

Celebration & Tourism

INTRODUCTION

Vancouver offers countless public events, celebrations and tourism opportunities to residents and visitors alike.

From sport hosting, cultural events, public art, urban re-wilding and education opportunities to ceremonies, performances and festivals that honour and celebrate Vancouver's past and present, parks and recreation play a vital role in the lives of Vancouverites.

The Vancouver Board of Parks and Recreation is developing Vancouver's Playbook, a new master plan to guide the delivery of vibrant parks and recreation for the next 25 years. Vancouver's Playbook will explore how parks and recreation celebrations and tourism activities can continue to enliven and enhance people's ability to live, work and play.

BACKGROUND

Today, Vancouver is home to more than 630,000 residents who share their city with 10 million tourists each year.

Vancouver is within the traditional territory of the Musqueam, Squamish and Tsleil-Waututh First Nations, with thriving communities with unique cultures, who still live here today. Vancouver is also a city of immigrants with many people born outside of Vancouver and Canada.

Vancouver is surrounded by landscapes and unparalleled recreation opportunities, including skiing less than 15km from the city centre, canoeing with indigenous tour leaders, and sunset gazing at a waterfront beach. Vancouver's park and recreation system fits into a larger network of tourism activities that draw residents and visitors to countless cultural, recreational and sporting destinations. These activities are the life of the city, rousing people to connect to health, sports, entertainment and artistic endeavors.



In British Columbia, sports and culture tourism grew by 4.4% of gross domestic product (GDP) between 2013 and 2014.

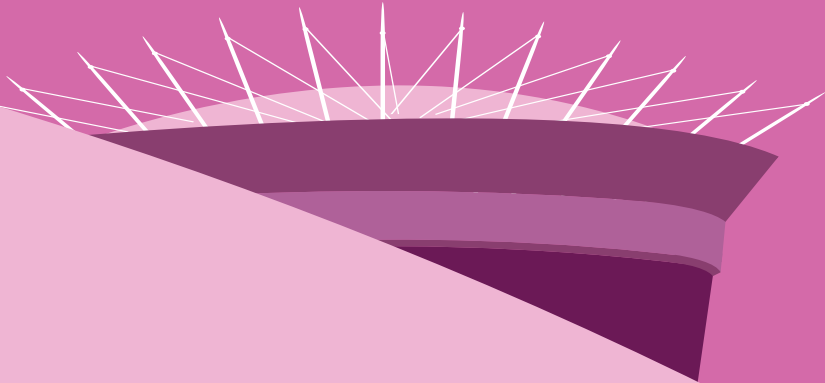




YVR IS THE
#1
 NORTH AMERICAN
 AIRPORT

2010
 WINTER OLYMPICS
 HOST CITY

THE 2010 WINTER OLYMPICS AND PARALYMPIC GAMES WERE AN INTERNATIONAL SUCCESS STORY OF SPORTS HOSTING AND SPURRED INVALUABLE INFRASTRUCTURE IMPROVEMENTS.



VANCOUVER RANKS HIGHER THAN ANY OTHER NORTH AMERICAN CITY ON WALKSCORE.COM

WHICH IS JUST ONE REASON IT WAS VOTED THE

93
 WALKSCORE

85
 TRANSIT SCORE

91
 BIKE SCORE

#3
 MOST LIVABLE CITY IN THE WORLD



STANLEY PARK IS A WHOPPING
 405
 HECTARES

#1
 PARK IN THE WORLD, 2013



TOP
 10
 BEST BEACH CITIES IN THE WORLD



Van
 Play

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Vancouver's events and tourism history is studded with diamonds; notable moments include:

- The spectacular 22-hectare **VanDusen Botanical Garden** opened in 1975, bringing an international tour of floral brilliance to the heart of Vancouver. It's award-winning and LEED Platinum certified visitor center added an educational, tourist and event draw to the site in 2011.
- The Park Board has hired the **first full-time staff archaeologist employed by a municipal government** in Canada who will be a key resource to the Park Board's on-going relationships with the Musqueam, Squamish and Tsleil-Waututh First Nations on a master plan for Stanley Park. This fantastic resource will inform and enhance our ability to celebrate our rich and vibrant indigenous cultures.
- The crystal-like triodetic dome overlooking Vancouver at the **Bloedel Conservatory** has showcased a rich array of exotic plants and birds to delight the community and visitors since opening in 1969.



