

# Invest Innovate Grow



## Tourism Sector

*“Coquitlam is a very diverse city with a rich blend of cultures from throughout the world. When combined with a wide range of accommodations, state-of-the-art sporting venues, major shopping opportunities and excellent restaurants, it becomes clear that Coquitlam offers something for everyone.”*

*Michael Hind,  
Chief Executive Officer,  
Tri-Cities Chamber of  
Commerce*

### British Columbia

BC’s spectacular natural beauty and mild climate have made the province a world class travel destination. From skiing to culinary tourism to a plethora of parks and trails, BC gives the 4.9M international overnight visitors and 13.6M domestic overnight visitors per year a very special experience. BC’s product offerings, proximity to the US and its west coast location (which serves as the gateway to the rest of Canada for visitors from the Pacific Rim and Asia) contributed to a 7.7% increase in visitor volume and tourism revenues climbing to \$14.6B in 2015.

Tourism, food, and accommodation make up one of the fastest growing sectors in the province. In 2014, Destination BC reported the sector employed over 127,500 people, paid \$4.3B in wages and had over 19,000 tourism-related businesses. The sector has contributed steadily to BC’s gross domestic product (GDP), accounting for \$7.1B in GDP in 2014.

### Coquitlam

The City of Coquitlam is a vibrant, diverse and growing community of 144,668, which is uniquely situated in the heart of Metro Vancouver. Coquitlam’s diversified local economy provides businesses with excellent access to labour, transportation and markets. The City of Coquitlam’s growing business community is driving job creation and economic growth. Tourism plays a role in supporting some of Coquitlam’s major business sectors including retail, accommodation, food services and entertainment.

Entertainment and festivals such as the Festival du Bois and the BC Highland Games & Scottish Festival, combined with the City’s wealth of heritage sites, parks, trails and recreation facilities, provide something for residents and visitors alike.



*“Percy Perry Stadium is a great venue for the Highland Games. It has a grassy area for heavy Scottish events and sheepdog demonstrations; covered grandstands for viewing the main stage entertainment; large areas for pipe bands to practice, areas for Highland dancing and piping competitions and dozens of vendors. We look forward to continued cooperation with the City of Coquitlam for our Games as we look to hopefully expand the Games and to make the BC Highland Games & Scottish Festival a larger regional and city cultural event.”*

*Mike M. Chisholm,  
Chair & Marketing Director,  
BC Highland Games &  
Scottish Festival*

*“The City of Coquitlam and its economic development and tourism office have recognized the value of our events to the community, and have assisted us with grant funds, advice, introductions to businesses, and a tourism booth at our tournaments. We have found the City to be very accessible and open to working with us in any way they can.”*

*Joe Saloustris,  
Director of Business Operations,  
Inside Edge Hockey Training,  
Pacific Spring Showcase &  
Spring Classic Hockey  
Tournaments*

## Accommodations

Coquitlam has four hotels, one motel, and 5 bed and breakfasts (B&Bs). The hotels and motel, which provide 415 rooms, are concentrated near the western border of Coquitlam, close to both the Trans-Canada and Lougheed highways. Hotels in Coquitlam offer a suburban location, lower costs and reasonable travel time to downtown Vancouver.

Coquitlam's B&Bs are less dependent on proximity to downtown and are located throughout the city. Many of the B&Bs enjoy scenic views of the local mountains and are within close proximity of the cultural and recreational venues and natural assets.

## Dining and Shopping

Coquitlam delivers dining options to suit many tastes and occasions. Our ethnically diverse population provides distinct dining options with menus from countries around the world including Brazil, China, Italy, Japan, Korea, Philippines, Russia and Thailand. Coquitlam offers a variety of menu alternatives such as upscale steak houses, family-friendly diners, sushi bars and neighbourhood pubs.

## Arts & Culture

In 2009, Coquitlam was designated a Cultural Capital of Canada in recognition of the contribution of culture to the community's identity, quality of life and economic development. Coquitlam offers a rich history and heritage, which grew

from the community's First Nations and French-Canadian roots, and a growing arts and cultural community. Cultural sites and centres like the Evergreen Cultural Centre, Mackin House, Place des Arts, Place Maillardville and many others, provide a wide array of cultural experiences and adventure.

The City of Coquitlam has also become a popular destination for festivals and events with over 100 events occurring each year such as the the BC Highland Games, Coquitlam Celebrates Canada Day, Festival du Bois and Treefest.



## Hotels & Motel

### Best Western Chelsea Inn

725 Brunette Avenue, Coquitlam, BC  
P: 604-525-7777  
E: sales@bestwesternchelseainn.com  
bestwesternchelseainn.com

### Best Western Plus Coquitlam Inn Convention Centre

319 North Road, Coquitlam, BC  
P: 1-800-668-3383  
E: info@bestwesterncoquitlam.com  
bestwesterncoquitlam.com

### Executive Plaza Hotel & Conference Centre Coquitlam

405 North Road, Coquitlam, BC  
P: 604-936-9399  
E: reservations@executivehotels.net  
executivehotels.net

### Ramada Coquitlam

631 Lougheed Highway, Coquitlam, BC  
P: 604-931-4433  
E: ramadacoquitlam@telus.net  
ramadacoquitlam.com

### Coquitlam Sleepy Lodge

730 Clarke Road, Coquitlam, BC  
P: 604-937-7737  
sleepylodge.ivancover.com

## Economic Development & Tourism Office

3000 Guildford Way, Coquitlam, BC, V3B 7N2

P: 604-927-3912

E: economicdevelopment@coquitlam.ca | tourism@coquitlam.ca | coquitlam.ca/tourism



