



TOURISM
VANCOUVER
TOURISMVANCOUVER.COM



VANCOUVER
SPECTACULAR BY NATURE™

our mission

more people visiting,
staying longer,
spending more,
and
saying great things about us.

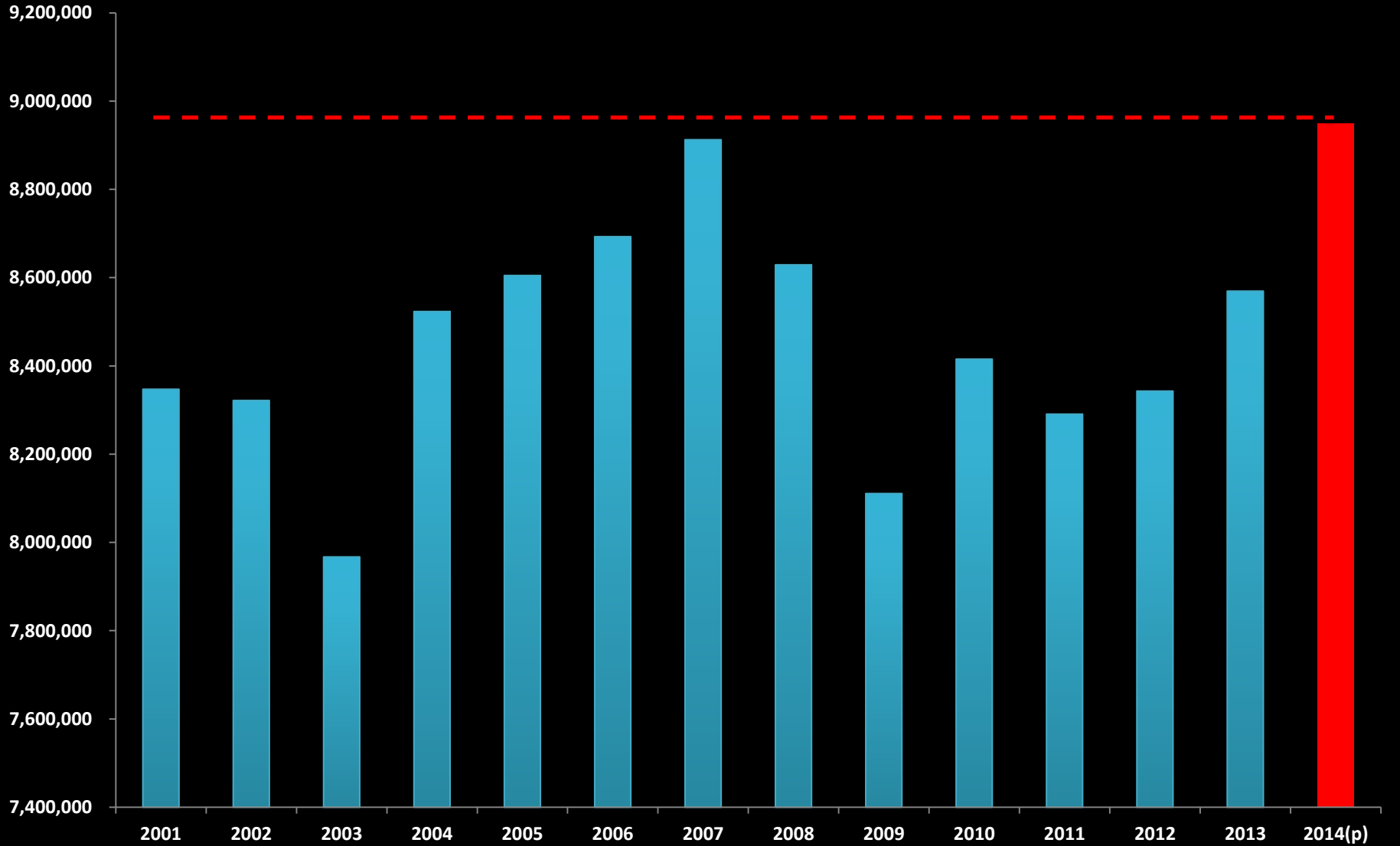
Our Partners



2014 Industry Results

	2014	2013
Number of Overnight Visitors	8,948,700	8,569,470
Tourism Spend	\$3.79bil.	\$3.52bil.
Overall Occupancy (Downtown)	74%	71%
Hotel RevPar (Revenue/Available Room)	\$132	\$120

