

Be VANCOUVER

A brand toolkit for members and
partners of Tourism Vancouver

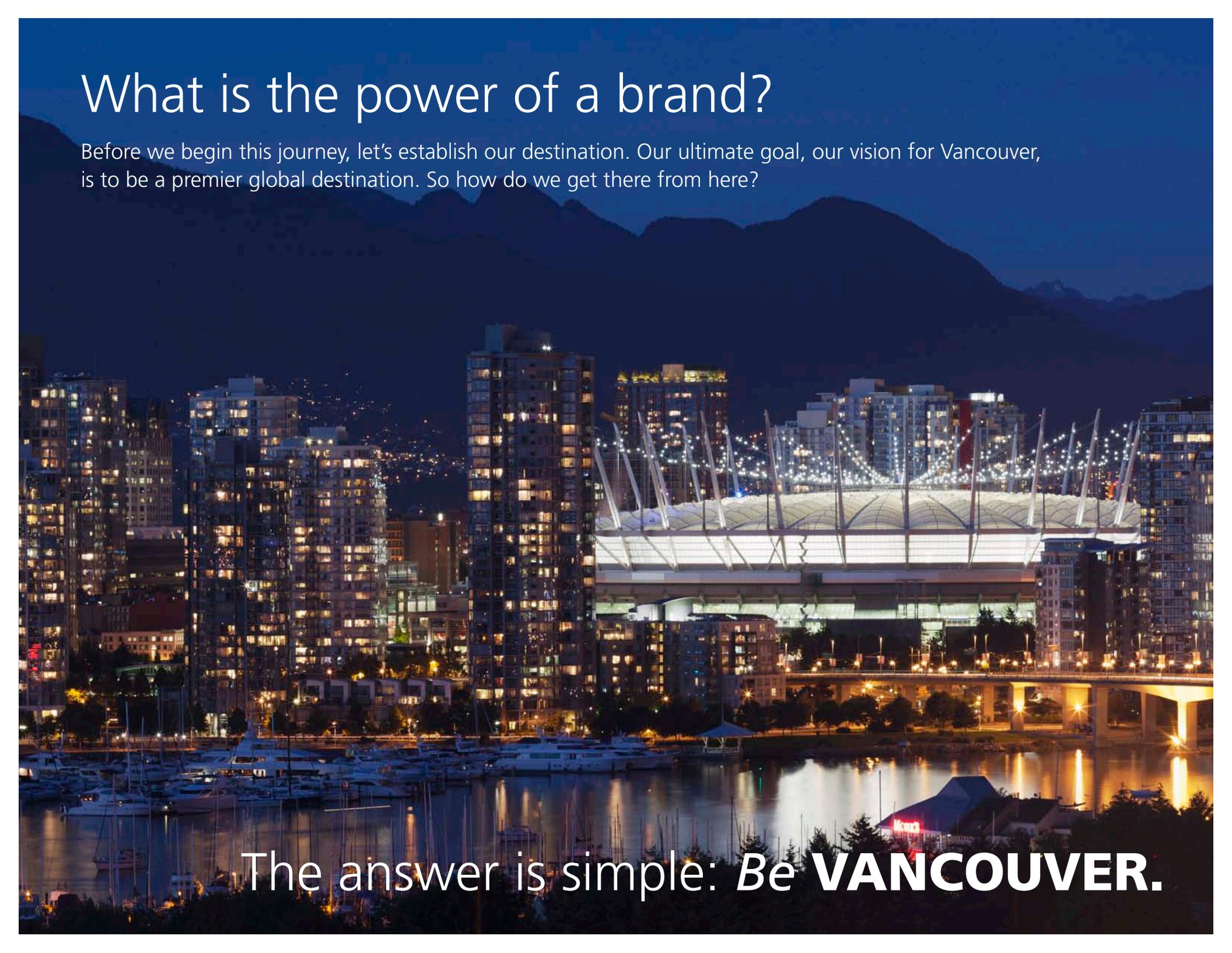


TOURISM
VANCOUVER



What is the power of a brand?

Before we begin this journey, let's establish our destination. Our ultimate goal, our vision for Vancouver, is to be a premier global destination. So how do we get there from here?

A nighttime photograph of Vancouver, British Columbia, Canada. The image shows a dense urban skyline with numerous high-rise buildings, many of which are illuminated from within, creating a warm glow against the dark blue night sky. In the foreground, the city's waterfront is visible, featuring a large marina filled with sailboats and yachts. The water reflects the city lights. In the center-right of the image, the BC Place stadium is prominent, characterized by its distinctive white, sail-like roof structure supported by tall, thin masts. The stadium is also illuminated. In the background, the dark silhouettes of mountains are visible under a deep blue twilight sky. The overall scene conveys a sense of a vibrant, modern city at night.

The answer is simple: *Be* **VANCOUVER.**

This *Be VANCOUVER* guide equips you with the tools and resources to help you build your business while also building Vancouver's tourism industry. From marketing tools to service practices, from programs to membership engagement initiatives, this resource offers tips to help you ***Be VANCOUVER.***

Everything we do for every visitor we meet is a chance for us to create moments and memories. And those add up to positive experiences which equate to positive word of mouth, which helps us reach our ultimate goal of growing Vancouver's travel industry.

This guide provides you with tools and tips to:

- be instrumental in reaching Vancouver's goals
- be more competitive through your company's messaging
- be an active participant in Tourism Vancouver's programs
- be a leader for your staff and fellow members





YOU are the front line of Vancouver's brand. Every person who asks for directions; every visitor who asks where to go, what to see, what to do; every day presents the opportunity to contribute to a healthy and vital tourism industry. Every day presents the opportunity for us to *Be* **VANCOUVER.**

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Be VANCOUVER (Chapter 1)

Let's explore the Vancouver brand: what it means to you as a member of Tourism Vancouver, what it means to our visitors, and how it helps all of us reach our goals.





1.1 **Be ON TARGET**

This is a place that's going places.

