



2024 Market Plans

December 6, 2023

*We gratefully acknowledge that we live, work and connect
on the traditional, unceded territories of the xʷməθkʷəy̓əm (Musqueam),
Skwxwú7mesh Úxwumixw (Squamish), and səlilwətaɫ (Tsleil-Waututh).*



Welcome



Lucas Pavan
Manager, Membership



Presenters



Eugene Chu
Manager, Research
& Business Insights



Krista Alcazar
Director,
Market Development



Candice Gibson
Director,
Brand & Marketing



Michael Drake
Director of Sales, Meetings
& Conventions, Canada &
International



Rohaan Sethna
Director of Events



Jackie Kavcak
Director of Sales,
Meetings & Conventions,
US

Agenda

- Business Insights Overview
- Market Overview, Areas of Focus and Key Activities
 - Canada, US, Mexico, UK, Germany, Australia, Asia, Destination Events
- Consumer, Travel Trade, MR/PR, Meetings & Conventions
- Q&A





Business Insights Overview

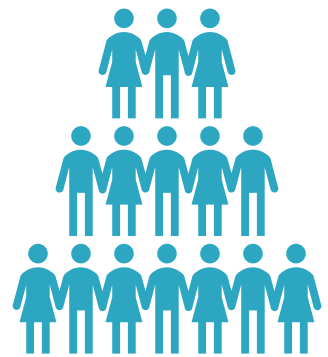
YTD 2023 Destination Performance

Return of overnight visitation (YTD 2023 Sep)



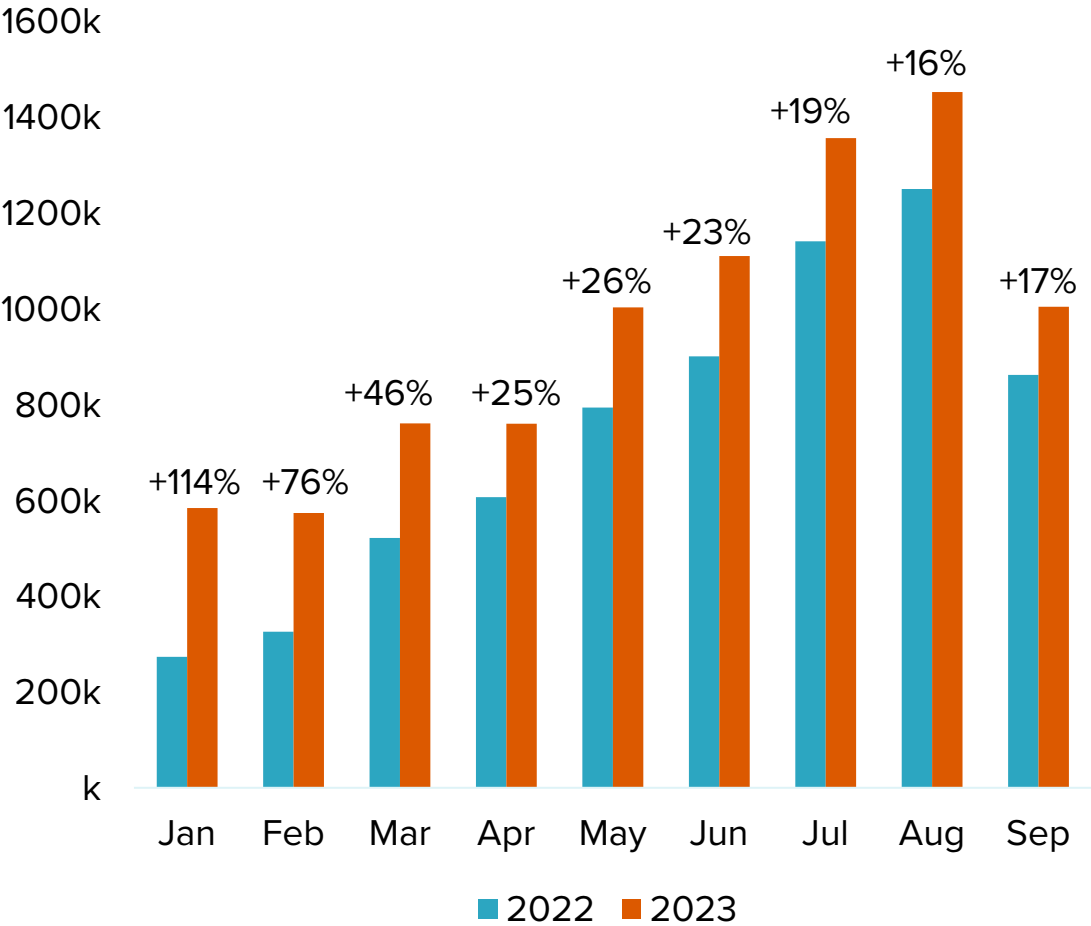
8.6_M

Overnight Visitors YTD



+29%

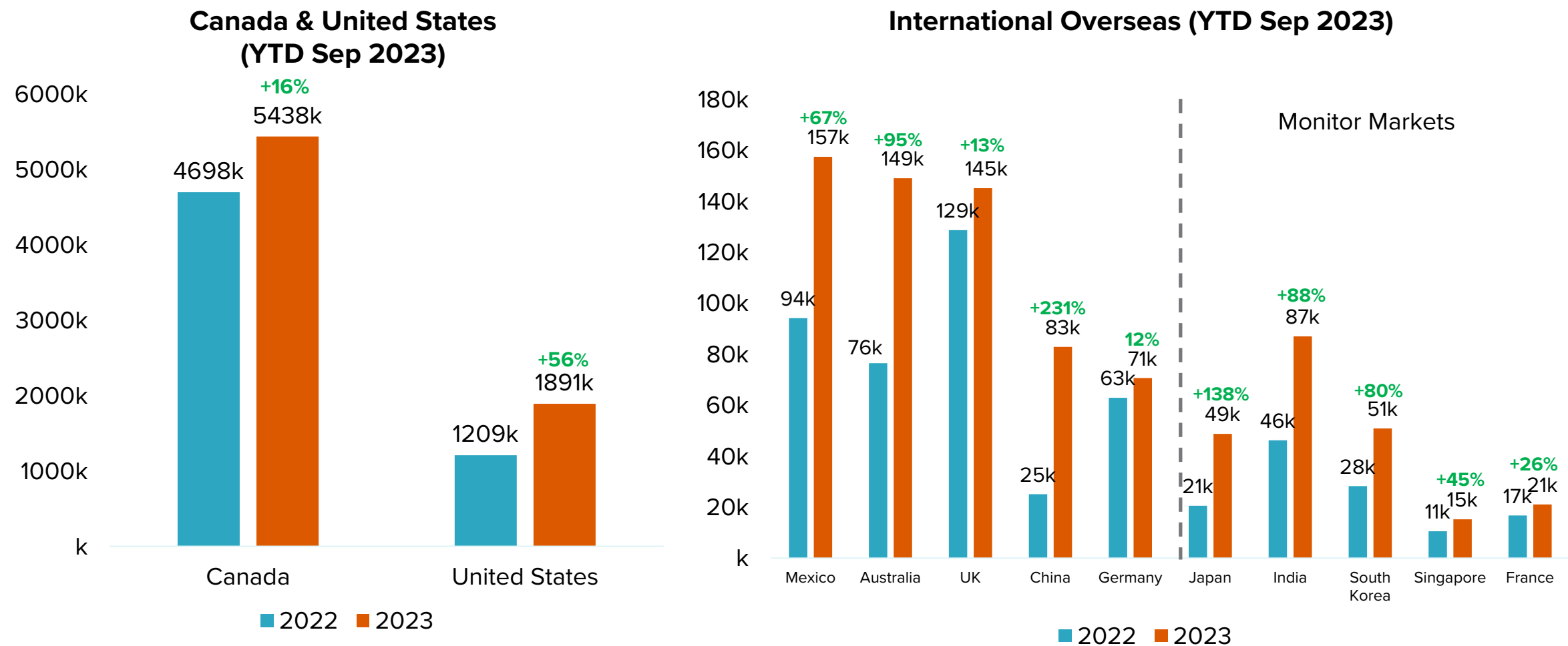
Over 2022



Source: Destination Vancouver.

Overnight Visitors to Vancouver by Market Origin

Strong demand from Canada, US, Mexico, Australia and UK (YTD Sep 2023)



Source: Destination Vancouver.

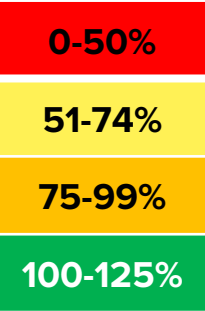
2024 Forecast: Overnight Visitors to Vancouver

Continue build of overnight visitation in 2024



	2023 Estimate Visitation	2024 Forecast Visitation	2023/2019 (2019=100)	2024/2019 (2019=100)
Canada	6.9M	7.0M	108	111
United States	2.4M	2.6M	94	100
Mexico	193K	196K	122	124
Australia	177K	215K	80	97
United Kingdom	166K	182K	79	86
India	97K	107K	94	104
China	114K	192K	38	64
Germany	82K	86K	80	83
South Korea	62K	78K	61	77
Japan	60K	85K	46	66
Singapore/Malaysia/ Indonesia	42K	47K	105	118
France	28K	30K	81	85
Other	501K	605K	69	83
Total	10.8M	11.4M	98	104

2019 Index



2024 Global Market Assessment

As of November 2023



Ranking	2023 YTD Visitation	2023 YTD Expenditures	2023 Spend per Trip	Length of Stay	Direct Air Access (2024)	2024 Visitation Forecast	Future Air Bookings (next 12 months)	Future RN Bookings (next 12 months)	Conventions Business	Other Business Travel	Cruise Demand	Seasonality Support	Total Market Ranking
1	CA	USA	AU	IN	CA	CA	CA	CA	CA	CA	USA	CN	Canada
2	USA	CA	UK	SK	USA	USA	USA	USA	USA	USA	CA	MX	USA
3	MX	CN	CN	AU	JP	AU	UK	AU	SK	UK	UK	SIN	China
4	AU	UK	SK	MX	UK	MX	AU	UK	MX	MX	AU	USA	India
5	UK	AU	MX	UK	AU	CN	DE	DE	AU	AU	MX	CA	Australia
6	IN	DE	USA	DE	SK	UK	SK	MX	IN	IN	DE	IN	United Kingdom
7	CN	MX	IN	CN	MX	IN	JP	FR	UK	DE	FR	AU	Mexico
8	DE	JP	CA	CA	DE	DE	MX	JP	DE	SK	IN	JP	South Korea
9	SK	FR	DE	USA	CN	JP	IN	SIN	CN	CN	JP	SK	Germany
10	JP	SK			IN	SK	CN	CN			SIN	FR	Singapore
11	SIN	IN			FR	FR	FR	IN			SK	UK	Japan
12	FR				SIN	SIN	SIN	SK				DE	France

