

## Marketing Campaigns

On August 1, 2017 Nanaimo launched a new website at TourismNanaimo.com. The brand new look distilled content from three website into one user-friendly site designed for functionality. Below are some successes from the website metrics, for the period of August 1 to December 31, 2017.

## Overall Site Visitation

Total Number of Sessions: 97,926

Bounce Rate: 63.7%

Average Time on Site: 1.17 mins

## Traffic Channel Distribution

Organic Search: 47%

Display: 6.8%

Other: 21.8%

Paid Search: 4.5%

Direct: 9%

Referral: 3.5%

Social: 7.5%

## Conversion

Tourism Nanaimo defines a conversion as a click through from TourismNanaimo.com to any stakeholder website. This click can be from the book direct widget, or from a stakeholder listing or advertisement.

From August 1, 2017 to December 31st, TourismNanaimo.com saw 5,578 unique click throughs to stakeholder websites.

## Visitor Experience Survey Results

Tourism Nanaimo conducted a Visitor Experience Survey in order to build a visitor profile for 2017. Here are a few highlights from the complete report:

A total of 1,999 invitations were sent, which resulted in 536 usable surveys.

90% of visitors were from Canada – 23% from Vancouver Island, 26% from other British Columbia and 41% from other parts of Canada (of which Alberta makes up 60%).

The average group size was 3.5 people.

Friends and relatives were the primary resource for trip planning information, at 58%. This was followed by previous personal experience at 40% and website of activity/attraction in Nanaimo at 23%.

Transportation to Nanaimo: 62% arrived in Nanaimo via personal vehicle, 18% by rental vehicle and 13% by airplane.

On average, visitors spent 5.4 nights in Central Island.

On average, visitors spent \$477 daily (per group).

Nanaimo received an overall satisfaction rate of 4.9/5 and a Net Promoter Score (likelihood they would refer Nanaimo to friends or family) of 16.2/100.

## Social Media & Content

Month Over Month Social Growth

**11,740**

**14,024**

**15,312**

Twitter Followers

Instagram Followers

Facebook Likes

+64

+203

+112

As part of the efforts to drive shopping in Nanaimo for out of town Vancouver Island residents, a new page was built on TourismNanaimo.com. This holiday Shopping page highlights Nanaimo businesses and events, and was used to drive interest around a shopping weekend in Nanaimo.

Social media marketing included paid advertisements for the holiday page, as well as organic posting of a shopping itinerary. The paid campaign resulted in 1,252 clicks to the landing page, with the top performing city, Port Alberni, yielding 386 clicks.

## Travel Trade & Media

Tourism Nanaimo's trade and media department is continuing to plan and prepare for its winter and spring initiatives. Two spring familiarization tours are being organized to showcase some of the city's tourism products and encourage off season visitation. In partnership with the BC Ale Trail, Tourism Nanaimo is working on two media trips set for the coming months, in which the journalists will experience our local breweries as well as some of the attractions, restaurants, accommodation and events that complement the Ale Trail.

In early December, Tourism Nanaimo attended the Les Clefs d'Or Gala at the Polygon Gallery in North Vancouver. This valuable evening of networking with local and regional concierge agents and hoteliers allowed Tourism Nanaimo to create awareness about the destination and encourage participation in future familiarization tours.

## Stakeholder Engagement

In December, Tourism Nanaimo had 1069 entries captured in our database, a 0.75% increase over November, comprised of 492 businesses, 14 individuals and 563 contacts. Of the 1069 entries in the database, 560 of them have provided Express Consent to contact via email.

There were 333 recipients subscribed to receive December's stakeholder e-update, a 2.46% increase over November. Of those sent, 133 were opened, resulting in a 40.67% open rate, 13.37% higher than industry average.

## Tourism Development Fund

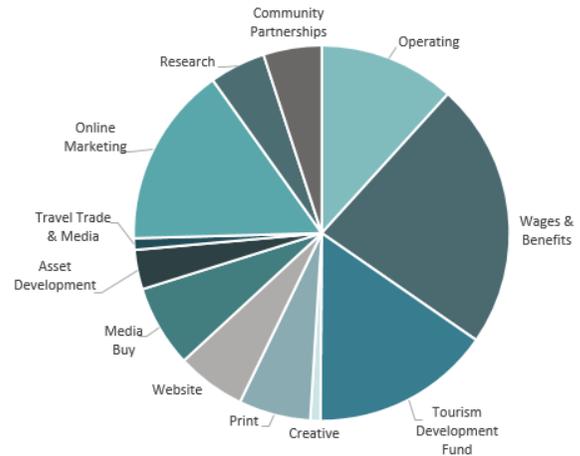
The Tourism Development Fund (TDF) was fully allocated in June 2017. At the time of reporting, 7 files have been closed and 3 remain open. Tourism Nanaimo staff continue to work with successful applicants to close outstanding files as quickly as possible. Application intake for the 2018 TDF funding cycle is expected to be announced February 1, 2018.

## Stakeholder Portal

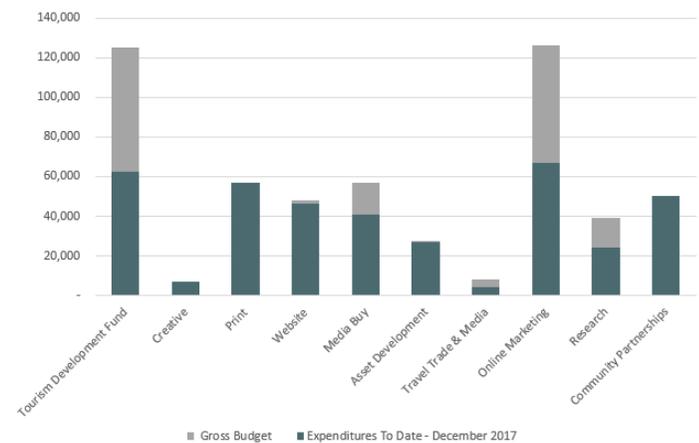
In mid September, TourismNanaimo.com launched a Stakeholder Portal specifically geared towards Nanaimo tourism stakeholders, providing tools and resources to grow and enhance tourism business. Since its launch, the portal has received 968 unique page views and has seen impressive engagement on key pages, such as an average of 5m 52s spent on industry research, 5m 18s spent on industry resources, and 4m 04s on stakeholder updates.

## Finance

### FY18 Budget Allocation



### Budget Allocation & August Expenditures



## Next Steps: December

- ⚡ In early February, Tourism Nanaimo will launch a digital and social campaign aimed at Vancouver residents. The invitation is to travel by sea plane or helicopter, harbour-to-harbour, for a weekend getaway. Five stakeholders have confirmed participation in the campaign and four more stakeholders are considering participating.
- ⚡ Tourism Nanaimo and the Nanaimo Hospitality Association have partnered on a Mountain Biking Tourism Campaign. A printed map of Doumont Trail, Westwood Trail and the location of the Stevie Smith Bike Park is currently in production, as is a dedicated landing page for mountain biking trip planning.
- ⚡ Prepare itineraries and recruit participants for winter and spring press and FAM trips.
- ⚡ Updates to stakeholder database and increased direct out reach.
- ⚡ Complete the final three Stakeholder Discovery Sessions to inform the F19 Marketing and Destination Development Programs and related tactics.