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ADVERTORIAL  
LEISURE TRAVEL  
GENERAL & SEASONAL COPY

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Consumer Facing

2017

## General & Seasonal Advertorial Copy

The copy and messaging should draw the visitors in and intrigue them to discover Vancouver. The tone of voice should be welcoming, descriptive, and concise; provide the viewer with an element of excitement. Our brand statement is: “Spectacular by Nature”.

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## GENERAL VANCOUVER INTRODUCTION - Year Round

Simply a city like no other, Vancouver effortlessly combines the excitement and energy of a modern city with the invigorating appeal of the great outdoors. From spring's abundance of cherry blossoms and summer's sparkling waterfront days, through to the city's fall cultural festivals and the snowy winter wonderland on the mountain peaks, Vancouver offers its visitors year-round adventures in this laidback urban metropolis right on the edge of a spectacular natural landscape. Explore diverse neighbourhoods, decadent dining, outdoor pursuits and multicultural attractions - in Vancouver, you won't have to choose between city and nature.

*(paragraph word count: 94)*

## SUMMER ADVERTORIAL INTRODUCTION

### Vancouver: Spectacular by nature!

Simply a city like no other, Vancouver effortlessly combines the excitement and energy of a modern city with the invigorating appeal of the great outdoors. No day in this city is typical: start with a waterfront breakfast at Granville Island Public Market and end with a sunset cocktail on a mountain-top patio. In between, paddle out on a kayaking adventure, and shop a neighbourhood or two. It's truly a "city of nature," with stunning views of temperate rainforest and majestic peaks reflected on glass skyscrapers; sparkling with sophistication and energy, yet relaxed and laidback. In Vancouver, you won't have to choose between city and nature.

*(paragraph word count: 109)*

## SUMMER ADVERTORIAL LONGER VERSION

*(full article word count, includes headings: 905)*

### Vancouver: Spectacular by nature!

Simply a city like no other, Vancouver effortlessly combines the excitement and energy of a modern city with the invigorating appeal of the great outdoors. No day in this city is typical: start with a waterfront breakfast at Granville Island Public Market and end with a sunset cocktail on a mountain-top patio. In between, paddle out on a kayaking adventure, and shop a neighbourhood or two. It's truly a "city of nature," with stunning views of temperate rainforest and majestic peaks reflected on glass skyscrapers; sparkling with sophistication and energy, yet relaxed and laidback. In Vancouver, you won't have to choose between city and nature.

*(paragraph word count: 109)*

### Experience the lifestyle

While it's true that Vancouver's beauty will have you constantly reaching for your camera, the appeal is more than skin deep—Vancouver's vibrant personality and relaxed lifestyle are just as enviable. Vancouverites value balance in their life: work and play, culture and adventure, wellness and indulgence – all are celebrated here! If your visit is paired with a cruise to Alaska or a train to explore the Canadian Rockies, it's still easy to authentically experience the charm of Vancouver's lifestyle firsthand in just a couple of days.

*(paragraph word count: 89)*

### Explore our neighbourhoods

Spend time in the city centre and you'll be surrounded by laidback locals as you discover colourful, unique downtown neighbourhoods like the beachside West End area, hip Gastown, upscale Yaletown, and historic Chinatown. It's in these neighbourhoods that you'll immerse yourself in the cultural side of the city: from dazzling gallery shows, live performances, and endless nightlife options, through to festivals that celebrate art, culture, cuisine, sports and everything in between!

*(paragraph word count: 74)*

### Set your sights on Vancouver

Sightseeing options take you from city to nature, and across air, land and sea! In just one day, you can find yourself cantilevered high above temperate rainforest at Capilano Suspension Bridge; taking a breathtaking simulated flight over the country with FlyOver Canada; and topping it all off with Sea Vancouver's ocean-going adventure, cruising the water surrounding downtown. Or board a hop-on, hop-off sightseeing bus and explore Stanley Park, Granville Island and more.

*(paragraph word count: 77)*

### Wild about the outdoors

In Vancouver, nature is ever present: mountains, just 20 minutes from downtown, loom over the city; and the fresh scent of the forest is in every breath. Ease into nature, just steps from your hotel, with a leisurely cycle around Stanley Park's seawall or a hike through urban rainforest. Get to know the region's wilder inhabitants with a whale watching excursion, or visit Grouse Mountain's Refuge for Endangered Wildlife to see the resident grizzly bears, Grinder and Coola. Stand-up paddle boarding along the shoreline and beaches, and hiking the local mountains are experiences not to be missed. All of this and you're still in the city!

*(paragraph word count: 109)*

### Savour West Coast flavours

With a thriving dining scene, Vancouver's chefs use the best of what's in season and fresh from the ocean, combining them with traditional techniques and multicultural influence to delicious effect. In your glass, enjoy internationally-acclaimed wines from British Columbia's Okanagan Valley, or tipples

from the city's growing ranks for craft breweries and spirit distilleries. And with a vibrant cocktail scene and nightlife options to suit all tastes, the evening doesn't have to end after dinner.

