

Report on

MARKETING

Website Improvements

- TourismNanaimo.com saw improvement to the What to Do pages this June in an effort to streamline content;
- A campaign landing page was created to support a social media advertising campaign;
- Email marketing efforts will begin in July and a new program tracks user movement on the website.

SOCIAL GOALS

- Increase use of #explorenanaimo: 86% to goal (48,087/55,347);
- Increase followers on Instagram: 95% on track to goal (15,310/16,051);
- Increase followers on Facebook: 97% on track to goal (16,110/18,543).

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;

GOALS

*referrals from
tourismnanaimo.com to
stakeholders*

69% *to monthly goal
(1,194/1,725)*

*increase website
pageviews*

148% *to monthly goal
(56,259/38,000)*

Advertising Campaign

A social media advertising campaign began in June, targeting BC and Alberta residents.

Results June 1 - 30

Search: 7,908 impressions, 2.31% click through rate (vs industry average 2.18%);

Facebook & Instagram Reach: 691,744, 0.34% click through rate (vs industry average 0.9%).

- A business tourism advertisement will appear in the Meeting publication for Northwest Travel magazine;
- 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

- 3 of the 12 funded projects are completed with final reports pending;
- One successful applicant was unable to implement their project; the allotted funding will be rolled into the next call for applications;
- The next call for applications is Monday July 16th; it will close at 5PM on Tuesday July 31st.

STAKEHOLDER PORTAL

- Average time on page 1m 22sec

TDF

3 of 12 projects
completed

Next call July 16

Stakeholder Industry Update

- May 2018 sent to 372 subscribers;
- Open-rate of 36.6%, almost 10% higher than industry average (26.8%);
- Click-through rate for the Update was 8.3%, 4.5% higher than industry average (3.8%).

NEXT STEPS

- Tourism Development Fund's next call for applications July 16th closing July 31st;
- Survey to stakeholders out early July to evaluate performance and gain insight into gaps in stakeholder services;
- 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

- Supported three conferences at the Vancouver Island Conference Centre by providing visitor servicing in-person and static booths;
- Completed four days of Familiarization Tours of local accommodations and tourism-related operators;
- Visitor Servicing has partnered with the Nanaimo Hospitality Association to input valuable visitor servicing information into the NHA App.

ACHIEVEMENT

- 37 Hospitality Ambassadors certified with Destination BC Tourism Visitor Information Counselor Training (TVIC);
- Accounts for 19% of TVIC certification in 2018 so far.

NEXT STEPS

- Connecting and collaborating with event organizers in July and August to ensure Ambassador scheduling. Building partnerships and new opportunities for Nanaimo Hospitality Ambassadors;

VISITORS SERVICED

roaming

April to June: 3,800

3,988

*visitors serviced at
Centre in June*

Hospitality Ambassadors volunteered a total of 243 hours in June (62% increase over June 2017);

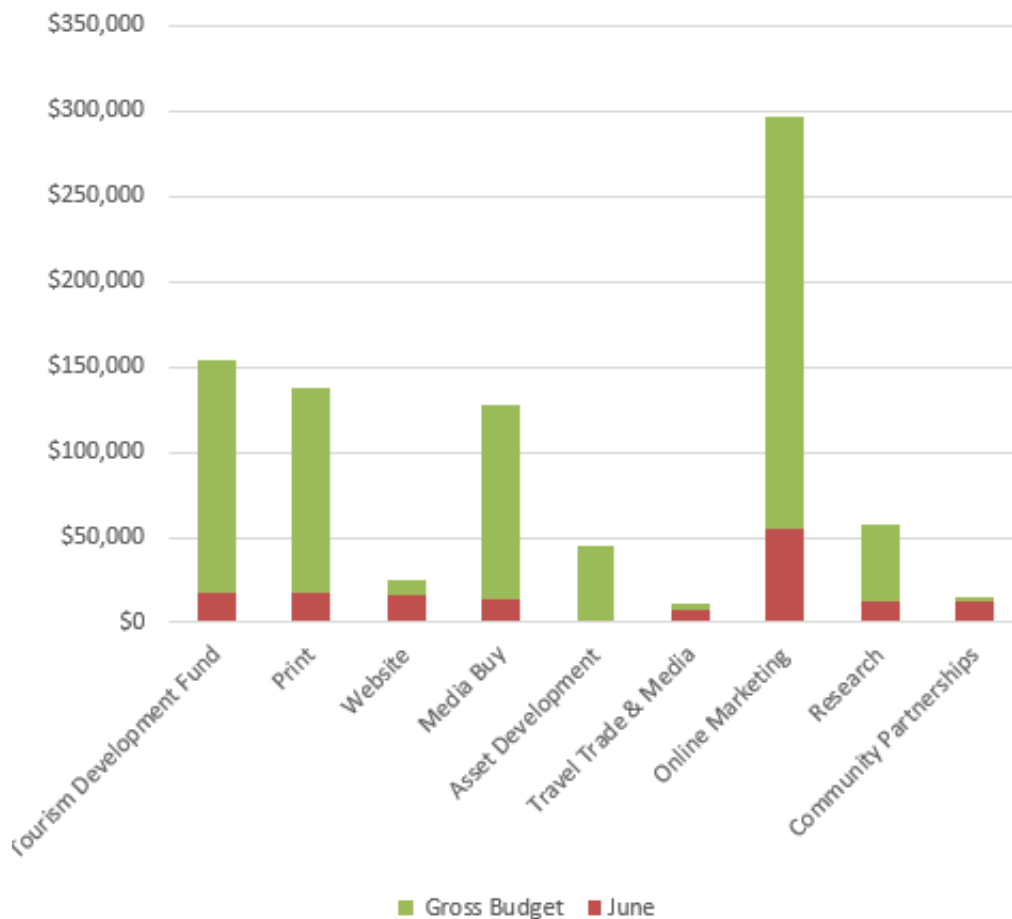
Hospitality Ambassadors staffed info tents at the Commercial Street Night Markets, New Immigrant Welcome Event, and supported the Visitor Centres (Northfield and Bastion) in June.

- Providing visitor servicing 7 days a week at Northfield and Bastion. At a mobile kiosk tent at Canada Day, Dragon Boat Festival, Silly Boat Regatta, Thursday Night Markets, Bathtub Festival at Maffeo Sutton Park, Victoria Crescent Association Bathtub Weekend Street Fair, Commercial Street Fair. At 2 conferences.

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FINANCES

FY19 Budget vs June Actual Expenditures



FOR TOURISM NANAIMO

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