

October 17, 2013

Mr. John Yap
Chair, BC Liquor Review
Parliamentary Secretary to Attorney General and Minister of Justice
PO Box 9293, Stn Prov Gov
Victoria, BC
V8T 9J8

Dear Mr. Yap:

I am writing on behalf of the 1,000 members of Tourism Vancouver who work to generate some \$3.6 billion in direct visitor spending for the Metro Vancouver region and Province annually. Collectively, our hotels, restaurants, attractions, transportation companies and other sectors employ tens of thousands of people and welcome upwards of eight million overnight visitors from around the world each year.

As you may be aware, Tourism Vancouver together with the City of Vancouver and Vancouver Economic Commission recently collaborated on a tourism master plan for the city which, among other things, identified issues related to liquor regulations governed by the Province of British Columbia. We respectfully submit to you the results of a survey that singled out which of the issues vis-à-vis liquor were most important to respondents.

Similarly, Tourism Vancouver conducted a brief survey of members to help inform your review. Some 75% of the nearly 400 businesses that responded are of the view that current liquor regulations negatively impact our ability to compete as a destination. These results are included in the attached documents. Importantly, we have also included all of the comments for your perusal.

We trust the information provided will be received in good order. Should you have any questions, please feel free to contact me at your convenience.

Sincerely,



Paul Vallee
Executive Vice President, Tourism Vancouver
pvallee@tourismvancouver.com
604.631.2815

Table of Contents

<u>VANCOUVER TOURISM MASTER PLAN 2013</u>	3
TOURISM MASTER PLAN SURVEY RESULTS	4
ALCOHOLIC BEVERAGES ISSUES ANALYSIS	6
CASE STUDY: LIQUOR AND WINE LAWS, REGULATIONS AND POLICIES THAT AFFECT THE TOURISM INDUSTRY	8
<u>TOURISM VANCOUVER MEMBER SURVEY: BC LIQUOR LAW REVIEW</u>	10
<u>COMMENTS FROM 2013 VANCOUVER TOURISM MASTER PLAN – BC LIQUOR REGULATIONS</u>	18

Vancouver Tourism Master Plan 2013

Tourism Vancouver, the official destination marketing organization for Vancouver, the City of Vancouver, and the Vancouver Economic Commission, collectively known as the Partners, commissioned the production of the Tourism Master Plan (TMP) for Vancouver to:

"guide and provide specific recommendations for the policy and planning framework that will ensure that the tourism industry grows in a manner that is economically, socially and environmentally sustainable and thus able to meet the future needs of residents, visitors, investors and other stakeholders."

Tourism Vancouver initiated the Tourism Master Plan based on recommendations laid out in the *Rethink Vancouver* visioning process conducted in 2011, which recommended seven actions be taken by Tourism Vancouver, including the creation of a Tourism Master Plan.

A broad range of input and ideas have been considered as part of the Tourism Master Plan process, with more than 180 one-on-one stakeholder interviews conducted by Resonance Consultancy and participation of 2,178 Vancouver residents and business leaders via an online survey (4 week duration) – through which more than 11,000 comments and ideas were submitted.

Response breakdown:

405 Tourism Vancouver Members (23.4%)

123 Tourism Business / Organization (non-TVan Member) (7.1%)

192 Non-Tourism Businesses / Organization (11.1%)

1,012 Residents (58.4%)

Based on this input, research and analysis, key issues and opportunities for potential products, amenities, programming and experiences broadly supported by both the tourism industry and Vancouver residents have been identified in areas such as transportation, visitor experience, events, product development, partnerships and alliances, tourism infrastructure, marketing of neighbourhoods, and public affairs and advocacy on tourism-related policies and issues.

The Vancouver tourism industry is an integral part of the Vancouver economy. The city is highly regarded as one of the world's best places to live in terms of its environment, cultural diversity and quality of life, which makes it attractive to visitors. Vancouver has tremendous strengths in terms of its infrastructure and natural assets that support tourism, including one of the world's most highly regarded airports, the Canada Line, the Vancouver Convention Centre, and the newly renovated BC Place Stadium, which is an outstanding indoor sports and events venue. The 2010 Olympic Winter Games showcased Vancouver to the world.

Costs and barriers related to travel to Canada are unlikely to change in the near future. Therefore, from a market development perspective, Vancouver must position itself and compete in the U.S. and abroad as a higher-end travel destination for independent travellers and a premium meetings and conventions destination.

Accomplishing this will require continued and strengthened cooperation between key stakeholders such as Tourism Vancouver, the City of Vancouver, and the Vancouver Economic Commission. At the same time, these stakeholders must work together as advocates for changes to provincial and federal policies on issues such as aviation charges and liquor regulations in order to ensure Vancouver's tourism industry is able to compete and grow as a leading world tourism destination.

Tourism Master Plan Survey results

A key finding from the Tourism Master Plan is that the rules and regulations with respect to the consumption of alcoholic beverages in British Columbia should be reviewed and aligned with those of other important tourism destinations. Current provincial policies and regulations with respect to taxation on the distribution and sale of alcoholic beverages also need to be reviewed and optimized in order to improve the economic competitiveness of British Columbia's tourism.

The research conducted for the Tourism Master Plans identified a number of public policy issues (federal, provincial and local) that are significantly hindering the growth of Vancouver tourism and individual tourism businesses. Tourism Vancouver Members felt that after National issues (tourism marketing, transportation, aviation and visas) Liquor Rules, Regulations and Taxes was the next most important issue, with 58% citing it as a major issue hindering the growth of Vancouver tourism and individual tourism businesses.

Issues	Tourism Vancouver Member Major Issue	Total Major Issue
National and Provincial Tourism Marketing Funding	70%	68%
Aviation – Strategy, Rules, Regulations, Policies and Fees	67%	59%
Transportation – Regional and Public	66%	69%
YVR and BC Airports – Ownership, Future Investment and Cross-border Leakage	65%	61%
Bi-lateral Air Service Agreements	64%	56%
Visitor Visa Rules and Requirements	62%	55%
Liquor Rules, Regulations and Taxes	58%	58%
BC Ferries Strategy, Programming and Operation	54%	56%
Border Control Rules, Regulation, Operations and Security	52%	51%
Visitor Taxation and GST Rebates	50%	47%

Issues	Tourism Vancouver Member	Total Major Issue
	Major Issue	
Gaming	22%	23%

Tourism Vancouver members were asked to rank each of the following visitor experience issues / opportunities from highest (No. 1) to lowest (No. 6) in terms of importance to Vancouver tourism. Panhandling and loitering had the highest average rating of 3.94 followed by Liquor and Alcoholic Beverages at 3.83.

