



PACIFIC: AUTHENTIC. RICHMONDBC

BUILDING THE VISITOR ECONOMY





OUR VISION IS TO PROMOTE RICHMOND AS A
CAN'T-MISS PART OF THE METRO VANCOUVER
EXPERIENCE.

OUR ULTIMATE GOAL IS TO INCREASE
TOURISM-RELATED ECONOMIC ACTIVITY FOR
OUR PARTNERS.

STRATEGIC PILLARS

Capitalize on
a Strong
Destination
Brand

Transform into
a Next-Gen
DMO

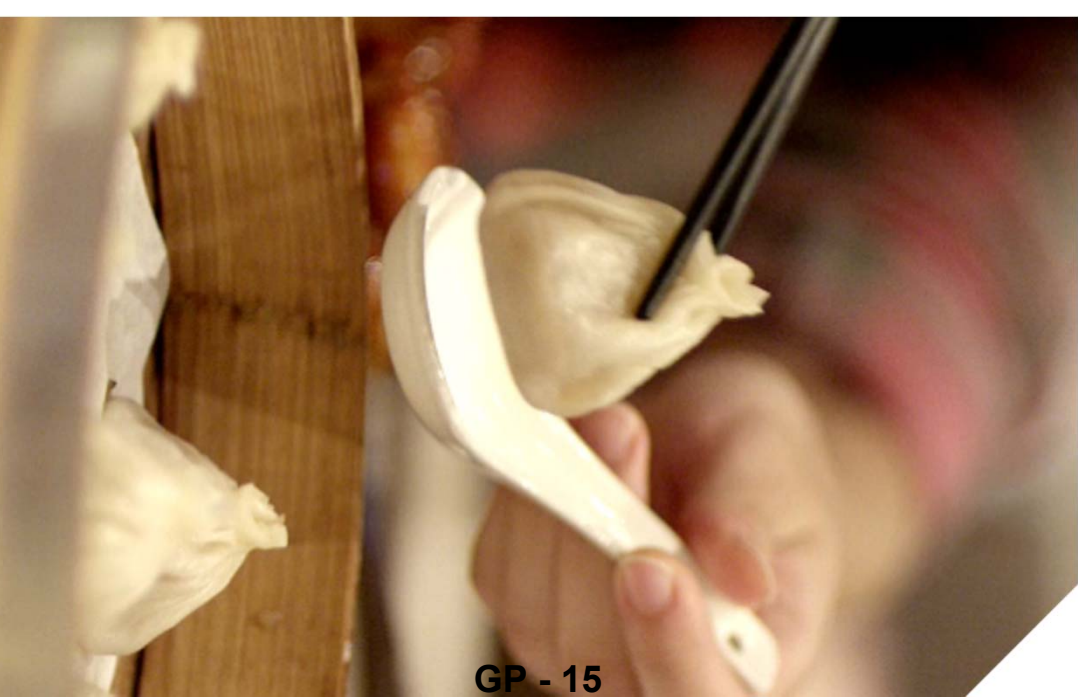
Accelerate
Destination
Development

Refine Best-
in-Class Sales
and Business
Development

Optimize
Operation
Intelligence
and Efficiency

2018 - A BIG YEAR

- Pacific. Authentic. Brand Launch – Feb 2018
- Pacific. Authentic. Brand Awarded Marketing Campaign of the Year – National Tourism Awards (Ottawa)
- Richmond awarded Canada's West Marketplace
- Continued high occupancy levels in Richmond
- Excellent success at attracting meetings and conferences (with our hotel and venue partners)
- Collaborations with the Richmond Hotel Association and the RHDA
- Many new visitor experiences launched in Richmond



AUTHENTIC RICHMOND EXPERIENCES





1. A street scene in Vancouver, B.C.



2. A building facade in Vancouver, B.C.



3. A person standing in front of a building in Vancouver, B.C.

PHOTO: JONAS W. JONAS

Travel

By Jon W. Jonas

Asian Food Beckons In Canada



A robust immigrant population has helped produce help make Richmond, a model.

Richmond, B.C., is a model of a city that has successfully integrated a large immigrant population into its fabric. The city's diverse population has helped it become a global city, attracting international business and investment.

Richmond's success is due to its location, its infrastructure, and its welcoming attitude towards immigrants. The city has a long history of welcoming immigrants, and this has helped it become a global city. Richmond's success is a testament to the power of a diverse population.

