

## Appear as a Delegation: Submission #334

### Are you a resident of Burnaby?

I am a business owner in Burnaby

### Pronouns

He/him/his

### I wish to appear before:

City Council

### Full name of applicant

Chris Peters

### Name of the organization or agency you are representing (if applicable)

Tourism Burnaby

### Full name(s) and title(s) of speaker(s)

Chris Peters, Executive Director, Tourism Burnaby

### Full mailing or residential address

2006-3713 Kensington Ave  
Burnaby, British Columbia. V5B0A7

### My delegation addresses matters related to

An issue not currently under consideration by Council through an active input process

### What is the intended title of your delegation?

Tourism Update and Request for Overall Tourism Plan

### Details about your appearance

Tourism Burnaby requests to appear before Council to provide an update on recent accomplishments and outline upcoming initiatives. As Burnaby's official destination management organization, we support a \$1 billion industry that drives economic growth, community pride, and investment across sectors.

Tourism in Burnaby supports clean energy and technology events, entertainment, hospitality, and local sports. Our work strengthens small businesses, attracts major events, and enhances the city's reputation as a premier destination.

We will highlight recent results, including successful event hosting, increased collaboration with local stakeholders, expanded digital outreach, and growing resident support for tourism as a force for positive community impact.

We also seek Council's support to develop a 10-Year Tourism Plan for 2027-2037. We request City staff collaboration to align with municipal priorities and infrastructure planning.