	Tourism Vancouver Member Rating Average	Total Rating Average
Panhandling and Loitering	3.94	4.24
Liquor and Alcoholic Beverages	3.83	3.78
Sustainable Tourism	3.79	3.61
Wayfinding	3.53	3.32
Digital Visitor	3.20	3.25
Visitor Experience Design	2.70	2.81

When asked to rate the following statement using a 5 point scale (from strongly agree to strongly disagree):

To provide a sophisticated and urbane alcoholic beverage environment for consumers and a competitive operating environment for restaurants, bars and clubs, British Columbia and Vancouver should engage in a comprehensive discussion, review and strategic policy plan of Provincial and City rules, regulations, operations and taxation on the sale, distribution, consumption and operation of liquor and alcoholic beverages.

The majority (82.7%) of Tourism Vancouver members surveyed were in agreement with this statement (with 58% being in strong agreement).

	Tourism Vancouver Member Response Percent	Total Response Percent
Strongly Agree	57.7%	54.5%
Agree	25.0%	26.8%
Neutral	12.6%	12.2%
Disagree	1.5%	2.2%
Strongly Disagree	1.7%	1.8%
Don't Know	1.5%	2.5%

For a list of comments from the Tourism Master Plan that relate to liquor/alcohol regulations in B.C. please see page 21 onwards, common themes are: laws are out-dated, they hinder competition, there is a need to serve liquor in other public areas (parks, beaches, festivals, hallways, etc.), prices and taxes are too high compared to other destinations, need longer hours to service liquor, including Happy Hour and lack of wholesale prices.

Alcoholic Beverages Issues Analysis

The following issue analysis has been graciously contributed by Mark Hicken, a Vancouver lawyer specializing in legal services to the wine industry through his own law practice, Vintage Law Group.

Mark Hicken is a member of the Law Society of B.C., the Canadian Bar Association, the International Association of Wine Lawyers (Association Internationale des Juristes du Vin) and the American Society for Enology & Viticulture. He has also completed the Wine Executive Program at the University of California, Davis. Mark is a member of the advisory board for the BC Hospitality Foundation and is an associate member of the Import Vintners & Spirits Association. Mark is also the author of a blog called winelaw.ca dedicated to providing information on legal issues related to the wine industry in Canada, particularly BC. The blog covers such topics as shipping laws, marketing laws, labeling laws, environmental laws and licensing.

This section summarizes some of the ways in which BC's liquor laws affect the tourism and hospitality industries in the province. This is not intended to be a comprehensive listing of issues; rather it simply reviews some of the most prominent ones.

1. Wholesale Distribution and Taxation Issues

a) Wholesale Distribution System

BC does not have the normal wholesale pricing structure for alcohol products that nearly all of the rest of the world uses. Instead, we have a "monopoly government control" system that constrains the pricing and selection of liquor throughout the province.

The British Columbia Liquor Distribution Branch ("BCLDB") is the branch of the British Columbia Government that was established following the repeal of prohibition and that holds a statutory monopoly over the distribution and sale of all alcoholic beverages within British Columbia. While certain private sector businesses are permitted to sell liquor along with government retail stores (e.g. restaurants, hotels, bars, private liquor stores), the BCLDB maintains its monopoly control over the wholesale side of the distribution business. The private licensee resellers of liquor may only purchase their retail stock from the BCLDB or, to a limited extent, from suppliers that the BCLDB has authorized.

There is no conventional wholesale and retail pricing system within the liquor business in BC. Under a normal system, an importer of liquor would be responsible for the wholesale prices of its products and

retail level licensees would be able to negotiate and purchase product from them at advantageous wholesale prices. Retail prices would then be set by the individual licensees as part of a competitive environment. This is what happens in neighbouring jurisdictions such as Alberta and Washington State. However, the BC system operates quite differently with negative effects on the licensees and upon end consumer pricing. Here, the importer sets a wholesale price but that price is only available to the BCLDB.

The BCLDB then applies a complicated “markup and fee” formula to the wholesale price (described further below) that generates an end retail price for each product in government liquor stores. The wholesale prices for private licensees are based not upon the real wholesale price (as would be the case in other jurisdictions) but upon a “wholesale discount” which is determined entirely by the BCLDB as a percentage reduction from the full retail price which is charged in government liquor stores. These “wholesale discounts” vary depending upon the type of license that the licensee holds and when they obtained it. For example, the “discounts” for private retail stores vary from 10% up to 30% with the vast majority of retailers getting 16%. However, restaurants, hotels, and bars get zero discount despite being some of the BCLDB’s best customers.

As a result, and unlike in other jurisdictions, private licensees cannot negotiate wholesale pricing with either the BCLDB or with BCLDB authorized suppliers. They must pay the government wholesale price that is mandated for their license type. In the case of restaurants, hotels and bars, that price is the same price that a retail customer would pay when walking into a government liquor store. This system produces very high end retail pricing for consumers (discussed further below) and makes it difficult for private licensees to maintain the profit margins for their businesses that are common in other jurisdictions.

b) Liquor Board Markups/Fees and Taxation

Nominal taxation levels on alcohol within BC may appear to be relatively normal (GST of 5% and PST of 10%). In fact, these tax levels are very misleading because the vast majority of revenue that is generated for government from alcohol sales is obtained from the complicated system of BCLDB “markups” and “fees” referred to above. The BCLDB markups and fees far exceed the levels of commercial profit that would be applied by a private wholesaler in the normal course of business and, as such, the BCLDB is able to generate huge levels of “profit” which are then transferred to government as a “dividend”. In reality, the excess amounts of BCLDB markup and fees are “hidden taxes” designed to generate government revenue.

c) Problems Created by Wholesale Distribution System and Taxation

The issues with the wholesale distribution system and the high taxation levels described above create the following problems for the tourism and hospitality industry.

- Taxation levels contribute to end-consumer prices for alcohol that are extremely uncompetitive with neighbouring jurisdictions. This makes it more difficult to promote “food and wine” culture in general.

- The lack of a proper wholesale pricing structure (and particularly a lack of any wholesale discount for restaurants/hotels/bars) aggravates the pricing problem and results in on-premise pricing for alcohol that creates “sticker shock” for tourists. It is quite common for a U.S. tourist to see a wine on a BC restaurant wine list for 5 to 6 times the price that the wine could be purchased for at retail in the U.S. Again, this makes it more difficult to promote “food and wine” culture.
- Problems with wholesale pricing and the wholesale distribution system create a limited selection of familiar products for tourists. The problem is particularly acute for tourists from the western U.S. as producers in Washington and Oregon are not well represented in BC despite their close proximity.