Asian Food Beckons in Canada

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Food in Richmond



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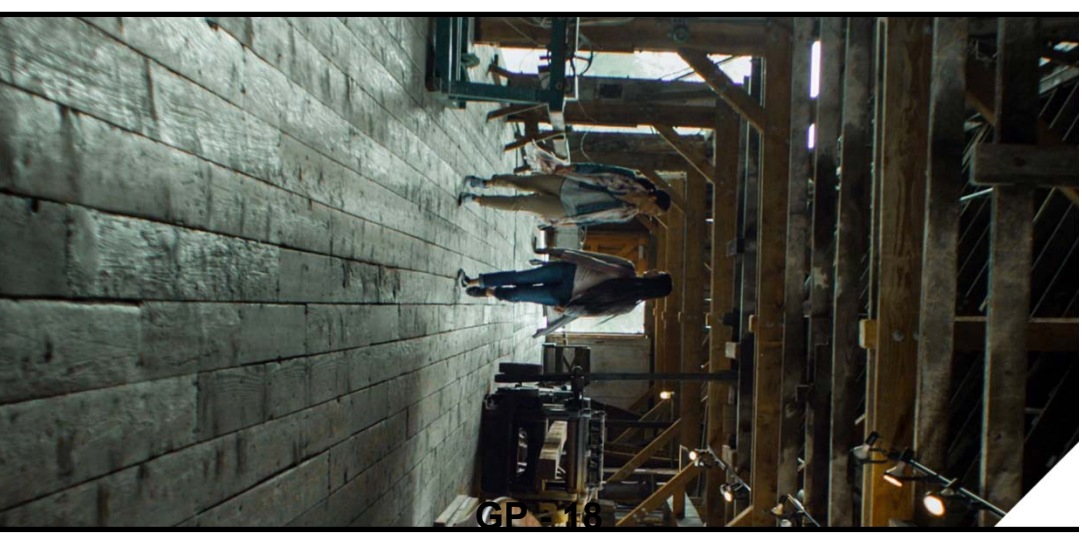
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Steveston Heritage Experience





Biking in Richmond



TO RICHMOND BICYCLING VISITOR'S CENTRE
388 Mosside Street, Richmond, BC V7E 3A2
Tel: 604.273.2477 | info@richmond.ca/bike

Open 7 days a week, year-round

SEPTEMBER-JUNE
Monday - Saturday 9:30 AM - 5:00 PM
Sundays 10:00 AM - 5:00 PM
All day in July & August
Monday - Saturday 9:30 AM - 6:00 PM
Sundays 10:00 AM - 6:00 PM
Call ahead for holiday hours and closures.

VISITRICHMONDBC.COM/BIKING

Richmond **U-bicycle**

AT EASYWAY TO GET AROUND
U-bicycle offers over 4500 bicycles at 155 bike parking stations throughout Richmond, ensuring you can get around the city with ease and explore all corners of Richmond on two wheels.

U-BICYCLE

1. DOWNLOAD
Download the U-bicycle app from the App Store or Google Play. The app will guide you through the process of signing up an account and adding funds to it. There is a zero-down payment option of \$50.

2. LOCATE
Use the app to find the nearest bike based on your current location.

3. RIDE
Scan the QR code on the bike to unlock it. Bicycles must be returned to the same bike shed. Click "Complete" on the app to return the connection to the app.

4. PARK
Locate a designated drop-off zone and return the bike to the "Park" button on the app to return the connection to the app.

Pricing & Passes

First ride is free up to 30 hours
\$4 for each 20 minutes thereafter for 24 hours
\$500 Annual Pass, unlimited rides for 12 consecutive months
For more information, visit us at richmond.ca/bike

Biking Safety Tips

Obey Traffic Rules
Always come to a complete stop at every light.
Always wear your seat belt when riding a bike.
Yield always to a pedestrian crossing the street and to buses stopping from a stop.
Bicycle Lights: Required by law. Always use front and rear lights when riding at night.
Bicycle Helmets: Don't ride on streets or sidewalks without a helmet. Don't ride on sidewalks or streets without a helmet. Don't ride on sidewalks or streets without a helmet.
Headlights: Signal lights turning and make eye contact with other riders. Always use a shoulder check for traffic before you change lanes.
Helmets: All cyclists are required to wear a helmet.
Bicycle Helmets: All cyclists are required to wear a helmet.

