

Vancouver: A refreshing change of place



Build. Invest. Create.

2026 VANCOUVER INVESTMENT GUIDE

**DESTINATION
VANCOUVER**

Why Vancouver?



Vancouver is part of the Salish Sea ecosystem spanning southwest British Columbia. It is nestled between the Coast Mountains and the Strait of Georgia on the traditional, unceded territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh). They have been the stewards of these lands and waters since time immemorial and continue to play a critical role in its stewardship and redevelopment.

Immersive outdoors

Vancouver's outdoor culture is a defining part of city life, shaped by close connections to ocean, mountains, and rainforest. With parks within a five-minute walk for every resident, locals and visitors alike embrace an active, year-round outdoor lifestyle and a shared respect for the natural environment.



AN ICONIC BEACH SCENE

Vancouver's beaches ring the city with heated saltwater pools, beach volleyball courts, and lively social scenes.



MOUNTAINS AT THE CITY'S EDGE

Vancouver's North Shore Mountains offer year-round recreation, including hiking, skiing, and sweeping views within 30 minutes of the city centre.



HOME TO THE WORLD'S LONGEST SEAWALL

The 28 km waterfront walking and cycling path extends from the Vancouver Convention Centre to Spanish Banks Park.



A RAINFOREST IN THE HEART OF THE CITY

Stanley Park is a 400-hectare temperate rainforest with hundreds of thousands of mature trees—larger than New York's Central Park and rare among global downtowns.



AN ACTIVE CITY BY NATURE

Life in Vancouver is shaped by movement and wellbeing, with nature close at hand and nearly 93% of residents regularly active outdoors.

Urban vibrancy

Vancouver is a city of neighbourhoods, where each district has a unique personality, deep-rooted history, and set of amenities. Visitors find unique cultural and retail offerings, food, art, and architecture in each district of the city.



A CITY FOR EVERY TASTE

From food trucks to Michelin-starred dining, Vancouver's culinary culture is rooted in creativity and a strong farm-to-table ethos.



DISTINCT, WALKABLE NEIGHBOURHOODS

From Granville Street to Main Street, Commercial Drive, Yaletown, and Kitsilano—Vancouver is known for walkable, vibrant neighbourhoods, full of local character.



UNEXPECTED, IMMERSIVE VENUES

From cultural landmarks to natural settings, Vancouver offers venues delegates will remember long after they leave.



