



Rebuilding Demand in 2021

February 10, 2021

Candice Gibson

Manager, Marketing

Agenda- Part 2: Rebuilding Demand for Vancouver

(10:45AM – 11:30AM)

- Key Insights informing Tourism Vancouver Marketing plans
- Creative Concept and upcoming Promotional Activities
- How members can align and benefit from upcoming promotions

Presented by:

Candice Gibson, Tourism Vancouver Team Member
Manager, Marketing

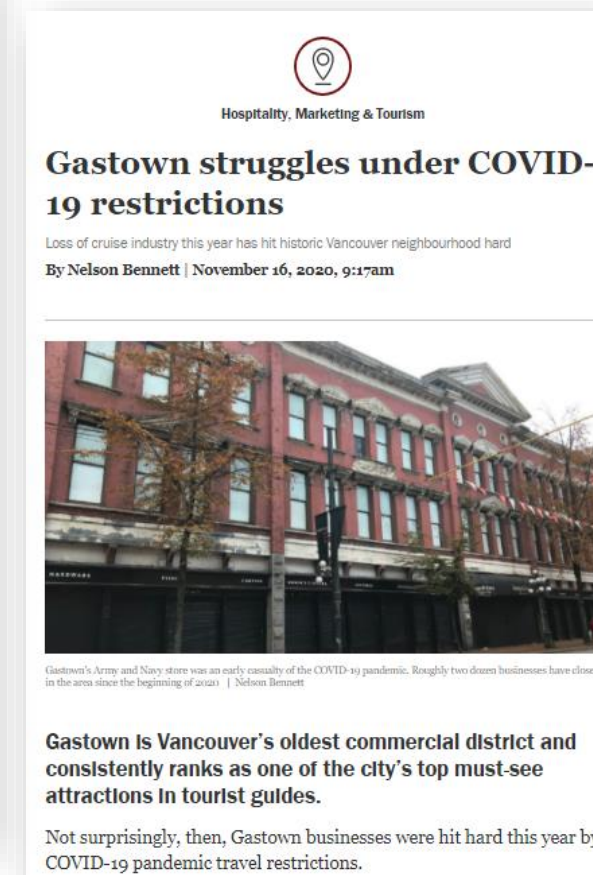




Key Insights

Key Insights for Available Travellers

- 34% are comfortable in visiting indoor attractions
- 17% consider Metro Vancouver as a destination
- 75% only do day trips
- 71% are influenced by what they hear/see in the media



2021	Phase 1 Feb-Mar	Phase 2 Apr-Aug	Phase 3 Sept-Dec
Conditions	HH Bubbles Health Regions	Larger Bubbles Regional Travel Inter Provincial?	Rapid Tests & Vax Domestic Travel Borders Open?
Available Traveller	LOCAL	BC & DOMESTIC	DOMESTIC & INTL
Strategies	Stir Local Pride Inspire Planning Stimulate Engagement Revive Downtown Prime for Summer	Promote Urban Summer Recruit Locals to Invite F&R Motivate Bookings Leverage Air & OTA distribution Prime International Audiences	Reward Repeat Visitors Promote Fall & Holiday Motivate Bookings Leverage Partnerships Travel Trade Campaigns
	Influence Media Narrative & Build Local Sentiment for Welcoming Visitors		



Campaign considerations

VAN
COU
VER

- Compliance with PHO
- Tentative timing
- Alignment with partners
- Simple, emotive and flexible theme
- Destination brand



What we need to do

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Initiate a campaign that will:

- Stimulate the pride of place
- Invite locals to be part of the story
- Promote the importance of supporting local
- Leverage pent-up demand
- Create incentive through offers and specials
- Reinforce the safety of member experiences
- Add vibrancy to downtown
- Reinforce the *optimistic, connecting* and *welcoming* aspects of our destination brand



Creative Concept & Activities

The Theme

- A theme which is simple yet has depth.
- That is emotive and authentic.
- That speaks to a community that celebrates diversity and values connection.
- A theme which connotes gratitude, caring and support.
- A theme which highlights pride of place and is a call to action.

And that theme is....