2024 Market Investment

DESTIN
VANC

ACTIVELY BUILDING



Canada



Australia



USA



Mexico



United Kingdom



Germany



China

MONITORING / ASSESSING



South Korea



Japan



France



Singapore



United Arab Emirates



India

2024 Market & Channel Activation – 2024

	M&C	Consumer Direct		Travel Trade			Travel Media / Influencers		Partner Led
		Performance Marketing & Social Media	Paid Media Campaigns	Marketing Partnerships	Product Training	Familiarization Trips	Media Pitching	Destination Visits	Content support to DBC, DC & other partner-led activities
Canada									
British Columbia									
Alberta									
Ontario									
Quebec									
USA									
Washington									
California									
Texas									
Florida									
New York									
United Kingdom									
Germany									
Australia									
Mexico									
China									
Japan									
South Korea								TBD	
France									
India									
UAE									
Singapore				TBD	TBD		TBD	TBD	



Canada

Canada



OVERALL RANKING - #1

2024 Visitation - #1
Repeat Visitation - #1
Spend Per Trip - #8
Seasonality Support - #5

2023 VISITATION

Est 6,900,000
+12% visitation YOY
120% of 2019 visitation

2023 SPEND

\$1,827 per visitor

AIR SERVICE

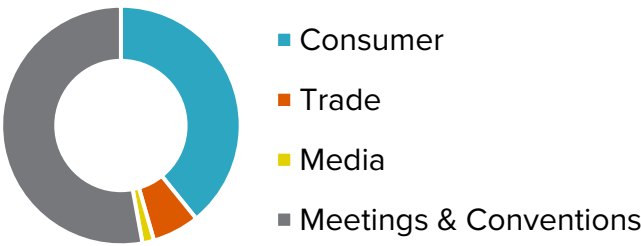
Avg 198 flights daily

Toronto 28 daily
Calgary 27 daily
Edmonton 16 daily
Victoria 16 daily
Kelowna 15 daily

KEY CONSIDERATIONS

- Canada is the greatest volume market for Vancouver but is lower yield than international.
- Opportunity to inspire getaways from short-haul markets using lower-funnel tactics in need periods.
- Toronto corporate group business still sees value in Vancouver accommodation cost.
- High lead volume and highest booking/conversion ratio make it an important M&C market.

INVESTMENT ALLOCATION



SEASONAL FOCUS

PEAK OFF-PEAK	
20% 80%	
25% 75%	
10% 90%	

LEAD THEMES

- New experiences
- Culinary / Michelin
- Arts, sports, cultural events and festivals
- Indigenous
- Ambassador stories aligned to themes
- Seasonality and mild climate



Consumer Marketing

Objective: Fill need periods with immediate visitation

Key areas of focus:

BC and AB	
Who/Where	High Value Guests (Southern Vancouver Island; Fraser Valley & Okanagan)
When	Ongoing off-peak; some always-on summer
What	Lower-funnel paid micro-campaigns and always on-content
How	Promote time-sensitive activities to create urgency to visit now.
Why	<ul style="list-style-type: none">• Events, time-bound offers and seasonal product• New urban experiences• Diverse dining• Early spring; Extended summer

Canada

Consumer Marketing



Key Activities:

- Social media micro-campaigns around events offers, seasonal activities, ie:
 - Just for Laughs
 - Rugby Sevens
 - VIFF
- Co-op marketing campaigns:
 - WestCoastFood
 - WestCoastCurated
 - BC Bird Trail
- Dine Out Vancouver campaign
- Performance Marketing and Search



CANADA Activity												
	Winter		Spring			Summer			Fall			
	J	F	M	A	M	J	J	A	S	O	N	D
Paid and organic social						reduced						
Co-Op sites & campaigns						reduced						
Event campaign (DOVF)												
Performance and SEM						reduced						



Market Development

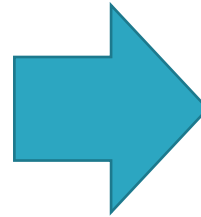
Key areas of focus:

- Marketing co-ops with select Canadian tour operator / travel agency partners.
- Promoting winter season
- Developing winter itineraries and product with our Canadian based Receptive Tour Operators (RTO).
- Destination training (Vancouver Specialist Program).
- Fam hosting
- Support air routes into Vancouver



2024 Areas of Focus:

- Seasonality (October through May)
- Promote Pre/Post Cruise
- Grow length of stay
- Air Access – support YVR & airlines with new direct routes to Vancouver
- Targeting high value guests (HVG)
- Destination Events and Festivals



- Hosting individual and group press trips
- Destination Experience Pass
- Media marketplaces, desksides & in-market events
- Fresh monthly newsletter
- Story starters
- Airline partnerships (PR support, individual and group press trips)
- Earned and sponsored content

PR Resources and Communications

All markets



- **What's New**

- Call out in January for Member news

- **Media Story Sheets**

- Story Angles: Culinary, Wellness, Indigenous, Sustainability, and more.

- ***Fresh*** monthly newsletter

- **Media Leads**

- TM: Lead Recipient
- Extranet for coverage

- **New imagery and b-roll**

- **Destination Experience Pass**

VANCOUVER



FRESH from Vancouver

Destination Vancouver's Travel & Trade Media Newsletter



Vancouver: A Gateway to Nature with Hullo Ferries

Nestled between the glimmering waters of the Pacific Ocean and the majestic peaks of coastal mountains, Vancouver is a city that stands in harmonious existence between urban living and the serenity of nature. Adorned with numerous parks, gardens, and green spaces, Vancouver offers its residents and visitors access to an awe-inspiring wonderland of terrain from lush rainforests to picturesque beaches.

[More](#)

Media Relations and PR Activities – Canada

Key Activities:

- Media Pitching
- Media Press Trips and Hosting
- Desksides
 - Toronto
- Dine Out Vancouver Festival

TARGET OUTLETS:

Globe & Mail, Toronto Star, Toronto Sun,
CTV Toronto, and more.





Meetings & Conventions

Meetings & Conventions – Canada – 2024 Priorities

Domestic



- **SITE Canada, Education Day, Nov 2023**
 - Luke joining SITE Canada committee
- **Areas of Focus**
 - Canadian corporate meetings & incentives
 - Canadian Association with priority for international alignment.
- **In-Market Activities**
 - “Meet Week” in Ottawa with CSAE, MPI and Destination Direct, February
 - CMEE Annual Tradeshow, Toronto, August
 - Toronto & Montreal sales week, September
 - SITE & MPI chapter Toronto & Ottawa event sponsorship
- **Toronto based agency M&C FAM support for 2024**



United States

United States



OVERALL RANKING - #2

2023 YTD Expenditures - #1
2024 Visitation - #2
Spend Per Trip - #6
Seasonality Support - #4

2023 VISITATION

Est 2,400,000
+44% visitation YOY
94% of 2019 visitation

2023 SPEND

\$1,978 per visitor

AIR SERVICE

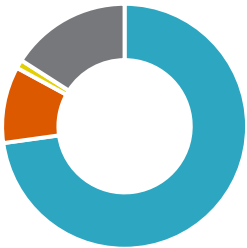
Avg 84 flights daily

Seattle 14 daily
Los Angeles 10 daily
San Francisco 10 daily
Portland 4 daily
Denver 4 daily
New York 3 daily
Chicago 2 daily
Dallas Fort Worth 2 daily
Houston 2 daily
Washington DC 1 daily

KEY CONSIDERATIONS

- California and Washington are high propensity markets.
- US travellers account for the largest proportion of Vancouver to Alaska cruise passengers.
- High interest in accessibility information.
- Air Canada’s year-round service from Washington, DC to YVR creates new opportunities for events and business travel.

INVESTMENT ALLOCATION



- Consumer
- Trade & Development
- Media
- Meetings & Conventions

SEASONAL FOCUS

PEAK | OFF-PEAK
0% | 100%
25% | 75%
15% | 85%

LEAD THEMES

- Adventure in nature
- Culinary experiences
- Wellness
- Pre/post cruise attractions and activities
- Ambassador stories aligned to themes



Consumer Marketing

Objectives: Increase consideration, market share and future and immediate visitation

Key areas of focus:

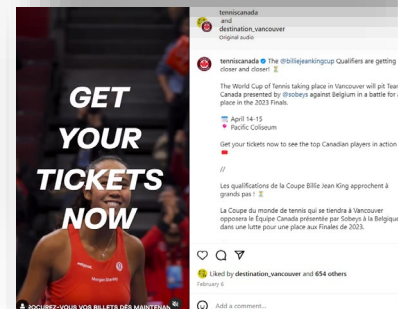
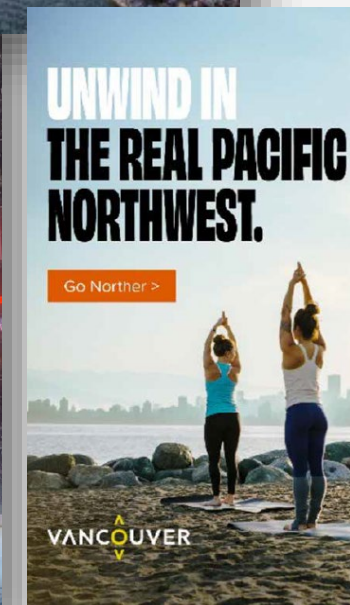
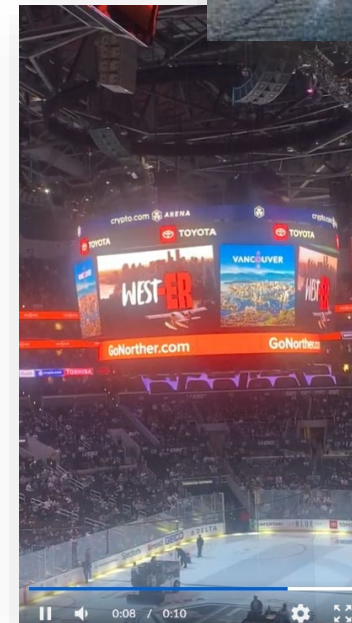
	CA	WA
<i>Who/Where</i>	High Value Guests (LA; SF)	High Value Guests (Seattle)
<i>When</i>	Jan-Mar; Aug-Dec	Ongoing off-peak; some always-on summer
<i>What</i>	Full-funnel campaigns	Low-funnel micro-campaigns
<i>How</i>	Boost consideration through competitive campaigns and high-profile partnerships	Social campaigns around events and seasonal offerings to create urgency to visit now
<i>Why</i>	<ul style="list-style-type: none">• A place to unwind/rejuvenate• Best of City & Nature• Diverse Global cultures• Culinary experiences	<ul style="list-style-type: none">• Events, time-bound and seasonal product• New urban experiences• Diverse culinary experiences

United States

Consumer Marketing

Key Activities:

- Consideration campaign extensions in both WA and CA (LA)
- Continued AEG partnership (LA Kings; LA Galaxy and LA Live (social, in-game, public activations)
- Social media micro-campaigns around events offers, seasonal activities in WA
- Co-op marketing campaigns in WA
- Dine Out Vancouver campaign in WA
- Ongoing search, social and performance marketing in both CA and WA
- All new full funnel campaigns for fall in CA