Exploring Vancouver's culinary scene doesn't have to be limited to meal times. Take a tasting tour of Granville Island Market, cycle your way around our craft breweries, and explore some of the city's tastiest neighbourhoods, giving you insider information on hot spots, cultural history, local favourites and current trends. For the ultimate in culinary sightseeing, try the "Taste of the West Coast" tour which brings together a nature sea safari excursion, dining at Doc Morgan's restaurant on Bowen Island and ends with an exciting seaplane flight back to downtown Vancouver.

*(two-paragraph word count: 169)*

### Shopping galore

From artisan markets to international designers, Vancouver has what it takes to please even the most ardent shopper. Downtown's Robson and Alberni streets offer well-known brands and exclusive international labels, while Gastown is home to some of the city's hippest new ateliers and galleries. Just over the bridge from downtown, South Granville brings together art and designer fashion. Grab culinary souvenirs among the locals on Granville Island or explore another of Vancouver's friendly and unique neighbourhoods: Yaletown with its interior décor stores and patio-lined streets, Kitsilano for wholesome yoga-inspired outlets, and Main Street where independent and vintage shops reside.

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### The grass is greener

Being environmentally-aware comes naturally to Vancouverites: if you love the outdoors as much as the locals, you understand the need to protect it. As the city that founded Greenpeace and is home to renowned environmentalist Dr. David Suzuki, the City of Vancouver has pledged to become the world's greenest city by 2020. You'll find sustainable practices enveloped into all facets of a visit to Vancouver. From the highly-accessible transit system and a compact, walkable downtown; through to sustainable restaurant choices, and hotel policies, this is a city that takes protecting the environment seriously.

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### Time out

There's much to do and see in Vancouver, so make sure that you take time to soak in a little of the city's unique ambience. Grab a coffee and hit the beach, or enjoy a glass of wine on a sunny patio. Admire the view, let the sun hit your face, and take it all in. It's right here that you'll understand why this city is regularly ranked as one of the most liveable places in the world. Vancouver is an easy place to visit, but it's much harder to leave.

*(paragraph word count: 93)*

## ALTERNATE SUMMER ADVERTORIAL COPY

### Short Summer Overview Paragraph

Summer in Vancouver brings warm sunshine, cool ocean breezes and a wide array of outdoor activities and cultural festivals. Locals and visitors take to the streets, beaches, waterways and nearby mountains to explore the destination's stunning natural surroundings.

*(paragraph word count: 38)*

### Longer Summer Overview Paragraph

With a landscape of soaring peaks, sun-drenched sands and the sparkling Pacific Ocean, it's no surprise that Vancouver is consistently voted one of the world's most liveable cities. The compact, walkable downtown core reflects the region's multiculturalism and vibrancy, meaning visitors find themselves surrounded by locals. It's one of few cities where locals and tourists gravitate toward the same experiences – whether exploring artsy Granville Island, biking the Stanley Park seawall or tackling the Grouse Grind, it's almost impossible not to make new friends or have an experience that instils a feeling of kinship with this friendly, welcoming city. In summer, the city's distinctive beaches and outdoor pools become focal points for the city – from boardwalk-style English Bay Beach and yoga-cool Kitsilano Beach, to clothing-optional Wreck Beach, there's a sandy haven for everyone.

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## WINTER ADVERTORIAL INTRODUCTION

*(full article word count, includes headings: 1,107)*

### Vancouver: Spectacular by nature! OR

#### Vancouver: Where mountains meet the beach

A visit to Vancouver during winter provides a refreshing balance to the usual ski vacation. From the mountain peaks to the oceanfront, the city offers terrific value during winter, effortlessly combining the excitement, nightlife and shopping of a young, modern city along with true access to the great outdoors. This really is a “city of nature”: look in one direction to see the mountains run down to meet sandy beaches, then turn around and take in vibrant neighbourhood streets, cafés and markets. A Winter Olympic city, Vancouver’s mild weather lets you sail in the morning, cycle the seawall after lunch, ski or board the local peaks at dusk, then come back down again to dine and dance the night away in one of the city’s hippest nightlife districts.

*(Intro copy: 134 words)*

## WINTER ADVERTORIAL LONGER VERSION

#### Vancouver: Where mountains meet the beach

A visit to Vancouver during winter provides a refreshing balance to the usual ski vacation. From the mountain peaks to the oceanfront, the city offers terrific value during winter, effortlessly combining the excitement, nightlife and shopping of a young, modern city along with true access to the great outdoors. This really is a “city of nature”: look in one direction to see the mountains run down to meet sandy beaches, then turn around and take in vibrant neighbourhood streets, cafés and markets. A Winter Olympic city, Vancouver’s mild weather lets you sail in the morning, cycle the seawall after lunch, ski or board the local peaks at dusk, then come back down again to dine and dance the night away in one of the city’s hippest nightlife districts.