Vancouver has big dreams. This city is already great among the greats. This city is already the setting of legends. It has consistently been named among the world's "Most Liveable Cities" by the Economist Intelligence Unit (EIU). Still, there's always room to grow. Our vision is for Vancouver to be: a premier global destination.

How do we realize this vision?

The Vancouver brand allows us to do this. It is the strategic asset that makes us unique in the minds of our visitors and enables us to strive for our 2015 goals to:

be ranked as one of the top 10 cities in the world

be the top Canadian city

be ranked in the top five on the key brand attributes of safe, exciting and welcoming

How do we further Vancouver's competitive positioning in the global marketplace?

We show the world just how different, just how unique Vancouver is so that it's top-of-mind for every world traveller.

Other cities are framed by extraordinary natural beauty. Other cities pulse with a bustling cosmopolitan vibe. We need to set ourselves apart from those cities in order to compete in the leisure, meetings and independent visitor markets.





You are the key to success

As members of Tourism Vancouver, you are the key to realizing these goals. Because you are the frontlines of the Vancouver brand, you are the ones who bring it to life for our guests. By offering exceptional customer service, by enhancing the experience of every traveller, you help build Vancouver's travel industry.

Visitors who enjoy their time here tell their friends, their families, and their travel agents. This positive word of mouth is the most effective form of advertising there is. Which is why it's so important to live and breathe the BrandPromise. To *Be* **VANCOUVER.**

1.2 *Be* INFORMED

The Brand Promise is the singular focus that becomes the guiding light for everything we, as an industry, do. It represents our commitment to our customers, visitors and fellow members.

Think of a destination as a large suitcase full of attributes, a suitcase that needs a handle for people to grab on to. The brand identity is that handle.

Since it first launched in 2005, the V citymark has become more than a representation of the Tourism Vancouver brand. It has come to represent the spirit of the city, the exuberance of two exclamation points, the excitement of throwing your arms up in the air in a celebration of victory, the pride of seeing a medal around the neck of an elite athlete.

Yet the Vancouver brand is about more than a logo. It is about people and experiences. It is about the emotional connection visitors have to this city.

It is about delivering on the Brand Promise.



The Brand Promise

The Vancouver Experience will exceed visitors' expectations. We will deliver superior value within a spectacular destination that is safe, exciting and welcoming to everyone.

To exceed expectations we deliver products and services that stand out from anything visitors have experienced before.

Providing superior value is not simply about cost. It's about giving people what they want when they want it.

Delivering a spectacular destination is about more than physical beauty. It's about offering a clean and sustainable environment for the enjoyment of our guests and residents.

Ensuring the safety of our guests is of paramount importance, which is why we work hard to retain our reputation as a safe destination.

With festivals, sporting events, world-class attractions, arts and culture, outdoor recreation and nightlife, we are undeniably exciting.

We are welcoming to people of every ethnic origin, religion and lifestyle. Plus, we are striving to be North America's most accessible city.

When visitors can feel the essence of the Brand Promise, we're delivering on it effectively.





Be **ON BRAND** (Chapter 2)

Strong messages compel visitors to want to experience what you have to offer. When engaging descriptions combine with spectacular imagery and persuasive messages, communications become that much more effective.

Here, you'll find practical tips to help you do that.

2.1 *Be* **VISUAL**

How many words is a picture like this worth? When selecting imagery to use in your company's communications, the more spectacular the better.





There is perhaps no city more photogenic than ours, but to visitors the most compelling images are the ones that make them want to experience it. The most effective images create a reaction, stir the imagination, transform the city from a must-see to a must-experience.

How do we choose the right images?

We've created guidelines to use when selecting images for marketing Vancouver and your company, but the most effective way to choose imagery is to ask yourself if an image makes you want to experience it. Is the image so intriguing that you practically hear what it sounds like, tell what it tastes like, experience what it feels like? Is it captivating?

Generally speaking, imagery should:

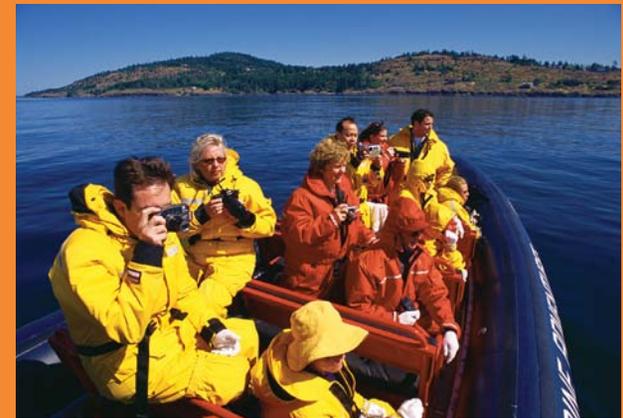
- be vibrant and colourful
- be full of energy and movement (ie: part of the photo may be blurred to allow for strong focal point)
- be authentic; people should be shown actively engaging in an experience
- be reflective of the city's cultural diversity; embrace unique cultural identities
- be naturally spectacular

Also, keep in mind that you should:

- avoid imagery with a dull, drab colour palette
- avoid imagery that lacks excitement
- avoid overly posed images
- avoid focusing solely on the urban or natural experience, striving to show the strength of urban amenities in harmony with nature



EXAMPLE Bad Photo: No strong focal point, dull colours, poor lighting. People are not engaging or excited.



EXAMPLE Good Photo: Strong focal point, strong contrasts. People are sharing a positive experience with the viewer.

Strong imagery is important because it grabs attention and makes your company stand out.

Thousands of powerful images are available for your use on our online image gallery in the Media section of Tourism Vancouver's website tourismvancouver.com.



2.2 Be ON MESSAGE

Vancouver has a big story. A complex, incredibly spectacular story that grows as the world's interest in Vancouver grows. So how do we distill the essence of this multifaceted, multi-dimensional city down to a consumable message? Through targeted, pointed destination messaging that works in concert with your company's brand.

Key messages

Tourism Vancouver has established key messages to help you market your brand to visitors. Consider these messages when creating your company's communications pieces, such as print ads and websites. Highlighting the destination and reinforcing these key messages helps us all deliver on Vancouver's Brand Promise.

Great Location

Location. Location. Location.

