

*Report on*

# MARKETING

## Business Tourism Initiatives

- Co-operative advertisement in Meetings Northwest featuring Coast Bastion Hotel, Vancouver Island Conference Centre, Inn on Long Lake and Bethlehem Centre. Distribution: 9,500.
- Above advertisement re-purposed in Timbermen President's Cup program (by Vancouver Island Conf. Centre).
- Contracted a videographer for a business tourism video - release Oct.

## GOALS

*referrals from  
tourismnanaimo.com to  
stakeholders*

**129%** *to monthly goal  
(2,224/1,725)*

*increase website  
pageviews*

**147%** *to monthly goal  
(55,803/38,000)*

## SOCIAL GOALS

- Increase use of #explorenanaimo: 88.48% on track to goal (48,971/55,347);
- Increase followers on Instagram: 95.7% on track to goal (15,363/16,051);
- Increase followers on Facebook: 88% on track to goal (16,362/18,543).

## Advertising Campaign

Results of digital advertising campaign  
June 18 - July 31, 2018

Search: 41,773 impressions, 1.83% click through rate (vs industry average 2.18%);

Facebook & Instagram Reach:  
1,140,479, 1.79% click through rate (vs industry average 0.9%).

## NEXT STEPS

- A television advertising campaign begins on Global Television late August;
- A Vacation Planner magazine is in production and will be available January 2019;
- Ask a Local campaign begins in August with our effort to gather quotes and headshots of locals. The resulting webpage will feature what locals love to do.
- The Adventure 360° team - a group of local social influencers begin filming social media material in August;
- The NHA funded Mountain Biking tourism social media campaign continues.

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# INDUSTRY ENGAGEMENT

Tourism Development Fund Success Story

Leif Bogwald, owner/operator of Vancouver Island expeditions strongly believes that travel should be about "experiencing a place in authentic and meaningful ways, rather than checking off places on a list."

After participating in Destination BC's Remarkable Experiences program last fall, Leif created his own Experience: "Off the Eaten Path." The wildly successful pilot event for the series featured a locally

caught, multi-course seafood dinner by Chef Ryan of Hilltop Bistro, paired with wines from Chateau Wolff Estate Winery and beer from White Sails Brewing, set in the centre of the Chateau's vineyard.

The pilot was supported by TDF funds. "The fund was an incentive for me to try the pilot; knowing I had that funding mitigated a lot of the financial risk I would otherwise face personally."

## TDF

- Announced next call for TDF Funding;
- Coached 6 applicants.

## STAKEHOLDER SURVEY

- Sent early July.
- Received 40 surveys in July.

## NEXT STEPS

- Tourism Development Fund second call will complete and disbursements will be made.
- Survey to stakeholders completes in August and results will be analyzed.
- Planning has begun to host an Industry series to engage stakeholders in networking, product knowledge, and experience development. Three sessions: September, November and February.

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# VISITOR SERVICES

- Held a safety talk at the Visitor Centre to educate staff and volunteers. Safety policies have been updated as a result of learnings;
- Visitor Servicing has partnered with the Nanaimo Hospitality Association to input valuable visitor servicing information into the NHA App. This will be complete early August.
- Staff recruiting and training now complete.

VISITORS  
SERVICED

5,989

ROAMING  
APRIL TO JULY

14,488

VISITOR CENTRE  
APRIL TO JULY  
UP 16.8% Y/Y

## ACHIEVEMENT

- 47 Hospitality Ambassadors certified with Destination BC Tourism Visitor Information Counselor Training (TVIC);
- Exceeds target of 30 trained volunteers and represents over 19% of all TVIC trained individuals in BC.

Hospitality Ambassadors volunteered a total of 1105 hours in July (down 6.6% over July 2017);

Hospitality Ambassadors staffed info tents at the Commercial Street Night Markets, Canada Day, Dragon Boat Festival, Silly Boat, Bathtub Weekend and Commercial Street Fair, and Victoria Crescent Street Fair.

