

## **MARKETING COPY GEARED TOWARDS DELEGATES**

### **VANCOUVER**

Cradled amid skyscraping mountains and sparkling ocean, scenic Vancouver is one of the world's premier meeting and convention destinations. World-renowned cuisine, luxury hotels and unique venues – including the two time winner of “World's Best Convention Centre” – all add up to an unforgettable conference experience. Visitors experience a modern, cosmopolitan city that blends culture and landscape.

With so much to experience in Vancouver, you will be well-entertained during your conference off time. Galleries and public exhibits for art enthusiasts, historical sites and districts for history buffs, and scenic hiking trails and botanical gardens for nature lovers are just a small sampling of the city's diverse attractions.

### **CAN'T-MISS VANCOUVER EXPERIENCES**

Vancouver is bursting with iconic experiences that characterize this multifaceted city. Any of these must-sees will kick-start your Vancouver sightseeing – and you're sure to stumble upon plenty of other Vancouver treasures along the way.

### **STROLL THE SEAWALL**

Stretching 22 kilometres (13.7 miles) from Coal Harbour to Kitsilano Beach – wrapping around Stanley Park along the way – the seawall that borders Vancouver's coastline is the most popular recreational spot in the city. The perfect fresh-air activity between sessions, you can walk or rent a bike to tour a portion of the route starting right at the Vancouver Convention Centre.

### **EXPLORE GRANVILLE ISLAND**

A charming public market overflowing with fresh produce, breads, seafood and a bounty of other goods is reason enough to visit Granville Island Public Market, not to mention exploring the narrow lanes of the island to check out its unique shops and photo-worthy views of downtown across False Creek.

### **HAVE A PEAK EXPERIENCE**

Grouse Mountain's Skyride delivers riders to remarkable views and a huge range of on-mountain experiences: outdoor skating, snowshoeing, skiing and snowboarding in winter, and hiking, ziplining and more in summer.

### **TRAVERSE THE TREETOPS**

Adventurers can make their way across the swaying Capilano Suspension Bridge that stretches 137 metres (450 feet) across the canyon and the Capilano River 70 metres (230 feet) below, plus explore the Cliffwalk feature, a series of suspended walkways jutting out from the granite cliff face above Capilano River.

### **TAKE FLIGHT**

One of the best ways to see coastal Vancouver's most breathtaking sights is on a scenic flightseeing adventure by floatplane with Harbour Air, Westcoast Air, Seair Seaplanes, Helijet or Whistler Air. Alternatively, Vancouver's newest big attraction, FlyOver Canada, offers a coast-to-coast virtual aerial tour and an immersive experience for all five senses!

### **MEET THE CREATURES**

The Vancouver Aquarium is home to more than 70,000 fascinating creatures from the Arctic to the Amazon – the daily beluga whale, dolphin and sea otter shows are a must-see!

### **VANCOUVER AT NIGHT**

The late-night scene in Vancouver is a thriving mix of lounges, laid-back pubs and energetic music venues. Some of the trendiest lounges are found in many of the downtown hotels. Live music is never hard to find in Vancouver. Local bands and international touring acts set up regularly in the clubs and venues around town.

### **SET SAIL**

A tour aboard Harbour Cruises, Vancouver's leading boat sightseeing company, offers unparalleled views of Vancouver; it's a delightful way to experience the city – by day or night.

### **LEARN SOMETHING NEW**

At Science World, the wonders of science are illuminated with popular hands-on interactive displays, jaw-dropping science demonstrations on Centre Stage, immersive films in the domed OMNI MAX® Theatre and awesome shows in the Science Theatre.

### **KEEP AN EYE ON THE BALL**

From views of the city to grand vistas of Georgia Strait and the Coast Mountains, nearly all of Vancouver's dozens of top-notch golf courses are framed by majestic scenery.

### **ADMIRE FIRST NATIONS ART**

One of the best places to see the artwork of B.C.'s native residents is the University of British Columbia Museum of Anthropology, with its collection of approximately 6,000 objects from B.C.'s First Nations. The Coastal Peoples Fine Arts Galleries in Yaletown and Gastown showcase contemporary master carvings, basketry, glasswork, jewelry and more. Also well worth a visit are the Bill Reid Gallery of Northwest Coast Art and the Inuit Gallery of Vancouver.

### **NEIGHBOURHOODS**

Exploring the city is a lot easier when you're familiar with the city's diverse neighbourhoods. Here are the highlights of Vancouver's most popular areas for sightseeing and shopping.

