

## Stakeholder Update

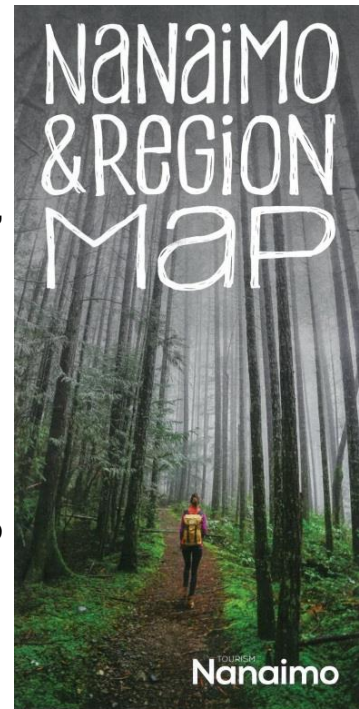
### Tourism Nanaimo Looks to Launch Fiscal 2018 with Over \$400,000 in Marketing

The Tourism Nanaimo office is buzzing with activity as a successful 2017 fiscal year is wrapping up, and funds are secured for the start of the Fiscal 2018 year (April 1, 2017 – March 31, 2018). A forward-thinking strategic marketing plan is being crafted that builds on past successes and continues to put Nanaimo on the map as a destination.

This update shares some of the team's activities and successes over the past 4 weeks.

#### 2018 Nanaimo & Region Map

The brand new Nanaimo & Region map has arrived hot off the press and is now available at both the Visitors Centre on Northfield Road and at the Tourism Nanaimo office at 501 - 65 Front Street. Karen has been contacting advertisers to share the wonderful publication with their staff and customers. If you would like a supply of the map, or even just a copy for yourself, please contact Karen at 250-740-1222; or email [karenbannister@tourismnanaimo.com](mailto:karenbannister@tourismnanaimo.com).



ExploreNanaimoBC.com



Photo Credit: Goverchanghorizon

#### 2018 Fiscal Funding and Strategic Marketing Plan

The application to Destination British Columbia for marketing funds for the Fiscal 2018 year has been approved in the amount of \$168,000, an increase of \$22,000 over what was received last year. The strategic marketing plan includes leveraging this investment from Destination British Columbia to \$403,000 in the marketplace, which equates to \$115,000 more in marketing dollars this year over last year. The Fiscal 2018 year begins April 1, 2017.

A Request for Qualifications has been issued to develop a list of suppliers who will support the implementation of the marketing plan.

Thank you to the many stakeholders who attended the February planning sessions. Stakeholder feedback was integral to shaping the strategic marketing direction and tactics that will soon roll out. Another stakeholder session will be announced in the very near future to share the new strategic marketing plan. For more information on Tourism Nanaimo marketing plans and initiatives, please connect with [karenbannister@tourismnanaimo.com](mailto:karenbannister@tourismnanaimo.com).



#### Social Media Continues to Build Buzz for Nanaimo

This past month, Tourism Nanaimo has focused on increasing organic social media reach and engagement, as well as driving traffic to the website. Tactics like sharing user-generated content, and promoting specific reasons to visit Nanaimo this

spring have resulted in increased visibility for [ExploreNanaimoBC.com](http://ExploreNanaimoBC.com). For example, using targeted calls to action on Facebook has resulted in an increase of social referral traffic to [ExploreNanaimoBC.com](http://ExploreNanaimoBC.com) by 788%, compared to the previous month. Tourism Nanaimo's Instagram account has grown this month by 585 followers.

In the vein of supporting stakeholders, one content focus for Tourism Nanaimo over the last 4 weeks has been promoting Festival Nanaimo, which takes place this month. Tourism Nanaimo's social media channels have highlighted different trip planning opportunities and we have run two contests to increase visibility of the events. For more information on engaging with Tourism Nanaimo's social media channels, please connect with [hannah@tourismnanaimo.com](mailto:hannah@tourismnanaimo.com) or reach out through Facebook (Tourism Nanaimo), Twitter (@TourismNanaimo), or Instagram (@TourismNanaimo). Feel free to interact with us via #ExploreNanaimo when posting tourism-related, Nanaimo content to social media channels.



### **Destination Development Making Connections and Identifying Opportunities**

The Destination Development staff have hit the ground running, meeting and collaborating with stakeholders and identifying opportunities to further develop Nanaimo's position as a desirable tourism destination. Over the last 4 weeks, there have been more than 30 one-on-one meetings with stakeholders, as well as numerous group meetings and additional follow-up communication and outreach efforts; stakeholder engagement is fundamental to Tourism Nanaimo staffs' ability to identify the existing products and experiences available in the city and to understand how Tourism Nanaimo can best support stakeholders in the continued creation and enhancement of these local tourism offerings. As the stakeholder database is still being populated and updated, stakeholders are encouraged to share this update, and to also reach out to our organization via [melissa@tourismnanaimo.com](mailto:melissa@tourismnanaimo.com) to be engaged and included in future communication efforts.

The call for applications is now officially open for the 2017 Tourism Development Fund (TDF). The updated criteria and application form can be downloaded from <http://www.tourismnanaimo.com/grants-programs>.

The \$125,000 fund invests in new or growth-oriented tourism products and/or development initiatives that improve Nanaimo's competitive appeal as a preferred multi-night destination by matching 50% of successful applicants' eligible activity expenses, to a maximum TDF contribution of \$20,000. The call for applications will have a rolling intake and will remain open as long as funding remains to be awarded, up until Dec 31, 2017. For more information on the TDF fund, or to submit an application, please contact [melissa@tourismnanaimo.com](mailto:melissa@tourismnanaimo.com).



### **Travel Media and Trade Operators Coming to Nanaimo**

Tourism Nanaimo is excited to announce two opportunities in which the organization will be engaging with journalists and international travel trade initiatives. Tourism Nanaimo

will be actively involved in the Ale Trail press trip coming up this April. This press trip will be taking place from April 6th – 10th and will be featuring 11 different journalists from a variety of outlets. These outlets include the Daily Meal, Northwest Travel & Life, AWOL Australia, CAA Magazine, NUVO Mag and some freelance journalists as well. Tourism Nanaimo is excited to host them for a lunch in Nanaimo and accompany them to local breweries to showcase the local ales.

On April 1, 2017 Tourism Nanaimo will be hosting a FAM tour for Korean Air in partnership with TVI, DBC, Tourism Vancouver, Tourism Victoria, and Tourism Whistler. This FAM will provide an opportunity for senior product managers to experience and gain knowledge about the tourism products in Nanaimo. Tourism Nanaimo will be hosting this group at the Dinghy Dock Pub and White Sails Brewing as they arrive in Nanaimo later in the afternoon. Tourism Nanaimo is looking forward to engaging with these product managers and actively promoting the tourism products in our area. For more information on travel, trade and media events and initiatives in Nanaimo, please contact [darsey@tourismnanaimo.com](mailto:darsey@tourismnanaimo.com).



If you have any questions or comments, about this update or anything related to tourism in Nanaimo, please feel free to contact the Tourism Nanaimo team anytime.

Thank you,

Your Tourism Nanaimo Team,

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