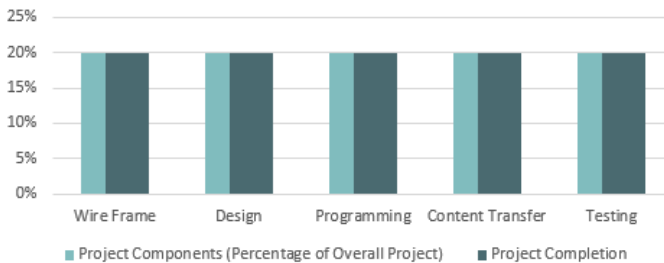


TourismNanaimo.com

A new website at TourismNanaimo.com offers visitors an intuitive and streamlined source of information for online trip planning. Information is well-organized and the overall look is clean and BC – brand compliant. The current 360° Creative Concept has been applied but can easily be stripped out so the website has legs for years to come. There is an emphasis placed on booking overnight stays (with a booking widget on all pages) and extended stays (through itineraries) with room to profile our stakeholders. A specific section for stakeholders provides up-to-the-minute information on tourism, including visitor reports.

This project is now complete, but will undergo minor changes in November.

Website Progress



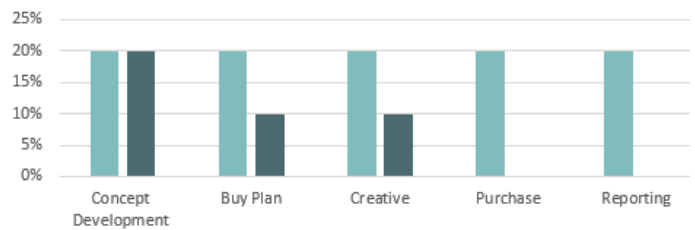
Research

Tourism Nanaimo’s Marketing plan includes two research studies: the Visitor Experience Survey, which is now in place at various locations around Nanaimo and collecting ballots for survey completion, and a Conversion Study to measure the effectiveness of advertising. The Conversion Study began with a pre-wave in July – measuring awareness of Nanaimo before the campaign begins.

Media Buy

Tourism Nanaimo is finalizing the advertising buy and creative. This will include Digital and Social Advertising, as well as Broadcast Television in the Lower Mainland and Alberta Markets. The primary target market is 45+ couples who travel without kids and are in the 75K+ income bracket, a demographic that is known to currently make up the majority of visitors.

Digital Media Progress

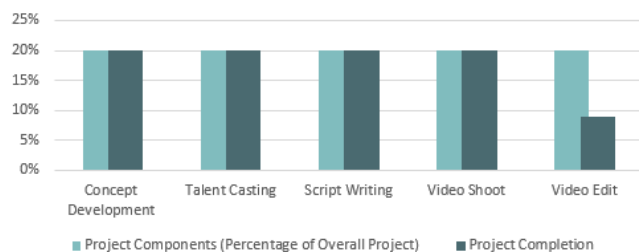


Video Production

Three videos are currently in production, featuring citizens of Nanaimo sharing a look at Nanaimo through their eyes. This is part of Tourism Nanaimo’s Local Knowledge effort. One video focuses on farm-to-table food and craft beverages, another on outdoor adventure, including water sports and mountain biking. A third looks at art and culture in the city.

This project will be ready for preview and then use on Social Media and Broadcast TV late August.

Video Progress



Social Media & Content

11,408

Twitter Followers

+120

13,095

Instagram Followers

+223

14,617

Facebook Likes

+417

Tourism Nanaimo’s social media channels saw increases in both their engagement and conversation rates through the monthly of July, with Facebook increases coming in at a 4% and 24.9% respectively. There has been a significant amount of direct engagement on social media with travellers and travel planners, with the goal of influencing travel in the upcoming shoulder season.

The brand new TourismNanaimo.com houses a user-friendly blog platform, where the stories of locals and their ideal Nanaimo 360 are being shared. Traffic to the website for the month of July from social media sources increased by 66% when compared to June.

Travel Trade & Media

Tourism Nanaimo’s trade and media department has been working on a number of press trips and familiarization tours that are set for the fall. As the city’s tourism providers have high occupancy rates during the summer months, the demand and capacity for summer press trips and FAM tours tend to decline. By emphasizing fall experiences, it is Tourism Nanaimo’s hope that the fall based press trips and FAM tours will encourage shoulder and off-season visitation to the city.

As a result of the Ale Trail press trip that Tourism Nanaimo assisted with in early April, an article in the online version of CAA Magazine has been produced and features a local Nanaimo brewery. Read about Emma Yardley’s experience on the Ale Trail here: <http://bit.ly/2uiGTWA>.