Framed by the Coastal Mountain Range, Pacific Ocean and temperate rainforest, Vancouver's natural beauty takes every visitor's breath away. Centrally located, it's also close to Seattle, Victoria, and Whistler for exciting side trips and it's the gateway to Asia Pacific.

Mild Climate

Outdoors is never out of the question.

With the mildest climate in Canada, visitors won't have to hide from the cold or escape from the heat. From the high 70s Fahrenheit (low 20s Celsius) in the summer to a mild mid-40s Fahrenheit (0 – 5 degrees Celsius) in the winter, they can get outside to actively explore and experience Vancouver all year round.





Vibrant Character

Home to more than two million friendly faces.

Vancouver is cosmopolitan, modern, and exciting. With our trademark Canadian hospitality, Vancouverites are famously welcoming and approachable. Visitors can easily ask for directions, for someone to take a photo, or for places to check out.

Ideal Lifestyle

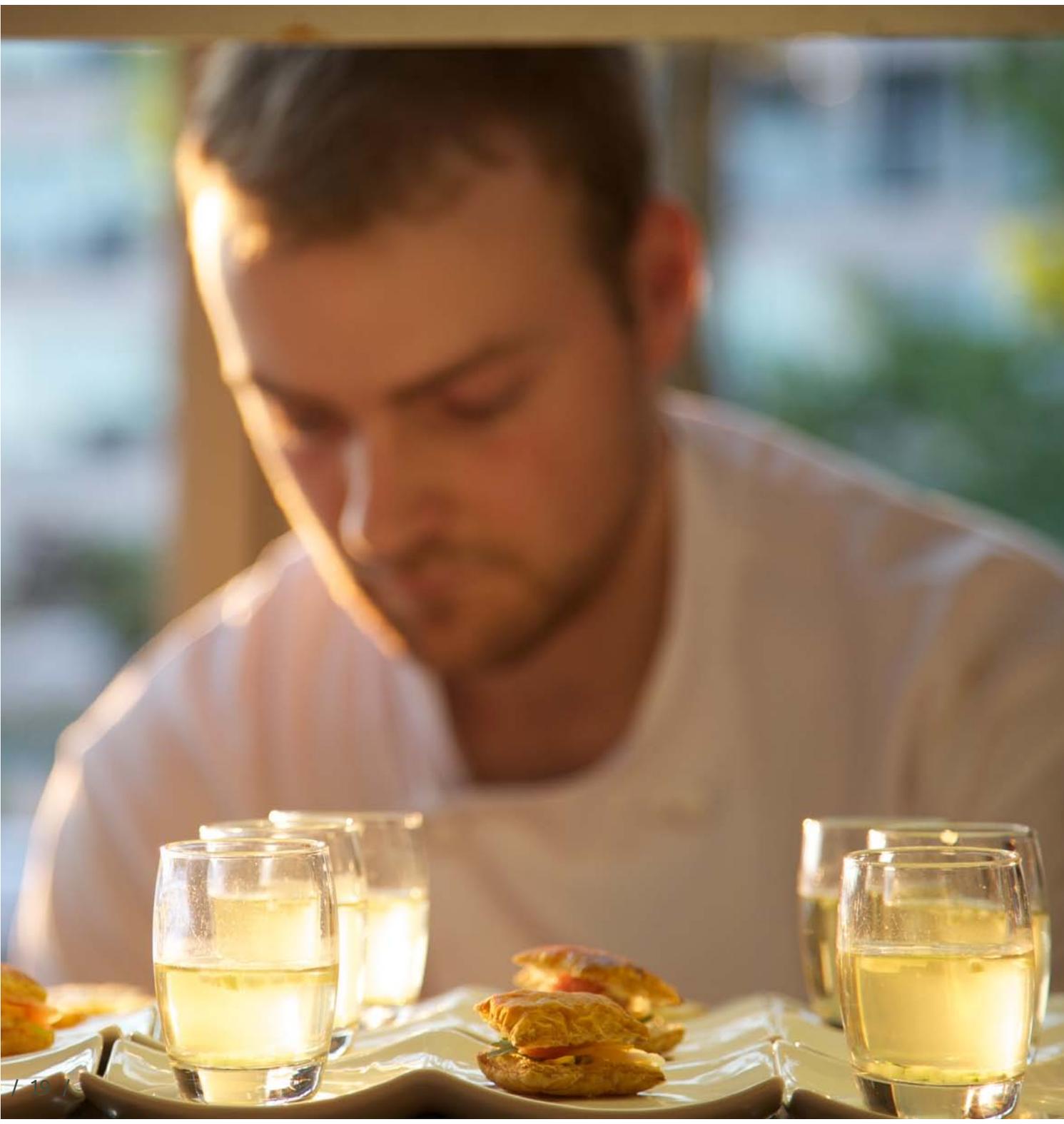
So much to do. So little time.

People here enjoy a high quality of life which is part of the reason why Vancouver is such a liveable city and therefore a great place to visit. It's easy to get around – our streets are safe, the downtown core is easily walkable, and our public transit system is excellent. When visitors stay here, they're free to be relaxed or active, free to mix business and pleasure. Our lifestyle is their lifestyle.

Sports and Outdoor Recreation

Game on.

Vancouver is an outdoor paradise for active pursuits. Visitors of all ages and fitness levels can try hundreds of options ranging from snowshoeing to scuba diving, kayaking to rock climbing, hiking to biking, and skiing to boating. There are plenty of recreational areas, including more than 200 parks and 18km of beaches. It's also a great city for those who prefer spectator sports – Vancouver is home to a celebrated NHL hockey team, as well as professional football, soccer and baseball teams.



Culinary Prowess

Dinner (and lunch and breakfast) is served.

Restaurants here specialize in everything from multi-course Chinese feasts and European influenced tasting menus, to what many consider to be the best sushi available outside Japan. Visitors can have their pick of casual or fine dining, cutting edge cuisine or comfort food, and even a fusion of them all. Outdoor patios are open year round with heat lamps to keep warm in the cooler months. And many celebrity chefs call Vancouver home – among them are Chris Whittaker, David Hawksworth and Hidekazu Tojo.