Consumer Marketing



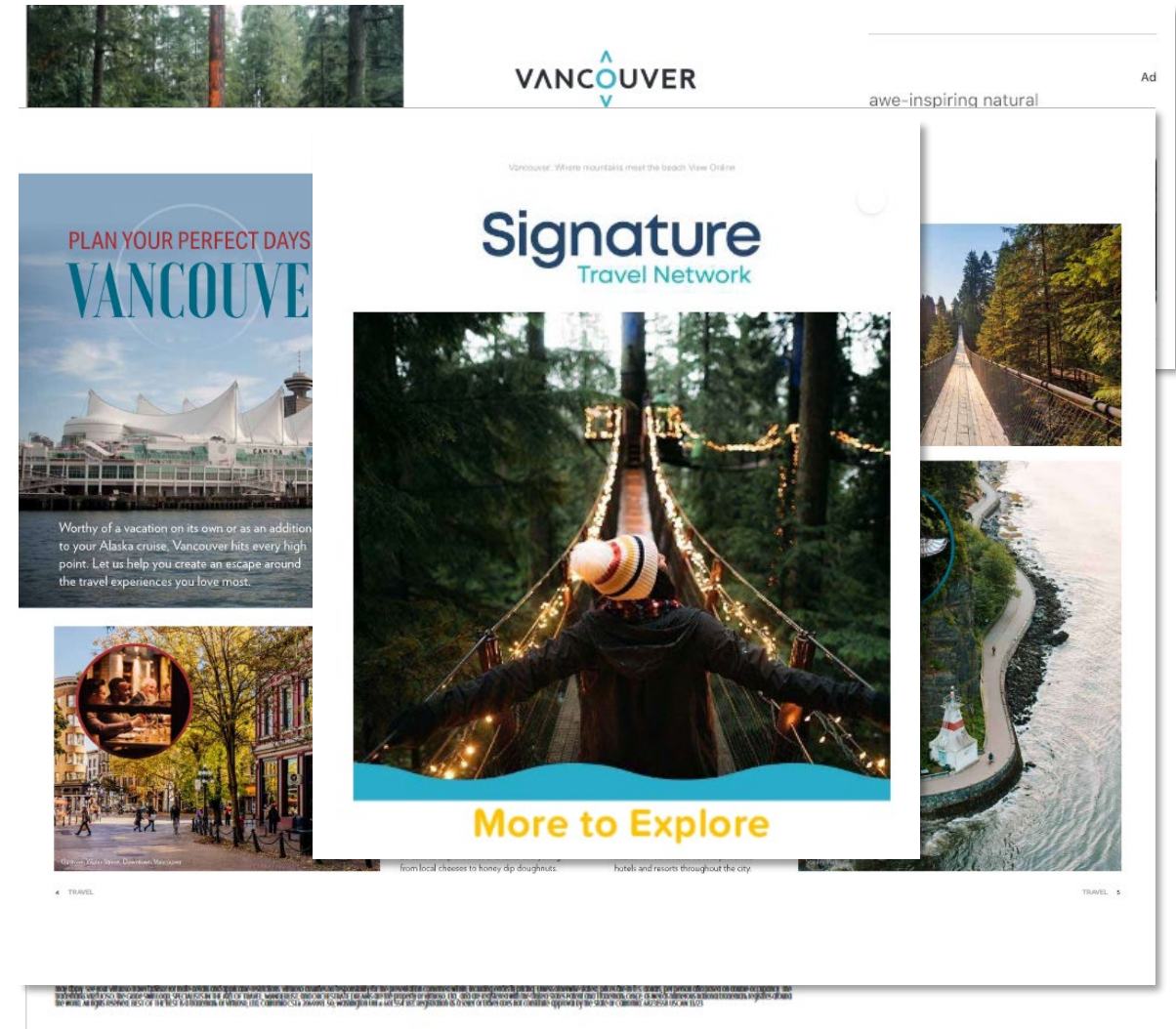
USA												
Activity	Winter		Spring			Summer			Fall			
	J	F	M	A	M	J	J	A	S	O	N	D
SEA Van100 extension												
LA AEG Partner Marketing						Galaxy				Kings		
LA Activations - AEG Live												
LA Go Norther winter/spring												
LA and SFO Fall campaigns												
LA/SFO/SEA Paid and organic social												
LA/SFO/SEA Performance and SEM						reduced						



Market Development

Areas of focus:

- 60% of HVGs book through travel trade.
- Expanding trade relations with select tour operator, travel agency and OTA partners.
- Promoting Vancouver year-round with emphasis on the winter season.
- Promoting pre/post cruise stays with emphasis on sightseeing / attractions, events and activities.
- Aligning geographic target markets with consumer marketing wherever possible.
- Destination training: Vancouver Specialist Program and webinar training.
- Fam hosting
- Support air routes into Vancouver (New: Miami, Boston, Washington DC etc.)



United States

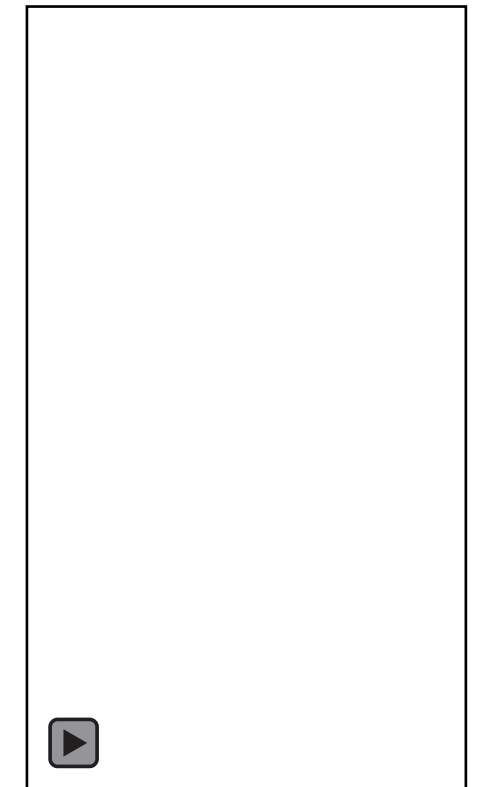
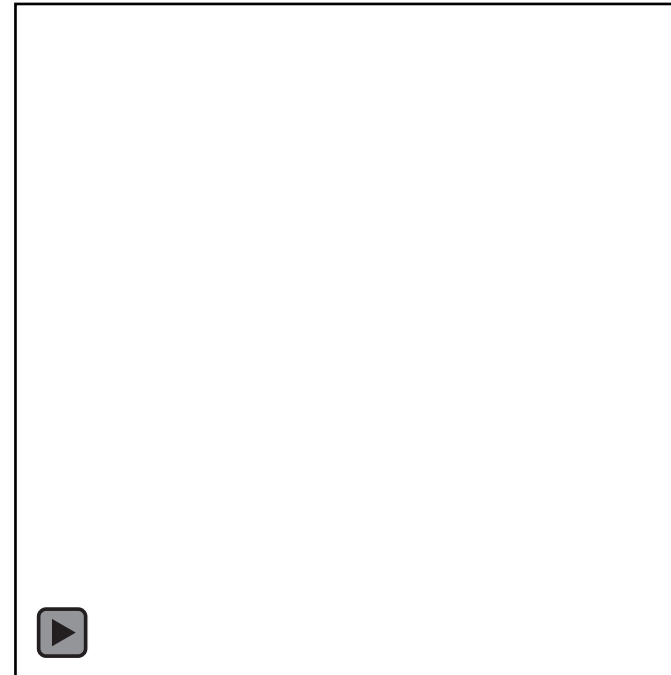
Travel Trade

+615,000 room nights booked



Key Activities:

- Tradeshows and Sales Calls
 - RVC, Cruise 360, Virtuoso Travel Week, Signature Travel Week, California and Texas sales mission.
- Marketing Co-ops
 - Virtuoso Travel Network, Signature Travel Network etc.
- Vancouver Specialist Program
- Webinars and in person training with tour operators and travel agencies.
- Fam hosting (Travel Advisors)
- Airline partnerships (marketing campaigns and in-market events)
- Air Canada Washington DC campaign in Q1 in partnership with Destination Canada.



Cruise

2023 was a strong year for cruise ships and passengers coming into Vancouver.

- 332 ships
- 1.2 million passengers

2024 looks to be even stronger!

- 355 ships *(subject to change)*
- 1.3 million passengers

2024 focus:

- Promoting pre/post cruise
- Encouraging longer stays
- Highlighting attractions, sightseeing activities and events

Where cruise passengers travel from:

USA: 64%

Top States: California, Florida, Texas, New York and Ohio

Canada: 18%

United Kingdom: 8%

Australia: 5%



Media Relations and PR Activities - US

Key Activities:

- Media Pitching
- Media Press Trips and Hosting
- Conferences:
 - IMM New York
 - Travel Classics West
 - Public Relations Society of America
- Desksides/In-Market Event
 - Washington, D.C./New York
 - Los Angeles/San Francisco
 - Seattle
 - Texas - **NEW**



TARGET OUTLETS:

Travel + Leisure, Conde Nast Traveler, LA Times, Vanity Fair, and more.



Meetings & Conventions

Meetings & Conventions Sales & Services – Trends

North America



- **What's still the same?**

- High costs across event supply chain
- Hotel compression
- Staffing levels improving but not at full recovery
- Polarized atmosphere impacting location choice, intensifying as elections approach



Meetings & Conventions Sales & Services– Trends

North America

- **Clients continue to forge ahead in spite of challenges**
 - Amplified probes – legal and procurement
 - Strong attendance in 2024
 - Budgets remain flat despite increase costs
 - Work Life Balance
 - Late registrations wreak havoc
 - Finding space and lack of flexibility on contract terms
- **Artificial Intelligence – what does this mean to our industry**
- **Increased interest - US Associations who have not met outside the US**



Meetings & Conventions Sales & Services – Areas of Focus

United States



In Market

- New Team
- Increase the lead pipeline for future years
- Promote new air access from major cities
 - Sales Missions
 - Sales Trips
 - Client events
 - Industry partnerships
 - Conferences
 - Tradeshows
 - In-market local events



Meetings & Conventions Sales & Services – Areas of Focus

United States



- **In Vancouver**

- Client Site Inspections
- Hosting high profile in-Vancouver Industry Events
- Board Meetings
- Fams – supporting our incredible partners
- Rebook 2024 citywides



Meetings & Conventions – Strategic Partnerships

United States

DESTINATION
VANCOUVER



Meetings, Conventions and Events – 2024 Notable and New

United States



In VANCOUVER - Society for Incentive Travel Excellence (SITE) Texas, April 25 – 27

- 11th Annual Technology Summit, 100 attendees, 1/1 client ratio, incentive and corporate market



In VANCOUVER - Maritz Elevate, April 28 – May 2

- VIP client event, 320 attendees (100 top clients, 100 Maritz leaders, 100 industry partners, 20 staff), incentive and corporate as well as some association



CESSE CEO Conference – 2025 tentative



ConferenceDirect Top 25 Performance Recognition Trip – 2025 tentative



Year 2 membership

Meetings & Conventions - 2024 In-Market Activities

United States



Q1

PCMA Convening Leaders – San Diego, CA

AMCI Institute Annual – Las Vegas, NV

CESSE CEO Conference – Savannah, GA

NYSAE - New York City

LAX Canucks – Los Angeles

MIC - Denver

Q2

ConferenceDirect APM – Las Vegas, NV

Business Events Industry Week – Washington, DC

HelmsBriscoe ABC – Las Vegas, NV

CVENT Connect – San Antonio, TX

ASAE Executive Leadership Forum - Toronto

PCMA Educon – Detroit, MI





Mexico

Mexico



OVERALL RANKING - #7

2024 Visitation - #4
Length of Stay - #4
Spend per Trip - #6
Seasonality Support - #2

2023 VISITATION

Est 193,000
+51% visitation YOY
125% of 2019 visitation

2023 SPEND

\$2,100 per visitor

AIR SERVICE

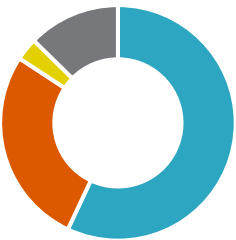
Air Canada
MEX 8x/week

AeroMexico
MEX 23x/week

KEY CONSIDERATIONS

- 2023 visitation from Mexico is pacing to be the highest overnight visitation on record
- Strong demand for winter travel to support off-peak season development
- Partnership opportunities with Destination BC, Destination Canada, Tourism Whistler, Airlines, YVR & VHDA
- New air service from Guadalajara to Vancouver launching May 31, 2024, with Flair Airlines, increasing market potential

INVESTMENT ALLOCATION



- Consumer
- Trade & Development
- Media
- Meetings & Conventions

SEASONAL FOCUS

PEAK | OFF-PEAK

0% | 100%

15% | 85%

0% | 100%

LEAD THEMES

- Best of City & Nature
- High-quality Culinary Experiences
- Outdoor Activities
- Unwind & Rejuvenation



Consumer Marketing

Objectives: Increase overall intention to visit now and in the future.