*(Intro copy: 134 words)*

### More to explore

As one of the world’s premiere city destinations, much is made of Vancouver’s beauty, but this place is about more than just a photo-opp – it’s all about the lifestyle. Two days in the city offers a great complement to time spent at one of B.C.’s ski resorts, and enough time to have an authentic Vancouver experience. Here, snow stays up on the mountains and mild daytime temperatures (around 7°C) mean that visiting iconic spots such as Stanley Park, strolling colourful local neighbourhoods and even cycling the seawall are all still possible during winter.

The local mountains offer plenty of adventure aside from skiing and boarding, while the amazing natural scenery also forms a backdrop for unique attractions – Capilano Suspension Bridge’s Cliffwalk takes thrill-seekers out over a canyon on a narrow cantilevered walkway, while families will love FlyOver

Canada – a virtual flight ride that takes you soaring across country, and cultural types can explore First Nations history at the breathtaking UBC Museum of Anthropology. Whether it's watching a Canucks ice hockey game, catching a live concert or hitting the clubs, Vancouver has a multitude of nightlife options to satisfy the crowd, and the dining in Vancouver is always superb.

*(two-paragraph word count: 201)*

### Shop to it!

Vancouver is sure to please even the most ardent shopper looking for a little retail therapy, with everything from artisan markets to international designers, unbeatable bargains through to decadent splurges. Downtown's Robson Street and Pacific Centre offer well-known brands and high-end department stores, while Vancouver's oldest district, Gastown, has been re-invented as a hipster hangout and home to some of the city's coolest independent stores, bars and restaurants. A former warehouse district, Yaletown is where Vancouver's chicest crowd can be found, along with designer boutiques and modern galleries. The beachside Kitsilano area is known for its laid-back vibe—check out the yoga-wear stores and some great neighbourhood bistros. Nearby, Granville Island is the perfect stop for exploring artisan studios and local craft purveyors. Further afield, McArthurGlen Designer Outlets are just five-minutes from YVR and offer significant discounts on luxury brands in an outdoors village setting.

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### Sip and savour

A destination as active as Vancouver gives you plenty of ways to work up an appetite! Vancouver's lauded chefs use the region's best seasonal ingredients and combine them with traditional techniques and multicultural influence to create a delicious West Coast fusion cuisine. From tiny local sushi cafés through to high-end seafood restaurants, Vancouver has an astounding range of dining choices for all budgets and tastes. Pair it all with British Columbian wines and local craft beers to get a unique taste of the city. And there's plenty to explore even after you've put down your fork! Foodies will love a culinary walking tour of Granville Island Public Market to discover home-grown specialties and local flavours. January brings the annual Dine Out Vancouver Festival which combines great value set-priced menus at top restaurants, gourmet tours and classes, and exclusive events, while February sees the Vancouver International Wine Festival – one of the largest and oldest in the world.

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### Night moves

Don't let the evening end when your plates are cleared: Vancouver has a vibrant cocktail scene worthy of exploration along with nightlife options to suit all tastes. Chose a neighbourhood and explore your choices, from the Granville Street strip's neon-lit clubs, through to sophisticated Yaletown and super-hip Gastown. Whether your preferences lean towards a jazz performance, a spirited pub or cocktail lounge, dance clubs, catching an action-packed Canucks ice hockey game (either live or on a big-screen at a sports bar), or a quiet nightcap, you won't be disappointed.

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### Take a peak

Vancouver's Cypress and Grouse mountains are visible from just about anywhere downtown, and skiers and non-skiers alike will love the quick commute: just 20 minutes! Grouse Mountain is closest to downtown and presents a myriad of options for all of the family: downhill skiing and boarding, snowshoeing tours, magic carpet rides, ziplining over alpine forest, and skating on an outdoor rink. Cypress Mountain, home to snowboarding and freestyle skiing events during the 2010 Winter Games, offers snow-tubing, cross-country skiing and snowshoeing trails that lead you to a historic rustic lodge in the woods, perfect for a warming cocoa mid-trek. For a truly unique alpine experience, try night skiing with a spectacular view of the sparkling lights of downtown Vancouver below you. All of this and you're still just a short transfer from your hotel!

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### 'tis the season

December is one of the most enchanting times to visit Vancouver: the city's streets, hotels and shops twinkle with seasonal cheer, and the sounds, scents and excitement of the holidays are all-encompassing. Already-popular attractions take things a step further and get dressed up for the holidays: The Peak of Christmas at Grouse Mountain features sleigh rides, carol singing and Santa's workshop, while light festivals in Stanley Park, VanDusen Botanical Garden and at Capilano Suspension Bridge all combine thousands of twinkling lights with seasonal activities and performances for the whole family. Or grab a hot drink and stroll one of the city's Christmas markets. At downtown's Robson Square, you can even lace up a pair of skates and take a seasonal glide around the outdoor ice rink, or check out the annual Carol Ships Parade of Lights with decorated vessels sailing in procession along Vancouver's waterfront.

