

Vancouver Economic Development Commission



Vancouver Indulgence: On Top of America... and the World

Offering one of the highest qualities of living not just in Canada, but on the planet, you can dine decadently, shop extravagantly, sightsee stylishly, and coddle yourself continuously up here in "Hollywood North," where a population of hockey fans proves it's also got gusto for glamour.

[View More Activities](#)



Fondue by Snowcat Adventure

Travel to the best table in Whistler on a starlit night.

[View Details](#)

[Add To Wishlist](#)

[Check Rates](#)



Spectacular Glacier Tour

Take off from a pristine glacier lake and within moments find yourself skimming over massive glaciers and ancient volcanic peaks.

[View Details](#)

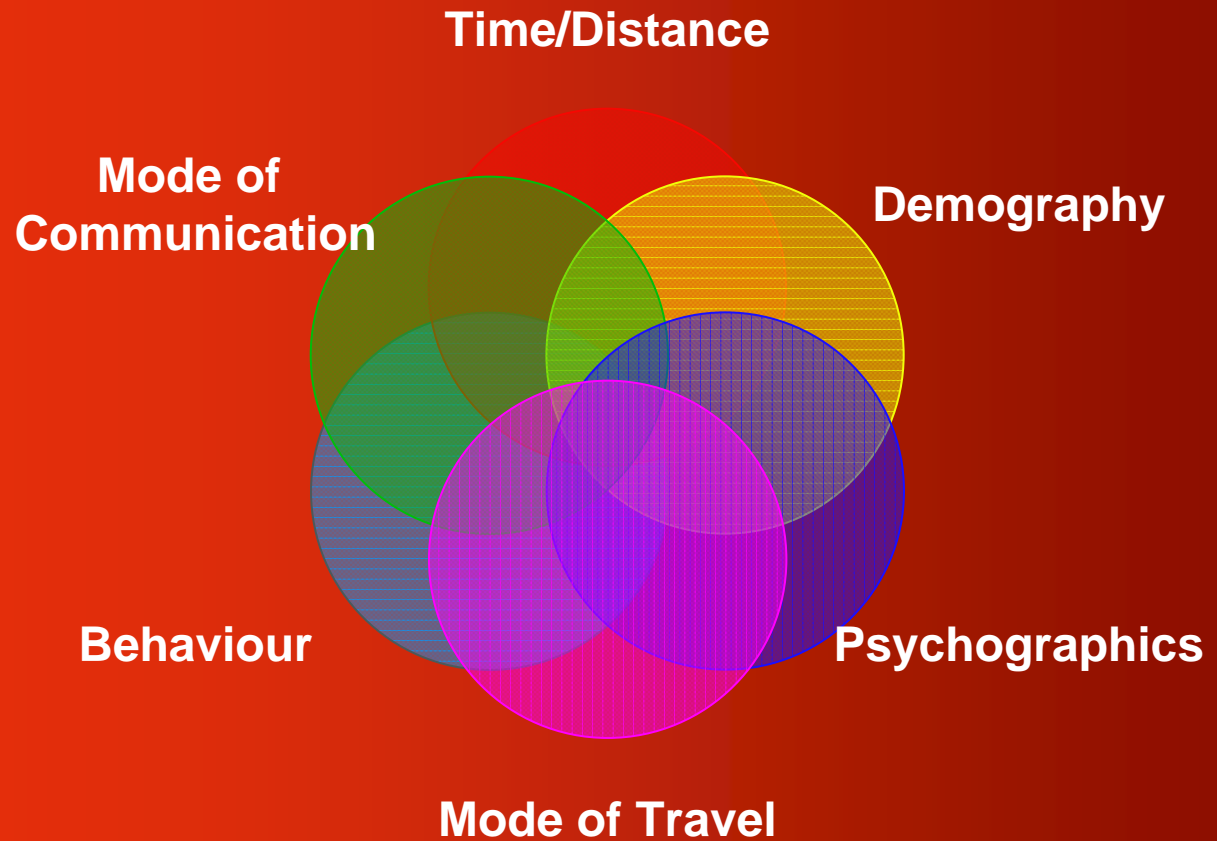
[Add To Wishlist](#)

from **\$135**

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Market Segmentation



Market Segmentation





It's a People-Driven Economy

- **Successful destinations listen first and sell second**
- **Successful destinations act more like itinerary planners, brokers, aggregators, and communicators – and not like advertisers**
 - 78% of consumers trust the recommendations of their peers; 14% trust advertisements

A photograph of a waterfront city with modern buildings and two kayakers on the water. The image is partially obscured by a large blue circular graphic on the right side of the slide.

Word of Mouth = World of Mouth

- 25% of search results for the World's largest 20 top brands are linked to user generated content
- 34% of bloggers post opinions about products and brands – *including destinations...*

Do we like what they're saying
about our brand?



Our Brand

“Consumers want experiences that are personally relevant, memorable, sensory, emotional and meaningful. Businesses will live or die by the experience they offer customers at every touch point.”

What a brand is *not*...

Extensive ad campaign

New logo, slogan or tagline

A PR campaign

Glossy brochures

Positioning

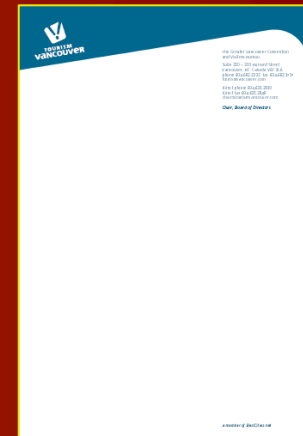


Our Brand

“The Vancouver Experience will exceed visitors’ expectations. We will deliver superior value within a spectacular destination that is safe, exciting and welcoming to everyone”



Our Tools





Getting Heard in a Noisy Market

- **6th Place**
 - Canada's rank in the US as a vacation destination of choice
- **15%**
 - Percentage of Americans who knew that the Olympics in 2010 is taking place somewhere in Canada
- **44%**
 - Percentage of Americans who now are more interested in visiting Canada because we're hosting the Olympics

A photograph of a waterfront city scene. In the foreground, two kayakers in yellow and red gear are on the water. In the background, modern high-rise buildings line the shore under a clear blue sky.

Anholt-GfK Roper City Brands Index

- Knowledge of city and perception
- Cleanliness, aesthetic qualities and climate
- Affordability and quality of public amenities
- Friendliness and cultural diversity
- Interesting events, activities and lifestyles
- Perception as good place to do business, to find a job and to go to school

Bringing it all together...

Tourism, business, and quality of life



Anholt-GfK Roper City Brands Index

(Top 10 of 50 Cities)

1. Paris
2. Sydney
3. London
4. Rome
5. New York

...

18. Vancouver

Can we be a top 10 Global destination?

Going Forward...

- **Getting noticed...brand and value**
- **A sense of urgency**
- **Connecting with the right people at the right time (both business and pleasure)**
- **Infrastructure - VCEC and Canada Line**
- **The Olympic dividend**
- **Leveraging all our resources**





www.tourismvancouver.com/brand/index.html