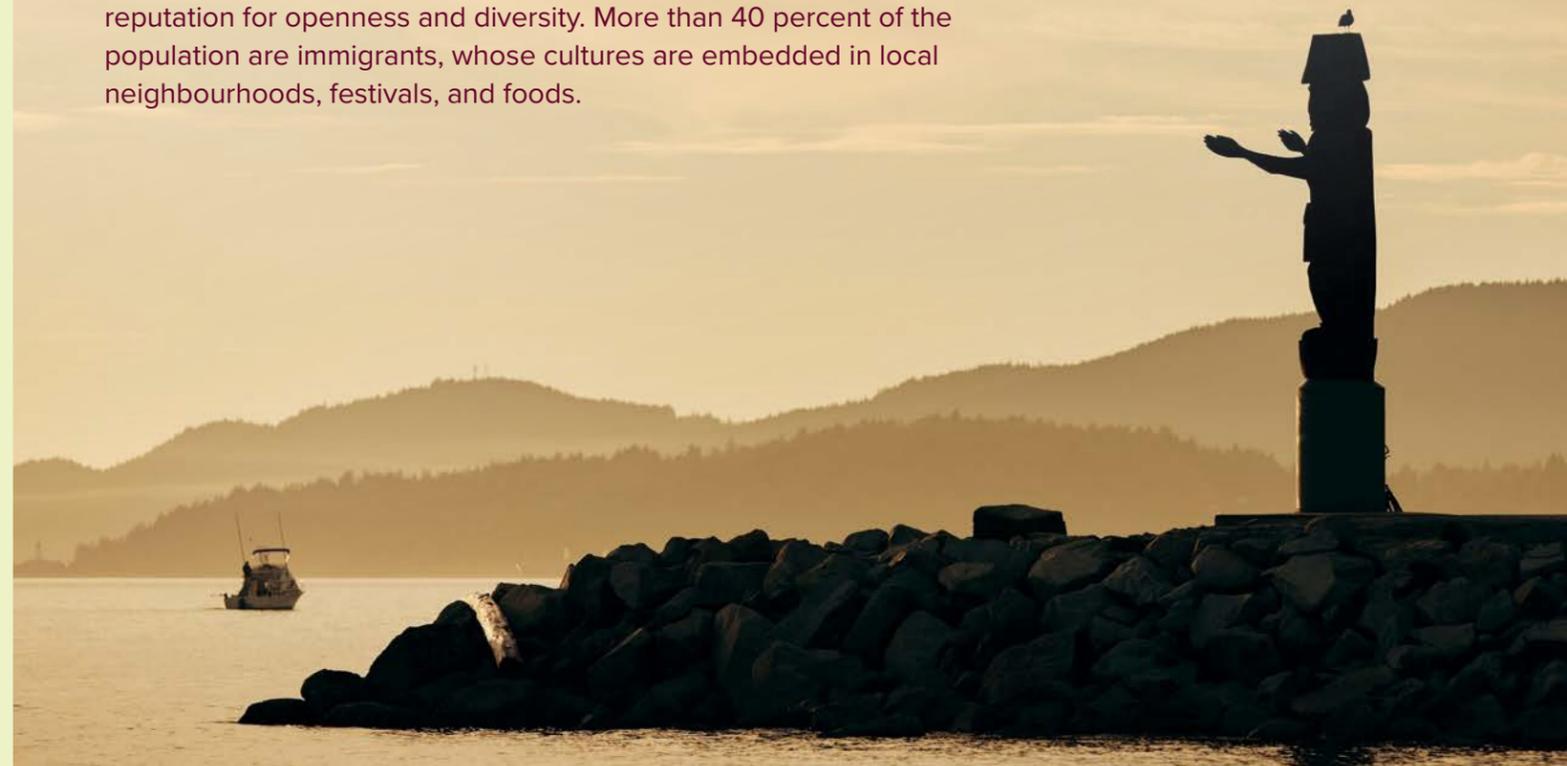
A WALKABLE HUB FOR MAJOR EVENTS

Downtown Vancouver's major venues—including the Convention Centre, BC Place, Rogers Arena, and conference hotels—form a compact event spine, spanning from Canada Place to False Creek North.

This puts the city's biggest sports, entertainment, and business events within walking distance of restaurants, parks, hotels, and transit—offering a connected, vibrant experience that cannot be achieved when event infrastructure is on the outskirts.

Converging cultures

As one of Canada's most multicultural cities, Vancouver has built a reputation for openness and diversity. More than 40 percent of the population are immigrants, whose cultures are embedded in local neighbourhoods, festivals, and foods.



CONNECT WITH INDIGENOUS CULTURE

Vancouver offers authentic ways to engage with the Musqueam, Squamish, and Tsleil-Waututh Nations. Examples include storytelling walks in Stanley Park, cultural canoe tours on the Salish Sea, indigenous galleries, and traditional dining experiences.



A LIVING TAPESTRY OF CULTURES

Vancouver celebrates diversity through traditional Chinese and Japanese gardens, a vibrant Punjabi market, and public festivals, such as Italian Days, Greek Summer Fest, the Lunar New Year Festival, and the Water Lantern Festival.

Fresh perspectives

Vancouver consistently attracts skilled talent and capital, with strong growth in innovative and creative sectors. Leading universities and technical colleges, innovation hubs, and global conferences continue to make Vancouver a destination for international business investment and knowledge exchange, while rapid transit expansion is further connecting the region.



