

Stakeholder Update – April 2017

Tourism Nanaimo Strides into Spring

Travel Trade & Media Trips Are Showcasing Nanaimo

Tourism Nanaimo hosted 11 Korean travel agents at White Sails Brewery and the Dinghy Dock Pub on April 1. These agents were looking to expand their Vancouver Island product knowledge and spent several days touring throughout the Island. The group first savoured a series of tasters from White Sails before heading over to the Dinghy Dock Pub for a delicious dinner and acoustic show. The guests enjoyed their experience in the city and were pleased with the level of hospitality that they received from local stakeholders and residents alike.

Tourism Nanaimo also hosted 8 journalists as part of Destination British Columbia's BC Ale Trail press trip. The group had the opportunity to visit Wolf Brewing Company, White Sails Brewing and Longwood Brewery for site tours and samples. The journalists also enjoyed a meal at the Longwood Brew Pub, compliments of Tourism Nanaimo. Their stay in Nanaimo was a great success, thanks to each of the supporting stakeholders. If you would like to learn more about the Travel Trade & Media opportunities that Tourism Nanaimo participates in, please contact darsey@tourismnanaimo.com.

Nanaimo Contest Winners Are Enjoying the City

In 2016, Tourism Nanaimo held a contest through Cabela's to target key Alberta visitor markets. The contest offered a free trip to Nanaimo, which would enable winners from the target market to experience all that Nanaimo has to offer. Last month Tourism Nanaimo had the first contest winner visit the city and was able to provide them with an itinerary chock-full of activities, dining and sight-seeing. The lucky winners headed out on a guided tour of Ammonite Falls and other local parks followed by a local food and beverage tour, all of which was graciously provided by Vancouver Island Expeditions. The guests stayed at the Coast Bastion Hotel where they were able to dine at Minnoz restaurant before heading to Kiyo Salon and Spa for a relaxing Nanaimo Bar Pedicure. On their last day, they enjoyed a scenic flight-seeing tour, compliments of Sunshine Air, before heading to the airport for their departure from the city. Tourism Nanaimo would like to thank all of the supporting stakeholders in making their trip a success. Tourism Nanaimo is currently working on the itinerary for the second winner's trip and anticipates that it will be as successful as the first.

Welcoming Spring with Social Media

With the spring shoulder season, Tourism Nanaimo's social media efforts have been focused on exciting followers for the warmer weather and the #ExploreNanaimo possibilities. Engagement is strong for posts on wildlife, the upcoming summer season, and of course, Nanaimo bars.

As part of Festival Nanaimo and its signature event Hops & Hounds, Tourism Nanaimo partnered with local retail shop Lucid (@livelucid), to deliver an Instagram takeover. There were 4 posts in total, all of which gained thousands of impressions, earned hundreds of likes, and sparked many conversations with followers. At present, Tourism Nanaimo is just shy of 12K followers on Instagram.

Social media continues to drive the largest portion of traffic to ExploreNanaimoBC.com, and will serve as an effective tool for garnering stakeholder visibility on the website over the fiscal year. If you'd like to shine the spotlight on your business, please reach out to hannah@tourismnanaimo.com to discuss social sharing, takeovers, and more. You can also reach out through Facebook (Tourism Nanaimo), Twitter (@TourismNanaimo), or Instagram (@TourismNanaimo), and use #ExploreNanaimo when posting tourism-related, Nanaimo content to social media channels.

Stakeholder Engagement Sees Fantastic Response

The response to recent stakeholder engagement efforts has been overwhelmingly positive, with outreach invitations to Nanaimo stakeholders seeing an 83% engagement rate. Those stakeholders who have reciprocated have been excellent sources of knowledge, assisting with opportunity identification and collaboration building for tourism development in Nanaimo. Engagement with stakeholders is critical for Tourism Nanaimo staff; stakeholder insight is a vital component in the elevation of Nanaimo's position as a desirable tourism destination. Tourism Nanaimo encourages all local tourism stakeholders to reach out to our organization via 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) Amplifies Destination Development Investment in Nanaimo

Roughly \$30,000 of the \$125,000 Tourism Development Fund (TDF) has been awarded this year to successful applicants who are investing in new or growth-oriented tourism products and/or development initiatives. The awarded funding has been leveraged by applicants up to \$225,800 worth of investment in enhancing Nanaimo's competitive appeal as a preferred multi-night destination; Tourism Nanaimo will have more details to share on these initiatives in future newsletters. The remaining \$95,000 is still available and will be allocated over an ongoing intake, as long as funding remains to be awarded, up until Dec 31, 2017. So far, the response to the TDF has been outstanding, and Tourism Nanaimo expects to see the fund fully utilized long before the year-end deadline. For more information, or to apply to the Tourism Development Fund, please contact melissa@tourismnanaimo.com.

2017 Nanaimo & Region Map is Now in Market

This publication, which includes maps and stakeholder information for downtown and the region, is now in market. It will be distributed on BC Ferries' routes from the Mainland to Nanaimo for the period April to March 31, 2018. Copies of the map can be picked up for distribution at stakeholder businesses; please contact Karen Bannister to make arrangements karenbannister@tourismnanaimo.com.

BC Ale Trail Promotes Nanaimo's Craft Beer Scene

Nanaimo will again participate in the BC Ale Trail, which promotes the growing craft beer culture in British Columbia. Nanaimo breweries are part of two trails: one, which is new this year, encompasses the Cowichan Valley, Nanaimo and Parksville-Qualicum. The other Ale Trail includes Nanaimo and the Comox Valley. More information on the BC Ale Trail can be found here: <https://bcaletrail.ca/>

Share Vancouver Island

Nanaimo will also participate in a marketing partnership with Parksville-Qualicum, Tofino and Black Ball Ferry. The Share Vancouver Island marketing campaign invites Washington State residents to enjoy the

natural wonder of Vancouver Island. More information can be found at: <http://sharevancouverisland.com/>

For information on Nanaimo's consumer marketing efforts, please contact Karen Bannister at 250-740-1222 or via email karenbannister@tourismnanaimo.com.