



**NORTHWEST ATTRACTIONS COUNCIL**  
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## **VicVan Tourism Initiative**

2007 – 2012

Victoria and Vancouver Island

**Mission Statement:** To quickly, effectively and economically address several important cross-border tourism issues that impact Victoria and Vancouver Island now and through 2012, as follows:

- Drop in regional tourism due to the WHTI (Western Hemisphere Travel Initiative)
- Increase tourism by inviting more NW residents and regional travelers to Victoria and Vancouver Island
- Capture as much pre-, during- and post-2010 Game tourism as possible by acting now to position Victoria and Vancouver Island as an attractive “travel leg” to the 2010 Vancouver Games, and beyond

### **Proposed Solutions:**

- Passport to the Gold™: Creation of a *Travel Rewards Program* to help **restore lost tourism** to Victoria and Vancouver Island resulting from WHTI confusion and travel reluctance.
- Romancing the Culture: **Invite more Washington residents and NW travelers** to experience a romantic, cultural Old-World “getaway” in Victoria and Vancouver Island.
- Seattle’s Best Map™ & Northwest Adventure Map™: **Immediate, world-wide promotion of SW B.C.** to travel planners, tour operators, convention planners, business travelers and F.I.T. Continue the promotion beyond the 2010 Vancouver Games to 2012 to maximize the attraction of including Victoria and Vancouver Island as a destination “travel leg” to the pre-, actual- and post 2010 Games legacy.

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