DIGITAL MEDIA & FILM

1,000+
Companies in Metro Vancouver

3rd
Largest film & TV hub in North America

- Video Games
- Immersive Media (AR/VR)
- Animation
- Visual Effects

NOTABLE COMPANIES

GAMING | Electronic Arts, Take-Two Interactive

IMMERSIVE MEDIA | 3D Evolution, LNG Studios

VISUAL EFFECTS AND ANIMATION | Industrial Light & Magic, Animal Logic, DNEG, Image Engine

APPAREL

200+
Companies in Metro Vancouver

45+
Active wear brands headquartered here

- Active wear
- Footwear
- Eyewear
- Sustainable Fashion
- Wearable Technology

NOTABLE COMPANIES

ACTIVE WEAR | Arc'teryx, Lululemon Athletica, Mustang Survival, MEC

FASHION | Aritzia, Oak and Fort, Vessi Footwear

WEARABLE TECH | Recon Instruments, Plantiga

TECH SERVICES & AI

4,300+
Companies in Metro Vancouver

\$31B*
Raised by Metro Vancouver tech services & AI companies

- Software
- AI
- Cybersecurity
- Semiconductors
- FinTech

NOTABLE COMPANIES

AI | Clarius AI, Apera AI, Sanctuary AI, Ideon Technologies, Weir Motion Metrics, Browse AI, Gumloop, Terramera, Lumen5

SOFTWARE | Clio (legal software), Trulioo (identity verification), Thinkific (e-learning)

CLEANTECH

260+
Companies in Metro Vancouver

\$5.4B*
Raised by Metro Vancouver cleantech companies

- Energy & Power
- Agriculture & Food
- Materials & Chemicals
- Transportation

NOTABLE COMPANIES

CLEAN ENERGY | Ionomr Innovations (ion exchange membranes, General Fusion (fusion energy), HTEC (hydrogen transportation)

MINING & EXTRACTION | pH7 Technologies, Minesense, Saltworks Technologies

HEALTH & BIOTECH

2,300+
Companies in Metro Vancouver

#1
in researchers per capita in North America

- Biotech
- Drug Discovery
- Digital Health
- Medical Devices & Diagnostics

NOTABLE COMPANIES

BIOTECH | Aspect Biosystems (bioprinted tissues), AbCellera (antibody medicine), Stemcell Technologies (stem cells and immunology)

MEDICAL DEVICES AND DIAGNOSTICS | Corcym, Kardium, Arbutus Medical

* US Dollars, 2020-2024

* US Dollars, 2018-2023

A vibrant visitor economy



STRONG TOURISM BASE

11.3M

Overnight visitors stay in Vancouver in annually

+2.7%

Forecast annual growth in hotel demand over the next decade

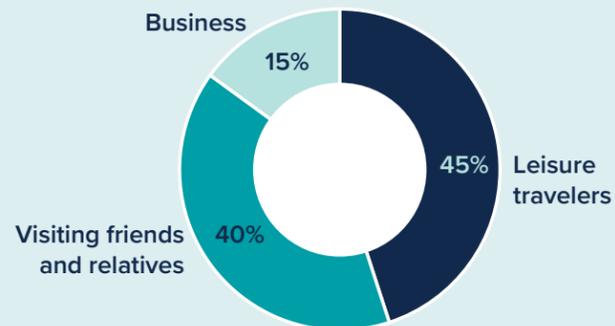
1.4M

Visitors to the Vancouver Convention Centre in the 2024/25 fiscal year

1.2M+

Cruise passengers dock in Vancouver annually

VISITOR PROFILE



A World-Class Stage for Events

Vancouver's calendar of major tech conferences, international sporting events, global summits, and large-scale concerts positions the city as a premier global destination.

The **Vancouver Convention Centre** is driving record visitor growth hosted more than 480,000 out-of-region attendees in 2023/24, with projections reaching 607,000 by 2026/27. In May 2026, it will host the North American Web Summit which is anticipated to attract more than 15,000 attendees.

BC Place Stadium—a 54,000 seat retractable-roof stadium in downtown Vancouver— hosted more than 1 million visitors across 110 events in the 2024/25 fiscal year. It will host seven matches during the FIFA World Cup in the summer of 2026 and was the venue for the last stop of Taylor Swift's Eras tour in 2024.