Varied and Unique Neighbourhoods

Each is a little bit different and a whole lot of fun.

Vancouver's 23 distinct neighbourhoods have their own residential and shopping areas and their own unique stories. Great for strolling and full of friendly Vancouverites, visitors can discover bistros and boutiques in differing areas and fully take on the city like a true local.

Multicultural Vibe

A true mosaic.

As one of the most multicultural cities in North America, visitors can immerse themselves in the city's diversity by experiencing dozens of cultures represented in restaurants, stores, markets, distinctive neighbourhoods, festivals and celebrations.

Thriving Arts and Culture Scene

Inspiration abounds.

Vancouver holds more than 65 exciting festivals and events each year. Visitors can explore and even take part in events showcasing dance, film, theatre, music, and cuisine as well as First Nations arts and culture.

Superior Value

Time and money well spent.

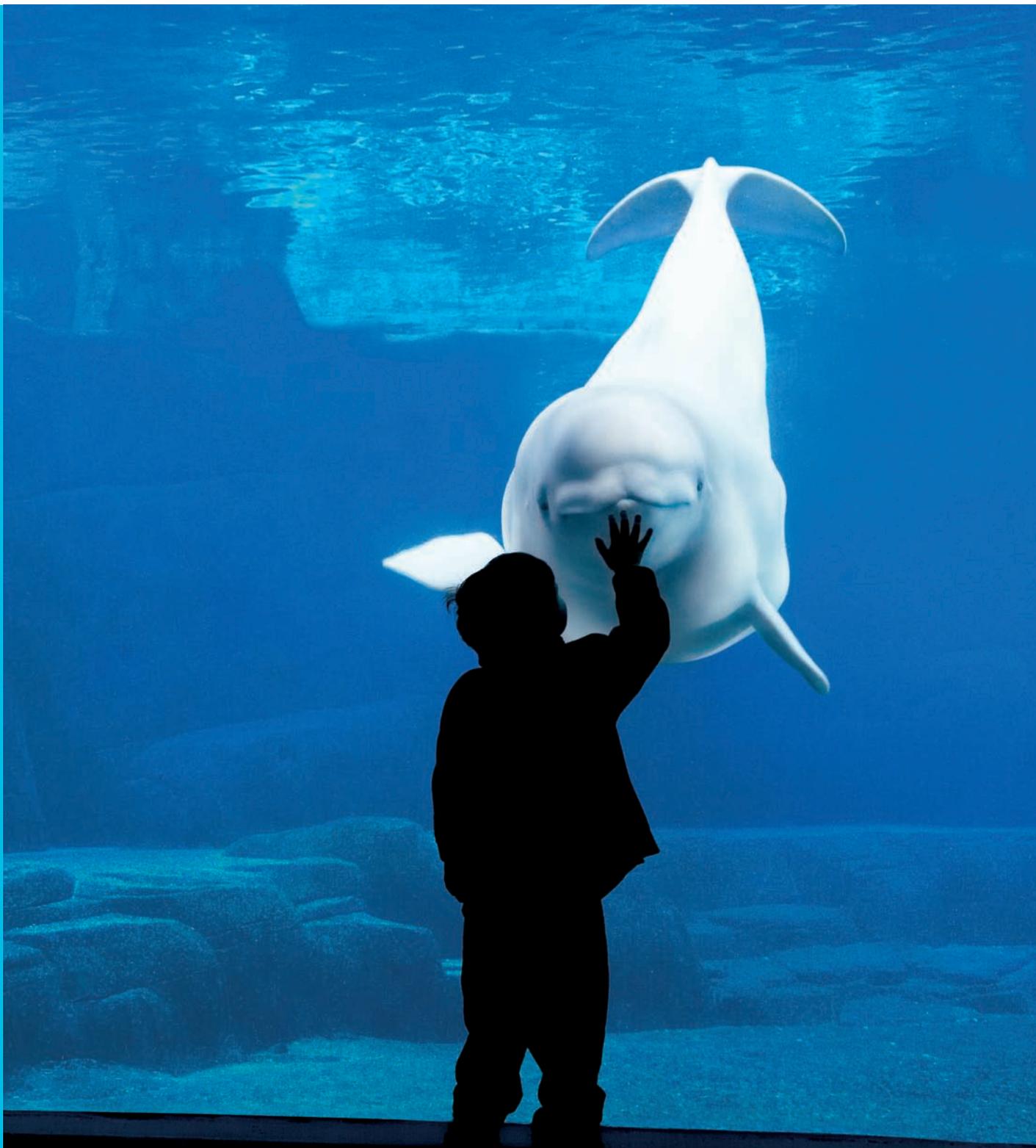
Vancouver is known for exceeding expectations and for providing exceptional service. Visitors are constantly delighted and amazed by their experiences with locals who freely go the extra mile for them.



Exciting Attractions

Surprises around every corner.

Vancouver is home to dozens of popular visitor attractions, activities and landmarks as well as hundreds of lesser-known gems. Stanley Park, the largest city-owned park in Canada, attracts more than eight million visitors a year for both family fun and romantic dining. Granville Island, once an industrial park, is now a thriving destination for locals and visitors alike, introducing talented artisans, local produce and new delicacies into their lives. The Seawall, which wraps around the downtown perimeter, entices countless visitors to amble along on bikes, rollerblades, or on foot, while watching the sunset.





Environmentally Responsible

Let's paint the town green.

Vancouver is recognized as a leader in sustainability, ensuring a spectacular destination for visitors to enjoy for years to come. Among its many "green" projects committed to preserving the environment for visitors is the Vancouver Convention and Centre which features a green roof.

Accessible

Welcoming to everyone.

With a convenient transportation system, innovative housing and recreational opportunities, Vancouver has a reputation for being one of the most accessible cities in the world. For visitors with physical disabilities, most attractions and many recreational sites are equipped with ramps and elevators.

Reinforcing these key messages in your own communications helps promote Vancouver as a destination and it helps promote your company to visitors.

