

Destination Master Plan 2023-2033

Executive Summary / Major Goals & Initiatives

Goal #1 **Develop Experiential Infrastructure**

- 1.1 Encourage a user experience of some type on new I-5 Bridge
- 1.2 Develop accessible multicultural events and festivals
- 1.3 Advocate for visitor facing venues and facilities
- 1.4 Partner with local authorities and agencies to support safety, security, and accessibility measures
- 1.5 Encourage sustainable experiences/events
- 1.6 Increase funding for Visit Vancouver

Goal #2 **Engage locals**

- 2.1 Ensure inclusive/representative content
- 2.2 Implement communication strategies for value and contribution of tourism
- 2.3 Develop program to empower front line hospitality employees to increase their knowledge of the visitor economy
- 2.4 Expand local-focused programs like Dine the Couve

Goal #3 **Enhance access, mobility, & ease of movement for everyone**

- 3.1 Foster public/private partnerships for sustainable transportation initiatives which encourage visitors and residents to move around the local area
- 3.2 Evaluate future expansion of river cruises
- 3.3 Engage with Interstate Bridge Program regarding accessibility
- 3.4 Collaborate on wayfinding strategies during and after construction projects

Goal #4 **Strengthen outdoor rec/tourism opportunities for all people**

- 4.1 Collaborate w/regional organizations driving the visitor economy
- 4.2 Develop sustainable trail experiences and urban parks
- 4.3 Foster small business opportunities for outfitters and tour guides
- 4.4 Increase awareness of local outdoor rec opportunities
- 4.5 Develop outdoor recreation itineraries to show visitors what's possible in Vancouver's outdoors
- 4.6 Foster equitable outdoor recreation landscape

Goal #5 **Articulate destination identity and brand promise**

- 5.1 Convene Vancouver stakeholders and residents to discuss Vancouver's destination identity
- 5.2 Identify & articulate characteristics that define Vancouver's sense of place; Develop clear identity statement/inclusive brand promise
- 5.3 Collaborate w/economic development partners on this work
- 5.4 Engage and support all groups in living the brand promise
- 5.5 Develop strong communications/marketing strategies to support this work
- 5.6 Consistently engage/support everyone in living the brand promise

To view the full destination master plan, the implementation matrix, and to track our progress along the way, click www.visitvancouverwa.com/dmp