2. Licensing and Other Regulation

The process to obtain a liquor license in BC is extremely slow, complicated and expensive for most license types. In many jurisdictions, a liquor license can be obtained in a reasonable amount of time and at a reasonable cost. However, in BC, it typically takes many months to obtain a license. For some license types, it is either not possible to obtain one at all or can take a year or more even with the assistance of expert licensing consultants. Many of the restrictions and requirements are not common in other jurisdictions.

CASE STUDY: LIQUOR AND WINE LAWS, REGULATIONS AND POLICIES THAT AFFECT THE TOURISM INDUSTRY

Wine Bars - The process for obtaining a liquor primary license is so complicated that many businesses simply obtain a “food primary” license instead. As a result, it is virtually impossible to obtain a license for a “wine bar”, a business type that is common in other jurisdictions and which is popular with “food and wine” tourists.

Tasting Rooms - The licensing rules for tasting rooms for manufacturers, such as wineries, are out of step with other jurisdictions. In BC, secondary tasting rooms (those that are not located at the winery or vineyard site) are not permitted. In other jurisdictions, clusters of secondary tasting rooms have created food and wine tourism magnets (e.g. Woodinville outside Seattle or Healdsburg in Sonoma, California).

Business Events - Special occasion licensing is extremely problematic with a very onerous licensing process and strict liquor sourcing restrictions. These problems make it challenging to attract out of province businesses to hold events in BC if the event requires a significant food and wine component. Some businesses/events have vowed not to return to BC because of these problems.

Festival Events - Licensing requirements for larger events are out of step with other jurisdictions. For example, BC requires the segregation of liquor consuming event guests into “beer gardens” which prevents the operation of normal family oriented festival events that are common in other parts of the world.

Duty-Free - It is extremely difficult for residents and tourists alike to bring any reasonable quantity of liquor into British Columbia, regardless of purpose. The duty-free limits that are in place at the border

are limited: 1.5L of wine, 1.14L of spirits or 8.5L of beer. Beyond these limits, the BCLDB imposes egregious levels of “markup and fees” as the monopoly wholesaler even though there is no work done by the BCLDB in respect of the importation.

It is beyond the scope of the Master Plan to recommend specific solutions to the Liquor and Alcoholic Beverages issue, but it is certainly clear from this issue analysis that significant legislative and regulatory reform should be considered including:

- Instituting a normal wholesale pricing system alongside taxation reform
- Reforming the liquor regulatory regime
- Monitoring and adopting international standards

Tourism Vancouver Member Survey: BC Liquor Law Review

Responses Received: 397

In mid-September 2013 Tourism Vancouver surveyed 1000+ members regarding B.C. liquor regulations.

Two thirds (66.2%) of the members who responded to the survey purchase alcohol that they serve to customers/clients.

Nearly three quarters (72.6%) of the members surveyed felt that the current liquor regulations have a negative impact on the destinations ability to be competitive in the marketplace.

When asked to rank a number of issues based on there importance and how they impact their business, the number one ranked issue was liquor licencing, followed by Purchasing of liquor only through the BCLDB, Taxes on liquor purchases and BCLDB pricing system.

Members were asked to include any comments relating to BC liquor regulations that you would like to share with Minister Yap. There are common themes such as, the need to serve liquor in other public areas (parks, beaches, festivals, hallways, etc.), prices and taxes are too high compared to other destinations, need longer hours to service liquor, including Happy Hour and lack of wholesale prices. For all comments please see end of survey.

Please see below for the detailed results from the survey.

What member category are you in?

Response	Count	Percent
Arts, Culture, Festivals and Events	39	9.8%
Meetings, Incentive & Group Services	30	7.6%
Restaurant/Nightlife	67	16.9%
Tour Operators	18	4.5%
Tourism Industry Services	64	16.1%
Transportation	16	4.0%
Vancouver and Area Accommodations	65	16.4%
Vancouver Convention Hotels	39	9.8%
Visitor Activities and Retail	9	2.3%
Visitor Attractions and Sightseeing	38	9.6%
Don't know	12	3.0%

In your opinion, to what degree do the current liquor regulations have on the destination's ability to be competitive in the marketplace?

Response	Count	Percent
Very positive	7	1.8%
Somewhat positive	30	7.6%
Neither positive nor negative	56	14.1%
Somewhat negative	159	40.1%
Very negative	129	32.5%
Don't know	16	4.0%

Does your business purchase alcohol to be served to customers/clients?

Response	Count	Percent
Yes	263	66.2%
No	134	33.8%

Of the following issues, which three impacts your business the most? Please rank them in order with 1 being the most important. BCLDB = British Columbia Liquor Distribution Branch

Rank Item	Rank	Points
Liquor licensing	1	427
Purchasing of liquor only through the BCLDB	2	312
Taxes on liquor purchases	3	309
BCLDB pricing system	4	251
Importing of liquor from other jurisdictions	5	102
BCLDB distribution system	6	85
Duty free	7	9

Please include any comments relating to BC liquor regulations that you would like to share with Minister Yap.

I have more concerns with the lack of enforcement of some liquor regulations, than some of the regulations themselves.
Improve flexibility to provide/serve liquor in public locations in a controlled environment (parks, beaches, sidewalks etc.)
Stay in tune with today's society norms.
Our liquor regulations are very different compared to the rest of the world. Because of this we are seen as a very restrictive and negative system by world travelers. International travelers say that the taxes and prices are too high. 15% liquor tax for bars and restaurants make tourists think twice about spending their money in BC. The availability of liquor is also a problem as there are only a few government liquor stores in downtown Vancouver. Government liquor stores charge too much and don't offer refrigerated product. The private liquor stores thus have to charge more as they can only purchase from government liquor stores. BC liquor stores don't give a reasonable discount to bars and restaurants. I would also like to see responsible drinking areas on beaches and other public areas.
The cost of alcohol in restaurants, bars and events is a negative for all visitors. It is something they easily compare prices with to what they pay at home.

