British Columbia and Destination Canada. With the new flight services from Xiamen Airlines, we welcomed two large travel groups. Overall, we welcomed a series of visiting tour operators and travel agencies from USA, China, Canada and India.
Program Focus
In 2016, the Communications team continued to position Tourism Richmond as a leader in tourism in British Columbia with media and stakeholders. Ensuring that all corporate communications and media relations activities aligned and support corporate goals, the team focused on generating positive earned media coverage by leveraging the destination’s key strengths:

· Affordability of accommodations to travelers
· Accessibility to the Metro Vancouver’s attractions
· Highly-regarded Asian culinary scene
· The picturesque beauty and historic attractions of Steveston

The Communications team also continued to build on the well-established media; relations program; while developing new story starter ideas for media and strengthening media, social influencer and industry relationships in key target markets (Northern California, Washington State, BC, and Alberta) and market segments.

In late summer 2016, the Dumpling Trail was created and presented a unique product that the team leveraged with interested culinary and travel media. The Dumpling Trail proved popular with journalists and media outlets; coverage through to the end of Q4 2016 was extensive in both traditional and digital media.
The team also built close working relationships with partners such as Tourism Vancouver, Destination British Columbia (DBC) and Destination Canada (DC) to leverage media opportunities and ensure that Tourism Richmond remains a valued and reliable partner. The Communications department attended DBC and DC meetings and conferences hosting key target market media with the end result of journalists coming to Richmond to cover our destination. In 2016, Tourism Richmond co-hosted 13 media familiarization tours in partnership with Tourism Vancouver, Destination BC and Destination Canada.

**Highlights**
- 540 articles (traditional, online, and social media) were generated.
- Through the Visiting Journalist Program, 174 travel, lifestyle and culinary media from print, online, blogs and television media outlets were hosted.
- Richmond’s culinary scene continues to garner significant coverage from highly influential journalists representing some of the best food and travel media outlets, particularly with the launch of the Dumpling Trail.

**Articles Appeared In**
- AFAR Magazine
- Association News
- Bon Appetite
- Calgary Herald
- Daily Hive Vancouver
- Epoch Taste
- Sing Tao
- National Geographic Traveler (China)
- Forbes Travel Guide
- The Globe and Mail
- Huffington Post
- MSN.com
- National Post
- San Francisco Examiner
- US News and World Report
- Washington Post
VISITOR SERVICES

Program Focus
Tourism Richmond’s Visitor Centres experienced a 5.4% increase with 28,960 visitors served in 2016 and met with 12,344 parties compared to 12,167 in 2015.

Tourism in Richmond continues to experience visitation from fans of the ABC TV show Once Upon a Time (ONCE), with 64% of the visiting parties to the Visitor Centre stating that their trip was specifically for a ONCE fan experience and that visiting the filming location in Steveston was the primary reason for their visit. This represents an increase over 2015 where 48% stated the same.

Our Tourism Specialists at the Visitor Centre interact with visitors from all over the world, many coming to explore Steveston and then discovering that Richmond has so much more to offer with visitors exploring heritage sites, festivals, markets and the Dumpling Trail. Through inquiries on social media channels and 1-800 line, our Tourism Specialists have been able to facilitate some overnight stays in Richmond.
**Highlights**
Over the course of 2016, year-over-year retail sales in the Visitor Centre grew from approximately $115,000 in 2015 to approximately $150,000 in 2016 primarily from licensed merchandise, and unique greeting cards and specialty gifts.