2.3 Be **COMPELLING**

So you know what to say, but how do you say it?

Think about your tone of voice and the personality in your message. Write as if you're talking to someone you know quite well, someone you respect and admire. Establish a personal connection through your text, as if it is an interaction between friends.

When communicating your product or service, present it as a unique experience. Avoid just listing off facts. Paint a picture. Tap into the senses. Create intrigue and maybe even add a little humour to give it a bit more personality. Helping the visitor imagine how the experience feels and all the memories they'll create forms a powerful, compelling message.

For example, instead of:

"The Fair at the PNE takes place every August. Attended by families, it features performances, rides, attractions, contests, and fair food."

Try saying it like this:

"The Fair at the PNE is the best part of summer. Open every August to the delight of all families, every day is action-packed with live music, thrilling rides, fun games, and wacky performers. Get bowled over by the Superdogs. And try not to eat too much cotton candy and popcorn."

Or

Rather than:

"The Vancouver Lookout at Harbour Centre is one of the tallest buildings in Vancouver at 581 feet high. From the Observation Deck, you can see downtown, Coal Harbour, the suburbs, mountains, and the Pacific Ocean."

Go with:

"Towering at 581 feet high, the Vancouver Lookout at Harbour Centre is one of the highest points in the city that will take your breath away. Marvel at the spectacular 360° panorama of vibrant downtown Vancouver, scenic Coal Harbour, the suburbs beyond, the rugged North Shore Mountains, and the sparkling Pacific Ocean."

Vancouver is dynamic and fun. How you write about it should be too. In your communications, your text should:

- be conversational and friendly
- be smart and witty
- be fun and light-hearted
- be personal and natural
- be genuine

However, you should:

- avoid language that is too formal
- avoid sounding condescending to your audience
- avoid text that feels unnatural or forced
- avoid aggressive, high-pressure selling or promotion

And finally, they've been saying it for years: keep it short and sweet. Truer words have never been written.





Be **ENGAGED** (Chapter 3)

Enhancing visitors' experiences will in turn enhance the travel industry and your business. To achieve this, we must personify Vancouver's key brand attributes of "spectacular, safe and welcoming". But it takes more than just greeting visitors warmly with a smile or keeping the streets clean.

3.1 *Be* **BETTER THAN EXPECTED**

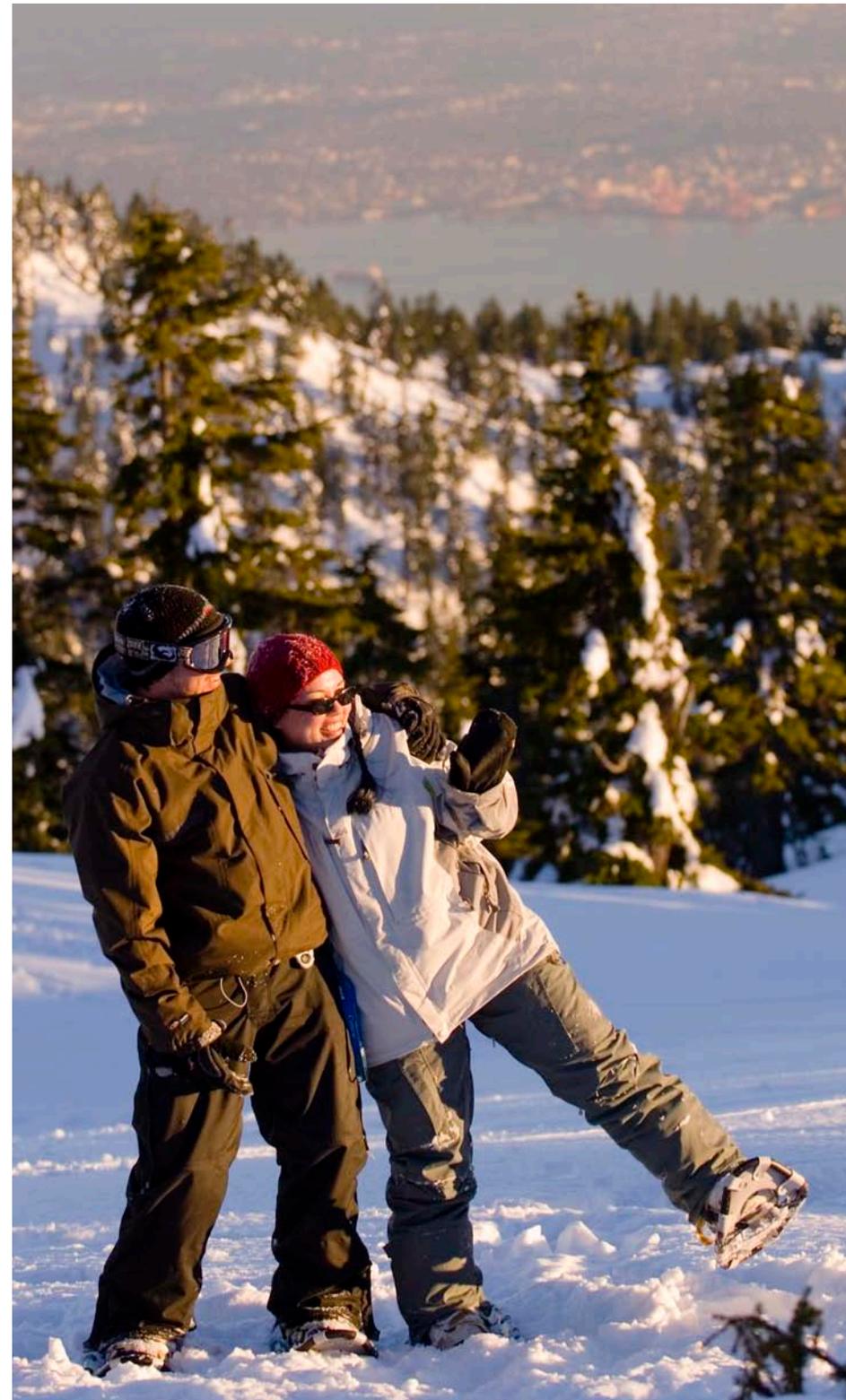
To be a premiere global destination, we need to exceed visitors' expectations in every way. Every time. Whether they're expectations based on pop culture, history, the news, or opinions of friends and family, we must be willing to go the extra mile to make their visit memorable. Every product and service presents an opportunity to provide an unbelievable experience for our visitors.