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### Time out

Of course, a visit to laidback Vancouver wouldn't be complete without absorbing the relaxed spirit of the locals. A walk along the beaches, joining your friends for a well-deserved cocktail, indulging in a unique spa treatment or just grabbing a coffee and taking in the view - it's right here that you'll understand why this city is regularly ranked as one of the most liveable places in the world. Combined with a ski/board trip, Vancouver is an easy place to visit but it's much harder to leave!

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## ALTERNATE WINTER ADVERTORIAL

### Short Winter Overview Paragraph

Mild winters rarely bring snow to Vancouver's city streets, just the local mountains. Colder months in usher in a range of indoor and outdoor activities that will appeal to adventurers, culinary travellers, arts and culture enthusiasts, and beyond.

*(paragraph word count: 38)*

### Long Winter Overview Paragraph

With a landscape of snow-capped peaks, lush forests and the sparkling Pacific Ocean, it's no surprise that Vancouver is consistently voted one of the world's most liveable cities. The compact, walkable downtown core reflects the region's multiculturalism and vibrancy, meaning that visitors find themselves surrounded by locals. It's one of few cities where locals and tourists gravitate toward the same experiences – whether indulging in a snowshoe-and-fondue at one of three local mountains, biking the Stanley Park seawall or sampling Vancouver's acclaimed culinary scene, it's almost impossible not to make new friends or have an experience that instils a feeling of kinship with this friendly, welcoming city. In winter, don't miss the many cultural festivals staged across the city; food and wine events like the signature Dine Out Vancouver Festival and the Vancouver International Wine Festival; and, of course, skiing and snowboarding on the local mountains.

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## SPRING SHORT INTRO

Vancouver blooms to life in spring! With the milder weather comes a lush green and trees alive with explosions of colour. The annual cherry blossom festival is celebrated along the city's tree-lined streets, and with cultural events and performance. In this modern city on the edge of spectacular nature, spring offers opportunities to paddle or kayak along the waterfront, then head up the mountain to ski the last of the snowfall. Pedal Vancouver's sea wall, shop a local market for seasonal specialties, squeeze in a round of golf, then watch the sunset over a glass of wine. Spring in Vancouver is a sight to behold.

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## FALL SHORT INTRO

As the days get shorter and the air grows crisp, Vancouver is the perfect destination for a fall getaway. The mild climate lends itself to long walks to take in the fall colours, with the first of the season's snowfall capping the local peaks. But this is a city where culture and nature happily coexist, you'll want to make time to immerse yourself in Vancouver's arts scene: from music festivals to original theatre productions, curated gallery exhibitions to craft sales. And don't forget the dining! From foraged mushrooms to fresh British Columbian seafood, autumn is the time to find seasonal specialties on your plate.

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## MORE THEMED ADVERTORIAL

### Fun for Families

Vancouver has plenty to delight families looking for fun, whether in the heart of the city or exploring wild nature on the edge of town. Don't miss Granville Island's Kids Market packed with toys, games and crafts with plenty of family-friendly activities. Inquisitive kids will love Science World with two floors of hands-on exhibits in an iconic geodesic dome on the water by the Olympic Village. Immerse yourselves in First Nations culture at the UBC Museum of Anthropology or explore Chinese culture at Dr. Sun Yat-Sen Garden in Chinatown. Blow off some steam peddling a tandem bicycle around Stanley Park or whizz above the forest canopy with a view of the city on a pulse-racing zipline adventure on Grouse Mountain. *(paragraph word count: 123)*

### Luxury Vancouver

From five-star hotel suites with private rooftop plunge pools to world class dining and glitzy Champagne and dessert bars, visitors seeking the finer things in life will find plenty of ways to indulge while in Vancouver. The locals might be known for keeping it casual but they have a stylish side too: sip \$1,500 an ounce Louis XIII at Hawksworth Restaurant's bar (the only place you can do this in Canada) after flexing your credit card along Robson and Alberni – the city's 'Luxury Row.' Along here, you can browse the diamonds at De Beers, designer fashions at Gucci and Dior, or head for Holt Renfrew and Nordstrom luxury department stores. Experienced concierge staff can create magical experiences: a helicopter ride up to Grouse Mountain for a private sunrise yoga session in the pod of their wind turbine, a private tour of the Vancouver Art Gallery followed by a private dining experience cooked by one of city's finest chefs, or driving a Lamborghini up the spectacular Sea to Sky Highway to Whistler. *(paragraph word count: 173)*

### Health & Wellness

Vancouver is a city that prizes the concept of wellness, taking a balanced approach to work and play. Stretch your limits by running your first marathon, or just stretch your hamstrings with one of 1,500 weekly yoga classes on offer! A city on the edge of spectacular nature, Vancouver offers the space for you to escape, breath and recharge. The city's healthy approach extends to what's on your plate – choose sustainably-sourced seafood, or indulge in lauded vegetarian cuisine. Bring a sense of balance to your trip with corrective massage with a Registered Massage Therapist, traditional Thai remedies or unique body treatments using local ingredients. Whether you're looking for some "me time," or for an active vacation with conscious choices, Vancouver has plenty of options that are good for the mind and the body. *(paragraph word count: 133)*

## Cruise Vancouver

Some 800,000 passengers pass through Vancouver's Canada Place cruise ship terminal each year, usually on their way to or from Alaska. Whether you add on a few hours or couple of days in the city and you'll discover the charms of the Vancouver lifestyle. Explore the North Shore, experiencing the beauty of the temperate rainforest on an interpretive walk with a knowledgeable guide. Jump aboard a city highlights tour for a round-up off Vancouver's "must-see" sites including Stanley Park's hand carved totem poles, Granville Island's fabulous public market and artisan studios, and a view of the city from 169 metres (553 feet) up at the Vancouver Lookout.