Key areas of focus:

Mexico	
Who/Where	High Value Guests (Mexico City and Guadalajara)
When	Jan-Feb; Oct-Dec
What	Full-funnel campaign with waves of post-campaign research
How	Promote the indulgent, refreshing and relaxing experiences that only a city in nature can give; Support with retail marketing; Highlight trade partners on Spanish landing page to complete the journey.
Why	<ul style="list-style-type: none">• The best of city and nature in one place• Wellness offerings and chance to rejuvenate• Luxurious urban experiences including dining and Michelin• New flight and trusted trade partners

Mexico

Consumer Marketing



Key Activities:

- Q4 23 Campaign extension
- Ongoing search, social and performance marketing in both cities
- All new full-funnel campaigns for winter
- Possible partnership with Volaris
- Spanish website & social channels
- Referrals to key trade partners in MX
- Post-campaign learnings from Fall '23 and ongoing "Intention to visit" survey check-ins.



Consumer Marketing

[illegible]



Market Development

Areas of focus:

- Expanding trade relations with select tour operator, travel agency and OTA partners.
- Winter product development
- Promoting Vancouver year-round with emphasis on the winter season.
- Promoting pre/post cruise stays with emphasis on sightseeing / attractions, events and activities.
- Mexico City & Guadalajara
- Destination training
- Support air routes into Vancouver (New: Guadalajara 2 x weekly with Flair)
- Leveraging opportunities with partners (DC, DBC, Whistler, VHDA, YVR etc.)

VANCOUVER

Una de las ciudades más hermosas y atractivas de la provincia, Vancouver tiene la combinación perfecta entre aventuras al aire libre, entretenimiento, cultura, compras, gastronomía y encanto urbano. A continuación, algunas de sus experiencias invernales imperdibles.

VANCOUVER EN INVIERNO

- 1 GROUSE MOUNTAIN**
Ideal para experimentar la magia del invierno con actividades como el esquí, el snowboard y el tubing, así como disfrutar de vistas panorámicas de la ciudad y disfrutar de experiencias como la "Light Walk".
- 2 GRANVILLE ISLAND**
Los viajeros pueden explorar tiendas de artesanía, sumergirse en la escena artística de la isla y disfrutar de la succulenta gastronomía local en el Granville Market.
- 3 HOCKEY**
Vancouver es una ciudad apasionada por el hockey. Los aficionados de este deporte pueden asistir a emocionantes partidos de los Vancouver Canucks en la Rogers Arena.
- 4 MUSEOS**
Ofrecen una escapada ideal para los amantes de la ciencia y la cultura. Algunas de las opciones más recomendables son: Science World, Bill Reid Gallery, Vancouver Art Gallery y el Museum of Vancouver.
- 5 STANLEY PARK**
Durante el invierno, se transforma en un paisaje de cuento de hadas. Los visitantes pueden pasear por el parque, admirar la vida silvestre y disfrutar de la tranquila atmósfera invernal.
- 6 JARDÍN BOTÁNICO VANOUSEN**
Los visitantes pueden explorar los paisajes invernales y disfrutar de la paz y la serenidad del lugar. Un imperdible es el Festival of Lights (24 de noviembre a 7 de enero).
- 7 GASTOWN**
En este histórico barrio, los viajeros pueden explorar tiendas boutique, disfrutar de acogedores restaurantes y visitar el famoso reloj de vapor de Gastown.
- 8 PATINAJE SOBRE HIELO**
La icónica Robson Square se convierte en una pista de patinaje sobre hielo al aire libre. Los visitantes pueden alquilar patines y disfrutar de la diversión en medio de los rascacielos de la ciudad.

VANCOUVER

A menos de 2 horas de distancia, en las montañas costeras de la Columbia Británica, Whistler es la escapada perfecta desde Vancouver. Hogar de dos emblemáticas montañas ideales para practicar actividades al aire libre, este complejo de esquí ofrece un amplio abanico de actividades y experiencias.

WHISTLER EN INVIERNO

- 1 ESQUÍ Y SNOWBOARD**
Un destino famoso en todo el mundo por sus más de 200 pistas de esquí de clase mundial y sus emocionantes rutas de snowboard para todos los niveles, situadas en Whistler Mountain y Blackcomb Mountain.
- 2 ACTIVIDADES AL AIRE LIBRE**
Ofrece una gama diversa de actividades al aire libre, como caminata con raquetas de nieve, trineos tirados por perros, senderismo invernal y paseos en motonieve.
- 3 COMPRAS**
Hay una amplia oferta de tiendas y boutiques dedicadas a todo desde artículos de invierno hasta equipos de esquí y snowboard de última generación, decoración, moda y mucho más.
- 4 APRES SKI**
Tras un día en las pistas, los viajeros pueden relajarse y hacer nuevos amigos en los bares y restaurantes acogedores de Whistler. El ambiente festivo del "apres ski" es una experiencia incomparable.
- 5 GASTRONOMÍA**
Whistler tiene una interesante propuesta gastronómica, con todo desde fine dining hasta nuevas propuestas, sabores canadienses y cocina local.
- 6 ESPECTÁCULOS DE TEMPORADA**
En invierno, Whistler se llena de espectáculos y eventos especiales, desde conciertos en vivo hasta festivales temáticos para toda la familia.
- 7 ACTIVIDADES CULTURALES**
El destino cuenta con múltiples espacios culturales como galerías de arte local, exposiciones y eventos que reflejan la diversidad de esta comunidad.
- 8 WELLNESS**
Cuenta con varios spas y centros de bienestar que ofrecen tratamientos terapéuticos, saunas y jacuzzis, para que los visitantes puedan consentirse después de un día de actividades al aire libre.

WHISTLER CANADA

NAO TRAVEL COLLECTION

Whatsapp 55 1360 8624 o envíanos un correo a reservas@naotravel.com
De Lunes a Viernes de 9:00 am a 7:00 pm y Sábados de 10:00 am a 3:00 pm

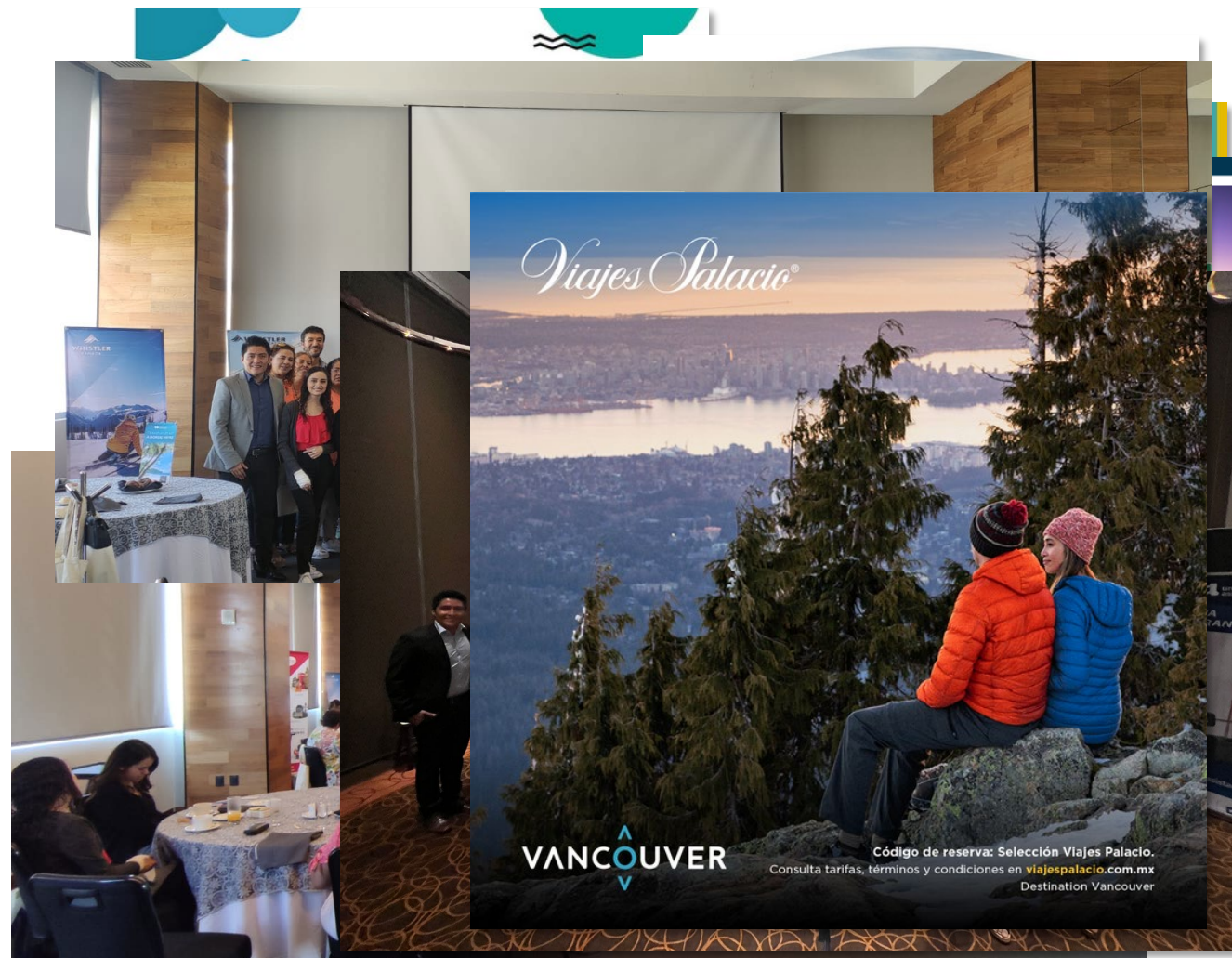
Mexico

Travel Trade



Key Activities:

- Tradeshows and Sales Calls
 - RVC, Mexico Sales Calls, Mexico Client Event, Focus Canada, Virtuoso Travel Week on Tour.
- Marketing Co-ops
 - Viajes de Palacio, NAO, Dream Destinations, Mega Travel etc.
- Vancouver Specialist Program
- Webinars and in person training.
- Fam hosting (tour operators & travel advisors)
- Airline partnerships (marketing campaigns and in-market events)



Media Relations and PR Activities - Mexico

Key Activities:

- Media Pitching
- Media Press Trips and Hosting
- Media desksides
- Conferences:
 - Focus Canada
- Joint In-Market Activation

TARGET OUTLETS:

Hotbook, Travesias, Travel and Leisure, National Geographic Traveler, and more.