Visitor Services provided collateral material and services at events and conferences hosted in Richmond including:

- Provided Visitor Servicing to over 40 conferences and events being held in Richmond coordinating Visitor Guides and flat map deliveries
- Created sightseeing itineraries and destination dining suggestion PDF’s that were used by convention organizers to promote the destination.
- Provided on-site Visitor Servicing at hotels and the Olympic Oval assisting conference/event attendees with directions, sightseeing ticket sales, restaurant suggestions and transportation options.
- Participated at community events with an on-site set-up and/or roaming visitor services at:
  - Canada Day Salmon Festival
  - Ships to Shore
  - Maritime Festival
  - Outdoor Farmers Market
  - Christmas in Steveston
  - Commercial Drivers Appreciation Event

Throughout 2016, Tourism Richmond continued to operate the Postal Outlet in the Steveston Museum as part of the agreement with the Steveston Historical Society. Revenues from the postal operations declined by about $12,000 in the year compared with 2015.

**Testimonials**
“We are New Yorkers and big fans of *Once Upon a Time*... On July 28 we called the Steveston Visitor Centre for information about the area in general including Vancouver and the TV show. Denise patiently answered ALL my husband’s questions. She made good suggestions, including that we stay in Richmond (which we did) and followed up the call with an email with even more information a day later, very impressive”

“Thanks to Megan at Steveston Visitor Center who helped us get to Pitt Meadows, and avoid the closed Pattullo Bridge and we enjoyed our lunch in Steveston and the stop at the beautiful suspension bridge,”
– From Destination BC – Visitor comment card.
DESTINATION DEVELOPMENT

Program Focus
Destination Development is responsible for member relations, partnerships, and increasing awareness of Richmond’s visitor economy.

The department held six events in 2016 including:
· Annual Service Awards Gala at the River Rock Casino Resort
· Commercial Driver Appreciation Event at YVR
· Annual Industry Luncheon at the Hilton Vancouver Airport Hotel
· Tourism Richmond Christmas Party at Richmond City Hall

Approximately two hundred people were in attendance at the annual Service Awards Gala held at River Rock Casino Resort, the hosting partner. The 2016 winners have also been recognized in announcements in the Richmond News and were provided with certificates of their achievements.

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

Our Industry Luncheon, held in April, was attended by approximately 120 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 received from stakeholders will be used to shape our Member and Partner programs.

The strong need for networking opportunities among tourism and hospitality businesses was met at the annual Tourism Richmond Christmas party, held at Richmond City Hall. Attendees from across Tourism Richmond’s membership and other stakeholders enjoyed excellent food and drink offerings provided by some of our food and beverage partners, as well entertainment provided by a local jazz ensemble.

Tourism Richmond continues to be recognized as the leading and valued industry association for tourism and hospitality businesses in Richmond. Membership stood at 216 as of December 31, 2016, which represents a 90.8% retention rate.
Board of Directors

EDA KOOT, CHAIR
A career hotelier, Eda has built her hospitality career with Delta Hotels along with several years with Fairmont. Originally from Calgary, Eda moved to BC 12 years ago working with Delta in Victoria, Whistler, Sun Peaks and Burnaby prior to accepting the role here in Richmond at the then, Delta Vancouver Airport Hotel. Transitioning the property 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.

WAYNE DUZITA, VICE CHAIR
In his 45 year career, Wayne Duzita has held a variety of positions within many business sectors prior to joining Aeroterm as Associate Vice President Western Region. Wayne continues to be an active volunteer in the Richmond community currently 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’s management career spans over 30 years in a variety of progressive roles within the hotel industry. While he 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 OF GOVERNANCE
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 President 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 Manager, Air Service Development at the Vancouver Airport Authority. 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 General Manager of Planning and Development for the City of Richmond. Joe has 30 years of experience in City Planning in Australia and Canada and has worked in both the private and public sectors. Joe has been with the City of Richmond since 1998. During his time with the City of Richmond, Joe has been responsible for the preparation of many Area Plans, Strategies and the 2041 Official Community Plan. His current portfolio includes responsibility for Human Resources, Long Range Community Planning, Development Approvals/Building Permits and Transportation Planning.