- Post-World War II, the parks and recreation system saw a major boom in park acquisitions and the **building of community centres in all 22 Vancouver neighborhoods**. These centres offer a suite of services that enliven the social, cultural and recreational lives of communities.
- The **2010 Winter Olympics and Paralympic Games** were an international success story of sports hosting. The Games built a relationship with host First Nations and spurred invaluable infrastructure improvements. As an example, the Olympic legacy of Hillcrest Centre is the Park Board's largest aquatics facility and it houses a regulation-sized hockey rink, a curling facility and two new public art installations.
- The 2012 **re-opening of the Yaletown Roundhouse Turntable Plaza** and adjacent community centre created a venue for a variety of live performances, festivals, and community events, like the Winter Solstice Lantern Festival in both black box theatre and exhibition halls.

The tourism and cultural industries in greater Vancouver area employ close to 80,000 individuals.



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CHALLENGES

- **Cost of world-class parks:** The city's finite land mass limits expansion, meaning much of the invigoration of parks and public spaces must occur within the current park network.
- **Cost of travel:** The cost of air travel and border control impact the desirability of travel to Vancouver, as well as regional competition from Seattle and San Francisco. However, the decline of the Canadian dollar and recovery of the U.S. economy makes visiting the country more attractive to American tourists.
- **Inadequate facilities:** There is a need to add and / or improve facilities to meet requirements for sports hosting. In many cases, space is limited at older community centres built during the post-WWII building expansion.
- **Investing in the community:** Balancing the needs of international tourists with the needs of local and neighborhood residents is an ongoing challenge.

OPPORTUNITIES

- **Large redevelopment projects:** The transformation of the Arbutus Corridor, a decommissioned rail corridor through West Vancouver, will act as a connective ribbon for residents and visitors alike. The redevelopment of Northeast False Creek will transform the area into an entertainment and tourism district.
- **Novel recreation opportunities and iconic destinations:** Vancouver's park network will include novel recreation and placemaking ideas to encourage further participation in events, culture, sports and adventure. Promote iconic and beautiful destinations, such as VanDusen Botanical Garden and Bloedel Conservatory, by leveraging the attention gained through LEED certification, and marketing these uniquely Vancouver experiences.
- **Celebration of local culture:** Over 5 million spectators attended arts and cultural performances or events in Vancouver in 2013. Promote cultural and recreation resources ranging from performing arts and pottery classes. Promote local character to provide "unique touchstone connections."



Growing middle classes in emerging countries, such as Brazil, Mexico, China and India, are changing the visitor diversity in Vancouver.



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OPPORTUNITIES CONT.

- **Promotion of art:** Vancouver has the highest concentration of artists per capita in Canada. Public art ranges from environmental art like the EarthHand Gleaners Society garden at Trillium Park North, to murals from talented artists like Jerry Whitehead that adorn the parks and community centres inside and out.
- **Celebration of First Nations:** New relationships with the Musqueam, Squamish and Tsilhq'wan people provide new opportunities to showcase and celebrate their rich and vibrant cultures and comprehensive ecological knowledge.
- **Sports hosting venues:** A 2011 study estimated sport tourism travel generates \$7.68 billion in visitor spending globally. Explore local, regional, national and international opportunities for sports hosting, including the Vancouver Field Sport Federation, Dragon Zone Paddling Club and Vancouver Curling Club. Support the rise of health and wellness tourism, including destination events such as the Vancouver Marathon, GranFondo and SeaWheeze.

RELATED INITIATIVES

- Vancouver Tourism Master Plan – 2013
- Arts Policy – 2003
- Vancouver Field Sport Federation Capital Improvement Priorities – 2010
- Cultural Facilities Key Gap Update – 2008
- Regional Context Statement Official Development Plan
- Healthy City Strategy – 2014
- Downtown Places and Spaces – ongoing
- Plaza Stewardship Strategy – ongoing
- Culture Plan for Vancouver – ongoing
- City of Reconciliation Framework – 2014
- Park Board 11 Reconciliation Strategies – 2016



Email the team at vanplay@vancouver.ca with questions or comments.

