

Tourism Whistler launches exciting Place Branding project

Tourism Whistler is pleased to invite all Members to participate in our Place Branding project, through our online survey.

The idea around Place Branding as a tourism visioning exercise for Whistler was first presented in late 2017, with a Letter to the Editor in Pique Newsmagazine, written by Tourism Whistler's President and CEO, Barrett Fisher.

The letter acknowledged Tourism Whistler's community commitment to responsible tourism and balanced year-round visitation - recommending the place branding exercise as the first step to explore the characteristics that make Whistler truly special and unique, and to attract guests who are passionate about Whistler's attributes and its natural mountain environment.

And while we first started talking about this initiative last year, we wanted to be respectful of the Resort Municipality of Whistler's Official Community Plan (OCP) process, so we waited until that process had been rolled out before embarking on the Place Branding project. While the OCP serves as a visioning document for the community, the Place Branding project aims to develop - with stakeholder engagement - a **collective tourism vision** for Whistler.

We are pleased to announce that we have completed the groundwork for the **Place Branding** project and are now launching our **online survey**. The survey takes between 5-10 minutes to complete. It will be open until the end of July.

The Place Branding project, which is a multi-phased process that involves multiple research components including:

- In-person workshop with a broad cross-section of business and resident stakeholders (June 14)
- Intercept visitor interviews (summer 2018)
- Social media listening (summer 2018)
- Online community survey (early summer 2018)
- Online guest survey (early summer 2018)

The process kicked off with a workshop in Whistler on June 14, facilitated by Stormy Lake Consulting, a company with tourism experience in the areas of facilitation, quantitative and qualitative branding research, and strategic planning.

The information gathered at the workshop helped to identify key themes, informing the survey that is now open to all stakeholders.

For more information about the Place Branding project, visit www.whistler.com/members/placebranding