A high-performing hotel market

80%

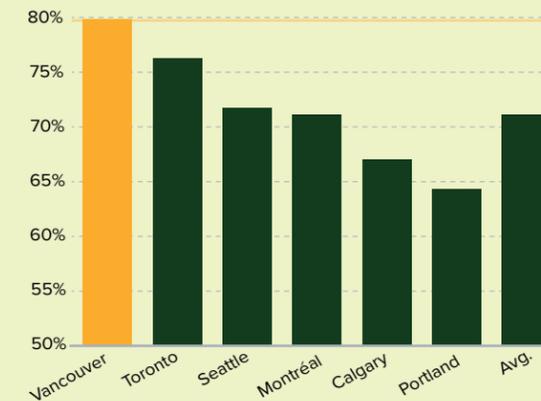
Average hotel occupancy

CA\$280

Average daily room rate (ADR)

CA\$400+

Average daily room rate spike in peak periods



HIGH HOTEL OCCUPANCY

Vancouver's hotels are operating near full capacity, averaging 80% annual occupancy and reaching up to 95% during peak season (April–September). This outperforms comparable cities, where annual occupancy typically ranges from 70–75%, highlighting strong, sustained demand for Vancouver hotels and significant potential for new hotel investment.

Visitor demand outstrips hotel supply

70%

Increase in hotel room inventory is needed to meet demand by 2050

20,000

Additional hotel rooms needed across Metro Vancouver by 2050

6,000

Hotel rooms proposed for various Vancouver sites in the last 3 years

TYPES OF HOTELS NEEDED TO MEET DEMAND:

- Large-scale, high-amenity
- Large, full-service
- Limited service, extended stay
- No-frills, low amenity
- Luxury Boutique

ADDRESSING THE HOTEL SUPPLY GAP

The City of Vancouver has partnered with industry via a collaborative Task Force to plan for, permit, and de-risk hotel development. Outcomes have included new supportive hotel policies for the Central Business District, Broadway Corridor, commercial high streets across Vancouver, all of which will contribute to securing an additional 10,000 rooms within the city.

DESTINATION STUDIES:

- [Vancouver's Economic Analysis for Hotel Supply and Projected Demand](#) ↗
- [Vancouver's Hotel Community Impact Assessment](#) ↗

Business environment

Vancouver offers a supply-constrained opportunity for tourism, hospitality, and mixed-use investment. Its resilience comes from:

- Clean, low-cost hydroelectric energy and strong transit and active transportation
- Strong visitor demand driven by conventions, cruise, natural assets, global air access, and major events
- Skilled labour supported by universities and hospitality training programs
- Coordinated long-term planning focused on complete neighbourhoods
- Strong Indigenous leadership in development and destination growth

TOURISM INVESTMENT ENVIRONMENT

Vancouver is seeking investment in hotels and attractions to support growing tourism demand. A supportive policy environment and financial incentives strengthen its investment appeal

Municipal Policy Support

The April 2025 Hotel Development Policy streamlines approvals and supports hospitality growth, including:

- Faster rezoning for new, expanded, and Indigenous-led hotels
- Reduced amenity contributions and municipal tax relief

Provincial Training Grants

Covers up to 80% of training costs (max \$10,000 per employee; \$300,000 annually per employer).

AGENCIES

Vancouver offers comprehensive, multi-tiered support for investors across municipal, regional, provincial, and federal levels—creating a seamless pathway from initial inquiry to operational launch and ongoing aftercare.

City of Vancouver | Business and Economy Office

Serves as the central resource for investors and businesses, providing comprehensive support to businesses including help navigating City planning and permitting processes.

Metro Vancouver | Invest Vancouver

Provides complimentary investor concierge services including site selection assistance, ecosystem tours, and strategic introductions to industry partners.

Province of British Columbia | Trade and Invest BC

Operates a global network of representatives in 20+ cities providing local market intelligence and facilitating international connections.

Government of Canada | Invest in Canada

Delivers customized packages outlining federal programs and tax incentives. It also helps troubleshoot immigration challenges.

