



# Purpose

To provide a policy and planning framework so tourism grows in a manner that is economically, socially and environmentally sustainable...

... and thus able to meet the future needs of residents, visitors, investors and industry.

# Project

A steering committee of the partners provided guidance to Resonance Consultancy who...

- Surveyed 2,100+ Vancouverites
  - 50% from industry, 50% local residents
- Received more than 11,000 comments
- Conducted 180+ stakeholder interviews
- Held 2 Open Houses
- Reviewed more than 400 studies, reports & articles



# Tourism Master Plan Goals



# Experience - Visitors

Provide  
**compelling destination experiences**  
that reflect the unique culture and diversity of  
Vancouver.

# Experience - Residents

Ensure Vancouverites are **engaged** and **committed hosts** through a positive relationship between the tourism industry, visitors and local residents.

# Economics - Growth


Lead key competitive cities in  
**visitor spending growth**  
that balances increased visitation with the integrity  
of the destination.



# Economics - Seasonality

Deliver tourism experiences  
in low traffic months to help  
**reduce seasonal fluctuations.**



A crowd of people is sitting on a bench outdoors, watching a large white sculpture of a polar bear. The sculpture is in the foreground, and the people are in the background. The scene is outdoors, and the people are dressed in casual clothing. The text is overlaid on a dark semi-transparent rectangle in the center of the image.

# Economics - Investment

Expand **private sector investment**  
and coordinate **public infrastructure spending**  
to ensure a community-embraced tourism industry.

An aerial photograph of a lush green forest. A wooden boardwalk with a railing winds through the trees. The text is overlaid on a dark semi-transparent rectangle in the center of the image.

# Environment

Become a  
**world-leading sustainable tourism destination**  
through working together to achieve the goals of the  
Greenest City 2020 Action Plan.

