

2010 Travel Planner

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Quick facts

Olympic Winter Games

- 17 days of events
- February 12-28, 2010
- 86 medal events
- 5500 athletes and officials
- 80+ countries participating

Paralympic Games

- 10 days of events
- March 12-21, 2010
- 64 medal events
- 1350 athletes and officials
- 40+ countries participating

The Competition Schedule

It begins February 12, 2010 with 200 events taking place in Vancouver, Richmond and Whistler. For complete event and location listings [Click](#) here.

For ticket information [Click](#) here.

The countdown is on! And excitement mounts as British Columbians prepare to welcome the world to the **Vancouver 2010 Olympic and Paralympic Winter Games, Canada's Games**.

The Vancouver 2010 Olympic Torch Relay begins in Victoria, BC on October 30th and continues through to the Games. During these 100+ days, media coverage is expected to intensify. You'll want to be prepared for the interest in BC created by a worldwide TV viewing audience of 3 billion. Be sure your BC products are ready in time to capitalize on this unprecedented exposure. British Columbia is open for business NOW and ready to welcome and accommodate your clients before, during and after the Games.

Throughout this electronic newsletter you'll find [Click](#) buttons and **blue highlighted** text linking you to further information on many important topics from event ticketing, to accommodations to getting around town. Should you be reading a printed copy of 2010 Travel Planner, contact traveltrade@tourismbc.com to receive an electronic version.

What's New?

The newly expanded **Vancouver Convention Centre** opened in April 2009. Built over land and water, with floor-to-ceiling glass throughout, guests are offered phenomenal views. During the 2010 Winter Games the new facility will function as the International Broadcast Centre for about 10,000 media professionals.

A number of new hotels are up and running! In Vancouver, the **Loden Vancouver Hotel** and **Shangri-La Hotel Vancouver** are open. **Coast Coal Harbour Hotel** and the **Fairmont Pacific Rim** open January 2010. In Richmond, the **Westin Wall Centre Vancouver Airport** will open in January 2010, and the **Sheraton Vancouver Airport Hotel**

re-opened its doors this summer. And in Whistler, the **Aava Whistler Hotel** and unique **Le Scandinave Spa** will be ready in time for the winter season. Visit the hotel websites for further information.

The Olympic and Paralympic Village Vancouver is nearing completion on the southeast shore of False Creek in Vancouver. Housing some 2100 athletes and officials, it will become Vancouver's newest residential community following the games.

Construction of the Whistler Medals Plaza and Whistler's athletes' village is underway as well and will also become a new residential community.

The Torch Relays

These Games are truly Canada's Games! And the whole country will be showcased during the longest torch relay in Games history, entirely within the borders of the host country. **The Vancouver 2010 Olympic Torch Relay** starts on October 30th with twelve thousand torch-bearers carrying the Olympic Flame on its 45,000 kilometre journey, visiting 1000 communities from Victoria to the Yukon to Newfoundland and Labrador, travelling by land, sea and air. The Olympic spirit will follow the flame from coast to coast with British Columbia as the focal point of worldwide media attention.

You can offer your clients a front row seat to the excitement that the Canada-wide torch relay will offer, including programs and events in 200 Celebration Communities. Whether you have clients touring the badlands in Alberta, admiring the Northern Lights in the Yukon or attending a music festival in Nova Scotia, there will be an opportunity to connect them with the spirit of the Games.



And, in a unique partnership, the Canadian Tourism Commission and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) will be bringing international sports, television, media and entertainment personalities to participate in carrying the torch.

Your clients will be thrilled to cheer on a hero from their homeland, running with the torch held high.

The 2010 Paralympic Torch Relay begins in Ottawa on March 3, 2010 and concludes at the Opening Ceremony in Vancouver on March 12, 2010, the start of the Vancouver 2010 Paralympic Winter Games.

[Click](#) here for more information on the routes and community events related to the torch relays.

Accommodation Update

VANCOUVER

The demand for hotel rooms within close proximity of the venues exceeds available supply, however we expect all Games-time visitors will be able to find accommodation, some of which will be non-traditional. We recommend searching for Vancouver, Richmond, Whistler and surrounding area accommodations on the official [2010 Destination Planner](#) website. Check back frequently as new inventory moves quickly. Alternatively, the following local Destination Management Companies are offering packages, hotel rooms and other services.

