Tourism Planning & Community Quality of Place

Paul Vallee

Follow this and additional works at: https://scholarworks.umass.edu/ttra

https://scholarworks.umass.edu/ttra/2014marketing/Proceedings/21

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.
Thinking Ahead for Destinations

MOF Atlanta 21.10.14
Vancouver
Downtown: Proposed.
Downtown: Actual.
Cities are working to transform themselves
How can tourism make sure it plays a role?
Competition = 10,000+ destinations in the world
A Strategic Roadmap for the NEXT Generation of Global Destination Marketing
Opportunities

#1: Broadcast to Engagement
Dealing with the New Marketplace

#2: Destination Manager
Building & Protecting the Destination Brand

#3: Collaboration & Partnerships
Evolving the DMO Business Model
DMO Scenarios
What next?
Alignment on strategic direction.

desired outcome
desired outcome

Improved destination performance.
Rethink Actions

Tourism Alliance

DMO/Hotel Coalition
Rethink Actions

Destination Development

Tourism Master Plan
CATHEDRAL THINKING
Video: Rick Antonson on Cathedral Thinking
To provide a **POLICY AND PLANNING FRAMEWORK** so tourism grows in a manner that is able to meet the future needs of residents, visitors, investors and industry.
Engagement

- Surveyed 2,100+ Vancouverites
  - 50% from industry, 50% local residents
- Received more than 11,000 comments
- Conducted 180+ stakeholder interviews
- Held 2 Open Houses
- Reviewed more than 400 studies, reports & articles

[Video: Overview of Master Plan]
Initiate a PRODUCT DEVELOPMENT STRATEGY to support existing attractions and create original new tourism concepts and experiences.
Establish a DEDICATED EVENTS ORGANIZATION to lead, organize and manage citywide efforts in delivering year-round events.
Undertake a comprehensive VISITOR EXPERIENCE ASSESSMENT to identify ways to improve Vancouver as a place to visit.
Create a

NEIGHBORHOOD MARKETING COUNCIL

with business improvement areas
to promote Vancouver’s diversity.
The partners should articulate, plan and champion significant, responsible development opportunities for new tourism infrastructure.
Transportation

Incorporate the TRANSPORTATION NEEDS OF VISITORS into Vancouver’s public and private system.
Advocacy & Public Affairs

Align

ADVOCACY INTERESTS

of the partners

for the benefit of visitors and residents.