



Tourism
Burnaby

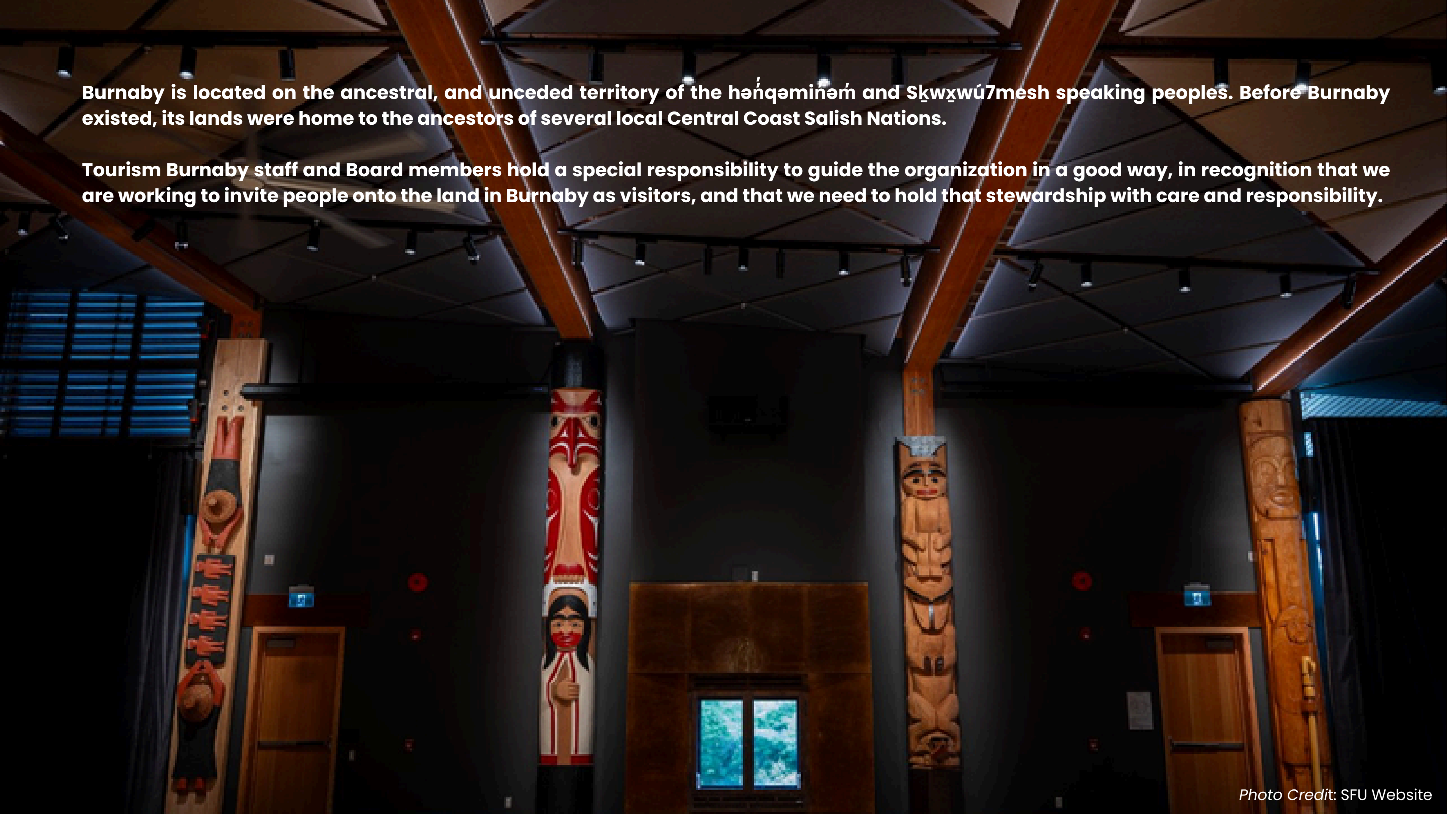
TITAN

2026 Strategic Plan

October 2025

Burnaby is located on the ancestral, and unceded territory of the hən̓qəmin̓əm̓ and Skwxwú7mesh speaking peoples. Before Burnaby existed, its lands were home to the ancestors of several local Central Coast Salish Nations.