Cantrav—Customized tour packages, accommodation, transportation, food and beverage management and host services. Group bookings of 5 or more

rooms, minimum 2 nights stay. Contact: Tom Ebner tebner@cantrav.com

Entrée Canada—Offering deluxe personalized travel programs to Vancouver and Whistler including pre and post packages, sightseeing, transportation, luxury hotel and private home rentals. Minimum 3 nights stay (hotel). Contact: Mark Telio marc@entreedestinations.com

TBA Global—Customized packages, accommodation, transportation, food and beverage management and host services. Contact: Jennifer Keenan jkeenana@tbaglobal.com

If you wish to book your clients in downtown Vancouver, you may wish to consider a private residence rental through

EMR Vacation Rentals or **Breakaway Vacations** or book a cruise ship state-room through **Newwest Special Projects**.

WHISTLER

There is plenty of space and excellent offers for accommodation in Whistler throughout the winter season. The status and availability of rooms in Whistler during Games time is changing daily. We suggest you check with your preferred hotels regularly and make them aware that you are interested in space.

Alternative accommodation—town homes and condos—are available however. If you are interested in non-typical accommodation for your guests contact Ben Thomas at VIP Mountain Holidays, ben@vipmountainholidays.com

What's New?

Check these three websites periodically for transportation updates:

- **Full Transportation Plan**
– VANOC website [Click](#)
- **Fact Sheet**
– traffic modifications [Click](#)
- **Downloadable maps** [Click](#)

Here are some transportation highlights:

- The newest part of Vancouver's Skytrain light rail system, the **Canada Line**, is now whisking visitors from the airport to Richmond and to downtown in just 25 minutes.
- The **Olympic Bus Network (OBN)** will transport athletes, spectators and media from the Vancouver area to Cypress Mountain and Whistler venues from various departure hubs.

OBN tickets will be available online (sold separately from event tickets) and information will be available this fall.
- During Games time, day skiers and other visitors are encouraged to travel by commercial motorcoach to Whistler as there will be no parking available in the Village or at the event venues. Visit the **Pacific Coach Lines** and **Greyhound** websites for motorcoach information.
- During Games time, tour operators wishing to charter a bus or other vehicles should not assume there will be parking available in Whistler. Charter companies will need to apply for parking through the **Resort Municipality of Whistler**, or call 604.932.5535.
- **BC Ferries, Helijet, Harbour Air** and **West Coast Air** will be providing service to Victoria, Vancouver Island and the Southern Gulf Islands during the Games.

Transportation Plan

Ensuring fast, efficient and sustainable transportation to get locals and visitors to and from Games venues is a priority. As in other Olympic Host Cities, a multi-jurisdictional traffic management and public information plan is in development to ensure that transportation logistics are smooth and well understood.

The first phase of the transportation plan has been released with details about getting around the Greater Vancouver and Whistler corridor (Sea to Sky) regions during the Games. The objective is to utilize existing transportation networks and ensure safe, reliable, efficient and accessible travel for all; there will be temporary road closures, lane limitations, new wayfinding signage, pedestrian-only corridors and expanded transit capacity. Planning is in its final stages and updates are available online—see sidebar.



Cultural Olympiad 2010

The three-year Cultural Olympiad is bringing the spirit of Canada's Games to communities across the country with a series of festivals and digital programs showcasing arts and popular culture, both Canadian and international. The program will culminate in the 60-day Cultural Olympiad 2010, presented by Bell, beginning just before and continuing throughout the Games (January 22 – March 21, 2010). Look for an explosion of genre-bending theatre, virtuoso dance, fresh music and visual art extravaganzas. Your clients can choose from more than 600 free and ticketed performances.

[Click](#) here for schedules and details of events in venues throughout Greater Vancouver and Whistler corridor (Sea to Sky).

Ski BC in Winter 2010

Skiing reigns supreme in British Columbia! In winter, your clients can be assured of plenty of snow at resorts throughout the province and they can get to them easily from both Vancouver and Calgary. All BC's skiing and snowboarding mountains will be open and offering outstanding ski experiences during winter 2010.

Skiing and snowboarding in **Whistler** will be spectacular all winter, but especially during Games time. Ninety per cent of the skiable terrain will be open to the public—2800 hectares (7000 acres)—and major celebrations will be taking place in the Village. BC's interior resorts—**Big White**, **Silver Star** and **Sun Peaks**—are famous for their family-friendly activities, ski-in/ski-out villages and, of course, the white fluffy stuff. The Kootenay Rockies' Powder Highway features world-renown ski resorts such as **Fernie**, **Kicking Horse** and the new **Revelstoke Mountain Resort**, to name a few, as well as heli-skiing in some of the best powder snow in the world.

Have your clients share the excitement this year and visit British Columbia before, during or after the Games. Visit Tourism BC's **HelloBC®** website for more information and ideas for your clients.