CATHRYN VOLKERING CARLILE
Cathryn Volkering Carlile is the General Manager of Community Services with the City of Richmond. As a member of the City of Richmond’s Senior Management Team, Cathryn provides overall strategic leadership to the Corporation. She has worked in municipal government since 1974, and 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 including contributions to the 2010 Olympic Winter Games, Canada Games and Arctic Winter Games. Cathryn was actively involved in the development of the Richmond Olympic Oval, from the initial bid phase through to the highly successful post-Games legacy conversion – an experience she considers to be a ‘once-in-a-lifetime’ opportunity. Says Cathryn, “The Richmond Olympic Oval makes me very proud!” Cathryn lives in Richmond with her husband and daughter.

GARY COLLINGE
Prior to his recent appointment as General Manager of the Hilton Vancouver Airport in Richmond, Gary Collinge’s career has taken him across Western Canada. Most recently, he was General Manager at the Hampton Inn & Suites and the Georgian Court Hotel in Vancouver. Throughout his professional career, Gary has been active in the tourism industry contributing to the efforts supporting the bid for the Vancouver 2010 Olympic Winter Games and the Vancouver Convention and Exhibition Centre expansion taskforce. He has served three terms as a Board member and on various committees and taskforces with Tourism Vancouver, been the chair of the Vancouver Hotel Association, served as a Director of the Business Improvement Association in Victoria and with the BC Hotel Association. Born in Manchester, England, Gary grew up in Toronto before heading west to attend the University of Victoria.
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. His last role was as the Superintendent commanding North Command, which includes all operations and personnel working in the northern half of the City of Vancouver. With the VPD, he enjoyed many assignments including Operations, Planning and Research, Mounted Unit, Detective Office, Recruiting, Internal Investigations, and the Traffic Section among others. He was also VPD’s Public Order Group Gold Commander responsible for police response to large protests and events. 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 twice to the Richmond Board of Education. In 2011, he was inducted into the Order of Merit of the Police Forces by the Governor General of Canada and in 2013, he received the Queen’s Diamond Jubilee Medal. Andy holds a degree in political science from UBC. Born and raised in Richmond, he and his wife and their three adult children live in Steveston.

HARALD KURTZKE
Harald Kurtzke is a European-trained Hotelier who holds a Diamond CHA. This Certified Hotel Administrator (CHA®) award is the one of the most prestigious certifications available to a hospitality executive. Currently Harald is Regional Director and General Manager for Executive Hotels, and also manages the Executive Airport Plaza Hotel and Conference Centre, Richmond. Harald has held positions as Senior VP, Managing Director, Executive VP and General Manager in resort, full service, limited service, boutique and casinos properties. His past positions include: Okanagan Tourism Board (Director); Skål Vancouver (Member); Rotary International, Islington Club (President). He enjoys working with independent and branded properties including: Executive Hotels; IHG; Sheraton; Carlson; Wyndham.

ROMAN ST. GERMAIN
Roman St. Germain has over twenty years’ hospitality and hotel experience. He is the General Manager of the Accent Inn Vancouver Airport. His past positions include: Best Western (Regional Services Manager, BC and Yukon) and Delta Hotels and Resorts (General Manager, Hotel Manager, Food and Beverage Manager).

ROBERT THURLOW
Robert Thurlow joined McArthurGlen Group as General Manager for McArthurGlen Designer Outlet Vancouver Airport in 2015. Robert joined McArthurGlen from Calvin Klein, where he was Country Manager responsible for the brand’s launch in the Canadian market in 2011, and its expansion across Canada. Prior to joining Calvin Klein, Robert was US CEO and Board Member of Molton Brown. His responsibilities at the globally renowned London bath, body & beauty brand included leading its multi-channel sales’ activities across Europe, North America and Asia. After studying in his native Toronto, London, and Ithaca, New York, Robert started his career at Gap, where, as Operations Manager, he was responsible for store openings across Canada, including Vancouver, and the UK.
Start Hungry. Finish Traveled.

Travel the Dumpling Trail

DumplingTrail.com