Tourism Burnaby staff and Board members hold a special responsibility to guide the organization in a good way, in recognition that we are working to invite people onto the land in Burnaby as visitors, and that we need to hold that stewardship with care and responsibility.



Letter from the Executive Director and the Board Chair

As we enter the third year of our five-year strategy, we are proud to introduce **Titan**. Following the groundwork of **Inception** and the insights gained through **Deep Dive**, **Titan** reflects the scale and ambition of what promises to be the biggest year in Tourism Burnaby's history. Like its namesake, **Titan** is about size, strength, and power – qualities that now define our organization as we continue to grow our impact on Burnaby's economy, reputation, and community.

The results speak for themselves. Since 2022, our budget has grown by 70%, room nights generated have risen by 75%, and the number of meetings and sports events we host has tripled. Our consumer programming has expanded from 10 events to more than 40 annually, with festivals like the **Burnaby Halloween Festival**, the **Bite of Burnaby**, and the **Pat Quinn Classic** becoming cornerstones of our destination identity. At the same time, we have embraced research and accountability like never before, publishing and supporting more than 25 studies and reports that measure our industry's value and help guide our advocacy. This includes our Economic Impact Study, which demonstrates tourism's critical role as an economic driver for Burnaby.

In 2026, we will deliver events on a scale our city has never seen. From world-class tournaments such as the **U19 Men's Volleyball Continental Championships** to expanded festivals that attract niche markets and encourage longer stays, Burnaby will shine on provincial, national, and international stages. These events are not only powerful tourism generators; they also strengthen community pride and highlight Burnaby's diversity, creativity, and welcoming spirit.

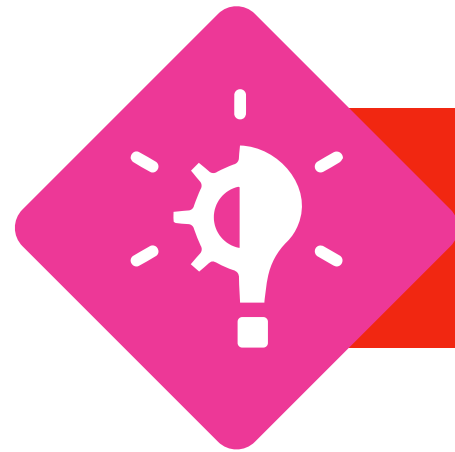
Titan is also grounded in three themes that emerged from our recent strategic sessions: **Visibility, Accountability, and Best in Class Experiences**. We will leverage our visibility to advocate for our industry as an economic powerhouse, ensure that every initiative has measurable outcomes tied to our vision and mission, and hold ourselves to the highest standards in everything we deliver, from staff development to stakeholder reporting to the visitor experience itself.

This is a pivotal year for Tourism Burnaby. With record growth in events, research, and branding, **Titan** is more than a plan, it is a declaration of ambition. Together with our partners, stakeholders, and community, we will continue to position Burnaby not as the third-largest city in British Columbia, but as a true destination able to stand on its own.

Chris Peters, Executive Director

Lara Johnson, Board Chair

Vision And Mission



Our Vision

Burnaby is the heart of Metro Vancouver, sought-after for the diversity of outstanding authentic destination experiences and hosting capabilities.



Our Mission

Helping the world discover Burnaby to meet, learn, live and play, while leaving a lasting, positive impact on our community and beyond. We strive to do this by focusing on tourism's economic, social, cultural, and environmental impacts.

2026 Outlook

Overall Market Outlook:

Revenue Increase of 6.1%*

(Occupancy +2% and ADR 4.1%)

Factors:

- World Cup will increase occupancy and rates (20% premium) in June and July
- U19 Men's Continental Volleyball in May 2026
- No anticipated hotel renovations in 2026
- US Inbound forecast to rise 10.5% YOY
- Continued recovery in Asian markets

Sources:

- Destination Vancouver 2026 Outlook
- CBRE Q3 2025 Forecast
- Canada Conference Board - BC Travel Markets Outlook to 2029

*This does not include an additional \$209,196 in additional MRDT revenue forecast for the Hyatt Park Place Vancouver Metrotown opening in late Q1 of 2026.