Things to Do During the Games



Your clients will want to explore what BC has to offer while visiting Vancouver and/or Whistler during the Games. A visit

to BC's charming capital city of Victoria might just fit the bill and they will even see flowers blooming in February! Canada's mildest city has lots to offer—museums, pubs, a lovely quaint harbour and afternoon tea with an English flair. **Click** for more information about Victoria and its attractions.

Book your clients to Victoria via **Pacific Coach Lines** and **BC Ferries**; by air on **Helijet**, or on **Harbour Air** or **Westcoast Air** floatplanes.

And of course there's plenty for your clients to see and do in and around **Vancouver**, **Whistler** and **Richmond**—visit the belugas at the Vancouver Aquarium, zipline across a mountain valley in Whistler or enjoy dim sum at one of Richmond's excellent restaurants.

For more of the inside scoop on what your clients can do in addition to Games events, visit the **Tourism BC** website.



Visitor Information Centres and Satellite Visitor Information kiosks are located throughout the city and, during the Olympic period, will provide information on

attractions, events, accommodation and restaurants in addition to selling theatre and attractions tickets.

Fun Zones During the Games

Vancouver, Whistler and Richmond will come alive during the Games and whether or not they have event tickets, your clients will be able to watch live event action on giant screens and participate in festivities at a number of Fun Zones.

VANCOUVER

GE Ice Plaza – Robson Square

The outdoor rink is being reopened for the Games and will be a gathering point with athlete demonstrations, family events and BC programming. It will also be the location for CTV's Canada AM broadcast and the BC International Media Centre (for journalists without IOC accreditation). On Robson Street between Hornby and Howe.

LiveCity Yaletown Site

On the north shore of False Creek, David Lam Park is designated as an official Celebration Site; this City of Vancouver live site will feature giant screens and a nightly laser and water show. Close to the new Yaletown-Roundhouse Canada Line station, partygoers will have easy Skytrain access. Trendy Mainland and Hamilton streets will serve as pedestrian thoroughfares to the Larwill Park Live Site. On Pacific Boulevard between Homer and Drake.



LiveCity Downtown Site

This official Celebration Site was originally a field sports venue. Larwill Park is the City of Vancouver's other Live Site and will feature giant screens, live performances and sponsor activities and events. On West Georgia Street between Beatty and Cambie. [Click](#) for more information on LiveCity Vancouver.

Vancouver Public Library

The Central Library Atrium will be the City of Vancouver's Host City pavilion, showcasing the city as a tourism, business and cultural destination. On West Georgia Street, between Homer and Hamilton.



2010 Aboriginal Pavilion

The Four Host First Nations of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh will welcome relations from three coasts and visitors from around the world to share in arts, crafts, food and culture. The pavilion features a 279 sq. metre (3,000 sq. ft.) sphere surrounded by a Coast Salish Longhouse and Trading Post. Queen Elizabeth Theatre Plaza, on Hamilton Street at Dunsmuir.

[Click](#) here for further information.

Granville Island

Details are being finalized but Granville Island is expected to be the centre of Francophone events during the Games. Bombardier will provide a streetcar shuttle from the Canada Line Olympic Village station.



RICHMOND

O Zone

The O Zone is an official Celebration Site for the 2010 Winter Games and will feature multicultural programming, entertainment, art and activities, food and a public outdoor skating surface. Holland House will be located here as well, traditionally welcoming Dutch and other visitors at every Olympic Games. In Richmond's City Centre, a short walk from the Canada Line Richmond-Brighouse station. [Click](#) here for further information.



WHISTLER

Whistler Live!

Whistler Live! is a network of integrated live sites along Village Stroll that will feature daily and nightly family-friendly programming—live performances, interactive events and exhibitions—all free of charge.

Whistler Medals Plaza

An official Celebration Site, this will be the venue for nightly medals ceremonies and concerts during both the Olympic and Paralympic Games, as well as for the Paralympic Closing Ceremony. It is modeled after similar sites at the Sydney, Salt Lake City and Torino Games and has a capacity for 5,000 spectators.

[Click](#) here for more information about the Whistler Fun Zones.

Vancouver 2010 Paralympic Winter Games

The first Paralympic Winter Games took place in Sweden, in 1976. From March 12 – 21, 2010 Vancouver will host the 10th Paralympic Winter Games. What better time to visit BC and share the Olympic spirit?

Six hundred athletes will compete in Ice sledge hockey, wheelchair curling, alpine skiing, cross country skiing and biathlon, 64 separate medal events altogether. Your clients may wish to attend the events, the Opening Ceremony in Vancouver or the Closing Ceremony in Whistler. [Click](#) here for further information, including a link to ticketing.

You should know that the 2010 Winter Games may prove to be the most accessible Games ever held. Vancouver is already one of the world's most accessible cities and the Games take that one step further with barrier-free access at all venues and facilities.

