

EXPLORE BC'S SUNSHINE COAST

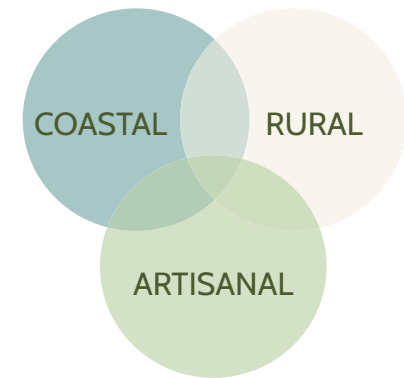
OUR BRAND TAGLINE

INSPIRED
BY
NATURE

OUR BRAND ESSENCE

THE SUNSHINE COAST'S
LAID BACK, COASTAL
NATURE WILL INSPIRE
AND REJUVENATE OUR
TRAVELLERS

OUR BRAND PROMISE



OUR BRAND SWEET SPOT

THE SUNSHINE COAST IS

SPIRITED

WELCOMING

ADVENTUROUS

EASY-GOING

INSPIRING

OUR BRAND ATTRIBUTES

NATURE ^{IS} THE MAGNET

- Affluent, educated, moderate adventurers
- Learners, seeking to explore and discover
- Drawn to wilderness and appreciate rural simplicity
- Seeking inspiration from and connection to nature

OUR BRAND TRAVELLER