5 Year Plan Goals



1. Increase awareness and positive perceptions of Burnaby as a destination.
2. Increase year-round benefits from tourism to the entire Burnaby community
3. Maximize capacity and value contributions from Burnaby's tourism amenities, infrastructure and assets.
4. Strengthen Tourism Burnaby's organizational excellence as a destination management organization.

Strategic Areas

Leisure	1. Build on the marketing foundation Tourism Burnaby has created to inspire more travellers to choose Burnaby as a destination.
Sport Hosting	2. Strengthen Burnaby's value and competitive advantage in the sports tourism market.
Business Events	3. Boost business events travel to Burnaby while developing new capacity for future growth.
Festivals & Events	4. Create and support high performing festival and community event activation that gives visitors a compelling reason to visit and enhances Burnaby as a place to live.
Destination Development	5. Strengthen Tourism Burnaby's role in major destination development projects in Burnaby and the region. 6. Encourage and enable industry and partners to develop new or enhance current outstanding authentic destination experiences that support the Burnaby brand.
Organizational Excellence	7. Build a modernized corporate culture, where staff are supported to do their jobs well within a continually changing environment and the entire organization is further along the journey of evolution towards sustainability, inclusivity and reconciliation. 8. Create stronger collaboration and partnerships to achieve greater tourism success for Burnaby. 9. Deliver operational excellence in all aspects of Tourism Burnaby's work.

TITAN Deliverables

Deliverable	Success Metric	Why?
Partner Dashboard	Minimum of 50 visits per month (600 total) for year	To ensure we are delivering relevant timely data
Economic Impact Analysis on all TB Events	Publish annual report summary of all TB events to demonstrate value of Organization	Accountability, Resident Sentiment, and Positioning Tourism as and Economic Driver
Partner Requests for Economic Impact	Deliver a minimum of 6 Economic Impact studies for partners	Positioning Tourism as an Economic Driver
Impressions on Social Media	15% Increase YOY	Raise profile of destination and promote events
Website Traffic	50% increase in Website Traffic	Raise profile of destination and promote events
Earned Media Value	20% Increase in Earned Media Value	Demonstrate effective use of influencers and media
Resident Sentiment	Maintain 2025 level of overall tourism sentiment	Resident Sentiment
World Cup Event	Execute the "Soccer City" strategy to capitalize on World Cup 2026	Destination Profile, Visitor Experience, Resident Sentiment
Overnight Stays (Consumer)	50% Increase YOY	Direct Economic Benefit
Burnaby Buzz - Onsite Activations	Participate in at least 10 festivals and events	Resident Sentiment, Visitor Servicing
DMAP Certification	Complete DMAP Certification	Accountability, Transparency, Best in Class performance
Total Overnight Stays (Sports & Meetings)	5% increase YOY Total	Direct Economic Benefit
Co-Op Marketing Targeted Campaigns	\$200,000 in incremental room revenue	Direct Economic Benefit
Advocacy and Promotion	Staff will deliver a minimum of six substantive presentations or panel appearances at meetings or events annually, excluding ceremonial duties such as openings or festival greetings.	Accountability, Resident Sentiment, and Positioning Tourism as and Economic Driver
Interest Holder Education and Support Plan	Program providing education and support to front line staff and enhanced communication strategy with interest holders	Visitor and Interest holder service and support

2026 Continuing Programs



Hosting Grants Program

Tourism Burnaby provides a variety of grants each year to attract and retain meetings, tournaments, training camps, and major events..



Bite of Burnaby

Burnaby's Food Festival now in its' 6th year attracts participation from nearly 1/3 of all restaurants in the city. The emphasis in 2026 will be to create more ticketed events and drive overnight stays.



Burnaby Halloween Festival

Year 5 of the Burnaby Halloween festival, driving more than \$6 million in economic benefit with a month long event with more than 25 activations..



Pat Quinn Classic

Now spanning 2 weeks in November and December, this is one of North America's premier junior hockey tournaments drawing athletes scouts, and fans from across the world.



Business Events Attraction

An active trade show and sales mission strategy operated in coordination with hotel partners to drive hotel rooms to the city and position Burnaby as a center of excellence for Clean Energy, Technology, and Education.