Relaxing of food primary purchases to liquor purchases percentages in commercial areas.
Only being able to purchase through one store is frustrating as they make little effort to get products in when they run out at one store but it is still available down the road at a different location and they then say it will be up to an addition 5 days to get it from 4 kilometers away.
BC needs to become more progressive in terms of all aspects of liquor licensing, distribution and taxation/price point. BC is known as stiff and strict when it comes to liquor that does not match the overall attitude of our province.
Allow sale of liquor at grocery stores and convenience stores. Reduce drinking age. Allow consumption of liquor in public areas.
Private suppliers offer a higher level of customer service. BC distributors service levels are inconsistent and not 'customer first' focussed.
Due to the BCLDB mark up structure it puts both domestic and duty free retailers at a price disadvantage competing against both BCLDB's own stores, cross border retailers in the US and international airports. That limits the ability to generate jobs, revenue and taxes in BC. Considering the buying power of BCLDB they do a poor job of negotiating prices with major liquor companies. Baring in mind the buying power prices should actually be cheaper here than in other jurisdictions. In the past BCLDB has taken the lion's share of stock from small liquor agents leaving little to no stock for other retailers. Pressure has been brought to bear by BCLDB buyers threatening agents that they will be dropped from BCLDB stores if they do not give priority to BCLDB. Potentially threatening the livelihood of certain agents.
When we have a large convention group at our hotel they sometimes move from meeting room to meeting room, however, they are not allowed to take their drinks with them through "public space", which are just our hallways. This drives people crazy, especially Americans, who are not used to such laws.
Because liquor licensing directly affects profitability in so many areas of tourism, we need much greater flexibility in order to stay competitive with destinations like Orlando and Las Vegas. Our current restrictions are archaic.
At accommodations and conference services venues, we are constantly facing having to decline our client's requests to host events that include: * Hospitality suites (with f&b and alcohol brought by client) * Events with a winery (or craft beer) as sponsor While other cities outside of the Province are allowing or are more flexible.
What needs to be changed is the hours liquor can be served (needs to be longer), where is can be served (allowing children to be at events where alcohol is served), how long it takes to get special licensing, and to be more flexible in the laws in general in order to remain competitive in the Meetings and Conventions market.
* Tax on purchasing and selling alcohol * too many regulations and stipulations (price of alcohol must be set at beginning of the business day, red lines in areas that are useless, people cant stand with an alcoholic beverage with certain licences, allowed to have bands but no patron participation) * we have to purchase from government stores only * all of the above makes for very tough competition and high failure rates for the restaurant industry.
Our liquor licensing here in BC is completely antiquated. If you compare to our cross border neighbours you realise just how outrageous our regulations are and how over priced our alcohol is here in BC.
One license for the whole venue, not separate licensing for different areas or levels. Example - for serving liquor before showing a movie the bar or service area must be directly on the same level as to where patrons are going in to sit down, excluding all other areas licensed for normal performances / shows.
Having a government regulated company in charge of all liquor products and distribution is absurd. An absolutely terrible system.
The section against gaming in conjunction with serving liquor needs to be looked at. It is a very large potential market that can be safely tapped in to.
THE PRICE ARE TO EXPENSE FOR WHAT WE GET
The cost of our alcohol in BC is way too expensive. Can the taxes be reduced?
Please allow expansion of Special Event Licenses to for profit corporations and for attractions please grant more

comprehensive site licenses.
In order for BC Restaurants, Pubs, and Bars to properly attract patrons in their need times, there MUST be the opportunity to have "Happy Hour" "5 - 7" drink specials.
Look at Europe all over...Australia...UK...most of USA.... South America.... Hong Kong.....B C is utterly non competitive--conservative---non reflective of consumers--visitors requirements.
Increasing of event liquor selection and availability would enhance the image and variety of outdoor events/festivals
Laws need to be rewritten to make it easier for organizations (hotels) that currently hold liquor licenses to organize off property events.
For conventions where off-site venues are used, third party food and beverage providers should have the ability to purchase liquor on the client's behalf. We should also have the ability to provide liquor service in public areas for these large groups providing pre-determined rules and regulations are adhered to. Regulations as to hours of service should also be reviewed to be competitive with other US and European conference cities.
More flexibility in licensing to allow minors/families/ loosen restriction on what a guest can do while in your establishment/hotel i.e.: can't take their beverage to their room, etc.
Ability to have liquor in more outdoor places including public parks, outdoor cafes
BC liquor regulations are old fashioned and our international visitors do not understand them. Children should be able to be in drinking areas. Drinking areas should not be limited to beer garden type areas. This splits us groups and families, and limits revenue.
-Make a happy hour legal, and other promos of similar fashion -Extend hours of operation for establishments
The laws need to be updated to fall inline with other cities in the states and Canada ego have minimal alcohol related incidents like of happy hours, cheap drinks without tax, it's like they want to price everyone out of drinking meaning that the bar industry employees make less money
Police approvals of Special Occasion Licences should not include the power to prevent outdoor music that complies with local bylaw restrictions. Special Occasion Licensees that are charitable organizations should be able to purchase alcohol directly from the supplier/producer (e.g., in cases of sponsorships). The prohibition on advertising alcohol/drinking alcohol under a Special Occasion Licence is archaic, overly restrictive, and likely does not achieve anything other than making fundraising/revenue generation more difficult.
I own a B&B. It would be wonderful if we could pair up with BC Wineries to sell and serve locally made wine to our guests...in some cases guests go to a liquor store to get a bottle, it would be nice to be able to recommend and sell to the guest rather than see them take off blindly.
Liquor prices, availability and rules over consumption of alcohol should be competitive in the international market. A comparison with progressive countries like many European countries will improve BC's popularity as travel and business destination in those countries and make it easier for local organizers to integrate social events into their itineraries.
Relax the rules as they do in Europe and have for years with out issues.
Changes should be made for Happy Hour & discount liquor prices. The prices are so expensive for our American friends.
Hotels need flexibility in licensing areas to support movement of alcohol for our guests. Special occasion licenses need to be more flexible.
Compared to other countries - even other provinces - B.C.'s liquor laws are archaic. As the purchase of alcohol is legal for those of age, let's treat people as adults and allow them to do so conveniently yet require them to drink responsibly. Punish those who abuse the laws, rather than holding everyone to restrictive, unreasonable laws that are out of step with today's community standards.
- As an operator the taxes we pay on alcohol is absurd. This needs to be reviewed in a serious manner. -The ability to import wines from other provinces/countries is extremely difficult. - Outdoor patio extensions need to be

