

Vancouver's Perfect Storm:



A Record Tourist Season Meets the FIFA World Cup

For De Dutch Burrard Landing, the summer of 2026 represents one of the most significant business opportunities in our history. A convergence of record cruise traffic, an unprecedented global sporting event, and a surge in international tourism is set to bring hundreds of thousands of visitors through Vancouver's waterfront — right to our front door.

A Record-Breaking Cruise Season

The Port of Vancouver's Canada Place terminal is on track for its busiest year ever. Nearly 360 cruise ship calls are scheduled — up from 300 in 2025 — with more than 1.4 million passengers expected to pass through. That is a 19% increase in sailings and surpasses even the previous record set in 2024 by approximately 5%. The season opens February 26 with the Disney Wonder and closes October 13 when Norwegian Encore departs, bookending a seven-and-a-half-month season of near-daily arrivals.

New to Vancouver this year are Virgin Voyages and The Ritz-Carlton Yacht Collection, while Disney homeports a second ship — the Disney Magic — alongside the Disney Wonder. Five vessels will make their first-ever calls to Canada Place. The



Port Authority estimates cruise activity will inject over \$1 billion into the local economy and support more than 17,000 regional jobs.

FIFA World Cup 2026: The World Comes to Vancouver

Overlapping directly with peak cruise season, Vancouver hosts seven FIFA World Cup 2026™ matches at BC Place Stadium between June 13 and July 7. The schedule features two Canadian home games — Canada vs. Qatar (June 18) and Canada vs. Switzerland (June 24) — alongside Australia, New Zealand, Egypt, and Belgium. The tournament runs June 11 to July 19 across 16 cities in Canada, the United States, and Mexico.

The Port Authority has described this summer as a 'perfect storm' of demand. Hotel accommodation is expected to be at a premium throughout June and July, and Destination Vancouver has urged visitors to book early. That pressure on lodging translates directly into opportunity for dining — visitors will be actively seeking memorable local experiences throughout their stay.



What It Means for Burrard Landing

Situated steps from Canada Place and within easy walking distance of BC Place, De Dutch Burrard Landing is ideally positioned to benefit from both streams of visitor traffic. Cruise passengers on pre- and post-cruise stays seek authentic, locally rooted dining that reflects the character of their destination. De Dutch — with fifty years of heritage, a distinctive Dutch-inspired menu, and a prime waterfront address — is exactly that experience.

On World Cup match days, particularly the two Canada fixtures, foot traffic through the downtown core will peak. The 2026 season is without recent precedent: more ships, more passengers, more international visitors, and a global tournament all arriving at once. The message for our Burrard Landing team is simple — the world is coming to Vancouver this summer, and we will be ready.

Sources: Vancouver Fraser Port Authority, Cruise Industry News, Destination Vancouver, FIFA World Cup 2026™, BC Place Stadium.

The “U” In De Dutch . . . “Bob”

by Ema Caushaj - De Dutch - Maple Ridge



At De Dutch, we always say that our customers are the heart of what we do, and Bob is the perfect example of that.

From the very beginning, he’s been more than just a regular customer, he’s been part of the De Dutch story. Through decades of change and growth, Bob has remained a familiar and friendly face who walks through our doors every single week.

Over the years, Bob has gone through two knee surgeries, but even that didn’t stop him from coming in. His determination and positive attitude are honestly inspiring. No matter what he’s going through, he still shows up with a warm smile and a kind word for our team.

One of the best parts of seeing Bob is hearing his stories. He used to work as a bouncer and has some incredible stories about dealing with all sorts of people. The way he tells them always makes me laugh, and there’s never a dull moment when Bob is around. Whether it’s stories from the road, lessons from life, or memories from years ago, he always manages to turn a simple visit into something memorable.

Bob’s loyalty to De Dutch really showed during the COVID years as well. Even when everything felt uncertain and most people stayed home, Bob would still come by and sit outside to enjoy his meal. It meant a lot to us because it showed how much he genuinely cared about supporting the business and the people who work here during such a difficult time.

Fun fact: Bob has accumulated over \$900 in rewards points on his De Dutch card! That’s not just a number, it represents decades of breakfasts, conversations, laughs, and memories shared together.

Bob, thank you for being you. Your resilience, kindness, and loyalty mean more to us than you probably realize. Customers like you are the reason De Dutch feels less like a restaurant and more like a community. We’re truly grateful to have you as part of the De Dutch family.



How Well Do You Know Us?

Get the closest without going over and win a \$25 De Dutch Gift Certificate!

Last issue Question:

"How many eggs did De Dutch use across all of our locations in 2025?"

Answer and winner will be announced in the next issue.

New Question:

"How many cups of coffee did we serve across the chain in 2025?"

Enter via Facebook, Instagram, email, or dedutch.com or better yet fill out the short entry form in any of our restaurants.

We'll announce the answer — and our lucky winner — via the interweb and future issues of De Pannekoeken Krant. **Good luck!**

Limited Time Offers (LTO's)

LTO's seem to be everywhere and in every segment of our industry these days. Quick service, casual dining, family, and even fine dining restaurants all seem to have some version of a LTO from time to time. Contrary to popular believe, LTO's are not a recent phenomenon, in fact they can be traced back to the 1920s - 30s and were known as "Blue Plate Specials". The idea was to offer a simple meal that could fit on one plate, during a time of the day that was less busy, and for a reduced price.

From the customer's point of view, the premiss of today's LTO isn't much different - simplicity and price sensitivity. For the most part restaurants too adhere to those two rules but they are looking for something more. Boosting traffic flow and engagement, urgency due to the "limited time" factor (FOMO), opportunity to test new items, seasonal features, giving customers an albeit temporary venture away from the usual, and a competitive advantage.

LTO's are a relatively new thing for us at De Dutch. Some have been restricted to specific locations due to equipment capabilities, while others are offered system wide. Most would agree that De Dutch is pretty unique particularly when it comes to our menu . . . not the standard fare. Some of our LTO's are variations of things we already have on the menu, but what gets us really excited is when we come up with something completely different. I'll let you in on a secret. . .we have been working on a couple of way off the wall items that we think just might hit a sweet spot with our customers. . .stay tuned.

Till next time. . .stay authentic.

Bill Waring.