2014 Industry Results



3-Year Planning



'The Next Level'

from a

Destination Marketing Organization

focused on

- Sales & Marketing
- Market Development
- Member Servicing
- Visitor Servicing

'The Next Level'

to a

Tourism Development Organization

focused on

- Sales & Marketing Leadership and Innovation
 - Visitor Experience
 - Member Development
 - Digital Capability
 - Strategic Intelligence
 - Financial Certainty

Re-focused sales & marketing approach.

Highly efficient capability, positioned for the future.

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2

3

4

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6

7

Stay and play in Vancouver
this winter
FOR THE ULTIMATE WINTER HOLIDAY

VANCOUVER CITY BREAKS
5 NIGHTS
FR £665 PP

PLUS SKI WHISTLER
7 NIGHTS
FR £550 PP

visit canadianaffair.com/ski
(London) 020 7616 9184 or (Glasgow) 0141 223 7517

VANCOUVER
SPECTACULAR BY NATURE!

...OUTDOORS ...CITY VIBE ...ATTRACTIONS

Direct from London Gatwick, Manchester & Glasgow...Fr £298pp rtn inc taxes.

Market development.

Clearly defined portfolio of markets for short/mid/long-term.

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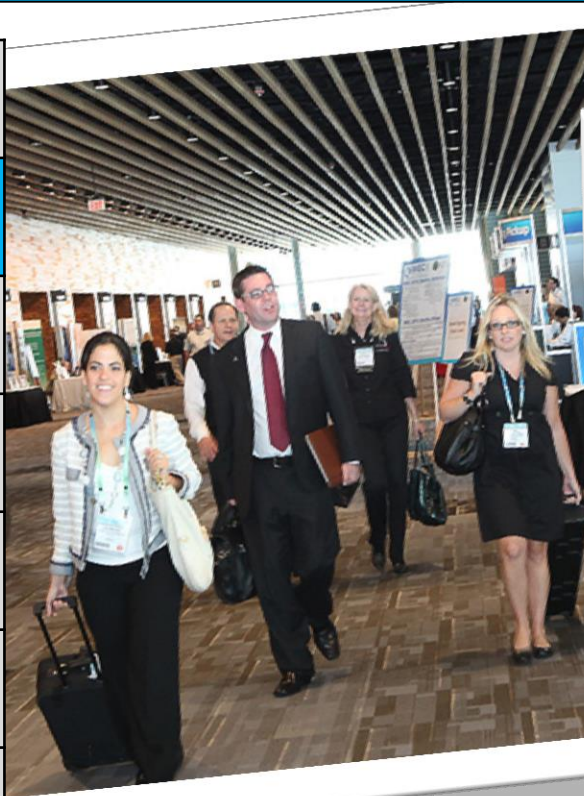
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Destination development.

Continually improving the visitor experience (short/long-term).

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Commercial orientation.

Increased investment into tourism, financial flexibility.

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Business Intelligence.

Improved industry & TVAN performance via superior info & data analysis.

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System efficiency.

TVAN as the leading partner in a well defined system.

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Peak performance.

Working environment that inspires TVAN staff to excel.