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## Beyond Vancouver

Have a bit more time to discover British Columbia? Vancouver is the perfect launch pad to explore other parts of the province. Along the gloriously scenic Sea to Sky Highway you'll find incredible outdoor adventures just 45 minutes away in Squamish or in the nearby town of Whistler, host mountain resort to the 2010 Olympics Winter Games. Take a ferry, helicopter or floatplane across to Vancouver Island to visit the charming provincial capital, Victoria, or hang ten in Canada's surfing capital Tofino. Or head inland to discover B.C.'s lakeside wine growing region, the Okanagan Valley.

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## VANCOUVER BEACHES

Which way to the beach? Well, in Vancouver you can find one everywhere you turn. Whether you're looking for a stretch of sand to spread out and relax on with a good book, an outdoor court to spike a volleyball, or a sandy catwalk to strut your stuff, Vancouver's got it. Some of the city's best beaches are included below.

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### Kitsilano Beach

At Vancouver's version of Venice Beach, buff and bronzed bodies make their rounds among the mix of joggers, stroller-pushing families, and everyday sun-worshippers. Grassy patches are perfect for tossing the disc, the tennis courts are always popular, and the beach attracts volleyball players from all over the city. The adjacent Kitsilano Pool offers the chance to swim laps in the city's only outdoor, heated, salt-water pool, all with a wrap-around view of the city, ocean and mountains.

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### Jericho Beach

When all the elements are right, fishing and a picnic at the Jericho Beach pier makes for a perfect evening. Enjoy the long, sandy stretch with stunning views of the North Shore Mountains and the

downtown core. It's also a great spot for sailing, windsurfing, sea kayaking and beach volleyball.

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### Spanish Banks

The least crowded of Vancouver's beaches, this stretch of sand is named to commemorate its discovery by Spanish explorers in 1792. Located right by the University of British Columbia, it's a wonderful retreat for those who wish to escape from the pace of city life. Skimmers alert: this is the perfect place for skim boarding once you learn the optimal tidal conditions.

*(paragraph word count: 64)*

### West End Beaches

At the southern edge of the West End neighborhood, no more than a 30-minute walk from the downtown core, you'll find two beautiful urban waterfronts - English Bay and Sunset Beach. A jumping off point for rollerblading adventures, strolling for ice cream, and picnics, and the place to lay down your blanket during the Celebration of Light international fireworks held at the end of July. Kids will love English Bay's floating slide and parents will appreciate the full-time lifeguard.

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### Stanley Park Beaches

A quick stroll into Stanley Park from English Bay, Second Beach is also home to an immense, heated outdoor pool, complete with a slide for the kids. Further north along the seawall lies secluded Third Beach. Locals tote grills and coolers to this spot, a popular place for summer evening barbecues and sunset watching.

*(paragraph word count: 57)*

### Wreck Beach

This six-kilometre long, secluded beach at the western tip of Vancouver is Canada's first and largest legal, clothing-optional beach. Located down a long flight of steep stairs, adjacent to the University of British Columbia campus, Wreck Beach attracts as many as 14,000 visitors on a summer weekend, who come to enjoy the festive atmosphere, the independent vendors offering snacks and refreshments, and the right to "bare" arms, legs and everything else.

*(paragraph word count: 73)*

## STANLEY PARK

At the north end of Vancouver's downtown peninsula, the 400-hectare (1,000-acre) Stanley Park is the city's beloved green heart complete with temperate rainforest, cricket pitches, rose gardens, totem poles and beaches. Hit one of dozens of marked trails and roam freely, or rent a bike to pedal the seawall which encompasses the park. Recognized as one of the world's greatest urban parks, it's a big



hit with kids - visit Canada's largest aquarium, Second Beach pool, a water park, miniature railway and more.

*(paragraph word count: 85)*

## VANCOUVER NEIGHBOURHOODS

With vibrant residential neighbourhoods, both in Vancouver's downtown core and close by, it doesn't matter where you explore, you'll be wandering, dining and shopping among the locals. From Coal Harbour on the waterfront, to historic areas like Gastown and Chinatown, through to hip enclaves such as Yaletown and Kitsilano, you'll discover colourful sidewalks to stroll, spectacular settings to savour and a wide range of urban vibes with roots in many different cultures and ways of life.

