

How Destination Vancouver determined Vancouver's unique differentiators

We provided innovative insights and recommendations to help position Vancouver as an attractive travel destination that stands out from others.

Objective

Destination Vancouver, in partnership with Will Creative, wanted to refresh the Vancouver destination brand.

Their key objectives were to understand how travelers view the Vancouver brand compared to its key competitors and identify Vancouver's unique differentiators.

Methodology

To help position Vancouver, we:

1. Conducted video focus groups with travelers from 5 countries and surveyed nearly 6,000 travelers from 9 countries
2. Uncovered which key factors drive opinions of Vancouver
3. Identified the most impactful priority areas to focus on
4. Created brand maps to analyze how Vancouver is perceived vs. its competitors

Outcome

The research identified the unique differentiators that set Vancouver apart from other destinations and determined the areas Destination Vancouver should prioritize and focus its communications on.

The research results are currently being used to refresh the Vancouver destination brand.

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