

Marketing

19,973

Facebook Likes

11,893

Instagram Followers

11,065

Twitter Followers

5,821

Email Subscriptions

60%

% of social traffic to site

Data from March 2017 will serve as a benchmark for future growth into fiscal year 2018. Initial data from February to end of March indicates steady growth and engagement, and there has been significant success in driving website traffic through social media.

Marketing Summary

March saw the creation of the FY 18 Marketing Strategy, and a Request for Qualifications call was responded to by 11 creative agencies to assist in concept and tactic implementation. Two creative agencies were chosen: Hot House Marketing of Victoria and Comox will assist in concept development, website, digital and social marketing, and broadcast; Primal Communications of Nanaimo will assist in Print Collateral publication.

2018 Marketing Strategy Highlights

- Development of a single dynamic consumer-facing website that will feature journalism-quality stories, photos, videos, stakeholder advertising as well as an accommodation booking application and itineraries that encourage extended stays
- A comprehensive digital marketing strategy that reaches our primary market in the right place, at the right time with top-of-mind repetition. This supports other marketing efforts and drives traffic to the Tourism Nanaimo website
- A printed Vacation Planner, distributed on BC Ferries and via Visitor Centre locations throughout British Columbia, that inspires extended overnight stays through journalism-quality stories, itineraries, and stakeholder advertisements

Marketing Budget Distribution

The marketing mix includes a balanced emphasis on online and traditional marketing. The following illustrates the budget breakdown per tactic.

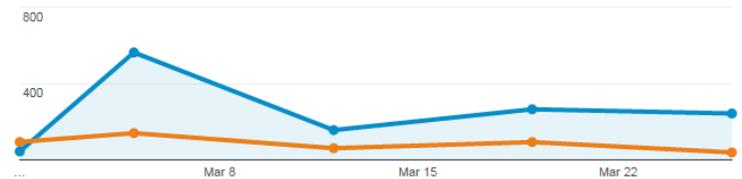


- Creative
- Media Buy
- Online Marketing
- Print
- Asset Development
- Research
- Website
- Travel Trade & Media
- Community Partnerships

Website Traffic

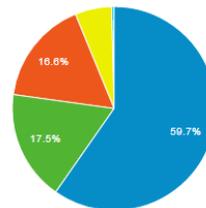
Month over month website traffic shows a significant increase, due in large part to social media amplification.

Mar 1, 2017 - Mar 31, 2017: Sessions
Jan 29, 2017 - Feb 28, 2017: Sessions



Traffic Sources

Social Direct Organic Search Referral Display



Targeted calls to action on social media channels are proving effective in garnering visibility for ExploreNanaimoBC.com, with social traffic driving 60% of the total visits.

198%

Session Increase

Month over month increase of sessions on the website.

954%

Social Traffic Increase

Month over month increase of traffic from social channels to the website.

Community Growth

4.28%

Increase Across Channels

Tourism Nanaimo's presence across its online channels has grown by 4.28% when compared month to month. This includes the websites and all social media channels.

Travel Trade & Media

Nanaimo participated in one Tourism Vancouver Island hosted travel trade familiarization tour, which featured 11 travel agents from Korea. Tourism Nanaimo hosted these guests of Korean Air at White Sails Brewery.

11

Travel Agents

1

Familiarization Tour

Operations

Community Engagement

80

Meetings & Followups

Engagement outreach efforts have resulted in 80 initial and subsequent meetings with local tourism stakeholders.

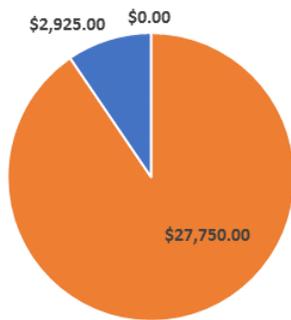
83%

Outreach Response Rate

During the reporting period, 83% of stakeholders invited to engage directly responded and requested meeting times.

Tourism Development Fund

TDF Fund Distribution By Category



- Local Capacity Building (i.e. Training, Infrastructure)
- Incremental Festival/Event Capacity
- Research/Feasibility Studies

Roughly \$30,000 of the \$125,000 TDF fund has already been awarded this year to successful applicants, who are investing in new or growth-oriented tourism products and/or development initiatives.

The awarded funding has been leveraged by applicants up to \$225,800 in investment, enhancing Nanaimo's competitive appeal as a preferred multi-night destination.

2017 TDF Fund Disbursement



\$30,675
Allocated
\$225,800
Leveraged Up To

Finance

The City of Nanaimo contracted Tourism Vancouver Island to deliver Destination Marketing and Destination Development Services. The agreement consisted of a transitional period of late January, February, and March; where funds (\$45,500) were utilized for staff recruitment, industry engagement, website hosting, travel and meetings, operating costs, and wages.

For the period of April 1, 2017 to March 31, 2018, future reports will contain expenditures and indicators of funds (total funds \$425,000) spent across operating and overhead and marketing budget categories.

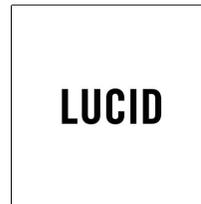
Stakeholder Participation



Festival Nanaimo events were supported through Tourism Nanaimo's social channels.



White Sails Brewing was part of the familiarization tour and welcomed guests of Korean Air.



Lucid participated in an Instagram campaign that featured this clothing store's resident pooch as our Hops & Hounds (a Festival Nanaimo event) ambassador.



Dinghy Dock Pub welcomed the March familiarization tour and hosted dinner for Korean travellers.

Next Steps: April's Focus

- Discovery of the Marketing Campaign creative concept.
- Building the new Tourism Nanaimo website, creating new and repurposing past content to support a single-consumer facing site that drives more and longer overnight stays.
- Building stakeholder and supporter marketing programs that: fill our social media with user generated content, increase profitability of Tourism Nanaimo through stakeholder advertising programs, increase relevance and trust.
- Responding to travellers & assisting with trip planning online.
- Encourage and support compatible applications to the Tourism Development Fund; continue with stakeholder engagement efforts.
- Building sample itineraries for the BC Ale Trail crew and Amazing Race participants while preparing for potential press trips in Nanaimo during the summer season.