Meetings & Conventions

Meetings & Conventions – Mexico – 2024 priorities

North America



- **World Meeting Forum**, Mexico, November 2023
 - Four members attending with Maggy & Luke
- **Areas of focus**
 - Incentive market from key sectors, such as automotive, financial and retail
- **In-Market Activities**
 - **Vancouver client event in Mexico** City in partnership Consumer Marketing team, February
 - **MPI & SITE** Chapter meetings
 - **IBTM America's**, August
 - **World Meeting Forum**, November
- Two M&C **Mexico FAMS** for 2024



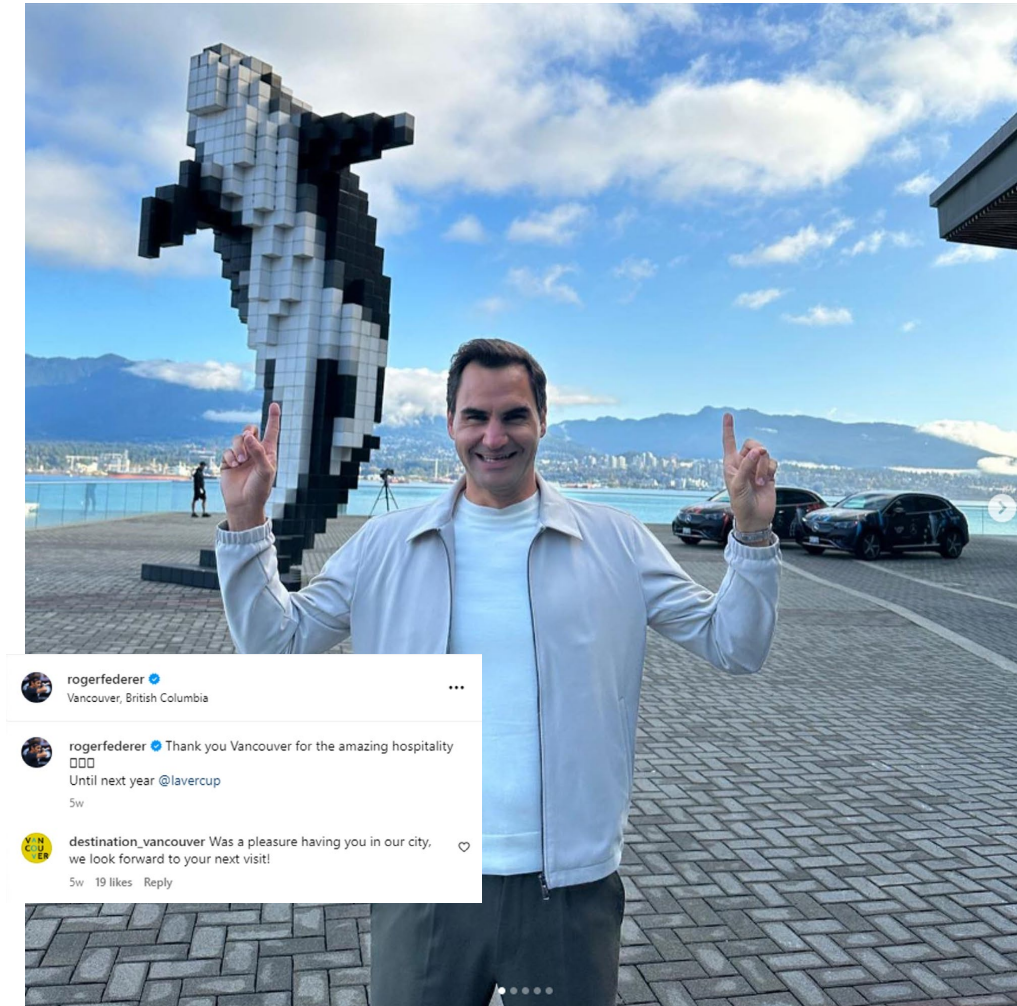
Destination Events

Destination Events – Sport & Culture

2024 Priorities



- Newly established Cultural Tourism Event Fund (in partnership with VHDA) to grow, attract, and develop cultural events and festivals in Vancouver.
- Continue strong collaboration with Sport Hosting Vancouver to evaluate and secure major sporting events
- Activate Destination Vancouver's marketing team to maximize event hosting opportunities across Destination Events (Content generation, influencer/athlete engagement, experiential packages etc.)
- Support/Develop future bids
- Advocacy – industry relationships that impact Destination Events – City of Vancouver, Vancouver Parks Board, BIAs, Venues and Hotels, Attractions etc.



Destination Events – 2024 Outlook



Sport

2024

- Canada Cup – Fencing (Jan)
- Canada Open - Taekwondo (Feb)
- Vancouver Sevens Invitational – Rugby (Feb)
- HSBC SVNS Vancouver – Rugby (Feb)
- BMO Marathon (May)
- CFL Grey Cup (Nov)

2025

- Invictus Games (Feb)
- USPORTS Basketball National C'ships (March)

Cultural Events

2024

- The Infinite – Space Explorers (active until March)
- PUSH Festival (Jan)
- Vancouver Intl. Wine Festival (Feb)
- JFL (Just For Laughs) Vancouver (Feb)
- Battle of BC – Gaming (March)
- Coast City Country – Music Festival (April)
- Great Outdoor Comedy Festival (Sept)



United Kingdom

United Kingdom



OVERALL RANKING - #6

2024 Visitation - #6
Spend Per Trip - #2
Cruise Demand - #3
Seasonality Support - #11

2023 VISITATION

Est 166,000
+12% visitation YOY
79% of 2019 visitation

2023 SPEND

\$2,499 per visitor

AIR SERVICE

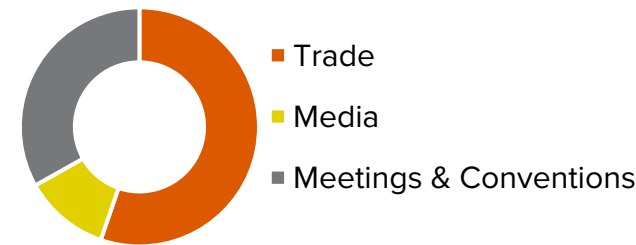
Air Canada
LHR 8x/week

British Airways
LHR 8x/week
LGW 8x/week

KEY CONSIDERATIONS

- Strong desire and travel bookings despite high inflation and record high interest rates.
- Destination Canada have shift focus to Sept-March exclusively strengthening opportunity for alignment and partnership.
- Global corporations and international associations based in London.
- Increase in global route access supports the market due to the global attendee demographic.

INVESTMENT ALLOCATION



SEASONAL FOCUS

PEAK | OFF-PEAK
25% | 75%
10% | 90%

LEAD THEMES

- Nature & Wildlife Viewing
- Culinary
- Wellness & Rejuvenation
- Pre/post cruise



Market Development

United Kingdom

Travel Trade



Areas of focus:

- Winter product development
- Promoting Vancouver year-round with emphasis on the winter season.
- Promoting pre/post cruise stays with emphasis on sightseeing / attractions, events and activities.
- Destination training
- Support air routes into Vancouver (New: Gatwick with British Airways)
- Leveraging opportunities with partners (DC, DBC, Whistler, VHDA, YVR etc.)



United Kingdom

Travel Trade

+ 50,000 room nights booked



Key Activities:

- Tradeshows and Sales Calls
 - RVC, spring sales calls and client event, and Showcase Canada.
- Marketing Co-ops
 - Canadian Affair, First Class Holidays, Trailfinders, My Canada Trips etc.
- Vancouver Specialist Program
- Webinars and in person training
- Fam hosting (tour operators & travel advisors)
- Airline partnerships (marketing campaigns and in-market events)



Media Relations and PR Activities – United Kingdom

Key Activities:

- Media Pitching
- Media Press Trips and Hosting
 - Meetings & Conventions/MICE
- Joint In-market Activation
- Desksides
- Investment in on-going Agency Representation (KBC)



TARGET OUTLETS:

Wanderlust Magazine, The Times UK, The Telegraph, and more.



Meetings & Conventions

Meetings & Conventions – International Market Trends

UK, Europe, Oceania and APAC



- **Business Events cautious optimism for 2024 from global M&C markets**
 - Full Group segment recovery anticipate for 2026, lead volume not at 2019 levels
 - Business Travel and Meetings grow while leisure travel levels out
 - Incentive and Corporate Meeting events promote team culture
 - Strong attendee numbers for corporate meetings and incentives, as remote work is driving in-person meeting value
 - Continued late registration, within 60 days, by delegates, but International Associations continue to perform well, based on their industry sector (ex, Life Sciences)
- **Destination and Event Sustainability**
 - Destination & Supplier support on regional sustainability knowledge to reduce client's carbon footprint of events hosted in Vancouver

Meetings & Conventions, Business Development – 2024 Priorities

Regional partnership for business development



- Bid for **high value citywide** and self-contained opportunities with the Vancouver Convention Centre sales team, Stephanie and Claire
- **MIND Program** local events
 - Award and Recognition events
 - UBC & SFU sector specific seminars
- **Economic Development Business Event Support**
 - Partnership with VHDA
 - BC Life Sciences
 - Frontier Collective
 - Greater Vancouver Board of Trade
 - Invest Vancouver



Meetings & Conventions, 2024 Priorities

International Association

**DESTINATION
VANCOUVER**

IBTM Barcelona successful week, November 2023

- Partnership with VCC, VHDA and Destination Canada

Areas of Focus

- Life Sciences, Tech along with key sectors aligned with Invest Vancouver, UBC or SFU priority sectors.

In-Market Activities

- [Vancouver Sales Week](#), London, April
- [IMEX Frankfurt](#), May
- [PCMA EAME](#), Barcelona, September
- [ICCA Congress](#), Abu Dhabi, October
- [IBTM World](#), Barcelona, November

Meetings & Conventions – Global Market – 2024 Priorities

International Corporate



- **UK M&C FAM, December 3-5**
 - Lois hosting with Tourism Whistler
- **Areas of Focus**
 - Global meeting and incentive events, from Law, Consulting, Financial
- **In-Market Activities**
 - [Vancouver client event in London](#), in partnership with Consumer Marketing, April
 - [The Meeting Show](#), London, June
 - [In-Voyage](#), [MICEBOOK](#) and [SITE GB](#)
 - Lois is now on the SITE GB Board of Directors
- **Two M&C FAMS for 2024**
 - [AIME](#), Melbourne, February for Oceania-APAC M&C market research to guide our market strategy.