*(paragraph word count: 78)*

### Coal Harbour & Canada Place

Bordering Stanley Park, Coal Harbour's big attraction is the view, seawall and the laidback atmosphere, with plenty of spots to grab a scenic meal or watch the floatplanes. Head south along the seawall to the landmark Vancouver Convention Centre, stopping at Jack Poole Plaza for a selfie with the 2010 Olympic Cauldron. A little further along, Canada Place is picture-perfect for photo-ops, watching cruise ships glide into the city, and home to the breathtaking FlyOver Canada flight simulation ride.

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### Gastown

A National Historic Site of Canada and the city's oldest neighbourhood, Gastown's heritage buildings have recently been colonized by cool designer stores and some of the city's best bars and restaurants. Take an architectural walking tour to hear the district's history, or simply browse Water Street's boutiques and souvenir stores. If you're hungry, stroll the streets for wine and charcuterie, Pacific Northwest menus, modern Asian options, cool cocktail bars and craft beer pubs.

*(paragraph word count: 74)*

### Chinatown

As North America's third-largest Chinatown, this neighbourhood is packed with vivid colours, exotic cuisine and a vibrant culture, rich in history and architecture. Located just to the east of downtown, highlights include Dr. Sun Yat-Sen Classical Chinese Garden, the Sam Kee Building (the world's narrowest commercial building) and the Chinese Cultural Centre. In recent years, the neighbourhood has seen a younger generation of the city's Asian population move in, resulting in an influx of modern galleries, cutting-edge restaurants and cafes setting up shop.

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## Robson Street

Right in the heart of downtown, Robson Street is the city's best known shopping strip. This is where you'll find the partially-subterranean Pacific Centre mall and big-name stores. Just a block over on Alberni Street is Vancouver's "luxury row" with international designer brands. But this area is not just about retail therapy – it's also home to the Vancouver Art Gallery, and at the south end, BC Place Stadium, home to a number of the city's pro sports teams.

*(paragraph word count: 80)*

## Yaletown

As Vancouver's original warehouse district, Yaletown has experienced a major revitalization since its rebirth as host of Expo '86. Since then, Yaletown has become a densely populated residential neighbourhood, home to the city's beautiful people, and one of Vancouver's hippest areas, filled with sidewalk cafes, trendy restaurants, a thriving nightlife scene and intimate boutique hotels. After strolling the brick-lined streets, pick up lunch from a local café and head to the waterfront David Lam Park for an impromptu picnic.

*(paragraph word count: 80)*

## Granville Island

Originally an industrial area, Granville Island is now a hotspot for cultural and culinary explorers. Home to the bustling Granville Island Public Market, take a tasting tour to meet the vendors and sample local specialties. You'll find many restaurants, artists' studios, theatre, breweries and independent shops. Right on the water, this is also a popular spot to launch off on a paddle around False Creek, or tour aboard one of the adorable mini-ferries cross-crossing the water.

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## Kitsilano

Just over the Burrard Bridge from the downtown peninsula, Kitsilano is one of the city's most desirable older neighbourhoods. Known to the locals simply as "Kits," it's home to Kitsilano Beach, the city's largest outdoor pool, and Vanier Park attractions including Vancouver Museum and the Vancouver Maritime Museum. Shoppers should make sure to hit West 4th Avenue for browsable shops and popular eateries, as well as West Broadway's popular retail strip.

*(paragraph word count: 72)*

## West End

Stretching from Coal Harbour to English Bay, from Stanley Park south to Burrard Street, the West End's tree-lined boulevards, neighbourhood restaurants and independent shops serve a population of young people and seniors in a largely adult-focussed area of the city. This is one of Canada's most densely-populated areas, and also the focus for the city's GLBT community. The West End's vibe is diverse, multicultural and as laidback as the neighbourhood's waterfront location would imply.

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## North Shore

Directly across from Vancouver's downtown, located in the shadow of the towering Coast Mountains, the North Shore is best accessed either via the Lions Gate Bridge or on a short SeaBus ride from Waterfront Station. The area is perfect for enjoying the great outdoors, with mountain hikes and ocean paddling during the summer, and a host of snowy activities in the winter. Some of the North Shore's main attractions include Lonsdale Quay's Public Market, Capilano Suspension Bridge Park and Grouse Mountain.

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## SHOPPING GALORE

Vancouver is sure to please even the most ardent shopper, with everything from artisan markets to international designers. Downtown's Robson Street and Pacific Centre mall offer well-known brands and high-end department stores, while Alberni Street is the city's "luxury row." Gastown boasts some of Vancouver's hippest new ateliers and galleries, and colourful markets such as Granville Island will find you shopping for culinary finds alongside the locals. Shopping is a great excuse to further explore one of Vancouver's friendly and unique neighborhoods: Yaletown with its interior décor stores and patio-lined streets, Kitsilano for wholesome yoga-inspired outlets, and Main Street where independent and vintage shops reside.