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2015 Plan

TOURISM VANCOUVER 2015 Sales & Marketing Plan



The Metro Vancouver Convention & Visitors Bureau
Suite 210, 200 Burrard Street, Vancouver, BC Canada V6C 3L6
Tel 604 682 2222 tourismvancouver.com

A BestCities Global Alliance Member

Photo: Philip Tong, Luna Blue Photography

2015 Goals and Targets

2015 Target vs 2014 Actual

Overnight visitors

9.2 million vs 8.9 million

Longer stays

4.9 days vs 4.8 days

Visitor spend

\$4.0 billion vs \$3.8 billion

Hotel occupancy

75% vs 74%

Reputation score

Research underway to establish a baseline

Destination Marketing Roles

<-Shorter-term

Longer-term->

Transient
In-destination

Transient
Consumer

Transient/Group
Travel Trade,
Incentive

Group
Corporate,
Sport

Group
Association

Key Business Areas

Meetings
& Conventions

Leisure Travel
& Digital Marketing

Marketing Communications
& Member Services

Experience Vancouver

Key Business Areas

Meetings
& Conventions

Leisure Travel
& Digital Marketing

Marketing Communications
& Member Services

Experience Vancouver

Customers

Market

Primary

Secondary

Canada

Association

Incentive

US

Corporate

Sport

International

Government

Union

SMERF (Social, Military, Educational, Religious, Fraternal)

Philanthropic



Priorities

- Maximize room attendees and room nights for 2015 citywides
 - TED Conference
 - World Congress of Dermatology
 - FIFA Women's World Cup
 - International AIDS Conference
 - Academy of Management
 - World Congress of Gynecology & Obstetrics
 - World Diabetes Congress



Priorities

- Fill future need periods
 - 2016 and 2017 - close existing city-wides and generate new business
 - 2018 and beyond - build solid base



Meetings & Conventions Targets

Leads
Rm-Nts

925,000

+5%

Room
Attendees

121,000

+5%

Key Business Areas

Meetings
& Conventions

Leisure Travel
& Digital Marketing

Marketing Communications
& Member Services

Experience Vancouver

Primary Markets

- USA
- Canada
- Mexico
- UK
- Germany
- China
- Australia



Priorities

- Mobilization of web site
- Syndication of web content through social media
- Develop travel consortia (e.g. Virtuoso) in the US
- Vancouver Specialist growth

RESTAURANTS | EVENTS | HOTELS | TRAVEL

About | Blog | Social

**TOURISM VANCOUVER'S
DINE OUT VANCOUVER
FESTIVAL**

JAN 16 - FEB 1, 2015

EVERY STORY STARTS WITH A RESERVATION

Canada's largest food and drink festival dishes up unlimited ways to enjoy the flavours of the city. Choose from a 17-day calendar of culinary events and experiences, hundreds of restaurants throughout the city and dozens of hotel options to create delicious dining experiences.

It's the tastiest time to visit Vancouver!

FIND A MENU

Restaurant Vegetarian

Menu Price Lunch Menus

Cuisine Gluten Free

Neighborhood

SEARCH

INSIDE VANCOUVER

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POPULAR POSTS

**HERE THERE STUDIOS BRINGS UNIQUE
FOOD-FOCUSED EVENTS TO VANCOUVER**

by **CARRIE LESLIE** in **INSIDER** on January 19, 2015

**GLITZY 26-FLOOR "ORIGAMI" TOWER PROPOSED
NEAR HISTORIC GASTOWN**

17 STORES

Image courtesy of Grady Mitchell | www.gradymitchell.com

Priorities

- Seasonal campaigns to stimulate demand during need periods
- Levered trade investments with partner and in-kind support in growing markets



Leisure Travel Targets

Trade
Leads

1,700

+4%

Web
Visits

3.45mil

+7%

Key Business Areas

Meetings
& Conventions

Leisure Travel
& Digital Marketing

Marketing Communications
& Member Services

Experience Vancouver

Priorities

- Travel and trade media focus on key target markets
- More member engagement and placement in earned media
- Focus on bringing social media influencers to Vancouver



Priorities

- Educational seminars, webinars, LinkedIn group, member mixers, member forums
- e.g. online reputation seminar (Jan 29)



