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**To:** "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>  
**Date:** 2/20/2017 10:55:46 AM  
**Subject:** Tourism Vancouver Brand Survey

Good morning Mayor and Councillors,

In follow up to our meeting last week with Tourism Vancouver, I am forwarding the attached survey invitation to contribute to the destination brand development initiative that Ty referenced in his comments.

Best,  
Paul

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Please find attached a link to the brand survey that is being undertaken in metro Vancouver as well as in a number of international markets.

The intent of the survey is to seek input into the branding and marketing of the destination which is Vancouver. Note that the term "Vancouver" used throughout the survey refers to the destination and not to the city proper.

Optional questions related to ethnicity, gender and income have been removed from this version of the survey, but in other markets they will allow us to test variations in perception by geography and age. That will be particularly important as we position our destination for a younger audience in the coming years.

**City Council:** <https://www.research.net/r/WZJF25G>

Please let me know if you have any questions.

All the best.

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