Germany

Germany



OVERALL RANKING - #9

2023 Visitation - #8
2023 Spend per Trip - #9
Repeat Visitation - #8
Seasonality Support - #12

2023 VISITATION

Est 82,000
+18% visitation YOY
80% of 2019 visitation

2023 SPEND

\$1,774 per visitor

AIR SERVICE

Air Canada
FRA 3x/week

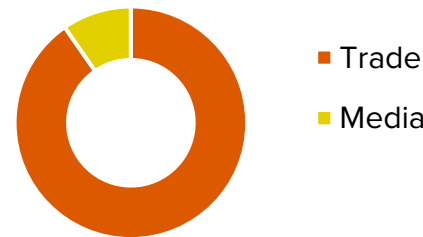
Condor
FRA 2x/week

Lufthansa
FRA 8x/week
MUC 4x/week

KEY CONSIDERATIONS

- Highest concentration of high value visitors with 1.7M actively considering Canada.
- 80% of travellers book via a travel advisor.
- Eco-friendly accommodation are important with 50% of travellers willing to pay a premium.
- High interest for Indigenous experiences and cultural activities.

INVESTMENT ALLOCATION



SEASONAL FOCUS

PEAK | OFF-PEAK
10% | 90%
30% | 70%

LEAD THEMES

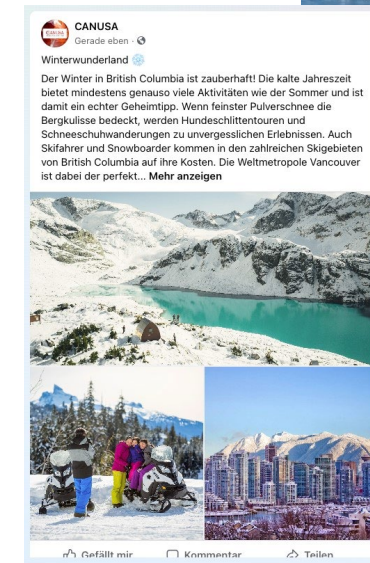
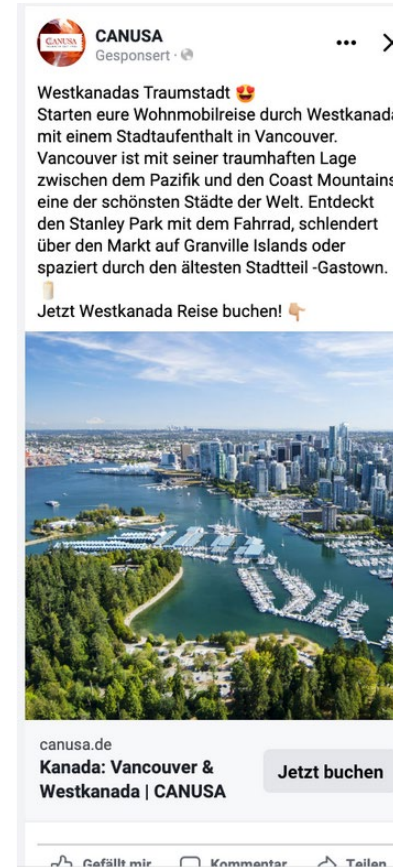
- Nature / wildlife viewing
- Walkable / bike friendly city to explore
- Sustainable travel in Vancouver
- Indigenous



Market Development

Areas of focus:

- Winter product development
- Promoting Vancouver year-round with emphasis on the winter season.
- Destination training
- Leveraging opportunities with partners (DC, DBC, Whistler, VHDA, YVR etc.)
- Support air routes into Vancouver (campaign with Condor)



Key Activities:

- Tradeshows
 - RVC and Showcase Canada
- Marketing Co-ops
 - CANUSA Touristik, CRD Touristik, ADAC Reisen, SK Touristik etc.
- Vancouver Specialist Program: Now available in German
- Fam hosting (tour operators & travel advisors)
- Airline partnerships (marketing campaigns to support core routes)



Camper Reisen Vancouver

Vancouver
Vancouver, die Traumstadt am Pazifik auf zwei und vier Rädern. British Columbia für Feinschmecker, das Kirschblütenfest und weitere Highlights.

» Goldener Herbst

Die Herbstmonate in Vancouver sind eine aufregende Zeit, da das Wetter sich abkühlt und die Bäume ihre Farbe verändern. Die roten, orangen und gelben Blätter setzen sich deutlich von den immergrünen Bäumen ab, die sonst das Stadtbild prägen. Packen Sie Picknick und Kamera ein und machen Sie sich auf den Weg um die Herbstfarben zu beobachten. Der **Stanley Park** ist zu jeder Jahreszeit malerisch, aber jetzt erstrahlt er in besonders leuchtenden Farben. Es gibt viele Orte, an denen man den Blätterwechsel beobachten kann, aber der **Uferdamm** nahe des **Rudercubus** ist definitiv ein Hotspot. Das **Sylvia Hotel** an der Beach Avenue im West End ist dank seiner mit **wilden Weiden** bewachsenen Fassade ein Wahrzeichen von Vancouver. Im Herbst verkleiden sich die Bäume von Gellin zu Bernsteins, Gold und Purpur. Weitere Spots finden Sie im **Dr. Sun Yat-Sen Classical Chinese Garden**, auf **Granville Island**, am **Kits Point**, im **Queen Elizabeth Park**, am **VanDusen Botanical Garden**, auf dem **UBC Campus** sowie im **Nitobe Memorial Garden**. Ein buntes Schauspiel der Natur.

» Totempfähle am Brockton Point

Die neuen Totempfähle am **Brockton Point** sind die meistbesuchte Touristenattraktion in Vancouver und British Columbia. Die Sammlung begann in den 1920er Jahren in **Lumberman's Arch**, als die Parkbehörde vier Totems aus der Alert Bay auf Vancouver Island kaufte. Zur Feier des goldenen Jubiläums 1996 kamen weitere gekaufte Totems aus **Haida Gwaii** (Queen Charlotte Islands) und dem **Rivers Inlet** an der Zentralküste von British Columbia. Mitte der 1960er Jahre wurden die Totempfähle an den attraktiven und leicht zugänglichen **Brockton Point** verlegt. Der Totempfahl von **Skeedans** ist eine Nachbildung des Originals, das Haida Gwaii nach Hause zurückgegeben wurde. In den späten 1980er Jahren wurden die verbleibenden Totempfähle zur Konservierung an verschiedene Museen geschickt und die Parkverwaltung gab Ersatztotems in Auftrag und ließ diese aus. Am **Brockton Point** wurde 2009 der neueste und jüngste Totempfahl, geschnitten von **Robert Yelton** von der **Squamish Nation**, angebracht.

» Granville Island Public Market

Der **Granville Island Public Market** ist das Juwel der Insel. Ein **Indoor-Market** mit einer fantastischen Auswahl an frischen **Markenprodukten**, Lebensmittelgeschäften und kleinen Shops, in denen **handgefertigte Produkte** und die allerbesten einzigartigen **Geheimnisse** zu finden sind. Genießen Sie alles frisch aus dem Meer, dem Ofen oder vom Feld. Täglich von 09:00 bis 18:00 Uhr geöffnet – auch sonntags.

granvilleisland.com/public-market



Produkte wie Ente und Beeren aus dem Fraser Valley, Lammfleisch, Kise und Tohu von den Goldküsten, wilden Parzicktsche, frische Seefrüchte und sogar lokal gebräutes Sake zu neuen Köstlichkeiten vereinen. Die lokale Küche ist reichhaltig und vielfältig und die Restaurants sind kosmopolitisch, lebendig, erschwinglich und in vielen Fällen mit Blick auf die Berge oder das Meer gelegen.

Kirschblütenfest in Vancouver

Jedes Frühjahr bringt das milde Klima in Vancouver leichte Regenfälle sowie eine farbenfrohe Natur mit sich. Die Stadt beobachtet mehr als 40.000 Kirschblüten, die zwischen Februar und Mai in rosa und weißen Blüten erstrahlen. Bei so vielen Blumen haben Besucher und Fotografen bei der Standortwahl die Qual der Wahl. Hier sind unsere Empfehlungen für die besten Orte zum Fotografieren von Kirschblüten rund um Vancouver: **Granley Street** zwischen **Litton** und **Burrard**, **Queen Elizabeth Park**, **Burrard Stadion**, **Yalecown**, **Garry Point Park**, **Stanley Park**, **Vancouver City Hall** und **Granville Square Plaza**. Das nächste offizielle Kirschblütenfest findet vom 30.03. bis 23.04.2014 in Vancouver statt.

vch.ca

Radhauptstadt Nordamerikas

Eine Stadt aus Glas und Stahl umgeben von Ozean und Bergen. Vancouver ist der Traum eines jeden Naturliebhabers, ein Ort für die besten Liever von Felsen und nicht zuletzt eine Stadt mit einer faszinierenden Kultur. Nur wenige Minuten entfernt vom Stadtzentrum erwarten Sie die **North Shore Mountains** mit ihrer atemberaubenden Aussicht, während der Ozean den Großteil des kompakten Stadtkerns umschließt. Der berühmte **Stanley Park**, der von den beliebten 10 km langen **Uferpromenaden Stanley Park Seawall** gesäumt wird, grenzt an das Stadtzentrum an. Der Park selbst ist auf dem Reiseplan so gut wie aller Besucher, aber auch Einheimische lassen sich gleichermaßen von ihm verzaubern. Unternehmen Sie eine Radtour auf dem gut ausgebauten **Seawall**, der den 400 Hektar großen Park umgibt und entdecken Sie auch die Wege, die durch den Park und unter uralten Bäumen entlangführen. Oder Sie spielen den Sand durch die Beine streuen, während Sie auf den Pazifik blicken. Alles nur wenige Pedalstriche vom pulsierenden Stadtzentrum entfernt.

Vancouver ist **Nordamerikas Radhauptstadt** und bietet ein ausgezeichnetes Radwegenetz, sie gilt als sicherste Stadt Kanadas für Radfahrer.

condor

BRITISH COLUMBIA ENTDECKEN

Nonstop nach Vancouver



condor.com

Media Relations and PR Activities - Germany

Key Activities:

- Media FAMs and Hosting
- In collaboration with industry partners (DBC, DC etc.)



German Travel Show - "Herr Raue reist – Mr. Tim Raue Travels"
5 million viewership on Magenta TV



Australia

Australia



OVERALL RANKING - #5

2023 Spend Per Trip - #1
2024 Visitation - #3
2023 Visitation - #4
Seasonality Support - #7

2023 VISITATION

Est 177,000
+59% visitation YOY
80% of 2019 visitation

2023 SPEND

\$2,973 per visit
Highest international spend

AIR SERVICE

Air Canada
SYD 8x/week
BNE 8x/week
AKL 2x/week

Qantas
SYD 3x/week

Air New Zealand
AKL 7x/week

KEY CONSIDERATIONS

- Australians travelling more and for longer. Motivated by new and one-of-a-kind experiences.
- Tour operators increasingly interested in building winter programs.
- The outbound market includes long haul incentive programs with generally high spend per delegate.
- Strong competition for incentive business from New Zealand, Japan, and South Africa.

