





## **AWARD WINNING**



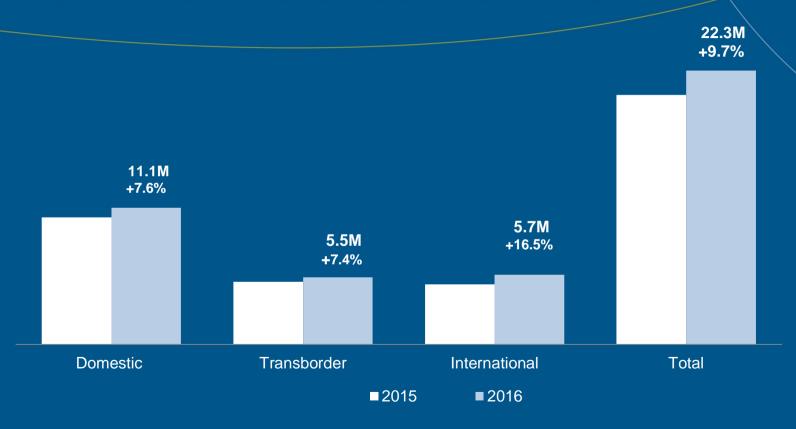




AIRPORT OF THE YEAR CAPA AVIATION AWARDS FOR EXCELLENCE



## **GROWTH ACROSS ALL SECTORS**





# CHINA GROWTH















(Estimated Q1 2018 YVR launch pending approvals)



## CONNECTYVR

Offers a standard rate structure for airline landing and terminal fees, with no rate increase between 2016 and 2020, plus incentives including marketing funding and fee rebates for two years.

15 % LOWER THAN 2015 RATES LOWEST
RATES
COMPARED TO OUR
COMPETING AIRPORTS IN
NORTH AMERICA







## **OUR STRATEGY**





## **CLEARLY DEFINED ROLES**





DBC / TV / TW

#### Market Seeding

Marketing/Airline development to build demand and awareness in priority markets.

#### Marketing Planning

Develop an agreed cooperative marketing plan and implementation strategy.

### Launch **Programs**



#### Inbound Trade Development

Work with overseas travel trade, including tactical campaigns, training, and familiarisations.

#### Inbound Marketing

Develop ongoing marketing and PR in agreed overseas markets.















Pre-Launch

Campaign













Ongoing Support





Secure new flights. Confirm cooperative funding agreement.













Implement marketing

and PR program to

support launch.





#### Outbound Marketing

Develop ongoing marketing, travel trade, and PR activities to promote outbound tourism.









Industry

**Programs** 

Develop ongoing

partnerships with









