

Vancouver, Coast and Mountains
<http://vcmbc.com>

溫哥華市及海岸山脈區旅遊當局與 Quote EndQuote Cross-Cultural Strategy 展開全新合作

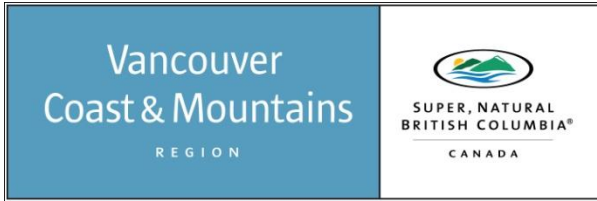
增進卑詩省當地的華裔居民對於本地區的遊覽

卑詩省溫哥華市（2011年2月28日）--- 溫哥華市及海岸山脈區旅遊當局今日宣布啟動與Quote EndQuote Cross-Cultural Strategy公司的合作，聯手舉辦一個鼓勵卑詩省華裔居民遊覽本地區的推廣活動，期望能夠由此讓當地居民更深入地了解本地區，並能引領國內親友前來遊玩。溫哥華市及海岸山脈區旅遊當局通過此次創新性的合作引領了地區旅遊業的發展，在語言，習俗和文化習慣等角度全面貼近華人市場。

“我們非常期待此次合作，” Quote EndQuote Cross-Cultural Strategy 公司總裁 Alisa Choi Darcy 說，“我們一直致力於消除人們對於跨族裔市場推廣的不安，為了獲得滿意的市場宣傳效果，各種跨文化因素和差異都需要被考慮進去。” 溫哥華市及海岸山脈區旅遊當局主席 Kavan Ridgway 補充說，“通過這次合作，可以學習如何能夠更好地服務我們當地的華裔居民及其家庭，其潛在價值是不可估量的。”

合作的的第一步便是建立一個專為華人設計的網站，這也即將成為此項目的一部分。新的網址將會是 www.LaVAN8.com，意為“來玩吧 (Lai Wan Ba)”。這個名字有個非常有趣的故事，“來玩吧”的漢語拼音拼寫應該為 Lai Wan Ba，為了能夠吸引本地居民，Lai 的最後一個字母被省略，使得這個網址看起來聽起來更有歐陸風情，蘊含大都會氣息。Wan 被換成 VAN 用來特指溫哥華市 Vancouver。對於英語為母語的人，VAN 的發音與“玩”的中文發音更加相近，並且 VAN 經常被用作溫哥華市的縮寫。最後一個“吧 (Ba)”被換成數字 8 出於兩個原因。首先，字母 8 的中文發音和“來玩吧”中的語氣助詞“吧”相同。其次，8 對於中國人來說是個幸運數字。

溫哥華市及海岸山脈區的商業合作者們都急切盼望能儘快學習如何改進他們的經營，以在不斷擴充的市場中占領先機。Capilano Suspension Bridge，Pacific Centre，HoneyView Farm 以及 Tourism Langley 是這個項目的首批商業合作者，宣傳活動具體包括競賽，社交網絡宣傳，中文宣傳資料和優惠券。



Vancouver, Coast and Mountains
<http://vcmbc.com>

Vancouver, Coast & Mountains Forms New Partnership with Quote EndQuote Cross-Cultural Strategy

Welcoming the Local British Columbia Chinese Residents as Tourists around the Region

VANCOUVER, British Columbia (February 28, 2011) Vancouver, Coast & Mountains announced today the launch of a partnership with Quote EndQuote Cross-Cultural Strategy as part of a pro-active marketing strategy targeting the local British Columbia Chinese residents as tourists in the region, who in turn invite their friends and relatives in China to visit. Vancouver, Coast & Mountains is leading the regional tourism industry with this innovative partnership by offering tourism businesses an opportunity to participate in an integrated promotion with Chinese language tools, customs and cultural responsiveness at the forefront.

We are excited at the potential of this partnership, says Alisa Choi Darcy, President of Quote EndQuote Cross-Cultural Strategy, as we continuously strive to remove the fear element from ethnic marketing by explaining in simple language the diverse cross-cultural issues and differences that need to be considered for the campaign to be effective. Kevan Ridgway, President & CEO of Vancouver, Coast & Mountains adds, Learning how to be better equipped for our local Chinese residents and their families through this partnership has been invaluable.

An initial tactic has been the development of a customized website, soon to be launched as part of the campaign. The new URL will be www.laVAN8.com, which means come to play and it has an interesting history of creation. The phonetic spelling of the Chinese phrase is Lai Wan Ba. For the English-language URL, Lai is changed to La to make the name more attractive to local residents. By omitting the last letter i, the URL looks and sounds more European, eliciting a cosmopolitan flair. Wan is changed to VAN to specify the city of Vancouver. For English speakers, the pronunciation of VAN is more similar to the original pronunciation of 玩 (Wan) in Chinese, and VAN is the shortened name for Vancouver. Finally the last word Ba is replaced with number 8 for two reasons. First, the Chinese pronunciation of the number 8 is the same as the final modal auxiliary 吧 (Ba) in the phrase Lai Wan Ba. Secondly, number 8 is believed to be a lucky number for Chinese people.

Vancouver, Coast & Mountains partners are eager to begin learning how to customize their businesses to reach this growing niche market. Capilano Suspension Bridge, Pacific Centre, Honeyview Farm and Tourism Langley are among the initial partners in this campaign, which will include contests, social network sharing, Chinese language materials, and coupons.

- 30 -

MEDIA CONTACT:
Jennifer Rhyne
Director, Communications
(T) 604-637-9046
(E) jennifer@vcmbc.com