#### **ROBSON STREET**

Robson is Vancouver's leading shopping and strolling thoroughfare – where high-fashion boutiques intermix with music stores, beauty shops and bookstores. Your attendees can recharge at a coffee shop or enjoy a more leisurely stop at one of the restaurants or bars.

#### **GRANVILLE STREET**

Cutting right through downtown is Vancouver's main entertainment district, featuring bustling shops during the day and happening clubs and bars at night. Send your attendees to the Pacific Centre Mall or to the youthful shops dotting the blocks between Robson and Drake streets for the latest fashions, club gear, music and comic books.

#### **COMMERCIAL DRIVE**

Generations of immigrants and an artistic counterculture scene have made “The Drive” one of the most diverse areas in Vancouver. Your vegetarian and foodie attendees will appreciate the vegetarian and ethnic restaurants, and everyone will enjoy the European-style cafes and alternative shops.

### **KITSILANO**

Bordered to the north by two popular beaches, “Kits” is an artsy upmarket neighbourhood on the West Side, full of yoga studios, independent bookstores, organic coffee shops and natural grocery stores. Kitsilano is also home to the H.R. MacMillan Space Centre, Vancouver Maritime Museum and Museum of Vancouver.

### **MOUNT PLEASANT**

A trendy neighbourhood for living and dining, chockablock with boutique stores specializing in antiques, furniture and vintage clothing, artist lofts and galleries, and plenty of restaurants. The activity spans from Broadway to 33rd Avenue, but there is much to be found off the beaten path.

### **YALETOWN**

Home-goods stores, art galleries and high-end apparel shops occupy the stalwart former warehouses; in the smaller spots, cosy boutiques sell everything from First nations art to custom diamond bracelets. Charming restaurants and chic nightspots add to the energy.

### **GASTOWN**

Glimpses of Vancouver’s origins are preserved in the Victorian buildings and cobblestone streets of this once-bawdy frontier post. Today, it’s an official historic area with antique streetlamps, shops and bars, and the famous two-tonne Gastown Steam Clock.

### **CHINATOWN**

The first wave of Chinese immigrants arrived in Vancouver in the 1800s to build railroads. Today, the city has Canada’s largest Chinese population and a thriving Chinatown, full of authentic restaurants, shopping, leisure and culture. During summer evenings, shoppers browse the goods and taste the food in the stalls lining the streets of the Chinatown Night Market.

### **WEST END**

“Young, hip and happening” aptly describes this urban neighbourhood. English Bay Beach is a popular sunbathing and sunset-watching spot, and Denman and Robson streets attract shoppers and diners.

### **DAVIE VILLAGE**

Rainbow flags hang from utility posts in this lively West End neighbourhood. Famous for its thriving gay and lesbian community, Davie Village is also home to cool bookstores and thumping nightclubs.

### **GRANVILLE ISLAND**

A pedestrian-friendly picturesque peninsula awaits your attendees, just across the bridge. Street musicians, aromatic delicacies and artists’ studios are set against an amazing cityscape backdrop. Visitors enjoy shops, bookstores and the sprawling Public Market, featuring fresh food and produce and colourful crafts from local artisans.

### **SOUTH GRANVILLE**

Just south of downtown is a pedestrian-friendly mix of coffee shops, art galleries, boutique clothing stores and interior design shops – an eclectic shopping experience that offers visitors plenty of places to pick up the perfect Vancouver souvenir.

#### **PRE & POST TRAVEL**

Click [here](#) to read the Pre and Post Travel suggestions on page 136-138 of the Vancouver Meeting Professionals' Guide

#### **USEFUL LINKS**

Vancouver Media Kit: <http://www.tourismvancouver.com/media/media-kit/>

Tourism Vancouver Official Visitor Guide: <http://digital.canadawide.com/i/134491>

Visit Vancouver iPad app: <http://www.tourismvancouver.com/app/>

Awards: <http://www.tourismvancouver.com/media/media-kit/background/honouring-vancouver/>

M&C Related Vancouver Videos: <http://www.tourismvancouver.com/meetings/mc-videos/>

Calendar of Events: <http://www.tourismvancouver.com/do/calendar-events/>

Maps: <http://www.tourismvancouver.com/vancouver/travel-tips-tools/vancouver-maps/>

Show Your Badge Program:

[http://www.tourismvancouver.com/includes/content/images/media/docs/show\\_your\\_badge3.pdf](http://www.tourismvancouver.com/includes/content/images/media/docs/show_your_badge3.pdf)