



A staircase built for a grand entrance at the Paradox Hotel Vancouver.

HOTEL | CANADA

## The Trump Paradox

I'm sniffing around for ghosts of presidents past, namely one with a papaya complexion and a wild ginger comb-over. The former president's association with the 147-room Paradox Hotel Vancouver may still linger, however, this swanky boutique property is working hard to leave the Trump connection in the past.

Handing me my room key after a long flight, a staff member tactfully changes the subject when I mention the former president. The concierge, pointing out a McLaren sports car wrapped ridiculously in the Dogecoin symbol out front, meanwhile, laughs awkwardly when I bring up the D word (Donald that is). It's understandable.

From the moment it was announced that the 63-storey, \$CA360 million (\$412 million) condo and hotel complex was to be called Trump International Hotel and Tower Vancouver it polarised Vancouverites. Its soft opening in 2017 – amid his controversial presidency – attended by Trump and three of his children, saw protesters carrying signs reading “Love Trumps Hate” and “Deport Racism”. Vancouver's then mayor Gregor Robertson and other City Council officials boycotted the opening after asking the developers to remove the Trump name from the project.

The partnership between Malaysian developer Joo Kim Tiah and Trump ended in 2020 when the operator of the 15-floor hotel filed for bankruptcy, citing the pandemic as the cause. All Trump branding was removed a little over a year later before the hotel reopened under the Paradox Hotel Group banner with the name Paradox Hotel Vancouver on April 1, 2022. A further seven of Trump's branded hotels and buildings have since removed the 45th president's



It has excellent staff and a great location: just don't mention the 'T-word', writes Sheriden Rhodes.

name since 2017 while countless others have been cancelled or not completed.

Rising from the ashes, The Paradox offers a complete brand refresh, exemplary customer service and a prime downtown locale where it's an easy stroll to the Coal Harbour seawall or to Stanley Park. Located on Georgia Street, the main lobby is found behind between Bute and Thurlow Streets (confounding even the savviest taxi driver). Despite the seemingly back to front entrance, the welcome is warm in the soaring lobby with its fireplace and view of the hotel's wine collection.

Contemporary rooms (including 16 suites and one penthouse) offer floor-to-ceiling windows with no two views alike due to the iconic twisting tower designed by renowned Canadian architect and late local luminary Arthur Erickson. Rooms feature European oak hardwood floors, Nubla Italian marble bathrooms with heated floors, freestanding baths, multi-lingual touch pads and curved balconies with harbour, skyline or park vistas. Minibars hold locally sourced snacks. There's also an indoor pool, gym, spa and lauded Chinese restaurant (independently run).

If there's anything to dislike from the hotel housed within Vancouver's second-tallest building it's the lack of an onsite

restaurant (a room-service menu is offered) and the loud music emanating from the dimly lit Karma Lounge. Many guests walk through the lounge bar (there's also a nightclub with Vancouver's only day and night pool bar), mistaking the Georgia Street entrance as the lobby. It's perhaps the only place where I feel the lingering presence of Trump, imagining him in a dark corner contemplating his next move.

But don't let the curious back-to-front entrance or, more importantly, the former Trump association put you off. This is a fabulous hotel in a great location. The staff are helpful (drawing maps, hailing taxis, helping you find the best coffee), the rooms are supremely comfortable, and the views are incredible. And it appears the hotel, the fifth under the Paradox brand, is doing well going by the many happy guests coming and going. Which brings me to the question: what's in a name? Well, if your name is Trump, it appears an awful lot. **1**

*Rates from \$C299 (\$342) a night. See [paradoxhotels.com/vancouver](https://paradoxhotels.com/vancouver). The writer stayed as a guest of Fiji Airways and Destination Vancouver (connecting from Nadi-Vancouver (connecting from Sydney). See [fiji Airways.com](https://fiji Airways.com); [destinationvancouver.com](https://destinationvancouver.com)*



### SIX MORE REPURPOSED TRUMP PROJECTS

1. New York City's The Dominick was formerly the Trump SoHo.
2. Trump Place was renamed Riverside South, Manhattan in 2019.
3. Parc Tower Stamford, a Connecticut condominium building, was formerly known as Trump Parc Stamford.
4. The St Regis Toronto was formerly known as the Trump International Hotel and Tower (Toronto).
5. Trump International Hotel & Tower, Panama City (the first international Trump branded development) is now JW Marriott Panama.
6. Trump International Hotel Washington, DC, also known as the Old Post Office Building, is now the Waldorf Astoria Washington (pictured above).