

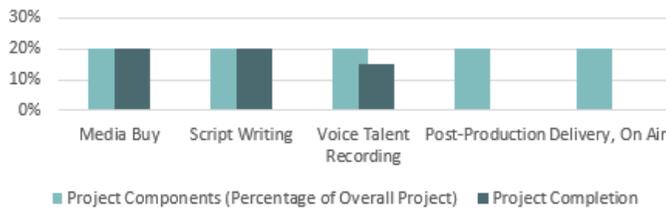
Contests

What's Your Nanaimo 360° contest closed on August 22nd with 93 itineraries submitted by entrants hoping to win their ideal 48 hours in Nanaimo to share with an out-of-town guest. Sarah won and invited her friend Danielle to visit from Vancouver in September. The contest received 432,484 total impressions across all mediums including social media, print and radio.

Broadcast Television

August saw the confirmation of a broadcast advertising buy with Global TV (BC and Alberta viewers). The first advertisements will air September 25th and the advertisement schedule includes two waves – fall and spring.

Broadcast Progress



Videos

Tourism Nanaimo's creative concept includes profiling local knowledge. Three videos were produced in August that feature locals sharing their favourite things to do. These videos will be released on social media and used promotionally in September. Watch the [videos on Youtube](#).

Digital Advertising

Programmatic advertising launched with display, native and search advertisements appearing on websites, and during searches. In week one, Tourism Nanaimo's message reached 381,568 people and resulted in 2,576 unique individuals visiting TourismNanaimo.com. Digital advertising continues through the rest of the campaign year (to March 31st).

Social Media & Content

Month Over Month Social Growth



The month of August saw many successes on social media. Thanks to a unified look and feel from social platform to website as well as a user-friendly design, we're seeing the most monthly traffic to TourismNanaimo.com for the fiscal year. Tourism Nanaimo expects traffic numbers to grow as social media advertisements gain traction and continue to drive consumers down the path to purchase. Tourism Nanaimo is also monitoring that funnel by tracking the conversions from the website to stakeholder websites.

Vacation Planner

Advertising sales for the printed collateral guide closed on August 11th and finished over target. The guide is currently in production with an estimated publication date of early October.



Stakeholder Investment

Tourism Nanaimo estimated stakeholder investment in the initial marketing plan to the City of Nanaimo. Thanks to advertisement sales and partnerships, Tourism Nanaimo has exceeded that target by 100%.

Research

Late August, Tourism Nanaimo received results of a pre-wave Conversion Study. Pre-wave measures consumer perceptions of Nanaimo before advertisements appear in market. It provides strategic advice, as well as benchmarking data. Key findings from this online survey of 1002 BC and Alberta residents include:

- Majority have been to Nanaimo before: Nanaimo is part of a Vancouver Island vacation;
- Past visitors are not aware of what Nanaimo has to offer;
- Experience and emotion drivers mirror other Island communities without distinguishing features.

August was also a record month for Facebook conversations, meaning more consumers are liking, sharing and commenting than all previous months in the fiscal year.

Travel Trade & Media

Testing The Waters

Tourism Nanaimo is looking forward to welcoming a journalist from the Toronto Star in early September for a "Testing the Waters" press trip that showcases some of the many water-based activities that makes Nanaimo so desirable.

Familiarization Tour

At the end of September, a Vancouver Hotel Concierge familiarization tour will take place to encourage the participating agents to recommend visitation to Nanaimo to their guests.

Community Engagement

676

Businesses & Groups

In August, Tourism Nanaimo had 676 entries captured in our database, a slight increase over July (1.2%), comprised of 303 businesses, 11 individuals and 362 contacts. Of the 676 entries in the database, 486 of them (71.89%) have provided Express Consent to contact via email, comprised of 217 businesses, 11 individuals and 258 contacts.

There were 305 recipients subscribed to receive August's stakeholder e-update, a 3.4% increase over last month. Of those sent, 117 were opened, resulting in a 38.9% open rate, 10.47% higher than industry average. While the number of unique opens (117) saw a slight decrease from last month (-3.31%), engagement was impressive with total opens reaching 439, a 49.32% increase over last month.

Tourism Development Fund

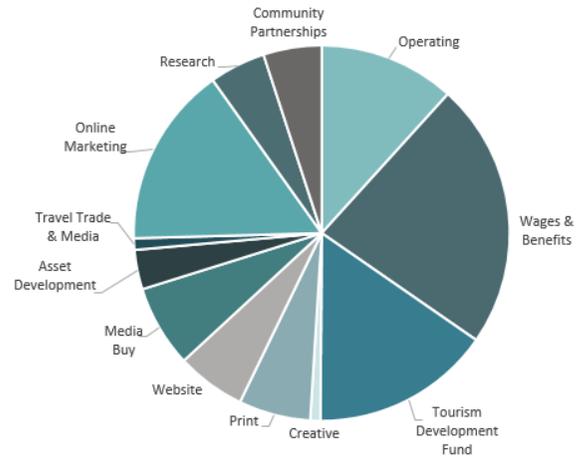
The Tourism Development Fund (TDF), which was fully allocated in June 2017, saw the first two of 10 project files completed in August. Entering into September, it is expected that 5 additional project files will reach completion this month, leaving only 3 outstanding.

Stakeholder Portal

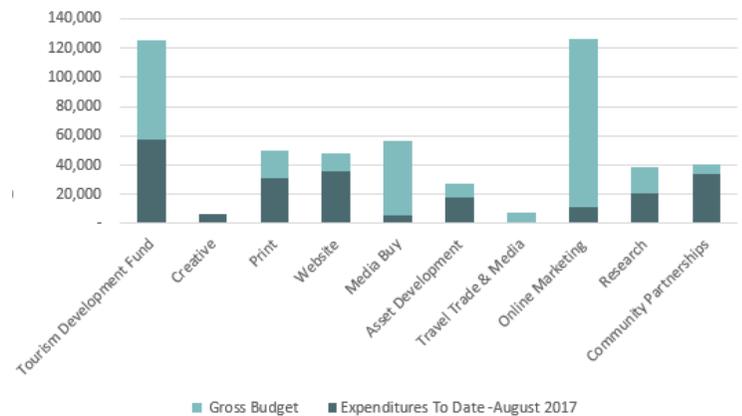
TourismNanaimo.com recently received a new look, and now the site also offers a new [Stakeholder Portal](#). The portal is specifically geared towards Nanaimo tourism stakeholders, and provides tools and resources to grow and enhance tourism business.

Finance

FY18 Budget Allocation



Budget Allocation & August Expenditures



Next Steps: September

- ⚡ Video distribution on social media with contest leveraging September 15, 22nd and 29th.
- ⚡ Vacation Planner signed off to print September 22nd.
- ⚡ Advertisements on Global Television begin September 25th.
- ⚡ Fiscal 2019 planning begins in preparation for Destination BC Funding Application, due November.
- ⚡ Continue work on the Nanaimo destination development draft report.
- ⚡ Itinerary for the Nanaimo 360 contest winners as they take part in their ideal 48 hours in Nanaimo.
- ⚡ Host the "Testing the Waters" September press trip.
- ⚡ Create and curate content for the new TourismNanaimo.com blog.
- ⚡ Ramp up engagement efforts as stakeholders are more available after busy peak-season activities.