First Nations | First Nations Business Development Association

Connects indigenous economic development corporations to key provincial, federal, and local economic opportunities.

Destination Development | Destination Vancouver

Destination Vancouver serves as an advocate and connector for the tourism industry, taking an active role in balancing the environmental, social, cultural, and economic contributions of tourism with the welling being of the economy.

A gateway to the world

Vancouver is one of the best-connected places on the planet, with non-stop direct flights to over 122 destinations. Sitting equal distance between Asia and Europe, and only minutes from the U.S. border, Vancouver acts as a gateway to Canada and the Pacific Northwest for both people and goods.

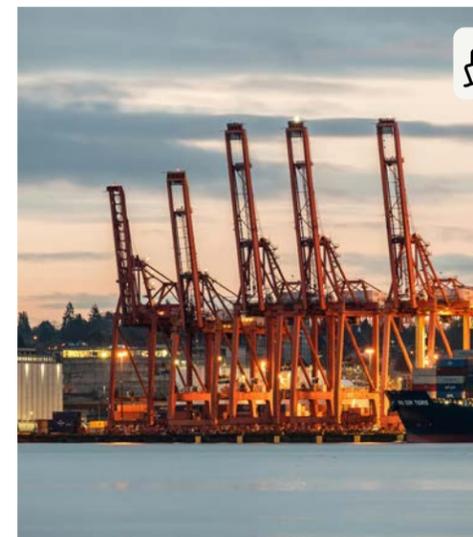


YVR | VANCOUVER INTERNATIONAL AIRPORT

Vancouver International Airport is a critical gateway to the Pacific Rim, supporting tourism, trade, and business travel through reliable, year-round operations and strong regional partnerships, including with the Musqueam first nation. The airport is currently investing in expanding its cargo capacity by more than 50%, reinforcing its role as a major logistics and hub for the region's economy.

2nd Busiest airport in Canada **26.9M** Passengers in 2025

13th Best airport in the world **900** International flight arrivals per week



VFPA | VANCOUVER FRASER PORT AUTHORITY

The Port of Vancouver is North America's most diversified cargo port, spanning 16,000 hectares of water, 1,000 hectares of land, and 29 deep-sea terminals. It connects Canada to over 170 global economies, with operations spanning automobiles, breakbulk, bulk, container, and cruise. The 2025 cruise season welcomed 300+ ships and 1 million passengers, generating about \$3 million in economic value per ship.

