

PROVINCE-WIDE FWC26 TOURISM STRATEGY

GOALS



Awareness/Visitation

Tourism promotion in key markets with future growth potential for Vancouver, BC and Canada.



Seasonal and Geographic Growth

Destination promotion across more seasons/geographies. Develop British Columbia's products and visitation to enhance the quality of the visitors' experience.



Engagement and Inclusion

Community-level participation, benefits and opportunities for All Peoples in BC.

PRINCIPLES

GUIDING PRINCIPLES: COLLABORATION AS ONE TEAM STRENGTHENS OUTCOMES FOR ALL

First Nations, Inuit, and Métis' perspectives are integrated into the planning and execution of relevant consortium activities.

The diverse cultures of British Columbia are celebrated in every aspect of our work.

The geographical richness of BC is reflected in marketing activities.

Regenerative and responsible tourism is a priority in all our activities.

OBJECTIVES

1. Tournament Leverage Objectives

Stage a high quality event that maximizes impacts across British Columbia.

2. Future Legacy Objective

Build future demand through destination exposure as a result of the focus on the host city as a result of the FWC26 tournament.

Outcomes

- Projected revenues achieved
- Positive impacts across the province

- Increased future demand potential for British Columbia in the form of awareness and consideration in identified markets

Strategic Pillars & Working Groups

1. TOURNAMENT IMPACTS

- 1.1 Stage a high quality and impactful visitor experience.
- 1.2 Stimulate regional travel by tournament visitors.
- 1.3 Extend the energy and excitement of the games to BC communities.
- 1.4 Identify risks and engage mitigation efforts when falling within the consortium's mandate and capacity.

2. MARKETING PROMOTION

- 2.1 Establish a unified approach to branding and communication.
- 2.2 Incorporate FWC26 messaging, leveraging FIFA IP, in consumer marketing in the lead-up to the event.
- 2.3 Leverage sponsors and other FIFA/soccer-related organizations where opportunities exist.
- 2.4 Invest in building demand through paid and owned channels.

3. MEDIA RELATIONS

- 3.1 Leverage host city status to gain earned media coverage before the tournament.
- 3.2 Host key influencers and partner with ambassadors during the event.
- 3.3 Influence broadcasters and tournament media to inject a key Vancouver/BC message.
- 3.4 Provide travel media services to media and influencers.
- 3.5 Elevate a number of tournament related activities to stories relevant to media.

5. RESEARCH AND MEASUREMENT

- 5.1 Measure the direct impact of the FWC26 tournament.
- 5.2 Measure increased demand for BC in selected markets and/or consumer profiles.

4. COMMUNICATIONS & COLLABORATION

- 4.1 Inform and strategically engage stakeholders enabling them to capitalize on opportunities and strengthening consortium activities.