U-bicycle Tips

Look Up Your Helmet: Sign the app now the bike will bring to the nearest bike shed.
Park Responsibly: Always park in U-bicycle designated bike parking stations.
Report Bike Damage: Report bike damage to the nearest bike shed. U-bicycle is a 100% not-for-profit organization. U-bicycle is a 100% not-for-profit organization. U-bicycle is a 100% not-for-profit organization.
Bike Shed: Bike shed is a 100% not-for-profit organization. Bike shed is a 100% not-for-profit organization. Bike shed is a 100% not-for-profit organization.
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With an abundance of rivers and beautiful views, it's no wonder Richmond is a top destination for cyclists. The city's extensive network of bike paths and trails offers a variety of options for riders of all skill levels. From the scenic Fraser River Trail to the challenging Fraser Canyon Trail, there's something for everyone. The city's commitment to cycling is evident in the numerous bike-friendly initiatives, including the U-bicycle program and the Richmond Cycling Club. The city's commitment to cycling is evident in the numerous bike-friendly initiatives, including the U-bicycle program and the Richmond Cycling Club.

EXPLORE THE BEST OF RICHMOND

Richmond Cycling Club
The Richmond Cycling Club is a not-for-profit organization that promotes cycling in Richmond. The club offers a variety of cycling opportunities, including group rides, races, and events. The club is open to all cyclists, regardless of skill level. The club is open to all cyclists, regardless of skill level. The club is open to all cyclists, regardless of skill level.

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PACIFIC AUTHENTIC. RICHMOND BC BIRDING MAP

COMMON & INTERESTING BIRDS OF RICHMOND
 A list of birds that you can expect to see in Richmond. Each bird is listed with its name, a small photo, and a brief description of its appearance and behavior.

WEST SWALLOW  10-12 cm 10-12 g 10-12 g 10-12 g	WEST SWALLOW  10-12 cm 10-12 g 10-12 g 10-12 g	WEST SWALLOW  10-12 cm 10-12 g 10-12 g 10-12 g
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Bird Watching in Richmond

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LEGEND
 A legend explaining the symbols used on the map, including bird species and their distribution.

MAP
 A map of Richmond, BC, showing the locations of various bird species and their distribution.

CARRYING THE MOMENTUM

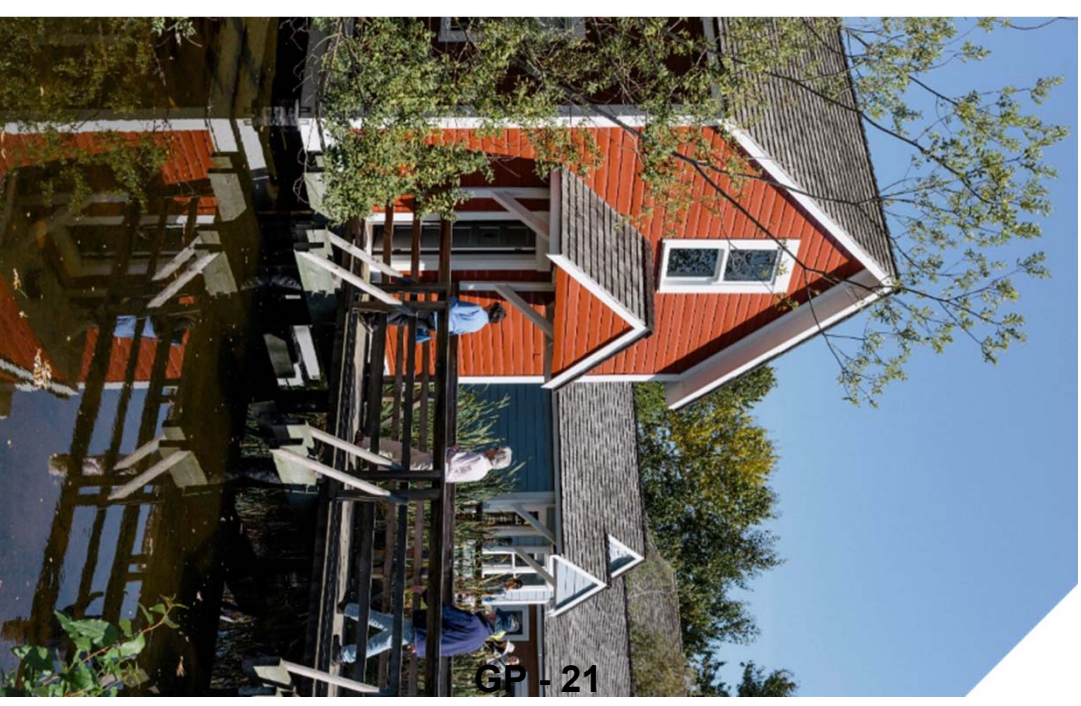
Focused strategy.

Partnerships.

Sustainable tourism.

Visitor economy growth.

New experience creation and development – to
benefit residents and visitors alike.





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THANK YOU.
QUESTIONS?