# Recommendations



# Recommendations

Product Development

Events

Visitor Experience Design

Neighbourhoods

Tourism Infrastructure Development

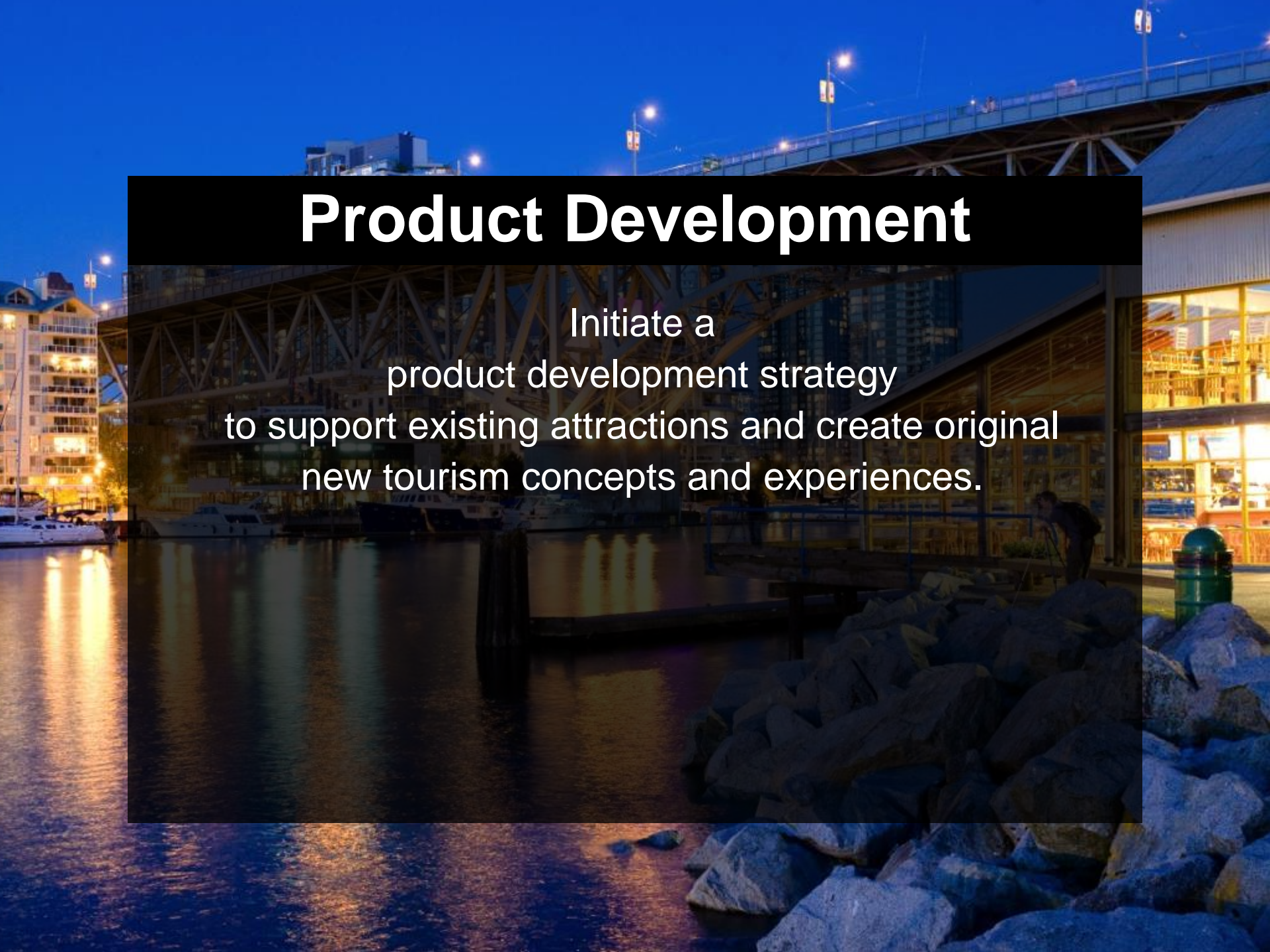
Transportation

Advocacy & Public Affairs

Partnerships & Alliances

# Product Development

Initiate a product development strategy to support existing attractions and create original new tourism concepts and experiences.



# Product Development

Aboriginal

Aquatic

Creative

Culinary

Cultural

Cycling

LGBT

Parks and nature

Seawall and beaches

Shopping

Health / Wellness

“Vancouverism”

# Events

Establish a  
dedicated events organization  
to lead, organize and manage citywide efforts in  
delivering year-round events  
– with emphasis on the first and fourth quarter.



A night scene of a city with mountains in the background, a large fountain in the foreground, and a massive firework exploding in the sky. The firework is a large, bright, multi-colored burst of light. The city lights are visible in the distance, and the fountain is illuminated with yellow lights. The sky is dark with some clouds.

# Events

Cultural events

Sports tourism

Signature events

# Visitor Experience Design

Undertake a comprehensive assessment of the visitor experience to identify ways to improve Vancouver as a place to visit.



# Visitor Experience Design

Customer journey mapping

Digital visitor experience

Hosting and hospitality

Sustainability standards

Wayfinding

# Neighbourhoods

Create a  
neighbourhood marketing council with BIAs  
to promote Vancouver's diversity.





# Neighbourhoods

Cambie Village

Chinatown

Commercial Drive

Downtown

Gastown

Kitsilano 4<sup>th</sup> Ave

Mount Pleasant

South Granville

UBC

West Broadway

West End

Yaletown

# Tourism Infrastructure Development

The partners should articulate, plan and champion significant, responsible development opportunities for new tourism infrastructure.



# Tourism Infrastructure Development

Cruise passenger terminal

Granville Island

NE False Creek

PNE Hastings Park

Portside

Tourism corridor



# Transportation

Incorporate  
the needs of visitors  
into Vancouver's public  
and private transportation system.



# Transportation

Accessibility

Centre city transit loop

Late night public transportation

Public bike share

Rapid transit

Taxis

Walkability

# Advocacy & Public Affairs

Align  
advocacy interests of the partners  
for the benefit of visitors and residents.



A close-up photograph of a person's arm in a blue t-shirt pouring beer from a brass tap into a clear glass. The background is slightly blurred, showing a bar setting with a brick wall and other glasses.

# Advocacy & Public Affairs

Air bilateral agreements

Aviation charges

Liquor and alcoholic beverages

Tourism Vancouver funding

Tourism workforce development

# Partnerships & Alliances

Formalize  
an ongoing group of the partners  
to oversee tourism master plan actions, with  
progress reports to industry and residents.

# Partnerships & Alliances

The background image shows a scenic view of a beach and a paved path. In the foreground, several people are riding bicycles along the path, which runs parallel to the beach. The beach is sandy and has several large logs scattered on it. In the distance, there are mountains and a body of water under a cloudy sky. The overall scene is bright and active, suggesting a popular recreational area.

Brand alignment

Regional tourism master plan

Regulations and incentives

Tourism career promotion

# THANK YOU

## **Steering Committee**

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[VancouverTourismPlan.org](http://VancouverTourismPlan.org)