1st Largest port in Canada **158M+** Metric tonnes of cargo moved annually

4th Largest port in North America **3.5M** Containers (TEUs) moved annually

Where big ideas come naturally

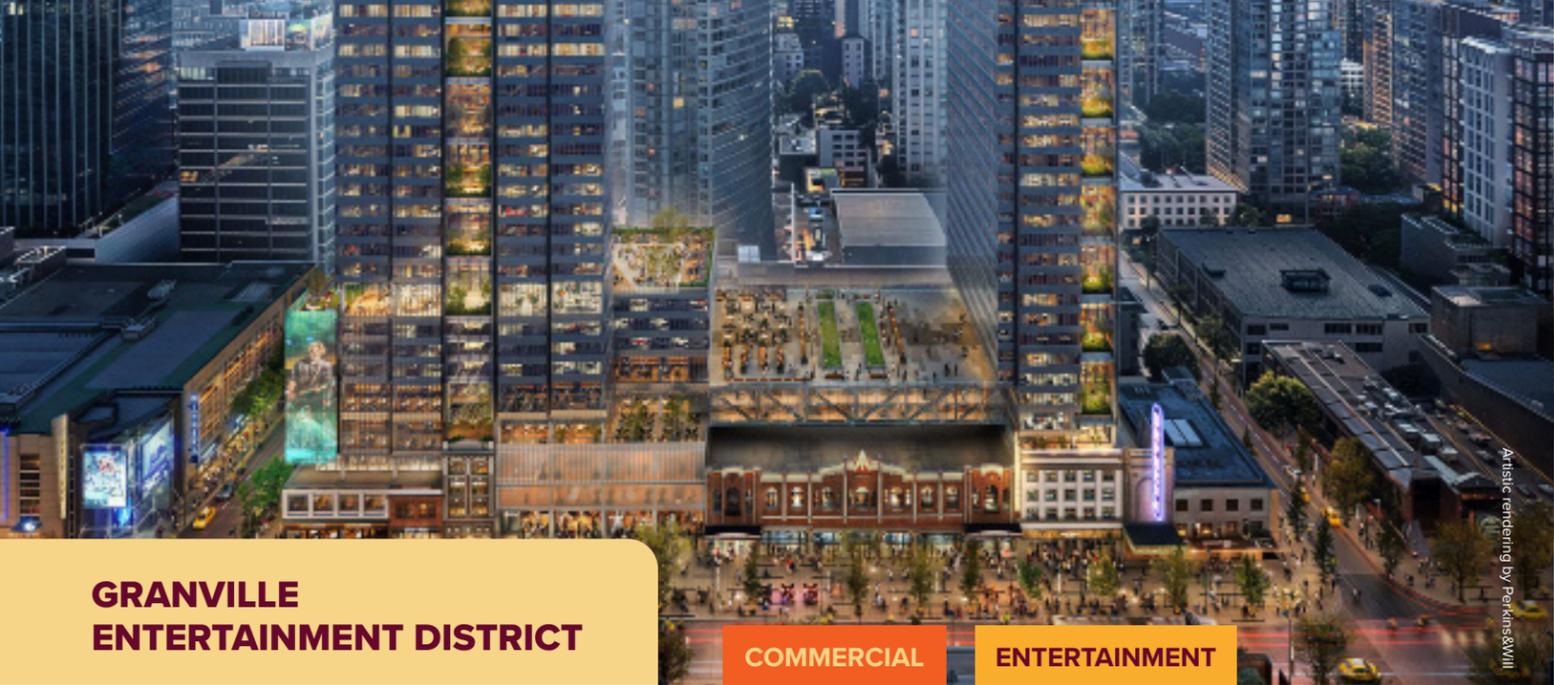
Vancouver is actively responding to rapid population growth with bold, transformative development projects that reshape the city's urban fabric. Metro Vancouver is currently home to more than 3 million people and adding roughly 50,000 new residents every year.

The City's Vancouver Plan outlines broad strategies to direct growth into transit-oriented, high-density urban areas while fostering complete communities. These six zones represent areas where the City, the development community, and indigenous partners have laid the groundwork for the next round of urban transformation.

LEGEND

-  SkyTrain
-  Seawall Walking & Bike Path
-  SkyTrain Station
-  West Coast Express Train





GRANVILLE ENTERTAINMENT DISTRICT

COMMERCIAL ENTERTAINMENT

Eclectic & electric

A 20-year vision reimagines Granville Street as a vibrant, pedestrian-first entertainment district, where iconic neon and heritage theatres are woven together with by patios, music venues, and a street animated by culture and performance.

- 7** Blocks linking major event and hospitality hubs
- 21K** Daily transit passengers
- 19K** Neon lights decorate Granville Street, many with roots in the 1950s

STAKEHOLDERS + PARTNERS

DEECORP PROPERTIES is leading one of the earliest approved rezoning projects under the new plan, including a 33-storey, 464-room hotel tower.

BONNIS PROPERTIES' vision for the historic Commodore Ballroom includes adding two connected towers with housing, a hotel, a live-music venue, patios, and street-level retail.



THE VISION

EARLY IMPLEMENTATION

The planning vision is approved, with early rezonings advancing and phasing in of pedestrianization.

- REVITALIZE ENTERTAINMENT DISTRICT**
Re-establish Granville as a premier destination
- ANCHOR ARTS & CULTURE**
Ensure arts, culture, and live music take centre stage
- INCREASED DEVELOPMENT OPPORTUNITIES**
Diversify land use to attract new investments
- ENHANCE PUBLIC SPACE**
Encourage a wide selection of restaurants and patios
- IMPROVE TRANSIT ACCESS**
Enhance the way-finding and walking experience

Artistic rendering by Perkins&Will



CENTRAL WATERFRONT

COMMERCIAL + RESIDENTIAL TRANSPORTATION

Yard to vanguard

A new development will transform a Vancouver rail yard into a dynamic, mixed-use neighbourhood, blending commercial spaces, housing, parks, and a regional transportation hub, creating a vibrant, connected district where people live, work, and gather.