Co-Op Programs

Programs such as Cineventure and the BC Ale Trail which help elevate Burnaby on a regional scale and drive tourism across neighbouring communities.



Brand Refresh

Beginning with a new brand story and website in 2025, this will continue the work through new video, photographic and social media content, to position Burnaby as a global destination.



Business Analysis Department

Continuing to improve systems to measure impact, forecast performance, and maximize campaigns.



Content Creation

In order to stay relevant and top of mind across all sectors, Tourism Burnaby invests in content creation and promotional campaigns throughout the year.



Organizational Excellence

Tourism Burnaby invests in staff and board training, state-of-the-art software, and a competitive benefits package to ensure the team is fully supported to perform.

***New for 2026**

SOCCER CITY

(Working Title)

Maximizing the Impact of the 2026 World Cup

- **Create “Soccer City” digital hub:** A centralized website, modeled after Bite of Burnaby, showcasing where activations, watch parties, and events are happening across Burnaby.
- **Support partners and businesses:** Provide promotional backing, prizing, FIFA-compliant watch party guidelines, and an industry-only resource section while sending Tourism Burnaby reps to meet directly with businesses.
- **Drive community engagement:** Host small activations in partnership with venues like The Amazing Brentwood and Vancouver Rise FC (e.g., soccer skills competitions, fan meetups).
- **Boost resident pride:** Foster local enthusiasm and connection to the global event by promoting community-wide participation and city identity.
- **Amplify Burnaby’s visibility:** Leverage PR, marketing, and social media channels to increase impressions and showcase Burnaby as an active, vibrant host community.

Success Measures: Resident Sentiment • Partner Engagement • Digital Reach • Social Impact • Activation Reach • Media Coverage