reviewed with a more positive view of extensions after 12 midnight - patios should be held to their own performance regarding regulations and bylaws and if they are in fault, they lose the benefit.
We should be able to do happy hours like most places.
Restaurants must be able to purchase at WHOLESALE PRICES, in order to remain profitable.
Out-dated laws about where guests travelling as a family can or cannot drink are very restrictive and unwelcoming to visitors from more openly drink friendly destinations. Consumption restrictions in parks and at beaches also not very friendly. Difficulty of purchasing products results in extra labour and difficulties in keeping product in stock and menus current.
Get rid of the difference between food primary and liquor primary
When dealing with clients from other provinces and countries there is much confusion as to why our rules are so different and strict. It causes a lot of push back on the hotel and in the end makes them reconsider future events in BC.
Reduce the amount of taxes business owners and retail consumer pays for alcohol purchase in B.C.
Much too restrictive. Why can't one sit outside a restaurant on the sidewalk and have a glass of wine?
Would like the regulations to be expanded to allow for Liquor to be consumed in theatre auditoriums during performances
The extent a business has to go through to acquire a liquor license and the time it takes to have one approved is ridiculous. As a small business owner there is little or no empathy towards the risks we take and absolutely no sense of urgency on the part of the licensing division.
Dinner cruise boats having restricted business due to archaic A vs. B licensing system. Currently treated like a nightclub!
Sunday closing hours. Too few / no Cabaret Licenses
Tax rebate of what is sold against what is purchased would be great, and the ability to have happy hours.
Make it more competitive pricing
Of particular interest to my business the strict laws regarding food primary establishments (no dancing etc.) is extremely antiquated.
THE LAWS ARE JUST WRONG!! There is no justifiable economic argument based on theory what the government should sell and heavily regulate alcohol. Vancouver is a city of immigrants and multi-cultural visitors. Millions upon millions are lost because of high taxes, antiquated consumption laws and needing to buy from the government. It's wrong and must change if we are to survive and remain competitive. Thank you.
We need to have a system that can bridge the gaps in our liquor service. Not all liquor primary's are the same nor are all food primary's. We need to address the needs of our consumers and introduce an appropriate licence that is a hybrid of the traditional food and liquor primary functions. By doing this we can eliminate a number of existing issues in our current system.
It's time for our province to grow up and offer more relaxed liquor laws that attract visitors and don't create obstacles for them. This more liberal approach seems to work every else in the world, why can't it here?
Running a very unique not-for profit theatre festival we have to purchase SOLs for every performance. We also have to pay the potential PST sold on every glass of alcohol. It has become extremely expensive for us and our marks up go up every year, leading to some very angry patrons.
Would like to be able to make happy hour to attract customers.
BC and other parts of Canada in general make it difficult with the strict liquor laws especially for our events which are for clients from other countries. The clients in other countries are always surprised how archaic our laws are here.
Liquor is simply priced too high in BC. Tourists will not spend double, or more than double (here in B.C.) for the

same product they can get at home for a fraction of the price. Sure, the argument would be that tourists can then buy our local wine, beer and spirits but they are priced at an extraordinary high price too. Also, Americans are appalled by our serving sizes for the price we charge. There is simply no value. We do not have a civilized drinking culture in Vancouver (B.C.) that will energize our economy or encourage tourism from markets other than the ultra upper class. The restrictions on new licenses, hours you are allowed to serve, serving sizes, special events, and the lack of happy hour are why Vancouver is considered "NO FUN CITY". Granted that perception has changed a bit since the lightening of regulations for the Olympics, but we still have a long way to go.

BC should be examining the liquor laws of the jurisdictions that our guest are coming from and do our best to provide equivalent experiences.

The tax on liquor is hurting our business to be competitive.

We would like to see more relaxed rules as to where liquor can be served within an establishment.

Paying to much for liquor

Banning liquor from public beaches is a waste of time and money for police services. I know there are some thoughts on changing this and I believe it should go forward.

We would like to be able to serve a glass of champagne in our personal shopping suites. We are a luxury business and serving and entertaining is part of the experience. It is done like this in other parts of the world. We are not competitive... I know other retailers are doing it regardless of the law but we are not, which does not allow us equal playing field.

This is a global city and as such should we need to ensure the experiences our guests have are relevant in our modern world. Vancouver has a lot of competition and is very dependent on tourism. That definitely needs to be taken into consideration.

Renewal/change costs too high. Should receive bigger discount at Liquor Store.

The current liquor laws are an example of over government with a draconian flavour that restricts truly free enterprise.

VQA status wines should be allowed to be packaged in stainless steel kegs for the service of wine on tap. Eliminating bottles coming from other countries empty and ending up in landfills in our province. Wine-on-tap offers a perfectly fresh glass of wine to customers. Thanks!

1. Flex on permitting 2. Flex on patios 3. Flex on hours of operation

Current restrictions on class a venues ability to hold all age events prohibitive to our business

The BC liquor laws do not permit liquor stores to be open after 11 pm. That is the worst decision as Toronto and many cities in Canada have 24 hr bars.

The current models for the on-premise business and the liquor retailing businesses are inherently sound and are entrenched in our society through history and massive private sector capital investment. There is considerable tweaking that can and should be done but there is no need to disband the two-license system or expand liquor retailing beyond its current number of licensee outlets.

Having provided wine in particular for guests in many other provinces. BC is by far the toughest and time consuming. Needs to be a much easier and seamless process. Waiting 2 weeks for a wine is pathetic.

All reviews to date have done nothing more than protect the vested interests. The laws to date have resulted in business accommodating the regulations through no fault of their own. This will take real skill to modernise.

The hours of service need to be revisited. The process and type of licencing needs to be reviewed. Need to privatise the distribution system to reduce the costs, and pricing.

We are a downtown Vancouver hotel

Hire some new people to work to enforce laws. Seems to have too much favouritism in upholding laws etc....

It would be good to make special occasion licenses less expensive. A small not-for-profit organization like us would be more likely to make small revenue out of liquor sales at special events if the license wasn't so pricey.
I think we all know our laws in this area are embarrassingly archaic. We need to step it up and operate responsibly but with much less control by the LDB. It is not run like a democracy.
They need to get updated ASAP. Deregulation like Alberta has worked for all parties - manufacturers, distributors, resellers and the gov't.
As a city that is known for its diversity in cuisine, and also well known for its great wine, it is a shame that we seem to impose such a high tax on liquor to consumers.
Being in the restaurant business, we are the only industry that cannot buy its product wholesale. In other words, we basically purchase liquor at the price the public does. Hence, if we buy a bottle of wine for \$20.00 we'll sell it for \$40.00. Whereas, we should be able to buy that bottle of wine for \$10.00 and then sell it for \$20.00 or more. A clothing store buys wholesale. The public can't go to a government-clothing store and purchase a suit for the same price that a clothing store would purchase that suit! Therefore, restaurants are handicapped like no other industry. Not to mention that we're taxed to death. Things need to change drastically, and the sooner the better. Common sense needs to kick in!
Bar should allow minor with parents/guardian and allow liquor service before 12pm
Without question, liquor purchasing should be opened to regular shopping stores like Safeway, Save-on-Foods, general stores with the same age restrictions. Competition in the marketplace is required in this area and it should be opened up completely.
Look at the model in Portland - way more progressive and allows for a world-class food and beverage city!
Restaurants should get a discount on purchase of liquor, like any other product we buy for the restaurant.
BC Liquor regulations require some adjustment of the hours service and flexibility where it can be served and consumed in order to accommodate our mixture of culture city.
Licensee should be able to buy from private wine shops to have a better selection of product to provide to the clientele. Quite often spec wines are unavailable or need to be purchased in larger format quantities and therefore constitutes the business to carry additional inventory and higher purchasing costs which endanger most restaurant cash flows and therefore business viability
The review that you are currently conducting, must strongly listen to the Hospitality sector so that we can be competitive in attracting new markets.
As a hotel we provide guest services that range from accommodation to food & beverage, and have a significant capital commitment in order to do so. Currently if a guest comes down and wants to take a glass of wine to their room, they are unable to do so. This impacts our guest's experience. A hotel is a unique platform and we would find it beneficial to have some flexibility in licensing for hotels so that it can improve guest services.
Laws about minors being in licensed establishments need to be loosened up so families from overseas can bring children into pubs, and have dinner, even after 8pm as they're on holiday and looking to have an enjoyable time in the city, and some quality family time...if they kids aren't allowed in, it limits their options of venues.
We need to be able to purchase alcohol at all stores. You need to get rid of the segregation laws regarding restaurants and lounges. Its so antiquated...visit Quebec and Ontario. See how they do it and better it!
Current liquor regulations seem to penalize small venues that focus primarily on beverage service that has resulted in larger "volume" distributors in the form of chain restaurants. BC's lack of small, cozy and intimate pubs and bars has a severe impact on BC's appeal to a global demographic.
I believe that BC Liquor Regulations are very archaic. The city needs more licenses, to offer tourist and locals more options.
Our establishment is food-primary. We have a significant tourist-flow during the summer-months from June-September. A significant part of that is tourist traffic from the cruise-ships. Many of these tourists simply want to enjoy a glass of local brew while sitting on the patio during lunch, oftentimes during a short 6 hour day-excursion