- 9** Hectares
- 6** Transportation modes: rail, rapid transit, marine, road, air

STAKEHOLDERS & PARTNERS

- Port Metro Vancouver
- Vancouver Whitecaps
- Ontrea (Cadillac Fairview)
- Federal Government
- Translink
- Canadian Pacific Railway

Several concepts have been shared by urban designers to transform the rail yard into a vibrant live-work-play neighbourhood, activating Vancouver's transportation nexus.

Artistic rendering by Perkins&Will

THE VISION

EARLY PLANNING

Public agencies and major landowners are aligned under a planning partnership, working toward a shared vision for phased redevelopment

- A WORLD-CLASS TRANSPORTATION HUB**
Create a world-class, integrated regional interchange for both people and good movement
- RECONNECT THE CITY AND WATERFRONT**
Bridge rail infrastructure to reconnect the city and sea through public spaces, including streets and parks
- CREATE MIXED-USE EMPLOYMENT**
Support commercial and cultural land uses alongside existing port and freight movement activities
- EXPAND CLIMATE-READY INFRASTRUCTURE**
Embed resilient, low-carbon infrastructure and design



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BROADWAY CORRIDOR

COMMERCIAL + RESIDENTIAL TRANSIT-ORIENTED

Artistic rendering by Conrad Pacific

Connecting the City

The Broadway Plan sets a 30-year vision for transformative growth and enhanced public amenities along the Broadway Subway corridor. It envisions vibrant, walkable, and inclusive neighbourhoods seamlessly connected to the region by rapid transit.

860 Hectares

465 City blocks

61K Daily transit passengers, currently the busiest bus line in North America

STAKEHOLDERS & PARTNERS

BOSA PROPERTIES is spearheading a dual-flag, 400-room hotel development. The 320,000-sq-ft building at 888 W Broadway is located in the heart of Vancouver's healthcare precinct.

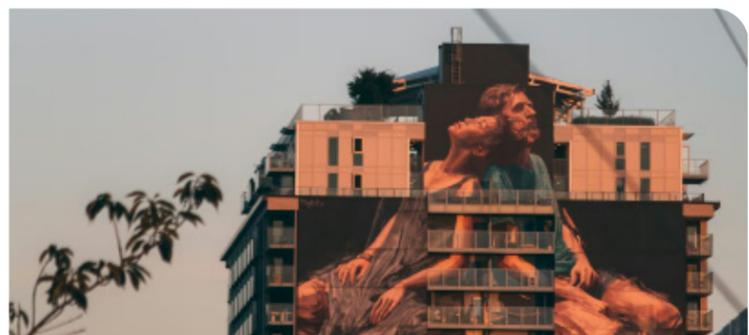
HALLMARK HOSPITALITY is developing a 12-storey, 93,000 sq ft Marriot Hotel with 151 guest rooms.

THE VISION

IMPLEMENTATION

Zoning is in place and development applications are flowing, supported by the Broadway Subway opening, targeted for 2027.

- ACCELERATE JOB GROWTH**
Strengthen Central Broadway as a second downtown
- DELIVER HOUSING**
Protect renters and deliver 40,000+ new homes
- ENHANCE ACCESSIBILITY**
Enhance transit-oriented, amenity-rich neighbourhoods
- SUPPORT LOCAL BUSINESS**
Support local character and vitality of businesses
- INTEGRATE GREEN DESIGN**
Integrate green building and preserve sunlight and views



JERICO LANDS

COMMERCIAL+ RESIDENTIAL CULTURE

Artistic rendering by Canada Land Company

Building Together

Located on the west side of Vancouver in the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh), the 30-year vision for Jericho Lands is led by a historic partnership with three First Nations and the Canada Lands Company.