Communications & Membership Targets

Trade
Media
Stories

2,000

+6%

Member
Engagement

5,900

+5%

Key Business Areas

Meetings
& Conventions

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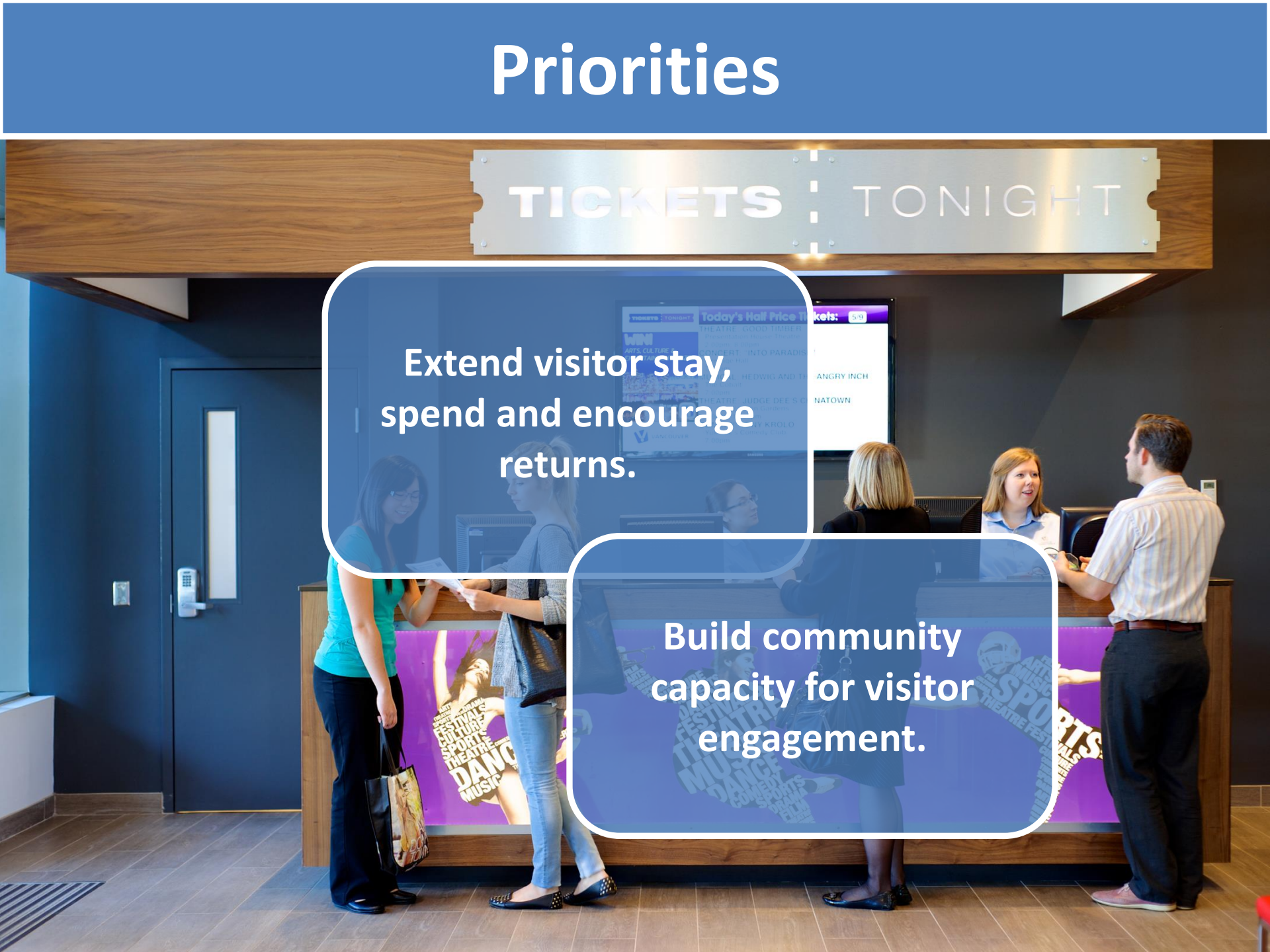
Experience Vancouver

Priorities

TICKETS : TONIGHT

Extend visitor stay,
spend and encourage
returns.

Build community
capacity for visitor
engagement.



In-destination Sales & Servicing Targets

Product
Sales

\$6mil

+7%

Visitors
Served

148,500

+3%



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