Community Engagement

668

Businesses & Groups

295

Recipients

In July, Tourism Nanaimo had 668 entries captured in our database, comprised of 298 businesses, 11 individuals and 359 contacts.

There were 295 recipients subscribed to receive July's stakeholder e-update. Of those sent, 121 were opened, resulting in a 41.44% open rate, 12.34% higher than industry average.

Canadian Anti-Spam Legislation (CASL) came into full effect on July 1, 2017 and as such, the numbers reported for July have been set as new engagement benchmarks, and will be tracked monthly going forward.

Tourism Development Fund

The Tourism Development Fund reached full allocation in June 2017.

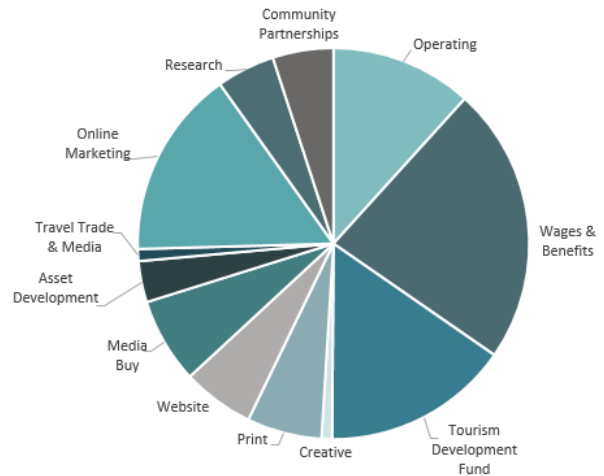
The \$125,000 fund was distributed across 10 successful project applications, which combined, leveraged TDF support to almost \$650,000 in tourism development and capacity enhancing initiatives in our community.

The first two of the 10 project files closed in early August, with 3 more project files expected to see completion throughout the duration of the month. Tourism Nanaimo continues to follow up with successful applicants to support reimbursement claims and final reporting.

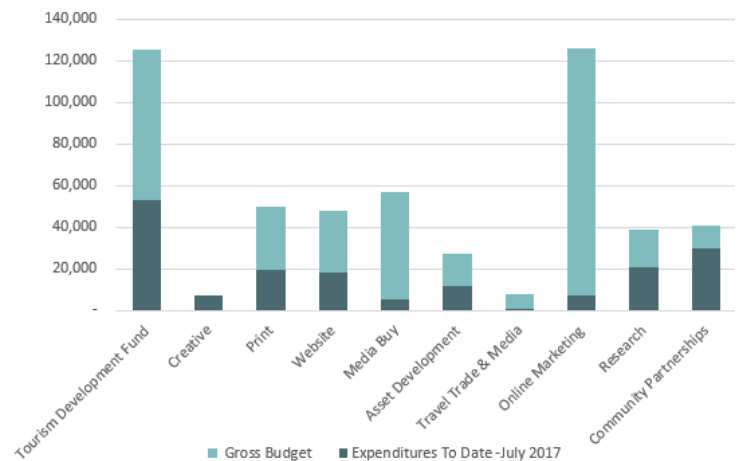
While the TDF funding is fully allocated, the destination development team is eager to speak to stakeholders about their development and enhancement initiatives and is still available to discuss alternative funding sources.

Finance

FY18 Budget Allocation



Budget Allocation & July Expenditures



Next Steps: August

- ⚡ Ramp up engagement efforts through more frequent direct outreach (stakeholder cold-calling and pop-in visits).
- ⚡ Continue to prospect and expand stakeholder database, and work to complete any incomplete entries currently in the database.
- ⚡ Tourism Nanaimo's Consumer Newsletter begins in August, first with an introduction to the brand new website.
- ⚡ Begin writing Nanaimo destination development draft report.
- ⚡ The What's Your 360° Contest, currently focused on gathering local entries of favourite things to do in Nanaimo concludes, and a winner is announced. The winner's itinerary will be featured in a Travel Article in Victoria and the Lower Mainland Black Press papers in September.
- ⚡ Work with the Adventure 360 team to promote festivals in the month of August, while also creating unique content in the way of produced and live video.
- ⚡ Finalize the "Testing the Waters" September press trip
- ⚡ Continue to highlight #ExploreNanaimo through a guestagrammer program.
- ⚡ Create and curate content for the new TourismNanaimo.com blog.
- ⚡ Assist with the Travel Channel's Nanaimo featured episode of "Expedition Unknown"
- ⚡ Broadcast Television and Digital Advertising and Social Advertising begins in August.