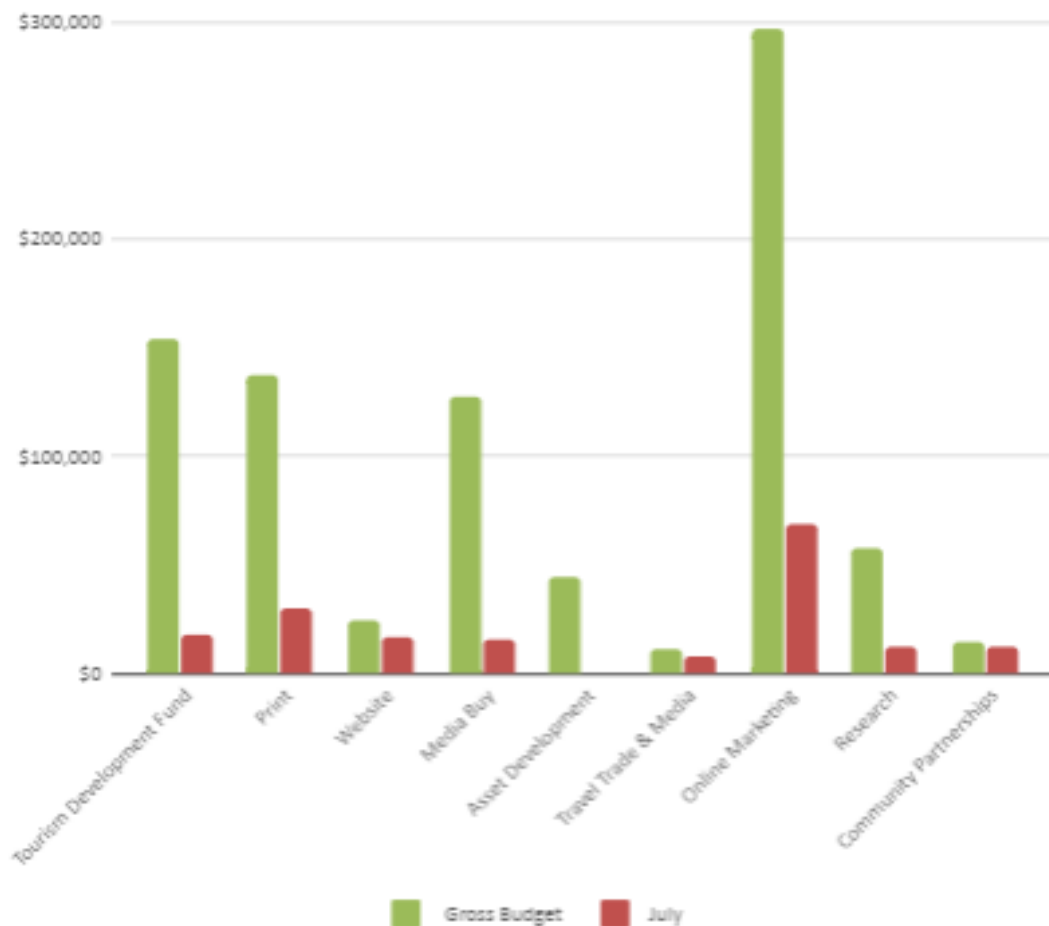
## NEXT STEPS

- Connecting and collaborating with event organizers in August to ensure Ambassador scheduling. Building partnerships and new opportunities for Nanaimo Hospitality Ambassadors;
- Providing visitor servicing 7 days a week at Northfield and Bastion. Upcoming events include Red Bull World Qualifier, Commercial Street Night Markets, Vancouver Island Exhibition, Summertime Blues Festival and the President's Cup Lacrosse Tournament.

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# FINANCES

FY19 Budget vs July Actual Expenditures



## FOR TOURISM NANAIMO

Karen Bannister  
Consumer Marketing Specialist

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