INVESTMENT ALLOCATION



SEASONAL FOCUS

PEAK | OFF-PEAK
0% | 100%
20% | 80%
10% | 90%

LEAD THEMES

- Modern city with easy access to outdoors
- Unique attractions
- Pre/Post ski and cruise
- Festive season
- Differentiated incentive experience



Consumer Marketing

Objectives: Increase consideration. Maximize city stays as part of winter itineraries.

Key areas of focus:

Australia	
Who/Where	High Value Guests (Sydney)
When	May-Sep (to influence winter and '25 spring)
What	Full-funnel campaign and consumer show
How	Prospect winter and ski travelers with city experiences Highlight trade partners as the CTA
Why	<ul style="list-style-type: none">• Outdoor winter adventure; sport and pre-post ski• Wellness offerings and chance to rejuvenate• Luxurious urban experiences including dining and Michelin• Trusted trade partners

Australia

Consumer Marketing

Key Activities:

- Snow Travel Expo participation
- Full-funnel winter/spring campaign
- Ongoing paid search, social and performance marketing
- Support trade partners and air routes



Consumer Marketing

[illegible]



Market Development

Areas of focus:

- Winter product development
- Promoting Vancouver year-round with emphasis on the winter season.
- Promoting pre/post cruise stays with emphasis on sightseeing / attractions, events and activities.
- Sydney, Brisbane and Melbourne
- Destination training
- Support air routes into Vancouver (Air Canada, Qantas and Air New Zealand)



Key Activities:

- Tradeshow and Sales Calls
 - RVC, Virtuoso Travel Week On Tour and sales calls.
- Marketing Co-ops
 - Travel Associates, Flight Centre, Helloworld, Entire Travel Group etc.
- Vancouver Specialist Program
- Webinar destination training
- Fam hosting (tour operators & travel advisors)
- Airline partnerships (marketing campaigns and in-market events)
 - Air New Zealand campaign in Q1

DESTINATION VANCOUVER

ULTIMATE LUXURY AND ROMANCE IN VANCOUVER

West Coast Romance (9 Days)

By Entrée Canada | Available through December 31, 2024

EXPERIENCE INCLUDES:

- Transport between Vancouver International Airport, hotels, and activities
- Eight nights' hotel accommodation
- Private half-day tour of Vancouver's West End, Gastown, Chinatown, and Stanley Park
- Rain-forest adventure at Capilano River Canyon
- Charter flights between Vancouver, Tofino, and Victoria
- Private half-day Pacific Rim National Park guided walk

Connect with your Virtuoso travel advisor for best available rates.

Luxury Escape (3 Days)

SAMPLE ITINERARY:

- Day 1:** Ascend the middle of a wind turbine for epic views on Grouse Mountain. Board a floatplane from Coal Harbour and land on an alpine lake for a private picnic. By night, take a high-speed tour of the Howe Sound and sample renowned Argosy-Precision cuisine at Ancora.
- Day 2:** Drive a luxury supercar along one of the world's most beautiful highways, sample regional cuisine at Howksworth Restaurant, and shop the premium retailers at Park Royal. Later, unwind with a treatment at Shangri-La Vancouver's CHI, The Spa and enjoy dinner at Joe Fortes Seafood & Chop House.
- Day 3:** Explore Stanley Park and Capilano Suspension Bridge Park, then relax with a chef-made lunch. End your visit with Champagne and a helicopter flight over the city at sunset.

Connect with your Virtuoso travel advisor to plan your visit.

CONNECT WITH ME, YOUR VIRTUOSO TRAVEL ADVISOR, TO PLAN YOUR HOLIDAY IN VANCOUVER.

Click on the Virtuoso logo to personalise with your agency logo.

Advisor Name
Agency Name
Phone Number
Email Address
Web Address

VIRTUOSO.

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Virtuoso is not responsible for any acts of non-compliance with applicable laws and regulations. Virtuoso is not responsible for any acts of failure to conduct regular security audits or vulnerability assessments. Virtuoso is not responsible for any acts of failure to implement strong authentication measures. Virtuoso is not responsible for any acts of failure to enforce acceptable use policies. Virtuoso is not responsible for any acts of failure to monitor network traffic for suspicious activity. Virtuoso is not responsible for any acts of failure to patch software vulnerabilities promptly. Virtuoso is not responsible for any acts of failure to secure third-party vendors or suppliers. Virtuoso is not responsible for any acts of failure to conduct thorough background checks on employees. Virtuoso is not responsible for any acts of failure to maintain physical security of facilities. Virtuoso is not responsible for any acts of failure to ensure business continuity during emergencies. Virtuoso is not responsible for any acts of failure to communicate effectively with stakeholders. Virtuoso is not responsible for any acts of failure to manage reputational risk. Virtuoso is not responsible for any acts of failure to protect customer privacy. Virtuoso is not responsible for any acts of failure to obtain informed consent before collecting or processing personal data. Virtuoso is not responsible for any acts of failure to provide transparent privacy notices. Virtuoso is not responsible for any acts of failure to allow users to exercise their privacy rights. Virtuoso is not responsible for any acts of failure to delete user data upon request. Virtuoso is not responsible for any acts of failure to secure data in transit and at rest. Virtuoso is not responsible for any acts of failure to limit data collection to what is necessary for the intended purpose. Virtuoso is not responsible for any acts of failure to minimize data retention periods. Virtuoso is not responsible for any acts of failure to conduct data impact assessments. Virtuoso is not responsible for any acts of failure to appoint a data protection officer. Virtuoso is not responsible for any acts of failure to comply with GDPR, CCPA, and other data privacy laws. Virtuoso is not responsible for any acts of failure to provide accessible services to persons with disabilities. Virtuoso is not responsible for any acts of failure to ensure fair and equitable treatment of all customers. Virtuoso is not responsible for any acts of failure to resolve disputes fairly and promptly. Virtuoso is not responsible for any acts of failure to honor warranties or guarantees. Virtuoso is not responsible for any acts of failure to provide clear terms and conditions. Virtuoso is not responsible for any acts of failure to disclose conflicts of interest. Virtuoso is not responsible for any acts of failure to act in good faith. Virtuoso is not responsible for any acts of failure to deal honestly. Virtuoso is not responsible for any acts of failure to respect intellectual property rights. Virtuoso is not responsible for any acts of failure to pay taxes lawfully. Virtuoso is not responsible for any acts of failure to file accurate financial statements. Virtuoso is not responsible for any acts of failure to maintain accurate books and records. Virtuoso is not responsible for any acts of failure to follow applicable accounting standards. Virtuoso is not responsible for any acts of failure to ensure financial transparency. Virtuoso is not responsible for any acts of failure to provide timely financial reporting. Virtuoso is not responsible for any acts of failure to manage cash flow effectively. Virtuoso is not responsible for any acts of failure to control costs and expenses. Virtuoso is not responsible for any acts of failure to optimize operational efficiency. Virtuoso is not responsible for any acts of failure to innovate and improve products and services. Virtuoso is not responsible for any acts of failure to stay competitive in the market. Virtuoso is not responsible for any acts of failure to adapt to changing market conditions. Virtuoso is not responsible for any acts of failure to listen to customer feedback. Virtuoso is not responsible for any acts of failure to foster a positive company culture. Virtuoso is not responsible for any acts of failure to attract and retain top talent. Virtuoso is not responsible for any acts of failure to invest in research and development. Virtuoso is not responsible for any acts of failure to pursue strategic growth opportunities. Virtuoso is not responsible for any acts of failure to build strong relationships with partners and investors. Virtuoso is not responsible for any acts of failure to execute on business strategy. Virtuoso is not responsible for any acts of failure to achieve long-term sustainable success. Virtuoso is not responsible for any acts of failure to uphold its corporate values and mission statement. Virtuoso is not responsible for any acts of failure to contribute positively to society. Virtuoso is not responsible for any acts of failure to promote environmental sustainability. Virtuoso is not responsible for any acts of failure to support local communities. Virtuoso is not responsible for any acts of failure to engage in ethical sourcing. Virtuoso is not responsible for any acts of failure to ensure labor rights and fair wages. Virtuoso is not responsible for any acts of failure to prevent child labor and forced labor. Virtuoso is not responsible for any acts of failure to avoid conflict minerals. Virtuoso is not responsible for any acts of failure to reduce carbon footprint. Virtuoso is not responsible for any acts of failure to conserve resources and energy. Virtuoso is not responsible for any acts of failure to minimize waste and pollution. Virtuoso is not responsible for any acts of failure to protect biodiversity. Virtuoso is not responsible for any acts of failure to use sustainable materials. Virtuoso is not responsible for any acts of failure to practice responsible marketing. Virtuoso is not responsible for any acts of failure to avoid greenwashing. Virtuoso is not responsible for any acts of failure to make accurate environmental claims. Virtuoso is not responsible for any acts of failure to disclose environmental impacts. Virtuoso is not responsible for any acts of failure to set science-based targets. Virtuoso is not responsible for any acts of failure to report on environmental performance. Virtuoso is not responsible for any acts of failure to integrate ESG factors into decision-making. Virtuoso is not responsible for any acts of failure to seek external validation of ESG efforts. Virtuoso is not responsible for any acts of failure to engage with NGOs and industry groups. Virtuoso is not responsible for any acts of failure to participate in relevant initiatives. Virtuoso is not responsible for any acts of failure to share best practices. Virtuoso is not responsible for any acts of failure to learn from others. Virtuoso is not responsible for any acts of failure to embrace continuous improvement. Virtuoso is not responsible for any acts of failure to encourage innovation and creativity. Virtuoso is not responsible for any acts of failure to reward exceptional performance. Virtuoso is not responsible for any acts of failure to provide career development opportunities. Virtuoso is not responsible for any acts of failure to offer competitive compensation. Virtuoso is not responsible for any acts of failure to ensure diversity and inclusion. Virtuoso is not responsible for any acts of failure to eliminate bias and discrimination. Virtuoso is not responsible for any acts of failure to create a safe work environment. Virtuoso is not responsible for any acts of failure to prevent workplace violence. Virtuoso is not responsible for any acts of failure to address harassment and bullying. Virtuoso is not responsible for any acts of failure to promote mental health and well-being. Virtuoso is not responsible for any acts of failure to support flexible work arrangements. Virtuoso is not responsible for any acts of failure to encourage work-life balance. Virtuoso is not responsible for any acts of failure to provide employee assistance programs. Virtuoso is not responsible for any acts of failure to conduct exit interviews. Virtuoso is not responsible for any acts of failure to gather insights from turnover. Virtuoso is not responsible for any acts of failure to improve recruitment processes. Virtuoso is not responsible for any acts of failure to enhance employer branding. Virtuoso is not responsible for any acts of failure to attract diverse candidates. Virtuoso is not responsible for any acts of failure to streamline hiring process. Virtuoso is not responsible for any acts of failure to reduce time-to-hire. Virtuoso is not responsible for any acts of failure to improve candidate experience. Virtuoso is not responsible for any acts of failure to nurture talent pipeline. Virtuoso is not responsible for any acts of failure to develop succession plans. Virtuoso is not responsible for any acts of failure to identify key roles and skills gaps. Virtuoso is not responsible for any acts of failure to create learning and development roadmap. Virtuoso is not responsible for any acts of failure to offer personalized training programs. Virtuoso is not responsible for any acts of failure to provide mentorship and coaching. Virtuoso is not responsible for any acts of failure to encourage cross-functional collaboration. Virtuoso is not responsible for any acts of failure to facilitate knowledge sharing. Virtuoso is not responsible for any acts of failure to recognize and celebrate achievements. Virtuoso is not responsible for any acts of failure to foster a sense of belonging. Virtuoso is not responsible for any acts of failure to build trust among team members. Virtuoso is not responsible for any acts of failure to communicate openly and honestly. Virtuoso is not responsible for any acts of failure to listen actively. Virtuoso is not responsible for any acts of failure to show empathy and understanding. Virtuoso is not responsible for any acts of failure to resolve conflicts constructively. Virtuoso is not responsible for any acts of failure to apologize when appropriate. Virtuoso is not responsible for any acts of failure to take responsibility for mistakes. Virtuoso is not responsible for any acts of failure to learn from failures. Virtuoso is not responsible for any acts of failure to iterate and improve. Virtuoso is not responsible for any acts of failure to embrace change. Virtuoso is not responsible for any acts of failure to lead by example. Virtuoso is not responsible for any acts of failure to hold oneself accountable. Virtuoso is not responsible for any acts of failure to inspire and motivate others. Virtuoso is not responsible for any acts of failure to drive results. Virtuoso is not responsible for any acts of failure to deliver on promises. Virtuoso is not responsible for any acts of failure to maintain integrity. Virtuoso is not responsible for any acts of failure to be honest and transparent. Virtuoso is not responsible for any acts of failure to keep commitments. Virtuoso is not responsible for any acts of failure to be reliable and consistent. Virtuoso is not responsible for any acts of failure to show respect to others. Virtuoso is not responsible for any acts of failure to use polite language. Virtuoso is not responsible for any acts of failure to dress appropriately. Virtuoso is not responsible for any acts of failure to follow company policies. Virtuoso is not responsible for any acts of failure to adhere to code of conduct. Virtuoso is not responsible for any acts of failure to report violations. Virtuoso is not responsible for any acts of failure to cooperate with investigations. Virtuoso is not responsible for any acts of failure to accept disciplinary actions. Virtuoso is not responsible for any acts of failure to resign professionally. Virtuoso is not responsible for any acts of failure to provide references. Virtuoso is not responsible for any acts of failure to leave company property behind. Virtuoso is not responsible for any acts of failure to return confidential information. Virtuoso is not responsible for any acts of failure to sign non-disclosure agreements. Virtuoso is not responsible for any acts of failure to compete unfairly. Virtuoso is not responsible for any acts of failure to poach employees. Virtuoso is not responsible for any acts of failure to spread rumors. Virtuoso is not responsible for any acts of failure to engage in office politics. Virtuoso is not responsible for any acts of failure to gossip. Virtuoso is not responsible for any acts of failure to be negative or pessimistic. Virtuoso is not responsible for any acts of failure to complain excessively. Virtuoso is not responsible for any acts of failure to blame others. Virtuoso is not responsible for any acts of failure to play the victim. Virtuoso is not responsible for any acts of failure to manipulate others. Virtuoso is not responsible for any acts of failure to bully or intimidate. Virtuoso is not responsible for any acts of failure to harass or offend. Virtuoso is not responsible for any acts of failure to disrespect boundaries. Virtuoso is not responsible for any acts of failure to invade privacy. Virtuoso is not responsible for any acts of failure to eavesdrop. Virtuoso is not responsible for any acts of failure to steal ideas or information. Virtuoso is not responsible for any acts of failure to plagiarize. Virtuoso is not responsible for any acts of failure to misappropriate assets. Virtuoso is not responsible for any acts of failure to misuse power. Virtuoso is not responsible for any acts of failure to abuse authority. Virtuoso is not responsible for any acts of failure to discriminate on basis of race, gender, age, etc. Virtuoso is not responsible for any acts of failure to retaliate against whistleblowers. Virtuoso is not responsible for any acts of failure to obstruct justice. Virtuoso is not responsible for any acts of failure to tamper with evidence. Virtuoso is not responsible for any acts of failure to commit fraud. Virtuoso is not responsible for any acts of failure to embezzle funds. Virtuoso is not responsible for any acts of failure to falsify documents. Virtuoso is not responsible for any acts of failure to forge signatures. Virtuoso is not responsible for any acts of failure to alter records. Virtuoso is not responsible for any acts of failure to destroy evidence. Virtuoso is not responsible for any acts of failure to witness crimes. Virtuoso is not responsible for any acts of failure to fail to report crimes. Virtuoso is not responsible for any acts of failure to assist criminals. Virtuoso is not responsible for any acts of failure to harbor fugitives. Virtuoso is not responsible for any acts of failure to provide false testimony. Virtuoso is not responsible for any acts of failure to lie under oath. Virtuoso is not responsible for any acts of failure to commit perjury. Virtuoso is not responsible for any acts of failure to violate court orders. Virtuoso is not responsible for any acts of failure to disobey lawful instructions. Virtuoso is not responsible for any acts of failure to refuse to pay debts. Virtuoso is not responsible for any acts of failure to default on loans. Virtuoso is not responsible for any acts of failure to breach contracts. Virtuoso is not responsible