*“When we consider hosting an event, we know that in Coquitlam we can count on community sponsorship and support, easy access to world-class sports facilities, and great accommodations and services. Coquitlam ticks all the boxes, making it a very attractive location for our events.”*

*Brian McLennon,  
Manager Athletics,  
Douglas College*

## Parks & Trails

The City of Coquitlam has over 80 municipal parks and natural areas totaling over 2,200 acres. Many include picnic areas and playgrounds, outdoor pools, spray parks, sportsfields and skateboard parks. Some excellent provincial, regional and municipal parks include:

- ❖ **Blue Mountain Park** – one of Coquitlam’s original parks. It offers an urban forest setting with sports fields, a wading pool and spray park.
- ❖ **Colony Farm Regional Park** – 404 hectare park that provides hiking and cycling trails, access to waterways (Fraser and Coquitlam Rivers), community gardens and wildlife areas.
- ❖ **Como Lake** – a natural setting experience that includes a one kilometre lakeside loop trail.
- ❖ **Coquitlam Crunch** – a 2km trail that connects Eagle Ridge Park to Eagle Mountain Park and has a challenging elevation gain of 250 metres.
- ❖ **Lafarge Lake** – a five-hectare man-made lake, located in Town Centre Park.
- ❖ **Minnekhada Regional Park** – 432 acres featuring trails, picnic facilities and wildlife areas.
- ❖ **Mundy Park** – 430 acres including walking trails and two scenic lakes, Mundy Lake and Lost Lake.
- ❖ **Pinecone Burke Provincial Park** – 94,000 acres with access to excellent hiking and mountain biking opportunities.
- ❖ **Town Centre Park** – within the hundred acres visitors will discover many opportunities for nature appreciation, sport and casual play, and cultural celebration.

## Sports Recreation

Coquitlam has a variety of high quality civic facilities dedicated to recreation, including Town Centre Park sports fields, City Centre Aquatic Complex, Poirier Forum and the award-winning, \$50-million Poirier Sport & Leisure Complex. Coquitlam’s sport facility inventory has led to the community hosting international, national and provincial sporting events.

## Visitor Information Centres

### Tri-Cities Chamber of Commerce

1209 Pinetree Way,  
Coquitlam, BC  
P: 604-464-2716  
E: [info@tricitiechamber.com](mailto:info@tricitiechamber.com)  
[tricitiechamber.com](http://tricitiechamber.com)

Hours:  
Monday - Friday: 9:00 a.m. – 5:00 p.m.

### Mackin House

1116 Brunette Avenue, Coquitlam, BC  
P: 604-516-6151  
E: [info@coquitlamheritage.ca](mailto:info@coquitlamheritage.ca)  
[coquitlamheritage.ca](http://coquitlamheritage.ca)

Hours:  
Tuesday – Friday: 11:00 a.m. – 5:00 p.m.  
Saturday: 12:00 p.m. – 4:00 p.m.



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P: 604-927-3912

E: [economicdevelopment@coquitlam.ca](mailto:economicdevelopment@coquitlam.ca) | [tourism@coquitlam.ca](mailto:tourism@coquitlam.ca) | [coquitlam.ca/tourism](http://coquitlam.ca/tourism)

*“Location was a major factor in our decision to invest \$12 million in rebranding, plus a significant amount of time and energy on training and “Hard Rocking” our staff. From a tourism perspective, Hard Rock is an iconic brand that we expect will be a regional draw throughout the Lower Mainland, and our location suits us well, as we develop that component. At some point in the future, we’ll be considering a hotel and conference centre expansion. We have very high expectations for the property.”*

*Chuck Keeling,  
Vice President  
Stakeholder Relations &  
Responsible Gaming,  
Great Canadian Gaming Corp.*

## The Future of Coquitlam’s Tourism Sector

The tourism sector has the capacity to contribute significantly to Coquitlam’s economic growth. Recognizing this potential, the City actively seeks to develop tourism niches based on its competitive advantages such as sports recreation, parks and trails, arts, culture, and heritage.

Development of the sector is supported by policies that encourage the growth of complementary services, particularly restaurants and shopping centres. The City of Coquitlam is committed to creating a business environment that supports growth and prosperity by implementing progressive policies and strategies.

Projects and initiatives designed to assist the Coquitlam tourism sector include:

- ❖ Council approved 2015-2020 Coquitlam Tourism Strategy
- ❖ Two Visitor Information Centres
- ❖ One-Stop Events Office
- ❖ City of Coquitlam Travel & Experience Guide
- ❖ Sport Facility Hosting Guide
- ❖ Biking/Cycling Route Map
- ❖ Trail Maps & Guide
- ❖ Online Content
- ❖ Spirit Grants
- ❖ Evergreen Line completion in 2017
- ❖ Redevelopment of neighbourhood shopping areas

## Coquitlam is ready to Celebrate!

Coquitlam’s dedicated “one-stop” events office provides one contact for all event services including coordination, licenses and fees, and assistance with related agencies

### Coquitlam’s Events Office:

P: 604-927-3549

E: [festivalsandevents@coquitlam.ca](mailto:festivalsandevents@coquitlam.ca)



Major Employers	Number of Employees*
Hard Rock Casino Vancouver	470
SilverCity VIP Coquitlam	179
Westwood Plateau Golf & Country Club	195
Best Western Plus Coquitlam Inn Convention Centre	44
Executive Plaza Hotel & Conference Center	42
* estimated numbers	

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