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## Shopping Vancouver's Neighbourhoods

### Downtown

Vancouver's best known shopping district is centred on Robson Street, where you'll find almost all of North America's leading clothing brands and many fashion flagship stores. One street over on Alberni Street, lovers of luxury labels can shop their hearts out at high-end boutiques such as Prada, Gucci and Rolex. The stretch is also full of cafes and restaurants for those who need to recharge before hitting the stores again. Around Robson and Granville streets is Pacific Centre mall, home to three department stores including Canadian high-end retailer Holt Renfrew, and the country's first Nordstrom.

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### Yaletown

Occupying a stretch of renovated brick warehouses bounded by Nelson, Homer, Drake and Pacific Streets, Yaletown is fun area to spend a few hours shopping, with designer clothing stores sitting next to quirky pet boutiques, streetwear labels, chic candy shops, First Nations art galleries and some of the

city's best home décor purveyors. As home to a population of fashionable residents, you'll also find gourmet grocers stocked with souvenirs to take home for your foodie friends.

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### Mount Pleasant

Concentrated on Main Street between 5th and 28th avenues, this enticing strip of unique indie stores offers a great selection of clothing, homewares and jewellery created by local and nationally-renowned designers. A hotbed of quirky outlets, the neighbourhood offers shoppers a mix of hipster favourites, vintage finds, and exclusive labels. But it's not just about togs: look out for cool record and stationary stores, outposts of some of the city's hottest coffee roasters and craft breweries, plus hunger-busting restaurants.

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### Gastown

Walk towards the mountains from the downtown core, and you'll soon come to Vancouver's oldest neighborhood. But Gastown's cobbled streets and heritage buildings have been dramatically reinvented in recent years and are now home to some of the city's most exciting independent stores – look out for unique art galleries, swanky designers, top clothing boutiques and First Nations artisan outlets. The area's main Water Street thoroughfare is also Vancouver's souvenir central, housing large gift shops in the shadow of the famed steam clock. This is the place to pick up your maple leaf T-shirts, jade jewelry and “moose dropping” chocolates.

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### Granville Island

A must-see for shoppers craving unique and unusual gifts, artsy Granville Island is a former industrial area transformed into a warren of artisan studios and shopping nooks. It's easy to spend a day ambling among the stores selling everything from pottery, jewellery and glassware to books, clothing and wine. Children won't want to miss the Kids Market of toys and activities, but everyone should save time for the bustling Public Market, teeming with delicatessens, bakeries, fishmongers and pyramids of photogenic fruit and vegetables.

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### Kitsilano

A former 1960s hippy hangout transformed into a neighborhood of pricey heritage homes, “Kits” has a comfy, laid-back feel and a selection of stores aimed at well-off urban professionals. The area has two shopping strips: West 4th Avenue and West Broadway, both offering a mix of bookshops, fashionable outdoor stores, yoga wear boutiques and specialty shops selling everything from artisan chocolates to swanky cooking utensils. The area makes for a pleasant afternoon stroll and there are plenty of cafés and restaurants – plus nearby beaches – if you need a break.

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### South Granville

Heading south from downtown, the stretch of Granville Street area between 4th and 16th avenues is a popular, highly walkable shopping area catering to its upscale locals with designer fashions, cool interior accessories, book stores, and tempting, must-have knick-knacks. South Granville is also known as “gallery row” thanks to the kaleidoscope of small, independent art galleries that dot the strip. A browser’s paradise, this neighbourhood is also home to some of the city’s most acclaimed restaurants and the historic Stanley Theatre.

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### Richmond and Further Afield

Just south of the Vancouver, Richmond is more than just home to Vancouver International Airport (YVR). The multicultural suburb’s “Asian malls” are a shopping highlight, filled with specialty ingredients, international labels and exotic bargains. Five minutes from YVR you’ll find McArthurGlen Designer Outlets, offering bargain hunters significant discounts on luxury labels in an outdoor village atmosphere. Further south, the new Tsawwassen Mills shopping centre combines a massive selection of brands with factory outlet stores. No time for shopping during your stay? Hit World Duty Free in the airport’s international terminal for big savings on your souvenirs.

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## TOP FIVE REASONS VANCOUVER IS THE PLACE TO BE

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### 1. Stanley Park

Vancouver is home to one of the best parks in the world: the sprawling 404 hectares (1,000 acres) Stanley Park. Dozens of marked trails allow visitors to meander through soaring trees and dense West Coast forest while the seawall pathway offers some of the best sea-to-sky mountain views anywhere in the world. Other highlights include a mini-forest of totem poles, family-friendly beaches and an outdoor swimming pool overlooking the waterfront. Be sure to visit the Vancouver Aquarium, the rose and rhododendron gardens, or al fresco theatre and music performances at Malkin Bowl in the summer.

### 2. Granville Island

Granville Island is the perfect place to browse – and sample – local produce, cheeses, meats, teas, chocolates and more, whether you take a tour or stroll independently. Take one of the rainbow-coloured mini-ferries across False Creek to reach the Island (which is technically a sandspit) and spend time exploring the Public Market’s artisan stalls, Railspur Alley’s quirky craft studios, and dozens of character-driven cafes and restaurants. To see Granville Island from water, rent a kayak or stand-up paddleboard and start exploring.