***New for 2026**

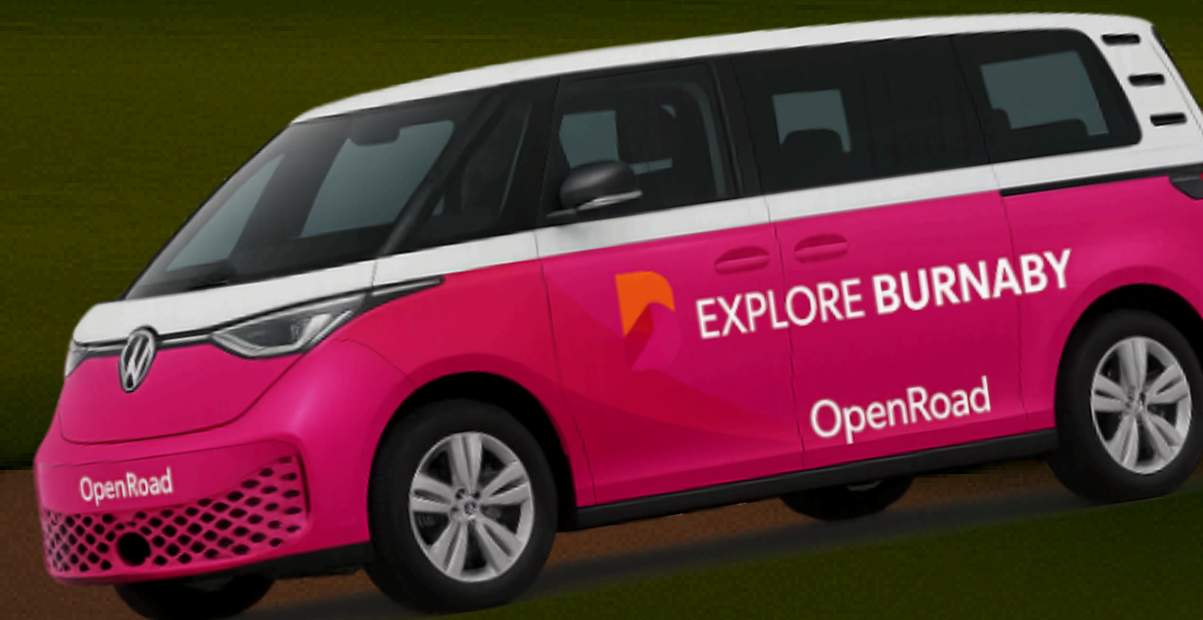
BURNABY BUZZ

Tourism Burnaby's New Mobile Ambassador

- **Deploy the Burnaby Buzz vehicle:** Introduce a fully branded Volkswagen ID. Buzz as a mobile, eye-catching Tourism Burnaby asset that serves both as a moving billboard and as a centerpiece at festivals, sporting events, and community activations throughout the year.
- **Provide visitor servicing on the go:** Use the Buzz as a roving welcome centre.
- **Engage the community:** Create opportunities for interaction through contests, giveaways, photo opportunities, and influencer-led campaigns that invite people to connect with the Buzz and share their experiences online.
- **Create unique content:** Leverage the distinctive look of the Burnaby Buzz by producing photo and video content in scenic and recognizable Burnaby locations. These assets will support ongoing digital campaigns, increase organic impressions, and reinforce Burnaby's identity as a vibrant destination.
- **Develop a sponsorship case study:** Collaborate with Open Road on a documented case study highlighting the Burnaby Buzz's impact. This will provide measurable results to attract additional paid sponsorships, opening a new revenue stream for Tourism Burnaby.

Success Measures

- Visitor Servicing Impact • Community Engagement • Partner Participation • Event Reach • Social Media Impressions • Brand Visibility • Sponsorship Revenue Growth



***New for 2026**

U19 Men's Volleyball Continental Championships

Sport Burnaby's Biggest Event this Decade

- **Promote Burnaby as a host city:** Showcase Burnaby as a welcoming, world-class sports destination through hosting international-caliber competition at SFU.
- **Support teams and officials:** Partner with Volleyball Canada, SFU, and local stakeholders to provide excellent hospitality and resources for athletes, coaches, and officials.
- **Drive community engagement:** Activate fan zones, contests, and youth clinics that connect residents and young athletes with the championship.
- **Leverage sport tourism opportunities:** Build relationships with international federations and rights-holders to position Burnaby for future volleyball and multi-sport events.
- **Amplify visibility and pride:** Deliver PR and marketing campaigns to drive awareness, boost impressions, and highlight Burnaby as a vibrant sports hub.
- **Create lasting impact:** Support local businesses, generate overnight stays, and develop a case study to attract future high-profile events.

Success Measures

- Athlete & Team Experience • Community Participation • Local Business Impact • Event Attendance • Media Coverage • Social Media Impressions • Future Hosting Opportunities