#LoveVancouver

blue * rub
jewellery

A close-up photograph of a hand holding a small oyster shell over a platter of oysters. A semi-transparent circle is centered over the oysters, and the hashtag #LoveVancouver is overlaid in white text. A blue arrow points up towards the top of the circle, and another blue arrow points down towards the bottom of the circle. The background is slightly blurred, showing a white bowl with a lemon wedge and a glass of water.

#LoveVancouver

A photograph of a museum exhibit featuring a large, light-colored sculpture of a figure with a large head and a small body, positioned on a raised platform. A person in a yellow sweater stands in the background to the left. The scene is lit with warm, ambient light. A large, semi-transparent grey circle is centered over the image, with an orange arrow pointing up from the top and an orange arrow pointing down from the bottom. The text "#LoveVancouver" is overlaid in white, bold, sans-serif font across the center of the circle.

#LoveVancouver

A person is walking across a suspension bridge that spans a deep, forested valley. The bridge has a wooden deck and metal railings. Below the bridge, a river flows through the dense green forest. In the background, there are more trees and a mountain peak partially covered in mist. The scene is captured from an elevated perspective, looking down at the bridge and the valley.

#LoveVancouver



#LoveVancouver

A nighttime photograph of a cityscape in Vancouver. The central focus is a tall, curved skyscraper with a grid of windows, many of which are illuminated from within, creating a warm glow against the dark sky. To the left, another building with a distinctive dome is visible. In the background, the city lights and a harbor with a brightly lit pier and boats are visible. The overall scene is a vibrant urban night scene.

#Love, Vancouver

The Love Letter (Print & digital)

Full page print:

- *Vancouver Sun & Province*

Digital:

- A social media campaign will launch the letter in digital form with links to the /love landing page and the hashtag #LoveVancouver

Incentive:

- Random prize draws will encourage participation.





Resident Poll

We need your input

Letter #1

To the People who Love Vancouver

An Open Letter to the People who #LoveVancouver

Over the past year of difficult, uncertain days, one thing we could always count on was each other -- with each of us doing our part to stay home when we could, staying distant when we couldn't, and always staying connected with our friends, family and community – even if only virtually.

From every café and restaurant working diligently to meet ever-changing health guidelines, to loyal patrons holding in lines outside shops and beloved Vancouver activities, our shared, unwavering love for our city kept us going, and most importantly, kept us safe.

We've all been working hard at this for over a year....we just need to hang in there. There's much to look forward to and in the meantime, there are many ways you can show your love to your city.

An Open Letter to the People who #LoveVancouver

- For starters, get out with your household bubble and support businesses in your neighbourhood.*
- Share your favourite local food, fun, memories and more on social and tag #LoveVancouver for a chance to win some very “Vancouver” prizes.*
- Visit www.tourismvancouver.com/love to find inspiration for all the amazing experiences you can still enjoy safely.*
- Most importantly, pre-plan or pre-book your summer vacation or fall getaway in our beautiful city this year. It's a unique opportunity to re-discover Vancouver like the proud local that you are, but with the wonder of a first-time visitor.*

An Open Letter to the People who #LoveVancouver

The table is set at your favourite restaurant. Your reservation awaits for your personal tour or attraction experience. Our hotels are preparing a beautiful room for the vacation you have more than earned. We are switching the sign in every window to read: Come In, We're Open. And, when the time is right, Vancouver is waiting for you...

Thank you to everyone for staying vigilant, for wearing your mask and always remembering to be kind, be calm and be safe. We hope you continue to show your support to keep our community vibrant. We can't wait to see you again.

Love,
Vancouver



Letter #2

You are Here

You are Here



You are here.

Three little words.

A dot on a map.

Or, if you look a little closer, breathe a little deeper, a reminder.

You are here.

Here, where the ocean and the mountains meet like old friends.

Here, where no amount of rain can stop walkers from walking or runners from running.

Here, where no matter what's going on in the world, a 9pm cannon will remind you you're home.

Here is a place known for its natural wonders, its breathtaking beauty, but made special because, well, you are here.

