



NANAIMO

DISCOVER YOUR 360°

MAY REPORT

HIGHLIGHTS

CONSUMER MARKETING

Social Media:

- Twitter: 12,015 (up 53 from April)
- Facebook: 15,869 (up 77 from April)
- Instagram: 15,260 (up 173 from April)

Key Performance Indicators:

- Website pageviews: 34,647 for May (to goal 91.2%)
- Email Subscribers: 7,586 total (to goal 92.5%)
- Stakeholder Referrals: 1,143 (to goal 66.3%)

CONSUMER MARKETING

Travel Trade and Media:

- Hosted group of Belgian tour operators in late May.
- A group of Visitor Information Counsellors from communities across Vancouver Island were hosted on a familiarization tour at the end of May.

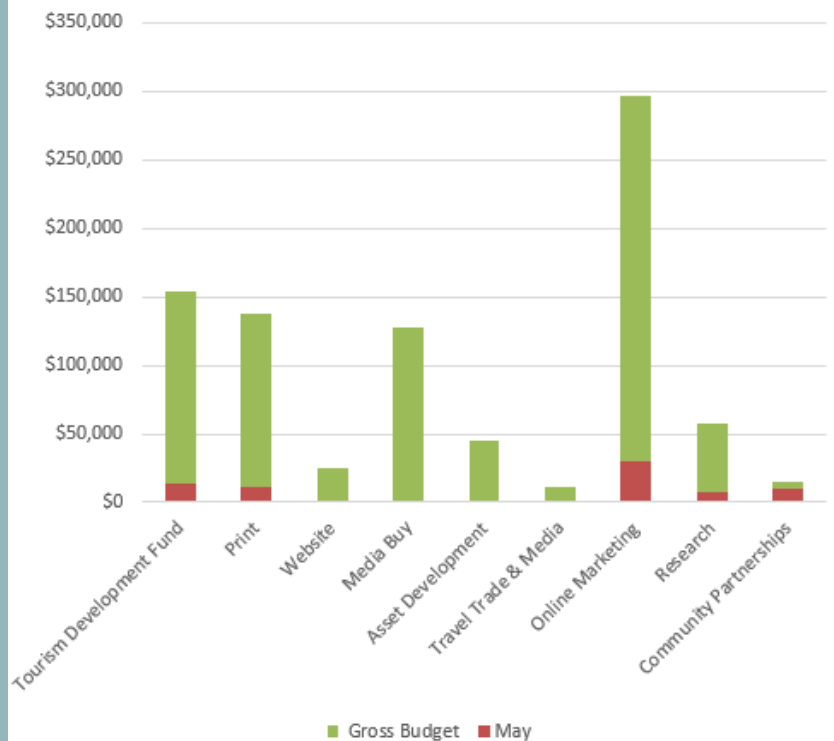
Mountain Biking Campaign with Nanaimo Hospitality Association:

- A video produced by IFHT Films featuring Nanaimo trails. It was released on May 7. To date it has received 144,651 views on YouTube. Watch.



FINANCE

FY19 Budget vs Actual Expenditures





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TOURISM DEVELOPMENT FUND

- Total investment of \$65,000 leveraged to \$985,000
- \$65,000 left to be awarded (In July)

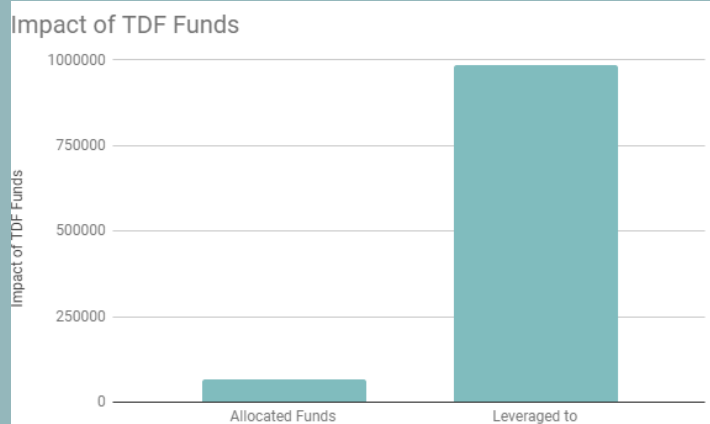
VISITOR SERVICES

- 225 volunteer hours
- 6,835 visitor interactions (down 25% over 2017)

INDUSTRY ENGAGEMENT

Industry Familiarization Tour:

- Tourism Nanaimo is assisting Petroglyph Development Group CEO to arrange partnership meetings with local stakeholders for potential partnership opportunities.



VISITOR SERVICING

New uniforms (t-shirts and vests):

- Ambassadors will be wearing bright blue t-shirts and/or navy blue vests during events and volunteer shifts.

Familiarization:

- 12 ambassadors joined a free walking tour through downtown Nanaimo to familiarize themselves with tourism services as well as Nanaimo history.

Second cruise ship visited Nanaimo May 16:

- 38 Ambassadors were stationed at 4 downtown locations (Front Street, Bastion, Maffeo, and OCQ) and recorded over 1,250 interactions.

