

## Stakeholder Update – May 2017 Tourism Nanaimo Prepares for Season Launch

### Tourism Nanaimo Marketing Unveiling



Sean Fenzl, Photographer

Tourism Nanaimo's marketing campaign for the Fiscal 2018 year has begun and two creative agencies have been hired to assist in delivering on marketing tactics: Primal Communications (Nanaimo) will work with Tourism Nanaimo to produce a Vacation Planner (sales to begin shortly), and HotHouse Marketing (Victoria and Comox) will work with Tourism Nanaimo to produce a new website, video content, as well as broadcast media and digital/social media advertising buys. On Tuesday May 16, all stakeholders are invited to attend a Season Launch presentation and professional development event where HotHouse Marketing will present the season concept. There will be time for networking and the event will close with a one hour workshop on how to best use social media, with Hannah Grant, Social Media and Content Specialist.

Tourism Nanaimo will also be rolling out a new contest in the next few weeks: submit your ideal 48 hours in Nanaimo for a chance to win that exact itinerary to share with one other person. Bonus entries will be awarded to those who post their itinerary on social media and tag our stakeholders. While anyone can enter the contest, the prize must be utilized by at least one non-Nanaimo resident.

If you would like to RSVP for the Stakeholder Season Launch, learn more about the Tourism Nanaimo contest, or discuss advertising opportunities in our Vacation Planner, please email or call Karen: 250-740-1222, [karenbannister@tourismnanaimo.com](mailto:karenbannister@tourismnanaimo.com).

### Nanaimo Press Trips Ramping Up

Tourism Nanaimo has been working on two new press trips for the summer season. In July, two Korean celebrities will be visiting Nanaimo as part of their BC media tour. The celebrities have backgrounds in both the film and music industries, and will be filming for EBS TV in Korea. The celebrities, along with their film crew, will stay overnight in Nanaimo and will visit White Sails Brewing and the Dinghy Dock Pub. In June, a UK blogger will be visiting Southern Vancouver Island and Nanaimo for a piece on her blog, [www.HeatherOnHerTravel.com](http://www.HeatherOnHerTravel.com); Tourism Nanaimo is looking forward to assisting with the trip.

Last month, Tourism Nanaimo assisted with two BC Ale Trail press trips. These press trips had a total of 8 journalists in attendance and featured all of Nanaimo's local breweries. While many of the articles from this trip have not yet been produced, Tourism Nanaimo has received [a piece](#) from a San Francisco based

writer, Michael Shapiro. To learn more about the Travel Trade & Media opportunities that Tourism Nanaimo participates in, please contact [darsey@tourismnanaimo.com](mailto:darsey@tourismnanaimo.com).

### **Itineraries Showcase Nanaimo's Many Offerings**

In preparation for Amazing Race Nanaimo, Tourism Nanaimo has drafted two sample itineraries to provide the participants of the race with a "recovery day." The purpose of these itineraries is to encourage extended overnight stays in Nanaimo by showcasing the many activities that Amazing Race Nanaimo participants can take part in post-race. These itineraries feature a mix of outdoor recreation, craft beer and wine, and family-friendly activities that everyone can enjoy.

Tourism Nanaimo also hosted the second Albertan winners of the Cabela's contest that was held in 2016. The guests were treated to a stay at the Coast Bastion Hotel, where they also enjoyed dining at Minnoz restaurant. The winners relaxed with a Nanaimo Bar pedicure at Kiyo Salon and Spa, and savoured a delicious meal at the Dinghy Dock Pub. Tourism Nanaimo would like to thank all of the supporting stakeholders in making the trip a success.

### **Collecting Nanaimo's Stories**

As we draw closer to the busy summer season, Tourism Nanaimo's social media and content efforts are focused on maintaining engagement, chatting with travellers and travel planners, and planning content for the new digital storytelling website. The team is collecting unique stories about the stakeholders behind Nanaimo's tourism industry, which will play a pivotal role in the marketing on the website. Do you know about something unique and exciting around town? Reach out to us to discuss how we can feature your business in a local story on our website, blog, and social media channels.

To follow along with corporate news from Tourism Nanaimo, see our Twitter [@TNIndustryNews](https://twitter.com/TNIndustryNews) and check us out on LinkedIn. If you'd like to shine the spotlight on your business, please reach out to [hannah@tourismnanaimo.com](mailto:hannah@tourismnanaimo.com) to discuss social sharing, takeovers, and more. You can also reach out through Facebook (Tourism Nanaimo), Twitter ([@TourismNanaimo](https://twitter.com/TourismNanaimo)), or Instagram ([@TourismNanaimo](https://www.instagram.com/TourismNanaimo)), and use #ExploreNanaimo when posting tourism-related, Nanaimo content to social media channels.

### **Destination Development Efforts Receive Positive Response**

Efforts continue to create a comprehensive asset inventory and database reflective of tourism products and services in Nanaimo. Tourism Nanaimo has seen a positive increase in response to direct stakeholder engagement efforts, jumping from 83% at the time of the last newsletter to 89%. To date, 260 entities, including businesses, groups/associations, and festivals/events, have been identified.

Of the 260 entities that have been identified, 135 are passively engaged with Tourism Nanaimo, opting-in to receive regular e-communication (such as the delivery of this newsletter), while 79 are actively engaged, participating with Tourism Nanaimo in one or more areas (i.e. marketing, destination development and/or travel trade & media), as well as receiving regular e-communication.

Tourism Nanaimo encourages all local tourism stakeholders to reach out to the organization via [melissa@tourismnanaimo.com](mailto:melissa@tourismnanaimo.com) to be engaged and included in future outreach efforts. If you have ideas on Destination Development, Tourism Nanaimo would love to hear them.

## Tourism Development Fund (TDF) Nearing Full Allocation

Just over \$30,000 of the \$125,000 Tourism Development Fund (TDF) has been awarded to date, with another \$67,000 pending final approval, leaving roughly \$27,000 remaining in the fund. Successful applicants are investing in new or growth-oriented tourism products and/or development initiatives aimed at enhancing and/or developing Nanaimo's competitive appeal as an over-night destination.

The Hospitality Ambassador Program for Nanaimo, an initiative supported by 2017 TDF funding, has taken significant strides since receiving funding towards its inception only a few short months ago. The purpose of the initiative is to develop and deploy a specialized volunteer force that is equipped to enhance visitor experiences throughout Nanaimo. The end goal of the initiative is to extend visitor stays, encourage return visits, and enhance the overall reputation of Nanaimo as a destination. The initiative has successfully completed its initial volunteer recruitment and training phases, and is in the process of preparing to support the efforts of the Nanaimo Port Authority when the first cruise ship arrives on May 17. As summer approaches, the Volunteer Coordinator for the initiative, Sabrina Biserovic, is working on connecting with local festivals and events to offer the support of the program, as well as to recruit any additional volunteers who may wish to be involved.



Mike Anderson, Photographer

For more information on the Hospitality Ambassador Program for Nanaimo, please contact Sabrina Biserovic at [brijo@telus.net](mailto:brijo@telus.net). For more information on the Tourism Development Fund, please contact [melissa@tourismnanaimo.com](mailto:melissa@tourismnanaimo.com).