***New for 2026**

DMAP Certification

Ensuring we are Best In Class across all categories

The Destination Marketing Accreditation Program (DMAP), offered by Destinations International, is a globally recognized standard of excellence for destination organizations. It provides a framework for accountability, ensuring that certified organizations meet rigorous industry standards in governance, financial stewardship, operations, and stakeholder engagement. DMAP also serves as a powerful benchmarking tool, allowing destination marketing organizations (DMOs) to measure themselves against best practices worldwide, demonstrate credibility to partners and funders, and continually improve performance through adherence to established industry benchmarks.



*New for 2026

Tactical Marketing Co-Op

Room Nights When We Need Them

- **Provide matching funds:** Tourism Burnaby will offer dollar-for-dollar matching to hotels for marketing campaigns that directly drive trackable overnight stays and revenue.
- **Focus on measurable outcomes:** Funding is limited to campaigns that can demonstrate conversion results (not awareness advertising), with a targeted ROI of \$5 generated for every \$1 invested.
- **Require reporting:** All campaigns must provide post-campaign reporting to Tourism Burnaby in order to verify results and measure ROI.
- **Operate on rolling intake:** Funding requests will be accepted throughout the year on a first-come, first-served basis. Once funds are fully allocated, no additional support will be available.
- **Support partner success:** By lowering the barrier to investment, the co-op enables Burnaby hotels to extend their marketing reach and drive incremental room nights and revenue.
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Success Measures

- ROI of at least 5:1 • Overnight Stays Generated • Revenue Tracked • Partner Participation • Campaign Reporting Compliance



***New for 2026**

Residence Booking Solution

Empty Rooms Represent Lost Revenue

Tourism Burnaby is working with BCIT and SFU to unlock the untapped potential of their student residences during the summer months. These facilities, often underutilized when classes are not in session, typically operate at just 40% occupancy. By simplifying the booking process and marketing them directly to consumers such as families and budget-conscious travelers, as well as groups like sports teams, camps, and retreats, we can reposition these residences as affordable and reliable accommodations. This approach not only enhances visitor servicing and expands Burnaby's accommodation inventory but also strengthens the city's ability to attract summer events and tourism.