You are Here



*It's you who stitches the diverse fabric of this green blanket together.
You who breathes character into every café and corner store that defines our
neighbourhoods.
You who keeps the pulse of this city beating and beating.*

*And though it beats a little softer right now, waiting like everyone else, summer is coming to
the city.
And so are you.*

*You'll travel the world in Vancouver... from restaurant to restaurant.
You'll meet up with friends and maybe meet new ones.*

You are Here



*You'll buy and try local and support your neighbours.
You'll open new doors and keep old ones from closing.*

*Because if this place is home, you are its heart.
Our dot on the map.*

*All because **you are here.***

Love,
Vancouver





Make your Selection

Webinar poll

The Invite to the Neighbours

What do YOU love most about your city?

- Call-out to residents via the print letter, paid social, earned media and video
- Share their love of Vancouver hotels, restaurants, attractions, spas, beaches and other activities.
- Submit photos, video testimonials, or written posts
- Contest will provide the incentive to share
- UGC will become part of the campaign content.



The Love Letter (in narrated video)

Weaves together
different voices
reading the love letter,
including friends from
our Member business,
Community leaders
and Local VIPs



The Bubble – Activation piece

- A collection living pop-up sculptures
- World-class dancers and musicians.
- A supportive campaign element to re-animate the core
- A set of physical anchors itineraries.
- Celebrates our diversity with multicultural themes
- Dovetails well with other BIA activities and promotions



The Storytelling - Broadcast

Phase 1:



- “31 Days of Love”
- In-show mentions
- 15 and 30 second promos
- Static ads and promotion across digital



Phase 2:

- Weekend contests
- In-show mentions
- In-studio interview
- 15 and 30 second promos
- Features *Our Community & Travel Best Bets*



The Storytelling– (Broadcast & PR)

Phase 1 &2

- frequency of messaging
- Produced spots and PSA
- In Studio with Simi Sara



Earned Media

- Leveraging unpaid print, broadcast & online media with timed press releases.
- Influencer strategy



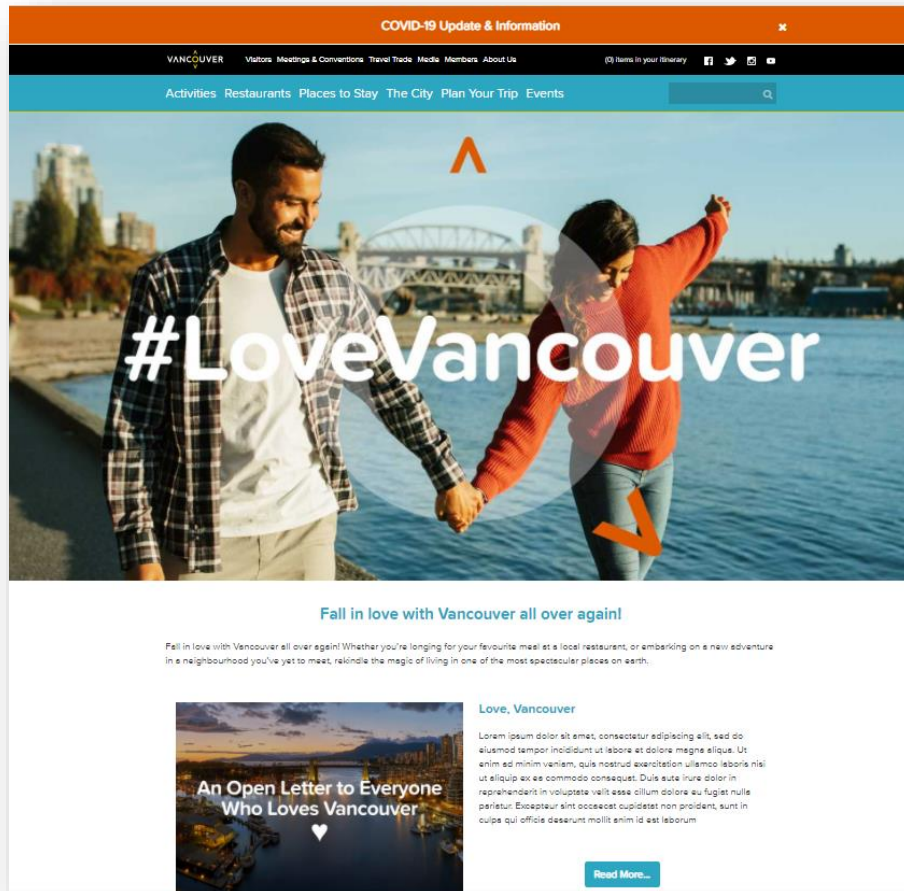
The Storytelling (digital and social)

