

## FY18 Milestones

Tourism Nanaimo's fiscal 2018 year is almost complete and interim progress reports indicate a strong year. Here are a few marketing results:

Total television impressions in the key 35+ age demographic: 21,217,000

Total reach for paid social media campaign: 394,546

Click-through rate for digital advertisements: 0.83%, 0.36% better than industry average

Total social media followers to date: 42,342

Total reach using organic social media: 2,497,624

Total number of website page views (unique): 152,999

Total number of referrals/conversions (click throughs to stakeholder websites): 8,149

Stakeholder Investment has more than doubled our original projection of \$90,000 to \$199,507.33

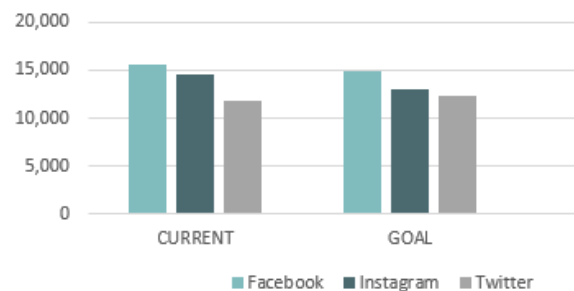
## Social Media & Content

Month Over Month Social Growth

Platform	Current	Change
Twitter Followers	11,856	+56
Instagram Followers	14,601	+288
Facebook Likes	15,539	+133

In the month of February, Tourism Nanaimo took over the Instagram account and e-newsletters of Tourism Vancouver Island. This marketing opportunity yielded strong results, including an increase of 154 followers in the takeover week, compared to just 74 followers the week prior.

In FY18, Tourism Nanaimo's social media channel have seen steady growth, and are on track to hit all of the goals for year.



## Nanaimo 2017 Year in Review

The past year of tourism successes is highlighted in the following data from Chemistry Consulting:

Highest average room rate in 7 years - \$126.10 in 2017

Highest average occupancy rate in 7 years - 70.9% in 2017

Highest BC Ferries Vehicle Traffic (Between Vancouver and Nanaimo Routes 2 & 30) in 7 years - 1,986,905 in 2017

Highest BC Ferries Passenger Traffic (Between Vancouver and Nanaimo Routes 2 & 30) in 7 years - 5,251,280 in 2017

Stable BC Ferries Bus Traffic (Between Vancouver and Nanaimo Routes 2 & 30) - 2,420 in 2017

Highest BC Nanaimo Airport Number of Passengers Arrivals and Departures - 358,184 in 2017

The only area that has not see growth in the past year was Vancouver Island Conference Centre Number of Delegate Days (a minute decline of 0.24%) however, new partnerships are forming between the Vancouver Island Conference Centre, Tourism Nanaimo, and the Nanaimo Hospitality Association to create a more collaborative approach to market and leverage this local asset.

## Travel Trade & Media

Tourism Nanaimo participated in Tourism Vancouver Island's annual Explore Vancouver Island networking event. This allowed the Trade and Media department to network with key receptive tour operators, wholesalers and online tour agencies. Following the event, Tourism Nanaimo hosted 11 of the tour operators on a familiarization tour showcasing the city's accommodation and activity providers.

Tourism Nanaimo hosted a journalist from Tasting Notes during his stay. Ezra Johnson-Greenough made his way through Cowichan's, Parksville's and Nanaimo's beer belt, visiting local breweries, restaurants and attractions before participating in the Crafternoon event at the Longwood Brewpub. Tourism Nanaimo will also be hosting journalist Tracy Beard while she visits the city to write a piece for both Northwest Meetings Magazine and Upscale Living Magazine.

The Trade and Media department has been preparing for two familiarization tours set for March with Victoria-based concierge/front desk agents and West Jet and BC Ferries reservation agents.

## Stakeholder Engagement

In February, Tourism Nanaimo had 1085 entries captured in our database comprised of 498 businesses, 14 individuals and 573 contacts. Of the 1085 entries in the database, 586 of them have provided their emails with Express Consent to contact them.