in the downtown core
We would prefer to be able to buy from the private liquor stores as there selection of BC wines is more extensive and there customer service is better. We have had numerous problems with orders being shorted or substitutions being made without calling to let us know. This can be very difficult as our clients select wines to match their catering menus.
The restrictions on where liquor can be served and how late it can be served greatly impinge on the freedom to create nightlife and events out side of the regular box, which can turn the city into a world-class destination. Vancouver is known abroad as "No Fun City" because of this. Patrons are bored of the same old same old and are hungering for new exciting opportunities to go out and have fun at irregular locations until irregular hours with an alcoholic beverage in hand. Inconsistent application of the law needs addressing for instance drinking at hockey games but not being able to drink at movies or at a park. Thank you for taking the time to help in this review.
It's hugely exciting that the Ministry is finally addressing hugely out-dated liquor laws that can hopefully help bring Vancouver into the 21st century and allow for the city to compete in a marketable way with other city centres that can offer better/more exciting opportunities (happy hours, later licensing, more interesting products such as microbrewery products from other parts of the country).
On the personal side, it would be nice to be able to buy wine & beer in Grocery stores - even stores in the US have the ability to close off the area during 'off hours' - if BC stores can check for ID for cigarettes, they can certainly check ID for alcohol
Our liquor in BC is far too expensive. Guests are our Luxury Hotel restaurant laughs at the prices we charge. Please lower the tax on our liquor, wine and beer
The system is old and broken. Please move this along so we can catch up with rest of the world. Massive taxation, no happy hour! and I can't buy beer in the store where I buy groceries. There plenty more issues we could talk about. Ezra Kish 6043770953
The Liquor Control Board continues to emphasize the issues surrounding serving minors in licensed premises, but want to provide greater access to alcohol through stores. If they feel the minor situation is not being controlled with the current situation why would they want to create a bigger problem?
For special events the price is limited to \$4. To increase it requires too much paperwork.
As an events coordinator for an arts festival having to apply for a special occasions license for each individual event and venue during the festival overcomplicates the process and adds extra headaches especially when exemptions to the 2 SOLs per month have to be filed. Returning to the PST system on the application added extra steps and unnecessary time. The limits on SOLs are also archaic and do not reflect modern alcohol consumption. The inability to use sponsored liquor for SOLs makes it difficult for festivals to procure liquor sponsors in an effective manner.
Serving it right has been a hassle in the past. 10% vs. 7% is not understood by int'l customers

Comments from 2013 Vancouver Tourism Master Plan – BC Liquor Regulations

Montreal has a great music festival where public can bring alcohol to the park to enjoy while enjoying the music, but must also bring food as well (i.e. picnic)
Must also be able to manage such an environment where liquor is not so restrictive i.e. in parks, picnics etc.
Open liquor should be allowed in public spaces, such as the beach, parks, etc.
The system now is laughable. It is so poorly designed and limits the types of experiences that F&B operators can offer, creates monopolies etc. The Province and COV need to start treating business owners and the public like adults, look at what other cities do regarding liquor policies. We should scrap liquor primary and secondary distinction. A major rethink is LONG overdue.
This is absolutely crucial and one of the factors hampering Vancouver's reputation both among tourists and the local population. (I.e. the ones who will spread negative comments about Vancouver's 'no-fun' reputation and arcane liquor laws) This should be implemented ASAP, for all the good it will do to improve the city's image and provide a business boon to the city's bars & restaurants
Outdoor events are tragically marred by Vancouver's drinking culture, tolerance for public drunkenness and over-sales of liquor.
Allow open liquor in specific urbanized areas, but instead enforce unruly behavior. There's nothing wrong with consuming alcohol in public, but there are things wrong with acting like an idiot.
The liquor laws are outdated.
I work in food retail. I interact with visitors to our city every day. They are constantly SHOCKED by our arcane and immature liquor licensing laws and pricing. It actively discourages people from returning.
This is the first step in turning Vancouver in to a world-class destination. Bars closing at 1 am on a Friday night is deplorable. Police dumping open liquor on Granville on weekends (while allowing pot smokers to smoke pot) is disgusting. This is a city afraid to let loose and have a drink every now and then.
BC liquor laws were outdated in the 70's. They actually discourage responsible use of alcohol.
Most agree that our liquor laws are antiquated. I'm so glad this is finally being revisited.
Vancouver has the most outdated and ridiculous liquor laws of anywhere. We need to amend the law to allow happy hour and make outdoor festival events more friendly to those who want to enjoy
Keep Vancouver distinct as an ecological inspired city but also fun and world class seems tough but more bars and casinos seems obnoxious. More relaxed laws about live performances and liquor
It is critical to review our archaic liquor policies that create our unfortunate name of "No Fun City".
Liquor laws are outdated. MUSIC ON PATIOS would nice!!!!!!
Our liquor laws are an embarrassment.
Our liquor laws are well behind the times.
Current liquor laws are medieval
We have archaic liquor laws. Festivals and beaches with beer gardens.
The current liquor laws, although improving slightly, is still quite behind the times compared to other vibrant cities.
The liquor laws in this province are ancient, annoying and serve no useful purpose.
To many of our liquor laws are archaic remnants of prohibition and should be greatly revised.
We are in the dark ages right now with regards to our liquor laws and policies.
Our liquor laws are laughable at best. Especially outside of downtown core.
Our liquor laws are outdated. Restaurants and Bars need to be able to have happy hour specials like the rest of the world does. It creates a better atmosphere in the city
Canadian liquor laws are already draconian. Very very expensive to even have 2 drinks in a club.
Make it easier to combine entertainment and a liquor license.
It would be amazing if we could be more like Europe with our liquor regulations.
Liquor should be cheaper and laws should be less strict. Major complaints from people from Europe are

