

Mayor & Council
City of Vancouver
Vancouver City Hall
453 West 12th Ave.
Vancouver, B.C. V5Y 1V4

July 20, 2022

Re: Indigenous-led bid to host the 2030 Olympic & Paralympic Winter Games

Dear Mayor & Council

On behalf of the Tourism Industry Association of British Columbia (TIABC), I am writing to urge Council to direct staff to advance the City of Vancouver's participation in the Indigenous-led bid to host the 2030 Olympic & Paralympic Winter Games in BC.

As the tourism industry continues to rebuild from the devastating impacts of the pandemic, the opportunity to host major events (including sport) in the City of Vancouver is paramount to our sector's recovery in the coming years. Major events such as the Invictus Games, FIFA World Cup, and the 2030 Games offer much in the way of present and future benefits, not only for tourism, but for residents, stakeholders, and businesses in the city, region, and province.

Along with overall economic impact, TIABC believes that the 2030 Games will be a catalyst for further job creation, community pride and destination brand building, inspiring youth, creating social legacies, as well as destination marketing opportunities, pre-and-post meetings and test events, securing additional off-season business, developing infrastructure, and importantly using these games and other major sporting events as a forum for reconciliation.

Over the years, the City of Vancouver has consistently demonstrated it has the expertise, the venues, the enthusiasm, the reputation, and the vision to host major sporting events. As you are aware, the 2010 Games in Vancouver were among the most successful Winter Olympics and Paralympics in history and provided multiple benefits for residents and visitors in the years before and after.

Mayor and Council, TIABC strongly urges the City of Vancouver to join the Four Host First Nations and the other partners of the Exploratory Assembly in an effort to secure the 2030 Olympic and Paralympic Winter Games for our community and province.

Best Regards,



Walt Judas
CEO, TIABC