- Custom content and creative
- User Generated Content
- Long-form and blog series (Neighbourhoods & Attractions)
- Strategic targeting

Channels & Tools

Google Display & Search	Data Hub Audience
YouTube Pre-Roll	Publishing partners & Influencer
Facebook & IG stories & takeovers	Electronic Mail
Re-targeting	TVan/member channels (toolkit)

The Central Point (microsite/landing pages)



Tiles & Subpages:

Love Letter and video

Attractions & Activities

Vancouver specials & offers

Arts and exhibits on now

Love bubbles

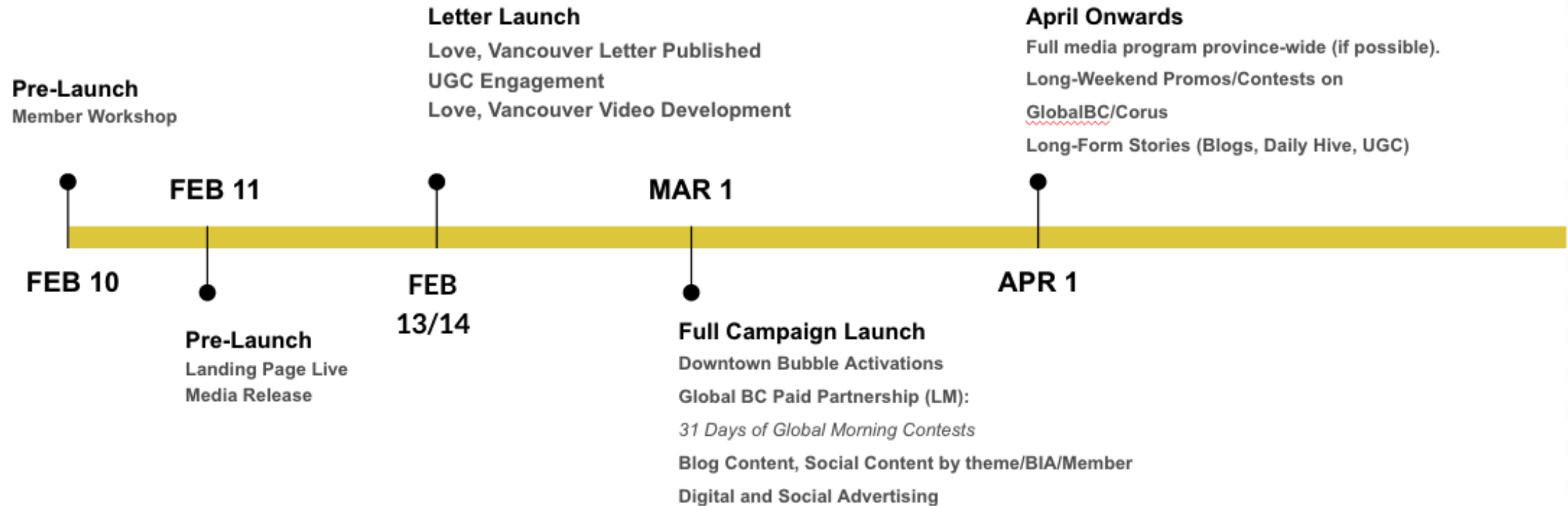
Your hotel room awaits

Your chance to win

Instagram feed

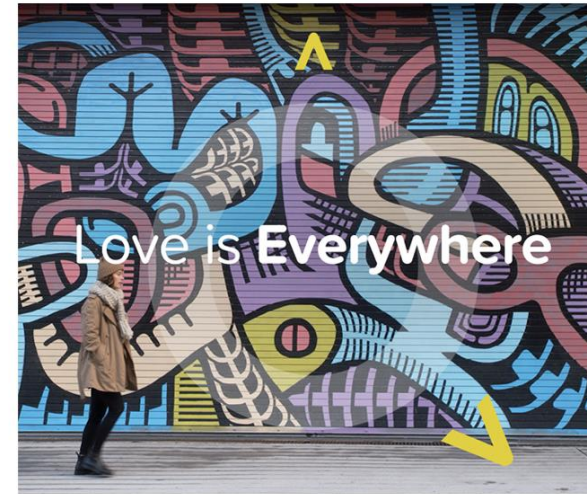
Neighbourhood Love

Proposed Timeline

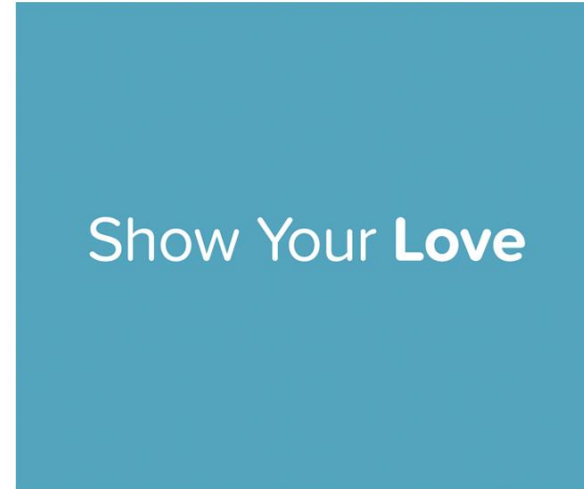
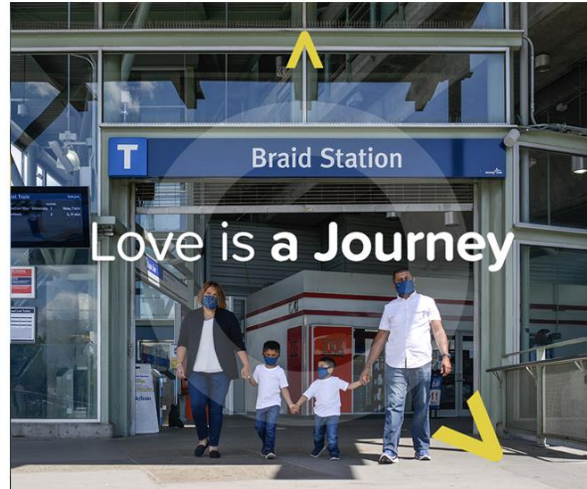


Sample Display ads

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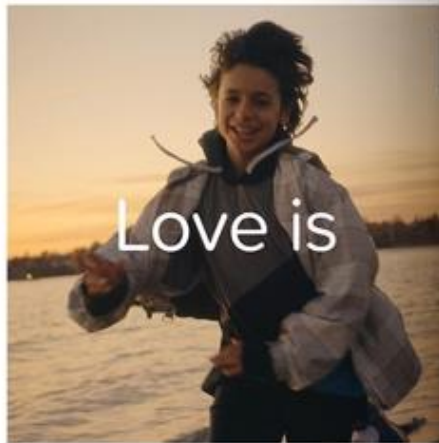