about this.
Liquor laws are very strict - not being able to drink in public spaces, even within certain times or places is very restrictive. European resident/ visitors do not like this.. I know, I am one!
I think of having a jug of Pimms in a London park, or a bottle of wine in front of the Eiffel tower or Sydney Harbour and am incredibly discouraged at how backwards Vancouver/BC/Canadian liquor laws are in this respect.
If public opinion is shifting towards decriminalization and legalization of marijuana, it should first seek to soften liquor laws to provide an experience on par with responsible European countries
Our liquor policies and procedures are so antiquated it's embarrassing when I have visitors come from around the world to stay with me. I have travelled extensively and have not observed worse behavior in areas where the liquor laws are more modern.
Liquor laws in BC are archaic and discourage entertainment and a lively city. Harm reduction policies are best moving forward.
Our liquor laws are arcane and bizarre. People are allowed to drink in public in many cities and the world doesn't end. Last call needs to be extended as well.
Our nightlife industry falters in comparison to real world-class cities. Why are our liquor laws so archaic? Why are we building condos where people should be having fun?
Hey you can buy liquor anywhere down the states, and they are not drunk all the time or any worse off than us.
BC Liquor laws are so outdated. Liquor licenses should be easier to obtain and less restrictive. Liquor is much too expensive. Vancouver has a bad rap as a "no fun city" and this plays a big part in that.
A prerequisite for "exciting nightlife" would require more liberal liquor licensing laws to allow for new bars and restaurants to open.
Much more liberal liquor licensing is necessary to encourage social and cultural growth
Any great urban centre has retail/food shops near the beach (think Venice Beach in LA). Make it local, similar to Granville Island. All shops and retail would either be one-of-a-kind or a small local chain. Relax liquor laws and allow some public drinking in certain locations/beach areas. Another idea - one event could be connected with the seawall somehow. Not sure what it would be, but it would entail travelling the whole distance of the seawall as part of it.
Restrictive liquor licensing creates a difficult environment for Vancouver bars and restaurants.
Vancouver isn't about infrastructure; it's about its natural setting. Making current infrastructure better value (compared to other global destinations) would be better (i.e.: cutting alcohol taxation,
I think that people should be able to bring a bottle of wine or a few beers to a beach or park and enjoy. Look at European cities, Asian cities, and oceanic cities for advice. The liquor laws here are draconian and archaic.
We are at a huge disadvantage due to liquor laws. This is an enormous issue. We need large-scale regulatory reform incl. right to drink in public (e.g. grab a beer with your street food, walk home with a beer, etc.). Being drunk in public should remain illegal, but merely having alcohol is presuming behavior and guilt before it occurs.
We need modern liquor laws and relaxed patio/street event licenses. The Davie day cage is a prime example of stupidity.
There are too many strict rules. Most people I know who visit here are shocked at how strict our liquor laws are, hence the "no fun city" reputation.
While the BC liquor stores need improving and Vancouver is not nearly as "fun" as other places can be, using tourism as way to "open" a debate on the sale and regulation of liquor in the province
This more than any other factor, I believe this prevents Vancouver from becoming a truly world-class destination. Our antiquated liquor laws are strangling our burgeoning restaurant scene. It's ridiculous.
Current Liquor laws are grounded in lumberjack era. We have evolved since then.
BC's liquor laws need to be liberalized to bring them in line with other international destinations.
Many of our current liquor laws are ridiculous and limiting to our hospitality and entertainment sectors, I strongly agree with review and revision of this.
Our liquor laws are archaic.
The existing liquor laws are ridiculously restrictive. It's important for residents of small condos and

apartments to be able to entertain visitors outside of their homes so pubs and licensed restaurants with late opening hours are an important urban amenity. Also, liquor restrictions are making it difficult to run a viable live music venue, which is bad for residents and visitors.
Our laws are completely outdated. It's laughable. Liquor licenses should be easier to acquire. Bars/Restaurants should be open later. More patios during the summer. Etc.
Our liquor laws are so archaic! It would be great for restaurants to have happy hour, for neighbourhood pubs to serve alcohol after 11 pm, to drink some wine on the beach. Can you imagine? Actually, other opportunities for tourism -- our burgeoning craft beer market (delicious!) not to mention local food scene.
I can't stress this point strongly enough. We are so behind in liquor laws. All influential cities have a progressive liquor licensing policy. We can't be a successful world-class tourism destination without revamping our restrictive liquor laws. The liquor laws are so prohibitive they stifle creative vision.
Liquor laws are archaic and need a major overhaul.
Get out of the stone ages. Come to the 21st century. Tourists would like to buy wine and alcohol on the only Sunday they are in town before their Alaskan cruise and they shouldn't have to wander all around downtown to find an open liquor or wine store. Plus...your residents would also appreciate it.
Alcohol is way over-priced and existing liquor laws are far too conservative. I think it has a really negative effect on the general vibe and nightlife of the city.
BC's liquor laws are arcane.
Our rules are ridiculously tight and we should look to Europe for more reasonable regulation models.
Coupled with our archaic liquor laws, many of our current public attractions are forcibly child friendly!
Government needs to get out of the liquor business and needs to lift the insane, archaic restrictions imposed on businesses and consumers. It puts such a damper on visitors' experiences.
Relax the liquor laws! Enforcement should be related to dangerous behavior resulting from over-intoxication, not any drinking at all. Lively places include liquor, and many people can participate responsibly.
There are so many countries that do not have the strict and often sense-less liquor laws that Vancouver has which do not have any negative impact. Not being able to order a drink in a bar/restaurant or restaurant without ordering food due to licensing issues makes no sense. Being able to enjoy a beer or some wine on the beach with a picnic would be so much more appealing. Look to Europe for liquor laws rather than to the US.
Our liquor laws are archaic and need to be revisited across the board
I think Vancouver is EXTREMELY prudish when it comes to liquor--close the bars for the Stanley Cup, and what happens? Goons DRINK THEIR FACES OFF before coming into to watch game 7 on streets. Again: other places have a mature attitude (Montreal, where you can have wine in the park as long as you have food), which doesn't make things more dangerous.
Our antiquated liquor laws are crippling.
Vancouver is much to stiff on this on liquor laws - not fun for visitors or locals
Interesting restaurants and bars would spring up on their own if BC's liquor laws were relaxed.
Current liquor laws are ridiculous and prevent Outdoors receptions, etc. Please look at Europe
BC liquor laws are very old fashioned and are especially confusing for Europeans who expect to be able to drink more casually and with minors present
I would get city hall to relax some of its liquor and event rules to make better use of it as a nighttime or daytime venue for civic and tourist related events.
Private enterprise would do it if liquor laws etc. made it possible.
To provide a sophisticated and urbane alcoholic beverage environment for consumers and a competitive operating environment for restaurants, bars and clubs, British Columbia and Vancouver should engage in a comprehensive discussion, review and strategic policy plan of Provincial and City rules, regulations, operations and taxation on the sale, distribution, consumption and operation of liquor and alcoholic beverages.
I am not supportive of noisy party boat flotillas without appropriate liquor regulation.
BC liquor laws are archaic! Prime example is the recent Rio theater fight to be allowed to show movies AND host concerts. What's the problem with that?
Please change our backwards liquor laws to allow responsible adults the pleasure of enjoying a beverage