The economic impact of this initiative is considerable. With approximately 2,000 rooms available across both campuses over a 90-day summer season, a nightly rate of \$150 currently generates about \$10.8 million in revenue at 40% occupancy. Increasing occupancy to 80% would double revenues to \$21.6 million, creating an additional \$10.8 million in direct institutional revenue for BCIT and SFU. For Tourism Burnaby, the additional room revenue equates to roughly \$324,000 in new MRDT contributions, which can be reinvested into marketing, events, and destination development. This initiative ensures more visitors are staying, dining, and spending in Burnaby, multiplying benefits across the local economy while providing affordable lodging options.

Tourism Burnaby's role in this project is to identify solutions, analyze opportunities, and present recommendations to the institutions, ensuring they have a clear path forward to capture this economic potential. It is important to note that Tourism Burnaby does not intend to operate or manage these accommodation programs; rather, our role is to act as a catalyst, connecting the institutions with strategies and tools that enable them to successfully expand their summer occupancy and drive growth.

Success Measures: Increase revenue for Tourism Burnaby and visitation to Burnaby



***New for 2026**

Interestholder Support Role

Providing Support to the Front Line

The newly refined Interestholder support role builds on our existing foundation of supporting meetings and events by expanding into broader engagement and capacity-building across our network. While continuing to assist with the logistics, coordination, and promotion of meetings and events, the role will now also serve as a key point of connection between Tourism Burnaby and its stakeholders, ensuring that hotels, event partners, and other interest holders receive timely information, practical resources, and consistent support.

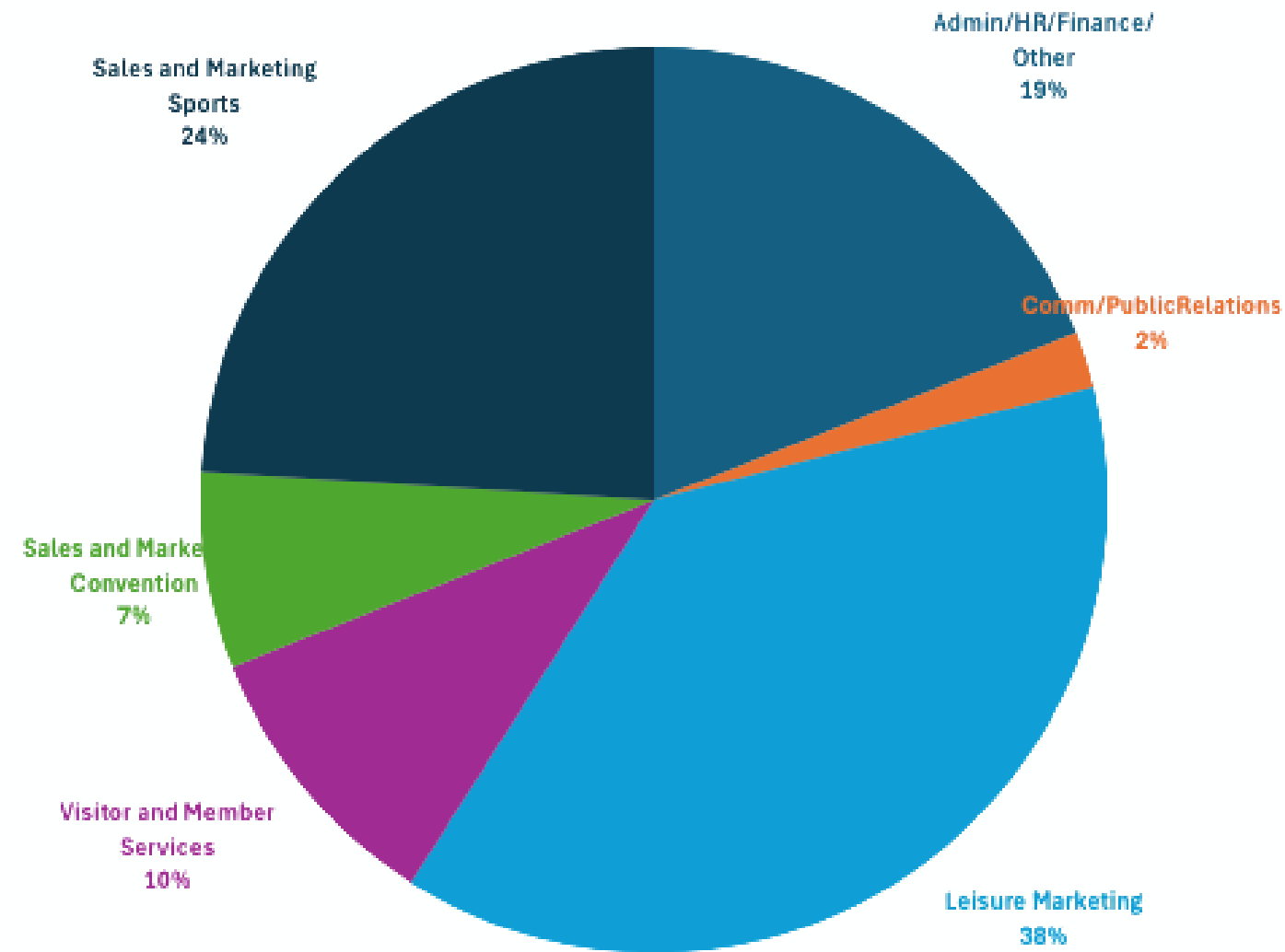
In addition, this position will lead the development and delivery of training and networking programs designed to strengthen the local tourism ecosystem. By facilitating workshops, sharing best practices, and creating opportunities for collaboration, the role will help stakeholders stay competitive, well-informed, and aligned with shared goals. This expanded scope emphasizes not only event success, but also long-term stakeholder growth, communication, and professional development within the community.