When visitors ask for directions, do more than just point the way. Lead the way by walking with them. When they ask for recommendations, consider their interests as they consider your opinion. Listen to both verbal and non-verbal cues. It's having the basics to meet expectations then taking it a step further by anticipating and surpassing them. It's the ultimate in customer service and experience. On its own, Vancouver is a solid product, but it's the people on the frontlines—you and your staff—who take it from good to great.

3.2 *Be* **RICHLY UNIQUE AND REWARDING**

Satisfaction guaranteed. Think about what makes an experience worth going through and a destination worth returning to. Often, it's the little touches that surprise and delight, that connect an individual to an encounter, that create a memorable moment or story to share.

Promising superior value is not simply about cost. It's about delighting visitors with what they want, when they want, and even before they realize they want it. An unexpected bonus or emotional value-added can make all the difference. Certain feelings and memories can be recreated, relived by certain sights, sounds, textures, smells, and tastes. Instead of loading visitors with facts and figures, get them involved. Talk to them. Share with them. To build an experience truly worthwhile and unforgettable, we must engage the senses and sentiments of our visitors.



3.3 *Be* **SPECTACULAR**

The water, the mountains, the parks. Vancouver is blessed with an incredibly beautiful natural setting. Our goal is to keep it that way. As a destination, we are striving to grow our convention and tourism industry while reducing our environmental impact.



Be SPECTACULAR (continued)

There are many ways you can work with us to achieve these goals. Through our partnerships, you can offer delegates the opportunity to purchase carbon offset flight credits for their Vancouver meeting or convention, or access information to promote energy conservation within your business.

You can also promote your business' own conservation initiatives. For example, these efforts could be specific to a sector, such as OceanWise, a Vancouver Aquarium Conservation Program for restaurants, or they could include other types of green efforts, such as environmentally responsible printing practices and energy conservation.

All this helps make sure Vancouver is spectacular for decades to come. It's another great way to show visitors how much we care about their experience.

3.4 Be SAFE

Positive visitor experiences equate to positive growth for our travel industry. Because visitors share their positive experiences with a broad audience, this word of mouth can contribute to a more vital tourism industry. However, a traveller's negative experience will also quickly spread to a broad audience and can negatively impact our industry.



3.5 *Be* **WELCOMING**

Vancouver is known as one of the most accessible cities in the world. Most attractions and many recreational sites are accessible to disabled travellers – you’ll want to make sure your business is as well. Consider ramps and automatic doors – do you have them? Are they clearly marked? Are there provisions for people with sight or hearing challenges?

Ensuring your business is accessible to disabled travellers means your business is accessible to more customers and it means you are contributing to Vancouver’s goal to be welcoming to all.

3.6 *Be* **EXCITING**

Vancouver is filled with great occasions that showcase and celebrate our cultural and arts scene. With festivals, sporting events, world-class attractions, arts and culture affairs, outdoor recreation and nightlife, there’s always something happening that you can take part in to add to the excitement and enjoyment of our visitors’ experience.

Supporting cultural initiatives promotes not only Vancouver, but also your profile. Take the time to know what’s going on in the city and find ways in which you can participate. For example, turn Dine Out Vancouver™ Festival into a full evening out with a promotion on tickets to the theatre or a hotel package. Visitors want to bring home experiences that are unique—to the city and to their memories. And with your efforts, we can show the world just how fun and exciting Vancouver can be.





A myriad of entertainment options brings visitors to Vancouver and keeps them coming back for more. Get in on the action.