Sample Display ads



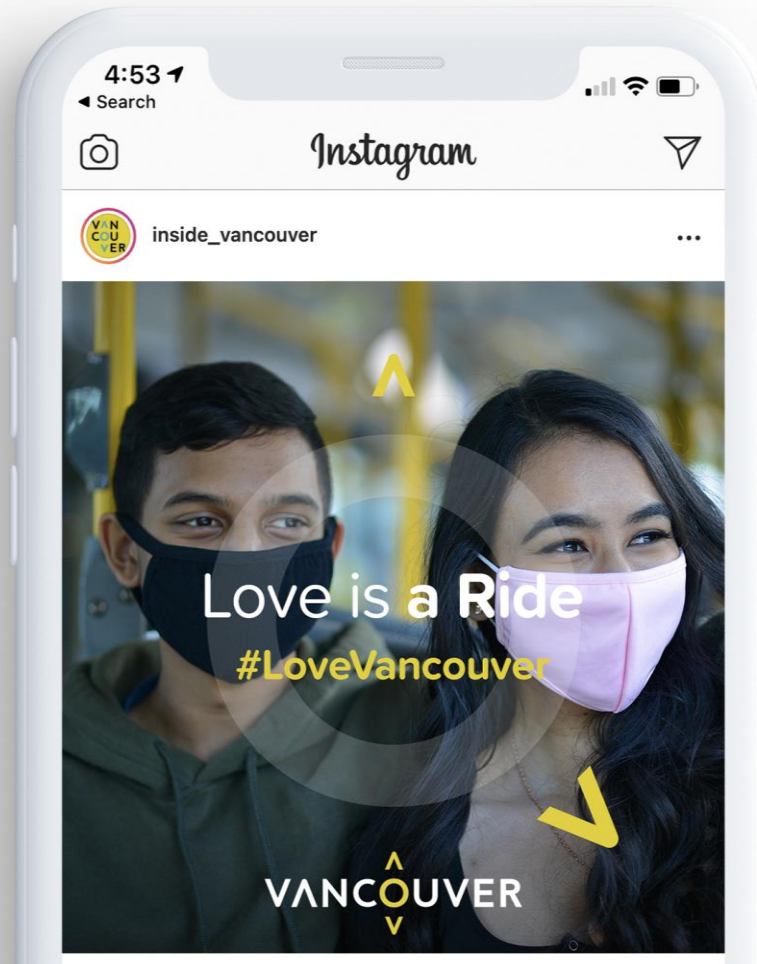
Carousel Social Ad

VAN
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Static Social Ad

VAN
COU
VER



Alt. Version

VAN
COU
VER



Show Your Love

#LoveVancouver

VAN
COU
VER



Language Version

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Can be adapted for when we re-enter the long-haul domestic market and when we are ready to invite the world again.

Measuring Success



Business Sprint	Related Metrics
Rebuild Demand: <i>Create Campaigns that Drive Leisure visitation & spend</i> <ul style="list-style-type: none">• Drive referrals to members & industry• Drive visitation via campaigns & hotel promotions	Pageviews
	Off-Site Referrals
	Hotel Widget Referrals

Other Indicators

Additional Campaign Measures	
CTR	Engagement & Video views
CPC	Opt ins
Landing pageviews	Member satisfaction
Time on site	Other KPIs
Bounce rate	Hotel Occupancy
On page click conversion rate	ADR
Industry referrals	RevPar
Attributable sales	MRDT
Earned media value	Visitor Volume



Partners

- BIAs – Love Your City
- Vancouver Attractions Group
- VHDA Hotels
- City of Vancouver
- Members
- Destination BC
- Destination Canada
- Translink
- Patio



#LoveVancouver

Summary

VAN
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- An emotive campaign to engage locals and drive demand
- Flexible concept to roll out in phases over full year
- Aligns with and promotes partners, member & offers
- High visibility multimedia promotion
- New activations and itins to support downtown



More to come...

- Expanded market area
- New tactics
- Community engagement initiative
- New videos
- Partnered promotions
- Periodic webinars & updates

How to support & participate

- Share the letter with your audiences
- Share what YOU love most about Vancouver on your FB or IG and tag #LoveVancouver
- Amplify #LoveVancouver through all your channels
- Send us your content & imagery
- Create and send us your specials & offers (watch for e-news)
- Advise about your upcoming campaigns & promotions
- Ask how your campaigns might align with #LoveVancouver
- Use the toolkit (watch for e-news)
- Donate Prizing



Q&A

Candice Gibson, Manager, Marketing
E-mail: cgibson@tourismvancouver.com



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Thank You

- Presentation will be available online: www.tourismvancouver.com/members
Covid-19 Member Resources Page
- Webinar Evaluation - Check your Inbox later today!