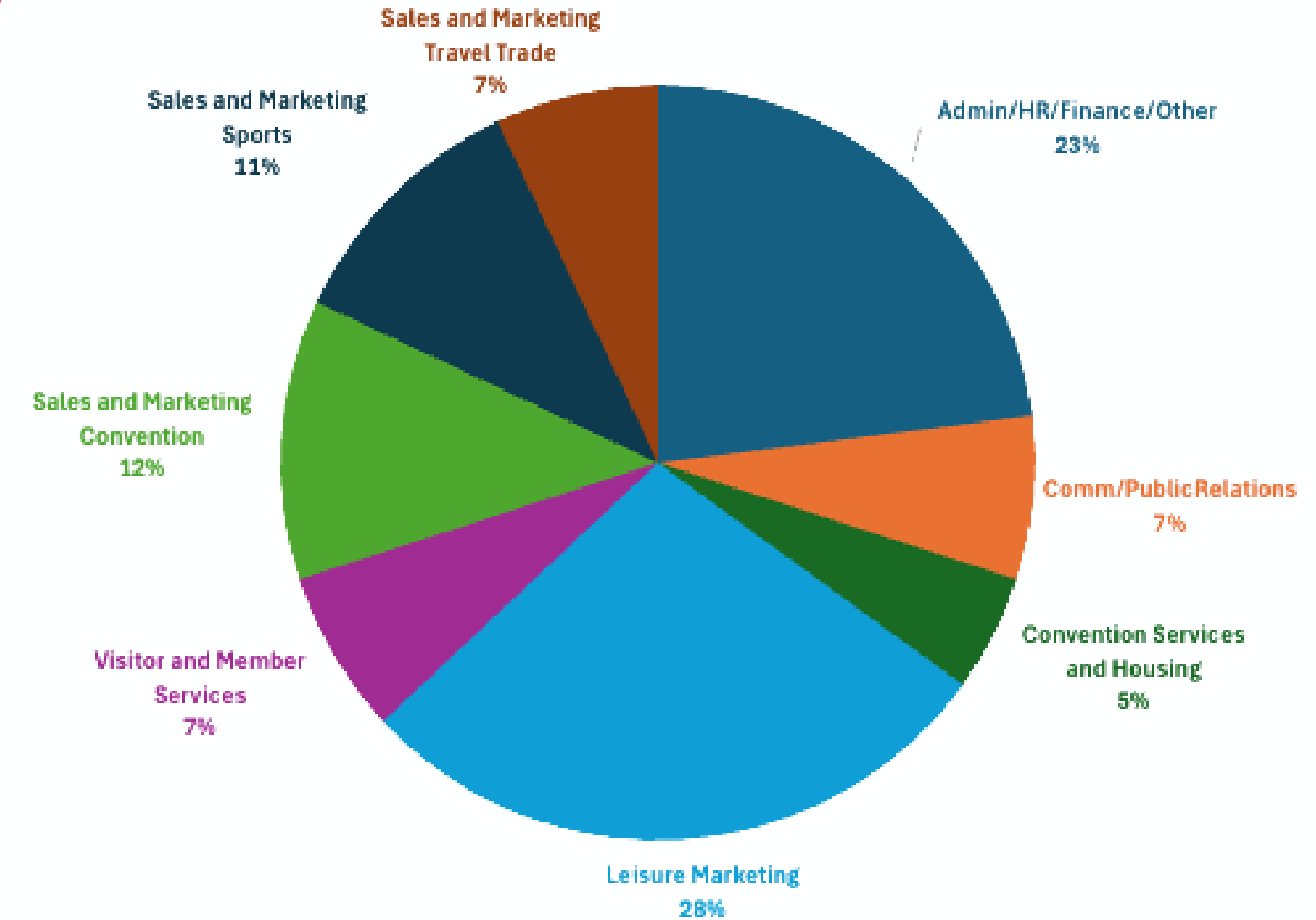
Photo: Meet in Burnaby at CanSPEP

Meet in

Tourism Burnaby



Average

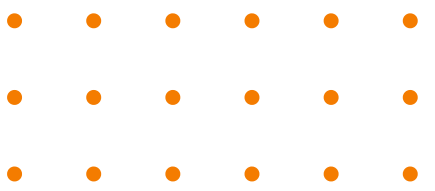


Industry Averages*

Here's How Tourism Burnaby compares with other DMO's with a budget of \$2million to \$5 Million

*Based on Destination International survey data of 140 North American DMOs. 2024 Data.

Leadership



Tourism Burnaby is led by an eleven-member Board of Directors made up of representatives from across multiple organizations representing the visitor economy in Burnaby. Based on the mandate and direction of the Board of Directors, staff develop and execute a strategic plan to achieve results that are measured by specific key performance indicators.

BOARD OF DIRECTORS – 2025/2026

Lara Johnson, Chair, BCIT

Shannon DeGroot, Chair-Elect, SFU

Doug Spindler, Treasurer, City of Burnaby

Ellen Barbour, Governance Officer, Earls Restaurants

Councillor James Wang, City of Burnaby

Chris Browne, Accent Inns Burnaby

Kris Szylowski, Element Vancouver Metrotown

Councillor James Wang, City of Burnaby

Anthony Chisholm, Delta Hotels Burnaby

Larry Hayes, Burnaby Minor Hockey

Jason Wong, YVR Prep (*Burnaby Board of Trade*)

Lorelynn Hart, Board Administrator

STAFF

Chris Peters, Executive Director

Robyn Hughes, Director, Sport Burnaby

Catherine McCooey, Director, Marketing

Brad Styba, Manager, Business Development

Felicity Wang, Marketing Specialist

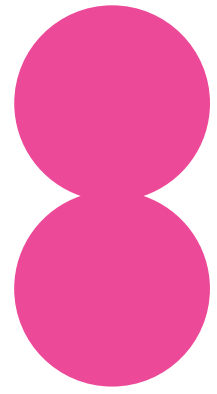
Sparsh Bajaj, Business Information Analyst

Taylor Lee, Sport Coordinator

Anna Paul, Festival Manager

Sriya Peruka, Content Creator

Chiantelle Rey-Lagman, Administrator



THANK YOU



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