Honda Celebration of Light

Dine Out Vancouver™ Festival

TD Vancouver International Jazz Festival

Vancouver Film Festival

Chinatown Night Market

Pride Season and Parade

Bard On The Beach

Theatre Under The Stars

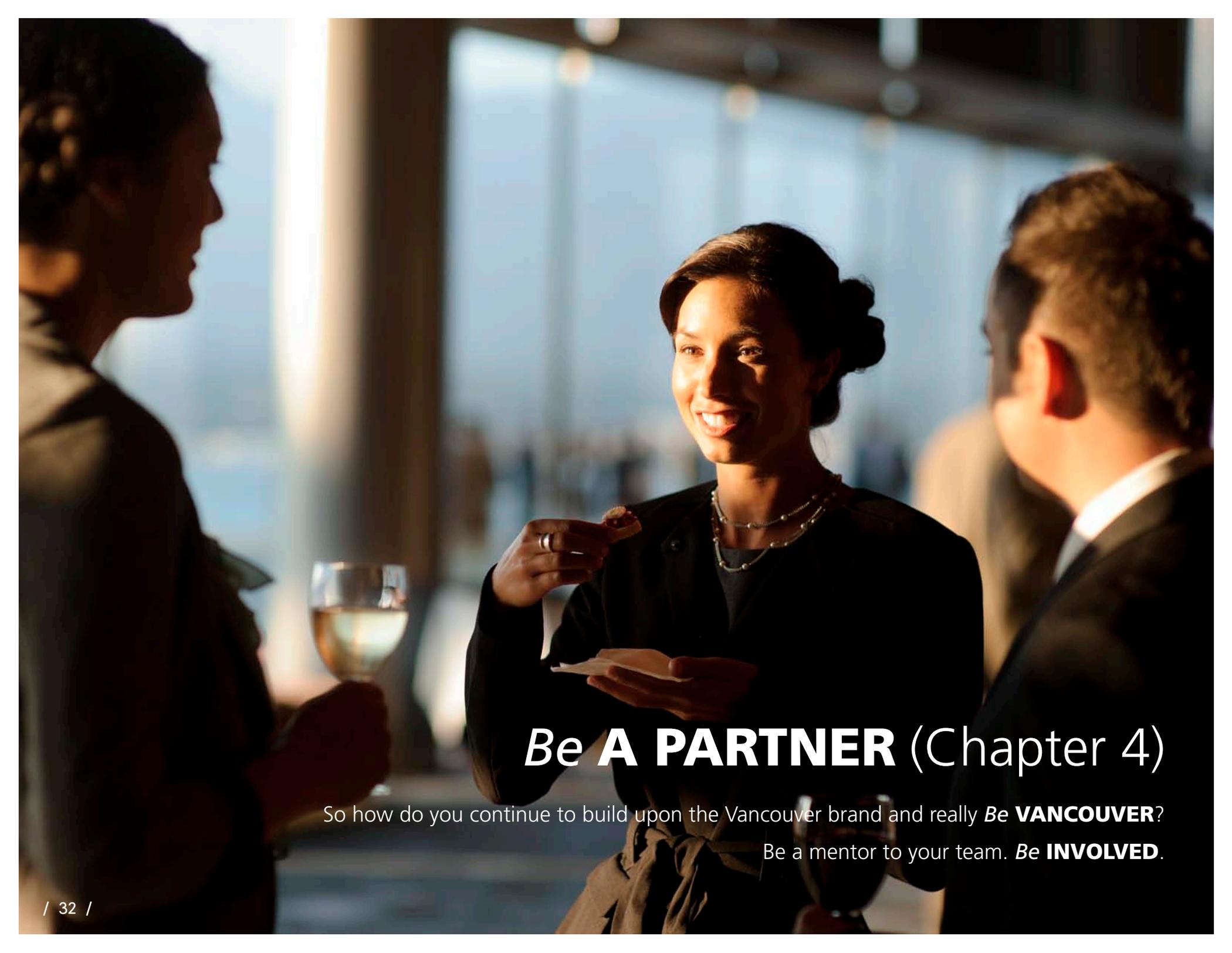
Fringe Festival



3.7 *Be* **INVOLVED**

Embracing these brand attributes gives visitors reason to return and encourage their friends, family, and colleagues to consider Vancouver a premier global destination. New or repeat, more visitors mean more business—an increase in exposure and profitability for all of us. By consistently operating and delivering the BrandPromise at the highest levels, we establish trust and loyalty. A relationship with our visitors. It strengthens their emotional connection to the city and also to you. That's why you need all the essential tools and information to support and advance what your company has to offer as an experience to visitors and to ultimately *Be* **VANCOUVER**.

The more you know, the more you'll grow. For more ideas and details on resources and programs available to you, visit the Members Only section of tourismvancouver.com.



Be **A PARTNER** (Chapter 4)

So how do you continue to build upon the Vancouver brand and really *Be* **VANCOUVER**?

Be a mentor to your team. *Be* **INVOLVED**.

There is a wealth of information and up-to-date resources on Tourism Vancouver's Members Extranet. Throughout the year, Tourism Vancouver holds workshops that can help you further your own brand while at the same time promoting Vancouver as a destination.

Tourism Vancouver's exciting Destination Film is also a valuable resource. Available on DVD or online, it reflects the spirit of the city and can provide your staff with the inspiration they need to *Be* **VANCOUVER**.

4.1 *Be* **VISIBLE**

Use the official Vancouver mark

The stylized Vancouver mark captures the exuberance of the city. Visually dynamic, the mark is easily recognizable to visitors. Because it is such a widely recognized brand, it instills confidence in visitors and lets them know you, and your business, are committed to delivering on the Brand Promise.

You are encouraged to build on the strength of the Vancouver brand by incorporating the official Vancouver mark into your company's communications.



VANCOUVER
SPECTACULAR BY NATURE™

However, please keep in mind that:

The logo itself should never be altered, though it can be used in a variety of applications.

The logo proportions including size and spacing ratios must be maintained.

Only the specified logo colours can be used.

The logo always appears in its entirety, not cropped or running off the edge of a page or frame.

There must be a minimum of 0.25" space around the logo at all times

Whenever possible, the logo should be reversed out to white on any of the colours listed below. If not, it should appear in these colours on a white background.

If these approved colours are not available, use the 100% black logo on white background or the white logo on the black background.

YOU CAN DOWNLOAD LOGOS ON THE MEMBER'S EXTRANET



Be **VISIBLE** (continued)

Four Seasonal Brand Logos

In the spirit of the industry Re-Think process and its findings, Tourism Vancouver has launched four new seasonal brands to help position Vancouver as a year-round destination, anchored by signature annual events occurring each month of the year.

There are certain overarching themes which encapsulate the experiences visitors are seeking at different times of the year, and those things which Vancouver, as a destination, delivers well on.

A family of brand logos has been created to highlight each season consistently using a simple, clean wordmark which identifies the city, the experiential theme (in italics), and the timeline (ie: January – March).

Each seasonal theme is reinforced in its logo through the inclusion of an icon and one of four Vancouver brand colours, specifically assigned to that season. The icons, the colours, and the fonts all mimic Tourism Vancouver's destination brand style, but Tourism Vancouver, as an organization, is not specified, which keeps the logos user-friendly for members to incorporate into their own materials.

The logos are intended to be used in either their vertical (main) or horizontal (optional) versions and must be used in their entirety without deviation. Knocked-out/reversed and black versions may also be made available.

There must be a minimum of 0.25" space around the logo at all times.

YOU CAN DOWNLOAD LOGOS ON THE MEMBER'S EXTRANET



Be **VISIBLE** (continued)

Winter: January - March

Seasonal theme focuses on food and wine and getaway weekend travel.

Example of signature events of focus:

Dine Out Vancouver Festival

Push Festival

Vancouver International Wine Festival.

Valentines and Romance

colour: blue (PMS 306C) (C75 M0 Y7 K0)



VANCOUVER'S
Indulgence
SEASON

January - March

Spring: April – June

This theme focuses on festivals and events which, kick-off in the spring season to celebrate ethnic cultures, music and the arts, and the beauty of the season

Example of signature events of focus:

Cherry Blossom Festival

TD Vancouver International Jazz Festival

Bard on the Beach Shakespeare Festival

Children's Festival

Vaisakhi Festival

HSBC City of Bhangra Festivals

Spring Break and Easter Holidays

colour: green (PMS 376C) (C50 M0 Y100 K0)



VANCOUVER'S

Festival

SEASON

April - June

Summer: July – September

Seasonal theme focuses on celebratory public events, fireworks and fairs.