36 Hectares

13K new homes expected

3K new jobs expected

STAKEHOLDERS + PARTNERS

The **MST DEVELOPMENT CORP** (Made up of three First Nations—the Musqueam, Squamish, and Tsleil-Waututh) and the Federal **CANADA LANDS COMPANY** are working together to plan and redevelop the Jericho Lands for the benefit of the MST Nations and current and future residents of the region.

THE VISION

PLANNING

A Council-approved policy framework is in place, with the project advancing through pre-rezoning and detailed planning.

- EMBED INDIGENOUS CULTURE**
Embed and celebrate MST Nations' identity and stewardship
- DELIVER DIVERSE HOUSING**
Deliver thousands of diverse and affordable homes
- CREATE NEW JOB CENTRES**
Embed diverse employment space for a growing population
- EXPAND PARKS AND OPEN SPACE**
Deliver 30 acres of park space and public realm



Artistic rendering by Canada Land Company



**NORTHEAST
FALSE CREEK**

COMMERCIAL + RESIDENTIAL

ENTERTAINMENT

Artistic rendering by Concord Pacific

Waterfront Reimagined

Supported by a re-orientation of the road network, development of Northeast False Creek represents a unique opportunity to build a significant mixed-use district that ties together historic Chinatown, Olympic Village, and the Stadium while delivering significant greenspace along the sea.

58 Hectares

9K Daily visitors to the area

STAKEHOLDERS & PARTNERS

- City of Vancouver
- Canadian Metropolitan Properties
- BC Pavilion

CONCORD PACIFIC plans to deliver *Concord Landing*, a flagship 10-acre waterfront development featuring 12 residential towers, 5,000 new homes, a major retail village, and significant investment in parks, streets, and the replacement of aging viaducts.

THE VISION

EARLY IMPLEMENTATION

The 20-year plan is approved, with major landowners advancing phased development and early infrastructure and public-realm work underway.

- CELEBRATE THE WATERFRONT**
Celebrate water with public art, lighting, and water features
- CREATE VIBRANCY**
Prioritize mixed-use entertainment, recreation, and housing
- DELIVER INCLUSIVE HOUSING**
Deliver inclusive and affordable homes
- PRIORITIZE PEOPLE-FIRST MOBILITY**
Prioritize walking, cycling, and transit first
- REPAIR URBAN FABRIC**
Replace viaducts to improve access to the waterfront



**FALSE CREEK FLATS
INNOVATION DISTRICT**

INDUSTRIAL + COMMERCIAL

INNOVATION

Artistic rendering by Providence Health Care

Engine for the new economy

False Creek Flats is a central employment and innovation district anchored by the new St. Paul's Hospital and the Emily Carr University of Art + Design and supporting industrial, creative, health, and technology uses that are essential to a resilient city.

180+ Hectares

600+ Businesses

30K Jobs predicted by 2047

STAKEHOLDERS & PARTNERS

PROVIDENCE HEALTHCARE is constructing a new 18.4-acre hospital complex

THE CITY OF VANCOUVER seeks to develop 11.5 acres of City-owned lands into an innovation hub

GREAT NORTHERN WAY TRUST operates a 14-acre university campus

THE VISION

IMPLEMENTATION

Major institutional investment is underway, led by the new St. Paul's Hospital, with phased employment growth progressing under the Flats 2050 framework.

- ANCHOR HEALTH & LIFE SCIENCES**
Expand health employment space around the new hospital
- GROW JOBS AND INNOVATION**
Grow and protect jobs for emerging and industrial sectors
- MODERNIZE INDUSTRIAL LAND**
Retain and modernize core industrial land functions
- IMPROVE REGIONAL CONNECTIVITY**
Improve transit, active transportation, and goods movement infrastructure
- BUILD RESILIENCE**
Use infrastructure to address climate and seismic risks



Vancouver: A refreshing change of place

Business, but make it breathtaking

DESTINATION
VANCOUVER

Get in touch

For further information—and to get connected to key players in Vancouver's tourism and development landscape—please reach out to Destination Vancouver

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