Media Relations and PR Activities - Australia

Key Activities:

- Media Pitching
- Media Press Trips and Hosting

TARGET OUTLETS:

MiNDFOOD, Escape, Traveller, New Zealand Herald, and more.





Asia

China



OVERALL RANKING - #3

2023 Visitation - #7
2024 Visitation - #5
2023 Expenditures - #3
Seasonality Support - #1

2023 VISITATION

Est 45,000 (to June)
35% of 2019 visitation

2023 SPEND

\$2,498 per visitor

AIR SERVICE

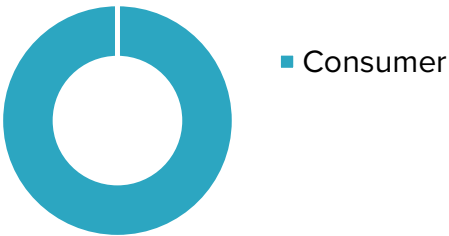
Shanghai 4/week
Beijing 1/week
Shenzhen 1/week
Chengdu 1/week
Xiamen 1/week
~16% of 2019 levels

Hong Kong 3 daily
Seoul 2 daily
~28% Chinese origin travelling from HK, some also using Korea to transit.

KEY CONSIDERATIONS

- #1 market for seasonality support with Chinese New Year and Golden Week falling in fall and winter.
- Forecast to be the largest outbound market within the next few years.
- OTAs are important and consumers are very comfortable booking with OTAs.
- Travel agency landscape is very competitive with a lot of agent movement between agencies and to work independently.

INVESTMENT ALLOCATION



SEASONAL FOCUS

PEAK | OFF-PEAK
0% | 100%

LEAD THEMES

- Relaxation & Rejuvenation
- Attractions
- High Quality Culinary / Michelin
- Sustainability
- Luxury Retail



Consumer Marketing

Objectives: Re-build consideration for the destination

Key areas of focus:

China	
Who/Where	High Value Guests (Shanghai, Beijing- TBD)
When	Aug-Nov
What	Full-funnel strategies via a marketing partner with a vast traveler audience
How	Social Media + OTA marketing: targeted impressions, inspiring content, audience scale and fulfillment.
Why	<ul style="list-style-type: none">• Spring and winter wellness travel and pre-post ski• Rejuvenation through nature and luxury urban experiences• High-end shopping and Michelin dining

China

Consumer Marketing

Key Activities (DRAFT):

- Partnerships with: C-Trip, largest OTA
- Ongoing social including:
 - Weibo
 - Xiaohongshu, Neo-OTA
 - Douyin
- Chinese website (TBD)



Consumer Marketing

Consumer Marketing

Consumer Marketing

[illegible]



2024 Member & Partner Alignment



- Leveraging DVan's campaigns, investment and timing
- Creative alignment and tools
- Improved experience for referrals
- Leveraging audiences
- Amplification of campaigns through member channels.
- New Offers Page for Member specials, promotions and value-adds



Market Development

Market Development:

- Supporting partners with content, itinerary / product development and hosting in destination.
- Assessing Travel Trade & Media opportunities in Asia.
- Considering Singapore, Japan and South Korea.



温哥华，一座很容易让人爱上的城市。它坐落在山海之间，被森林环绕，温润、美丽、包容而充满生机。它更是世界最“绿”的城市、世界最宜居城市、最美丽城市，世界最佳大城市。
#如何爱上加拿大BC省# 系列视频第一支正式发布，一起出发，前往自然的乌托邦——温哥华！转发评论本条微博，BC君会随机挑选三位小伙伴送上精美礼物哟。
#云游加拿大BC省##出发吧拥抱世界# 加拿大BC省旅游局的微博视频 [抽奖详情](#)



Vancouver Social Media Post Earns 5 Million Views in China

Destination BC China recently launched a series of BC-themed videos through DBC's social channels in China, each customized for that market. One of these videos, "Vancouver, a City Utopia to Nature", was a swift success, racking up nearly one million views and over 60,000 comments/likes on DBC's owned WeChat and Weibo channels in just two weeks. With amplification by influencers that DBC is working with, the video's total views have reached five million. The 3.5-minute video showcases Vancouver's appeal as a four-season destination with key experiences, along with highlights such as its diverse culture and sustainability.

[SEE THE VIDEO →](#)

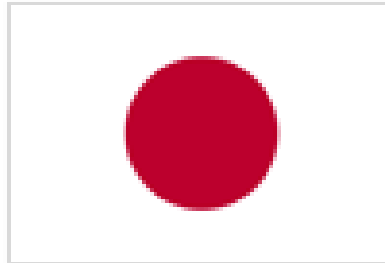
Asia

Market Development (Travel Trade & Media)



Singapore

- New AC flight launching April 4th
- Southeast Asia hub into North America via Vancouver.
- Product development with trade
- Destination training
- Fams and media hosting around new flight.



Japan

- Direct flights with AC, ANA and now ZipAir (new)
- Weak Yen and increased prices are challenging
- More Canadians flying to Japan than Japanese to Canada
- With low air capacity between China, Chinese travellers fly via Japan
- Covid restrictions only lifted in May 2023
- Low awareness for Canada
- Trip length to Canada 4-6 days
- Short booking window
- Japanese HVG are interested to travel in fall and winter



South Korea

- 2nd largest outbound tourism market in Asia.
- 1.7 million HVG with immediate potential to travel to Canada.
- Canada ranks No 1 for NPS with HVG
- Direct air access with AC and Korean Airlines
- Low awareness for Canada
- Korea sets trends that have a ripple effect into the rest of Asia
- Top drivers: fine-dining, bragging rights, good value for money, beautiful outdoor scenery and landscape

Asia

Market Development (Travel Trade & Media)

Key Activities:

- Supporting partners active in the markets with itinerary and product development.
- Tradeshow attendance:
 - RVC
- Member of CITAP
- Vancouver Specialist Program
- Destination training via webinar
- Fam and media hosting
- Airline partnerships (Air Canada, ZipAir)



Q&A

DESTINATION
VANCOUVER



Thank You!

- Presentation available online:
www.destinationvancouver.com/members
 - > Member Resources / Business Resources – Webinars
- Webinar Evaluation – Your feedback is important!
- Additional questions?
 - Cristina Hernandez chernandez@destinationvancouver.com