Example of signature events of focus:

Vancouver Pride Festival

Honda Celebration of Light Fireworks Festival

Pacific National Exhibition

Canada Day and Labour Day

colour: magenta (PMS 214C) (C0 M100 Y15 K4)



VANCOUVER'S
Celebration
SEASON
July - September

Autumn: October – December

Seasonal theme focuses on the launch of programming for various performing arts and sports.

Example of signature events of focus:

The Vancouver Opera

The Vancouver Symphony Orchestra

Arts Club Theatre Company

Vancouver Canucks, NHL Hockey

Halloween Haunts and Holiday Festivities

colour: tangerine (PMS 485C) (C0 M95 Y100 K0)



VANCOUVER'S
Entertainment
SEASON
October - December

4.2 *Be* A LEADER

How do you keep up the momentum with your staff? There are always opportunities for continued training with your staff. Providing education and tools to maximize levels of service, pride, and responsibility within your business. Interactive, practical, and fun, these programs can be the driving force in entrenching “exceed expectations” in the minds of all your staff and inspiring them to perform above and beyond their call of duty.

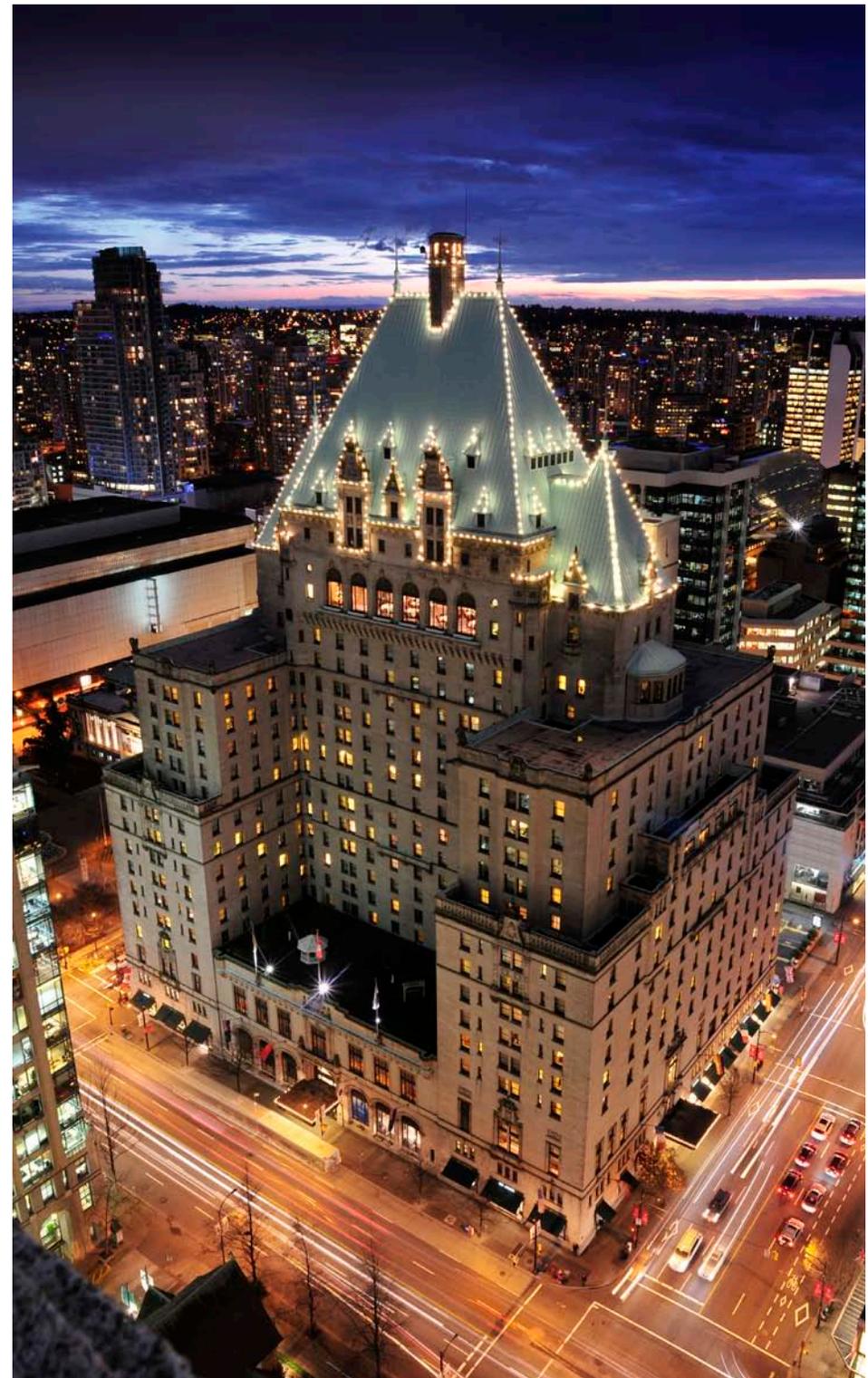
Going beyond what’s expected will make a visitor’s experience that much more memorable. Visitors can easily list off which attractions they visited, but more often than not, it’s the unexpectedly delightful interactions that they will fondly remember and speak enthusiastically about.

Lead by example

Be an example to follow. To encourage your employees to constantly strive to provide quality welcoming service to our visitors and to develop one-on-one relationships with customers, you should be able to do the same.

As a member of Tourism Vancouver, you are the frontline of our city’s brand. But to our visitors, you are much more. You are the city.

To reach our goals, to be ranked as one of the top 10 cities in the world, to be the top Canadian city, to be ranked in the top five on the key brand attributes of safe, exciting and welcoming, we need to *Be* **VANCOUVER.**



4.3 *Be* **IN TOUCH**

For more tips, tools and resources, contact your Tourism Vancouver member services representative.

