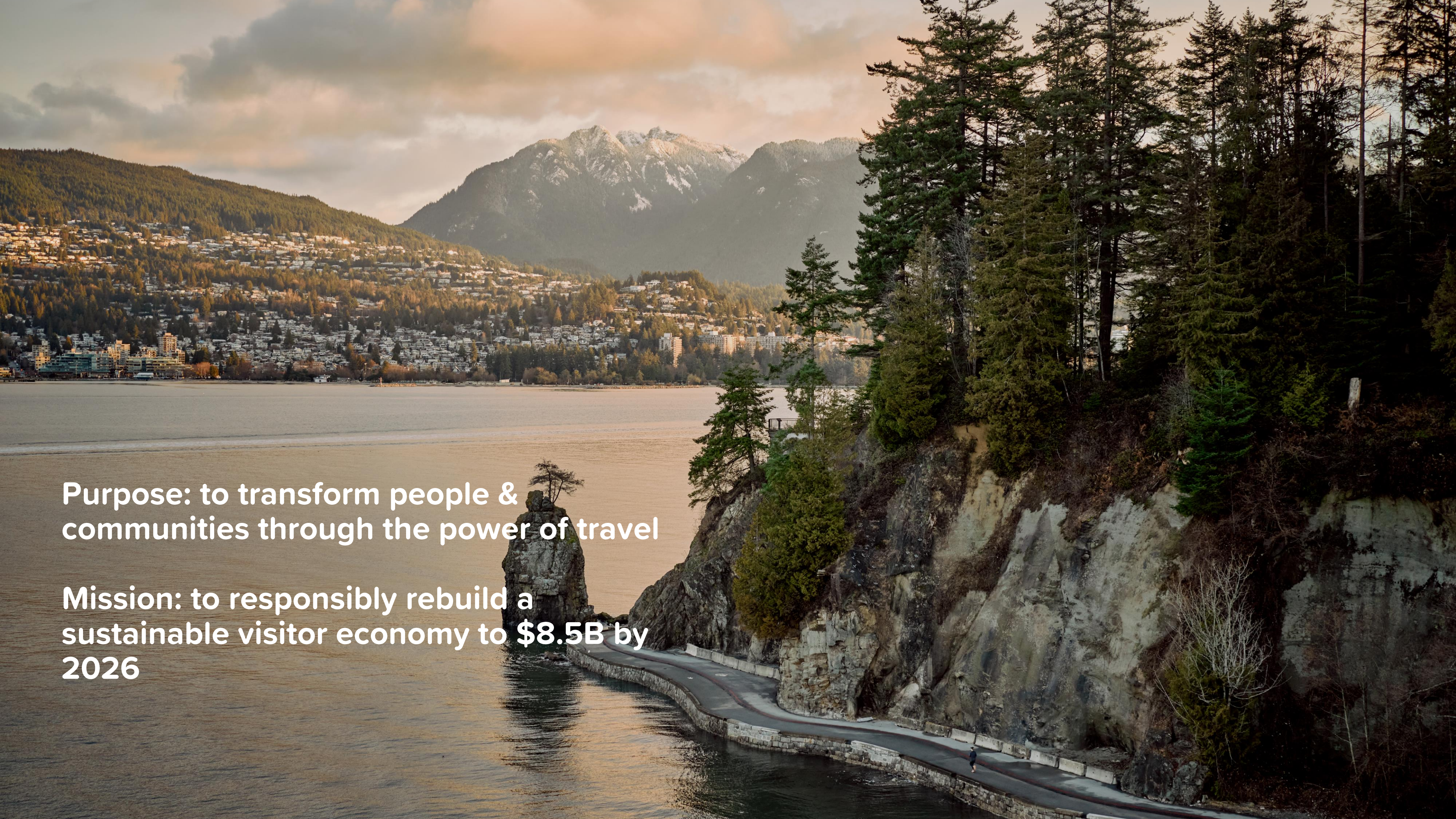


# Destination Vancouver

City of Vancouver, Council Meeting  
May 29, 2024







**Purpose: to transform people & communities through the power of travel**

**Mission: to responsibly rebuild a sustainable visitor economy to \$8.5B by 2026**



# Vancouver's Visitor Economy

2023 Numbers

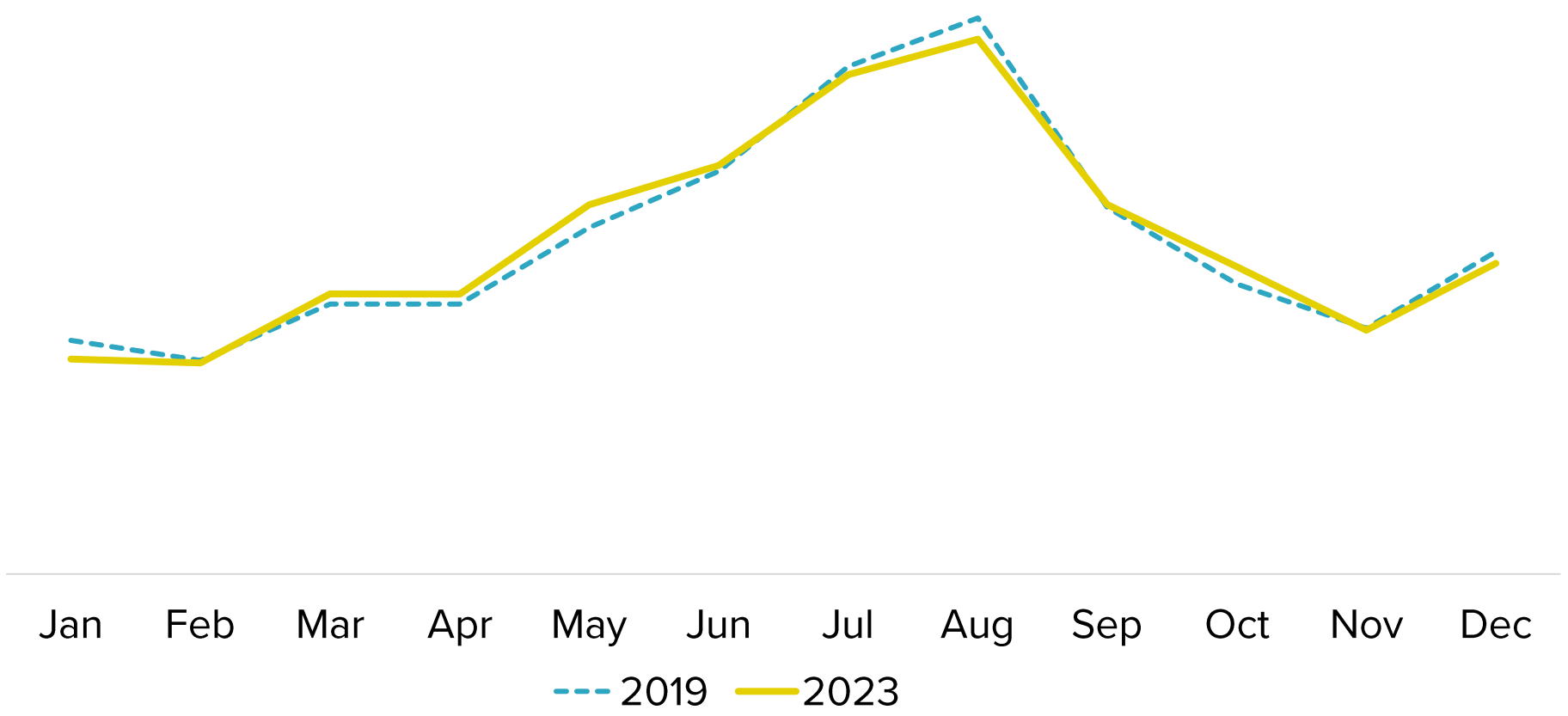
**10.9M**  
Visitors

**328**  
Cruise Ships

**\$7.5B**  
Consumer Spend



Overnight Visitors to Vancouver – Seasonal Curve





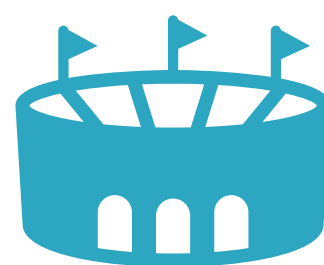
# Vancouver's Visitor Economy



**LEISURE**



**BUSINESS  
EVENTS**



**SPORT**



**CULTURAL EVENTS  
& FESTIVALS**



# Our 2030 Roadmap

2024   2025   2026   2027   2028   2029   2030

**Harnessing the power of collaboration  
as our competitive advantage**





# Questions