Tourism Nanaimo is preparing to host the Engage 360 Tourism Industry Networking and Business Development Event on March 22nd, which will also double as our season launch.

Tourism Nanaimo saw an excellent turnout for the latest stakeholder discovery session, Outdoor Adventure, on February 22nd at WildPlay Nanaimo. The final session, Beach, Boating & Marine, has been postponed until Thursday April 26th, to accommodate the Tourism Nanaimo Engage 360° event.

## Tourism Development Fund

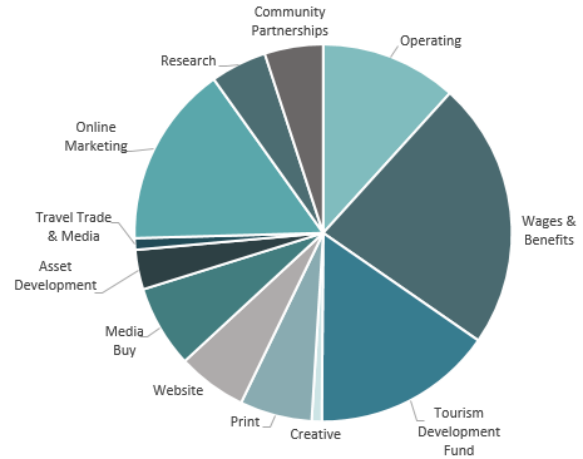
Tourism Nanaimo made the first call for applications to the Tourism Development fund on February 14th, 2018 with a closing deadline of February 28th at 5:00PM. The first call saw applications from 14 different organizations/groups with asks amounting to three times the amount available for distribution in this round. The applications will be reviewed by a funding committee shortly to determine if, and how, funds will be allocated to each application. The second call for applications will occur in July.

## Visitor Centre

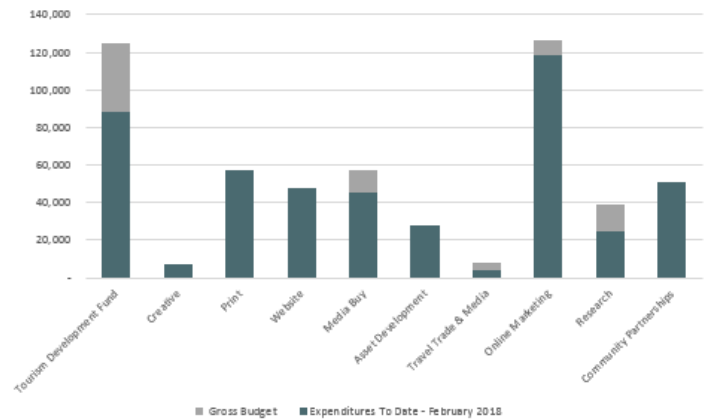
Tourism Nanaimo's Visitor Centre will launch its racking program for 2018 shortly. The centre is also preparing to train volunteers for the season, through the Tourism Visitor Information Counsellor Training Certificate program (TVIC).

## Finance

### FY18 Budget Allocation



### Budget Allocation & August Expenditures



## Next Steps: March

- ⚡ Host two familiarization tours for Victoria-based concierge/front desk agents and West Jet and BC Ferries reservation agents
- ⚡ Host journalist Tracy Beard during her visit to Nanaimo for her contribution to both Northwest Meetings Magazine and Upscale Living Magazine
- ⚡ Award TDF funding – round 1
- ⚡ Announce Adventure 360 team
- ⚡ Global Television Contest runs on Global Morning News Calgary March 19th to 25th, 2018
- ⚡ Print and digital sponsored article runs in Black Press papers and online beginning March 12th
- ⚡ "Weekend in Nanaimo" digital and social advertisements, which drive to stakeholder offers, runs February 26 to April 22, 2018
- ⚡ Begin transition to bring the Hospitality Ambassador Program for Nanaimo into the Visitor Services Volunteer Program