Additionally, 2010 Legacies Now, the Province of British Columbia, Tourism BC and other partners have developed the Accessible Tourism Strategy which aims to establish BC as a premier travel destination for persons with disabilities, older travelers and others with accessibility needs. [Click](#) here for further information.



Training BC's Tourism Professionals for 2010



Customer service training will be a key factor in creating memorable impressions for the expected 350,000 travelers visiting BC for the Vancouver 2010 Olympic and Paralympic Winter Games.

WorldHost Training Services, the customer service training division of Tourism British Columbia, has partnered with VANOC to deliver the Team 2010 training program to tourism professionals involved with the Games, ensuring that everyone

is ready to make the 2010 Winter Games the friendliest ever. The primary objectives of the three-hour Team 2010 program are to:

- Provide a general orientation to the Games, including history, venue and host city information, event descriptions and athlete profiles.
- Unite participants as Team 2010 members with a common understanding of the mission, vision and values for 2010 and beyond.

- Provide customer service skills and communication strategies for assisting visitors across cultures and/or visitors with disabilities.

[Click](#) here to visit WorldHost Training Services online.

2010 Pre/Post Winter Games Venue Tours

The Games will take place in various venues in the cities of Vancouver and Richmond, and in the world-class ski resort of Whistler. There are several brand new venues and other facilities have been extensively refurbished; many are welcoming visitors now.

The [Whistler Sliding Centre](#), site of the bobsleigh, luge and skeleton competitions, welcomes the public to visit the track lodge visitor centre and hear sliding stories, inspect equipment and watch informative videos. Guided and self-guided tours are available.

[Whistler Olympic Park/Whistler Paralympic Park](#) is the first Olympic venue to host all three Nordic events on one site—cross-country, ski jumping and biathlon. Guests can take the free self-guided tours of all three stadiums and day lodge, including the ski jumps and the new Biathlon Experience.

[Whistler Connection Tour and Travel Services](#) is offering tours of all Olympic venues in the Whistler area, including Whistler's Creekside, home to all alpine skiing.

[Richmond Olympic Oval](#) is a spectacular multi-use facility and host venue for speed skating events. Until November 2009, Visitors can enjoy public skating on the 400-metre (1312 ft.) track and tour the complex. Following the Games, it will become a summer and winter sports centre, with fitness, community centre activities, restaurant and retail outlets. The venue also has a number of meeting rooms available for group meetings, events and receptions.

[Click](#) here for downloadable maps showing all venues in Vancouver, Richmond and Whistler.



Marketing Tools

There is tremendous pride and excitement all over BC and Canada as we prepare to welcome the world. Following are links to five image and video banks as you may wish to register and download images for your own marketing and display materials. Please allow 48 hours for access.

Tourism BC [Click](#) Tourism Vancouver [Click](#) Tourism Richmond [Click](#)

Tourism Whistler [Click](#) Canadian Tourism Commission [Click](#)



Country Houses

Not only will the eyes of the world be on the 2010 Winter Games next February, but the world will also be here, partying! Many countries will have venues to host



their own nationals and your clients from around the world are invited as well. Germany will be serving up beer and bratwurst at Simon Fraser University Campus on Hastings Street in Vancouver. Bridges Restaurant on Granville Island will be the home of the raclette and the Swiss. The Jamaican Bobsled team will be warming up to a reggae beat at the Savage Beagle in Whistler. And Richmond will be a sea of orange as the Dutch get welcome visitors to Holland House, aka Heineken House, in the O Zone. Proost!

For further information

Additional information including travel trade contacts for the Destination 2010 consortium partners can be found on the following websites:

www.vancouver2010.com

Official website of the Vancouver 2010 Olympic and Paralympic Winter Games

www.2010DestinationPlanner.com

Website created by the 2010 Tourism Consortium of Tourism BC, Tourism Vancouver, Tourism Whistler, Tourism Richmond, CTC and VANOC

www.HelloBC.com

Tourism BC's website

www.BritishColumbia.travel

Tourism BC's European and South Pacific website

www.tourismvancouver.com

Tourism Vancouver's website

www.whistler.com/olympics_min/travel

Tourism Whistler's cul de sac for Olympic Winter Games information

www.tourismrichmond.com

Tourism Richmond's website

www.canada.travel

Canadian Tourism Commission's website

Information provided in this newsletter was accurate at time of printing.

Tourism British Columbia is sending you this communication on behalf of the 2010 Consortium partners. If you would like to reach us, please contact us at traveltrade@tourismbc.com and we will forward your inquiry to the appropriate travel trade consortium partner.

Please consider the environment before printing this newsletter.