### 3. Vancouver's Neighbourhoods

Vancouver's neighbourhoods have multiple personalities. Hip and historic Gastown is where the city first began in 1867; today, the district is home to cool cocktail bars, impeccably curated boutiques and cobblestoned streets begging to be explored. Beachside Kitsilano features an urban yet laidback feel with excellent shopping, artisan coffee shops and sandy stretches for relaxing. Coal Harbour, a former shipyard sitting next to the railway terminus, has evolved into a tranquil neighbourhood bordering Stanley Park and featuring local cafes and restaurants, a large marina and harbour seals greeting passersby. And those are just a few of the city's array of distinctive districts.

### 4. Outdoor Adventure

We've perfected the art of outdoor adventure. Given the city's stunning surroundings and mild year-round climate, you'll find Vancouverites exploring their outdoor backyard all year long. From more than 1,500 yoga classes a week, to some of the best mountain biking in the world on the lush North Shore, this city has it all. Enthusiasts can also try their hand at golfing, skiing and snowboarding, sailing, paddleboarding, kayaking, hiking, kiteboarding, scuba diving and more.

### 5. Our Culinary Scene

We take food seriously – and we are seriously good at it. Vancouver's culinary scene is widely acknowledged as one of the most exciting and varied in the world. From multi-course Chinese feasts and the best sushi outside Japan, to farm-to-table dining and molecular gastronomy, killer cocktails to craft beer, believe the hype when we tell you Vancouver's culinary scene truly has something for all tastes.

## TOP FIVE VANCOUVER "MUST-SEES"

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Vancouver is a city like no other, effortlessly combining the buzz of a chic urban centre with the rejuvenating spirit of the great outdoors. Here are our top five must-sees:

#### 1. Stanley Park

Lush Stanley Park is the city's beloved emerald heart with more than 400 hectares (nearly 1,000 acres) of evergreen forests, cricket pitches, rose gardens, totem poles and beaches. Hit one of dozens of marked trails and roam freely or, for a more comprehensive exploration, join a rainforest adventure tour, venturing deep into the heart of the park's foliage. Stanley Park's seawall (8.8 kilometres / 5.5 miles) is the perfect route to cycle or stroll, and provides some of the city's best sea-to-sky mountain views. In addition to resident raccoons, beavers and squirrels, the park is also home to more than 50,000 animals at the Vancouver Aquarium ranging from friendly sea otters to mesmerizing jellyfish.

#### 2. Granville Island

Culinary adventurers gravitate toward this bustling culinary centre to sample artisan products and multicultural influences. At the island's heart is the bustling Granville Island Public Market, where exotic produce and gourmet ingredients are sold alongside global dishes and local specialties. Sample your way through this Aladdin's den of culinary treasures on a tasting tour, or wander the massive space on your own and pick up fixings for an al fresco picnic – the nearby docks are always lively with visitors and buskers

### **3. North Shore**

Just across the water from Vancouver's downtown peninsula, at the foot of the Coast Mountains, is a green suburb that beckons with outdoor adventure. Look down at the rushing river as you cross Capilano Suspension Bridge Park's swaying bridge, and make time to enjoy the rainforest nature trails, totem pole collection, the Treetops Adventure and Cliffwalk, a heart-stopping, cliff-side journey across a series of cantilevered and suspended walkways. A little further up the slope, Grouse Mountain offers the ultimate mountain-top playground, and the fun begins on a thrilling gondola ascent to the summit. At the top, you'll be greeted by jaw-dropping views, an entertaining lumberjack show and – everyone's favourite – Grinder and Coola, the mountain's resident rescued grizzly bears. The mountain's ziplines guarantee an adrenaline rush, as does a trip up Eye of the Wind, the world's first commercial wind turbine.

### **4. Canada Place and Vancouver's Harbourfront**

Canada Place is picture-perfect for photo-ops and a great place to relax and watch cruise ships glide into the city, and the floatplanes taking off. At its tip is FlyOver Canada, a flight simulation ride that virtually soars across the country complete with wind, scents, mist and sound. Continuing along the waterfront past the LEED Platinum-certified Vancouver Convention Centre, stop at Jack Poole Plaza for a selfie with the 2010 Olympic Cauldron. Made of steel and glass, the cauldron is a legacy of hosting this international sporting event, and offers a ready-made backdrop of the city, Burrard Inlet and the North Shore mountains.

### **5. Floatplane flightseeing**

Fun fact: British Columbia boasts the largest floatplane network in the world. For many, the thrill of a floatplane ride is a novelty in itself as they experience their first watery take-off and landing – but it's the view from above that's guaranteed to drop jaws as you zoom over Stanley Park and downtown Vancouver, then find yourself gazing down on remote snowy mountain peaks. For a truly awe-inducing experience, book a floatplane tour that combines a scenic flight north from Coal Harbour and up to Howe Sound fjord, with a wildlife watching sea safari and a waterfront dinner. Or join a "mail run" tour, hopping your way across the Gulf Islands.