



NANAIMO

DISCOVER YOUR 360°

APRIL REPORT

HIGHLIGHTS

CONSUMER MARKETING

Social media Growth

- Twitter: 11,962 (up 41 from March)
- Facebook: 15,792 (up 51 from March)
- Instagram: 15,087 (up 177 from March)

Weekend in Nanaimo Campaign

Run: February 25-April 22

- Microsite number of sessions: 19,988
- Microsite number of pageviews: 24,566
- Microsite number of referrals to stakeholders: 868
- Search ads: 3,966 clicks, 214,632 Impressions, cost/click \$1.37
- Display Ads: 9,021 clicks, 2,973,988 impressions, cost/click \$0.52

CONSUMER MARKETING

Nanaimo in the News:

Lucas Aykroyd for VIA Rail, featuring Nanaimo's Ammonite Falls, Ale Trail and the Nanaimo Bar
Read article here.

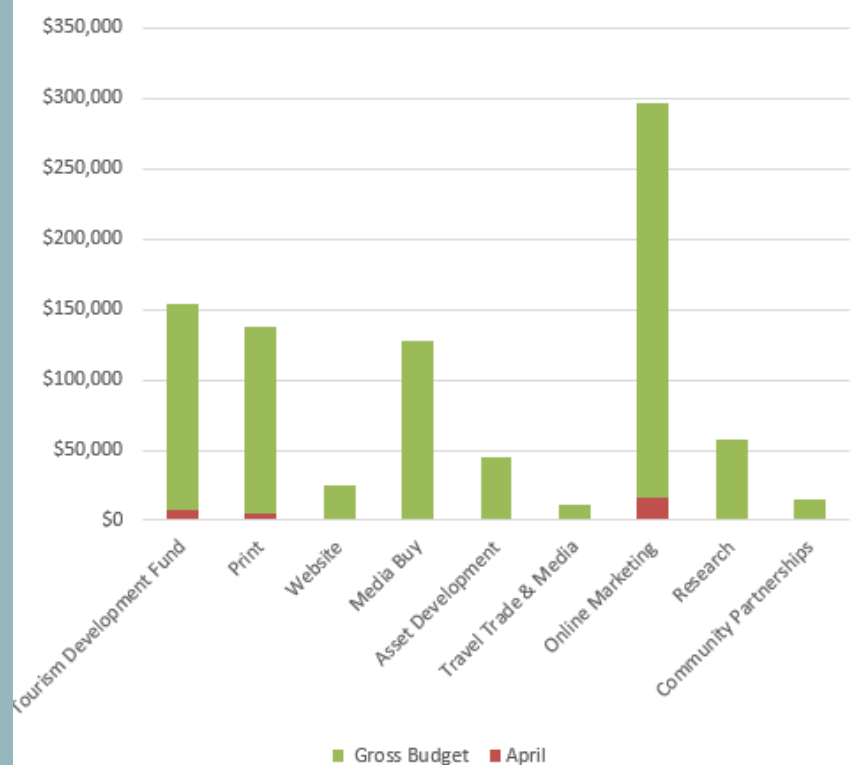
<https://blog.viarail.ca/2018/04/19/five-great-day-trips-from-vancouver/>

Weekend in Nanaimo campaign wraps up. Successes:

- Created a 64% increase in website traffic in the month of March (as compared to average pageviews);
- Was a campaign that made possible due to a surplus in dollars. The surplus was created when stakeholder sales exceeded targets. The Nanaimo Hospitality Association contributed MRDT funds to the campaign.
- This campaign was cost effective: the cost per click for display ads (\$0.52) was over half the industry average (\$1.16)

FINANCE

FY19 Budget vs Actual Expenditures





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TOURISM DEVELOPMENT FUND

- 14 applications, requests almost 3x available funds
- 12 successful applicants
- Total investment \$65,000 leveraged to \$985,000

VISITOR SERVICES

- 252 volunteer hours, 89 volunteers identified
- 2,346 visitor interactions +454% over 2017

TOURISM DEVELOPMENT FUND

Improved process:

- Two intake rounds: April and July
- Stakeholders encouraged to participate in program development coaching and support throughout the application process (increase fund alignment and project success).
- Projects with significant potential identified through regular stakeholder engagement efforts and targeted to encourage applications.

Successful TDF Applicants:

Nanaimo Blues Festival, Brackish Outdoor Adventures, Island Marine Adventures, Loyal Nanaimo Bathtub Society, M-Con Events Society, Nanaimo International Jazz Festival, Nanaimo Mountain Bike Club, Vancouver Island Exhibition, Pacific Island Entertainment Inc., Petroglyph Development Group, Stevie Smith Legacy Foundation and Vancouver Island Expeditions.

VISITOR SERVICING

Staff News:

- Helga Lange joined Visitor Services as the Visitor Services and Volunteer Coordinator
- Secured \$24,000 in Canada Summer Job Grant funding: added five Visitor Services summer positions, plus one marketing assistant position.

Total Number of Volunteers:

- Nanaimo Hospitality Ambassador program and Visitor Services Volunteer Program merged: volunteer base of 89.

First Cruise Ship of the Season April 8th:

- 43 volunteers stationed at five downtown locations plus cruise ship terminal.
- 1,000+ visitor interactions.



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KEY PERFORMANCE INDICATORS

Fiscal Year
April 1, 2018 to
March 31, 2019

SELECTED MEASURES

Increase overnight stays in the region, including fixed roof and camp accommodations
TARGET: 75.48% (up 4.58%)

Increase the use of #ExploreNanaimo hashtag on Instagram
TARGET: 55,347 uses (up 11,169)

Increase stakeholder referrals from website (Conversion)
TARGET: 1,725 referrals/month

Increase email subscribers
TARGET: 8,200 total subscribers (up 614)

Increase website pageviews
TARGET: 38,000 total pageviews per month (up 3532 from average)

Increase stakeholder participation in marketing programs
TARGET: \$90,000 (maintain)

Increase number of visitors serviced by TVIC Certified staff and volunteers at Visitor Centres
TARGET: 23,000 (5% increase)

Increase number of visitors serviced by TVIC Certified staff and volunteers - roaming
TARGET: 5,600 (30% increase)

Support the creation of new and enhanced tourism product through the Tourism Development Fund
TARGET: 90% TDF reimbursement to applicants

Increase the revenue from brochure racking sales
TARGET: \$11,000 (10% increase)