in public areas. And if it's a park/beach, don't restrict it to a specific area that totally defeats the purpose and continues the close-minded mentality. I'd like to go to the beach and have a picnic with a bottle of wine, or enjoy some beer with friends without it being a problem.

Liquor laws are too archaic

Granville Street bar district should be similar to Vegas where they allow open liquor in assigned areas. Street Vendors should be encouraged for entertainment to keep the street flowing and non-violent.

Lower liquor taxes, beer gardens at events, lower liquor taxes...

Allow open liquor in specific urbanized areas, but instead enforce unruly behavior. There's nothing wrong with consuming alcohol in public, but there are things wrong with acting like an idiot.

Our laws around alcohol are ridiculous.

We are at a huge disadvantage due to liquor laws. This is an enormous issue. We need large-scale regulatory reform incl. right to drink in public (e.g. grab a beer with your street food, walk home with a beer, etc.). Being drunk in public should remain illegal, but merely having alcohol is presuming behaviour and guilt before it occurs.

Vancouver has the worst alcohol laws in the country, it severely limits businesses from creating anything unique whenever alcohol is being served.

This is critical as our current myriad rules and regulations majorly enjoying alcoholic beverages expensive and very difficult – good luck with moving quickly on this

Alcoholic beverage are way too expensive for lower income tourist

A global city with a globally recognized yearly event should allow for looser alcohol restrictions. New Orleans, Montreal, Barcelona, Prague, Shanghai, Hong Kong and Sydney should all be excellent examples of what we should be striving for.

Wine in Safeway wouldn't cause alcoholism. Not to mention opportunities to promote BC wine.

We should be more liberal and more grown up in our approach to the use of alcoholic beverages here in Vancouver.

Too expensive. I would rather see bylaws changed for cafés in the city. A short visit to Seattle and its various neighbourhoods like Ballard would show how lively a large café can get and what it does to unifying a neighbourhood. Very simple solution. Our understanding is that here it's very difficult to do due to licensing. Starbucks and other cafés can sell beer, wine and cider in Seattle. More wine-tasting bars. (By the way, I don't drink alcohol).

It can focus on where alcoholic beverages can be served and sold.

Create a better alcoholic beverage environment, don't review the process of alcoholic beverage environment reviews and procedural policies.

Extended hours, happy hour for sure, encourage corkage and more outdoor alcohol spaces not just for the younger set but for all adults.

European Cities as well as American cities i.e. Portland are world class examples of fun environments that integrate social events with alcoholic environments - outdoor jazz festival, beer tastings, full markets..... BC and more specifically Vancouver is living in the dark ages.

More effort should be made to facilitate mature responsible adults who wish to consume alcohol appropriately. Certain areas of beachfront should be allowed to have open alcohol. Bars and Nightclubs should be allowed to be open later than 2.

Done the right way there would be an opportunity to create more of a pub culture, bolstering responsible use of alcohol rather than just designating areas like gastown or granville as areas where bars are located. There is little choice in the west end for example of a place for a quiet beer overlooking English bay. We should not try to control drinking, tourists love to have a few and accommodating this is an opportunity to rebrand the image visitors have of our nightlife.

WE MUST MUST MUST get with the time and loosen up on our alcohol and entertainment restrictions. Make it easier to use patios and large sidewalks for outdoor activity and our beaches!

VANCOUVER REMAINS MIRED IN A PURITANICAL 19th CENTURY ALCOHOLIC HAZE.....TOURISTS SIMPLY CANNOT BELIEVE GROCERY STORES DO NOT SELL ALCOHOL>>>NOR CAN THEY UNDERSTAND PROHIBITION OF CHILDREN IN HOTEL LOUNGES ETC ETC ETC

BC is overtaxed and puritanistic when it comes to alcohol. It's time to grow up and expand.

Get out of the stone ages. Come to the 21st century. Tourists would like to buy wine and alcohol on the

only Sunday they are in town before their Alaskan cruise and they shouldn't have to wander all around downtown to find an open liquor or wine store. Plus...your residents would also appreciate it.
Alcohol is way over-priced and existing liquor laws are far too conservative. I think it has a really negative effect on the general vibe and nightlife of the city.
Travel and Tourism could be one of Vancouver's largest industries but there are many issues impeding that. For example: - alcohol tax/laws - down time events during winter season - easier transportation greater for international tourists etc etc
Vancouver should look at cities, such as Perth Australia, that allow public consumption of alcohol at certain events - such as outdoor movie nights in parks.
Drinks should be cheaper, we should be able to drink in public places (prohibitionism doesn't work, don't you know that?). A more relax attitude towards drinking would lead (eventually, with time) to a more mature alcohol consumption). Not being able to drink a beer or a bottle of wine on the beach is - really stupid, to anyone coming from Europe. But intensify police patrol - Canadian youth get really stupid and aggressive when drinking too much in public.
Yes, we seem too strict on alcohol consumption in general.
Liquor and Alcoholic Beverages: To provide a sophisticated and urbane alcoholic beverage environment for consumers and a competitive operating environment for restaurants, bars and clubs, British Columbia and Vancouver should engage in a comprehensive discussion, review and strategic policy plan of Provincial and City rules, regulations, operations and taxation on the sale, distribution, consumption and operation of liquor and alcoholic beverages.
The prohibition ended in the US in 1933, it is about time to follow the Europeans and liberalise all of the silly rules controlling public consumption of alcohol.
Many visitors I talk to are shocked at how expensive alcohol is when they visit Vancouver.
Alcohol makes money for a city!!! Even though I don't drink, I still think done safely, it is a good idea
Allow people to drink alcohol at the beaches and parks. We do it anyway. So does the rest of the world