




Marketing Campaigns

Preparations are under way for a strong February and March presence in market to finish the fiscal 2018 year (ending March 31, 2018). Future activities now in planning phase include:

-  Familiarization Tours – Inviting out-of-region hotel concierges, front line staff and reservation agents to experience Nanaimo.
-  “Weekend in Nanaimo” – A digital and social campaign aimed at the Vancouver market (professionals 45+). Tourism Nanaimo is asking stakeholders to participate by creating a package or offering. A small participation fee provides for 81,000 impressions for the stakeholder’s offer or package. Multiple stakeholders are encouraged to create packages together.
-  A Mountain Biking Tourism Marketing Campaign with funding provided by the Nanaimo Hospitality Association, (anticipated launch of March 2018).

Broadcast

General campaign efforts including digital and social marketing, as well as broadcast television, has shown great response to the first wave of advertisements. Here are a few highlights from the first wave of a Broadcast Television Campaign with Global Television, which aired in British Columbia and Alberta.

-  Campaign ran September 28th to October 29th
-  Investment of \$14,820.23 leveraged to a value of \$34,521.33.
-  Total impressions in the 35+ demographic was 7, 649, 000

Broadcast TV Spend



Social Media & Content

Month Over Month Social Growth

11,676	13,821	15,200
Twitter Followers	Instagram Followers	Facebook Likes
+63	+161	+77

Tourism Nanaimo is pleased to announce that it is participating in the first nationwide, user-generated-content network. Launched by Destination Canada, Tourism Nanaimo will be using a platform called CrowdRiff to share content with Tourism Vancouver Island, Destination BC and Destination Canada. This milestone in sharing assets will help promote Nanaimo at a much higher level than ever before.

The tool also allows for integrated galleries on TourismNanaimo.com, better social engagement, and ease of curation.

Travel Trade & Media

Tourism Nanaimo’s Trade and Media department is planning and preparing for its winter and spring initiatives. Familiarization tours are being planned for the spring in order to create more ambassadors for Nanaimo as a must-visit destination amongst individuals in a position to influence consumer travel. Participation in other organization’s media and familiarization tours are also to be expected in the coming months.

Tourism Nanaimo hosted a mini familiarization tour for a sport tourism consultant with Toa Consulting. This familiarization tour featured some of the city’s key sporting facilities, meeting areas and outdoor public areas (Frank Crane, Nanaimo Aquatic Centre, Bowen Park, Vancouver Island Conference Centre, Westwood Lake, Maffeo Sutton, etc). Information on other facilities, sporting events, sporting associations and hotels were also provided to demonstrate the wide scope of sport tourism products in the city.

Stakeholder Engagement

In November, Tourism Nanaimo had 1061 entries captured in our database, a 1.14% increase over October, comprised of 488 businesses, 14 individuals and 559 contacts. Of the 1061 entries in the database, 560 of them have provided Express Consent to contact via email.

There were 325 recipients subscribed to receive October's stakeholder e-update, a 2.82% decrease over last month. Of those sent, 114 were opened, resulting in a 36.77% open rate, 9.27% higher than industry average.

Tourism Development Fund

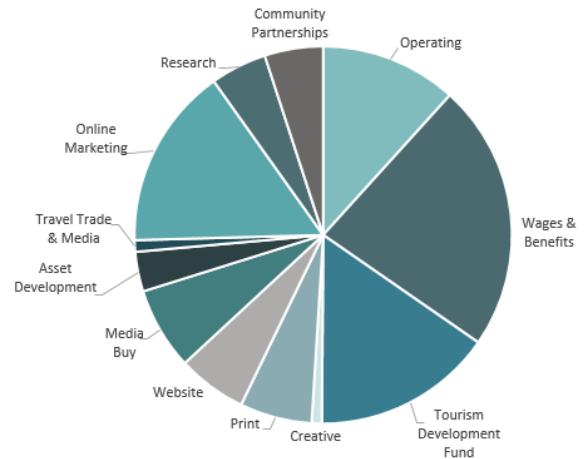
The Tourism Development Fund (TDF) was fully allocated in June 2017. At the time of reporting, 7 files have been closed and 3 remain open. Tourism Nanaimo staff continue to work with successful applicants to close outstanding files before the end of the 2017 calendar year. One of the 3 files is expected to continue into March 2018.

Stakeholder Portal

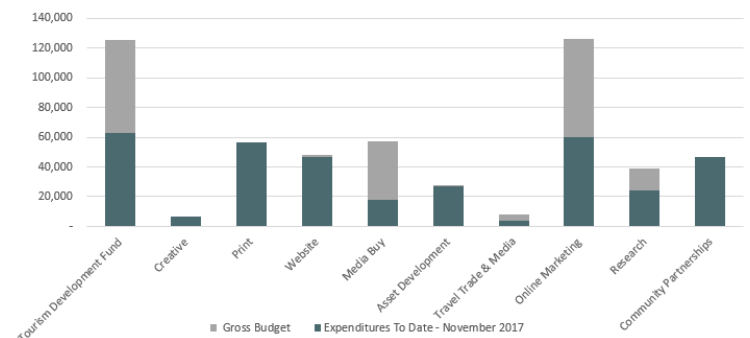
In mid September, TourismNanaimo.com launched a Stakeholder Portal specifically geared towards Nanaimo tourism stakeholders, providing tools and resources to grow and enhance tourism business. Since launching the portal, it has received 882 unique page views and has seen impressive engagement on key pages, such as an average of 6m 56s spent on industry research, 6m 35s spent on industry resources, and 4m 33s on stakeholder updates.

Finance

FY18 Budget Allocation



Budget Allocation & August Expenditures



Next Steps: December

- ⚡ Tourism Nanaimo has submitted an application for funding to Destination BC's Open Pool program for fiscal year 2019. Deadline to hear of this application's success, as well as amount awarded, is January 31, 2018.
- ⚡ Make use of the new tool CrowdRiff to further social engagement and populate the website with new image galleries
- ⚡ Planning continues for the "Weekend in Nanaimo" digital and social campaign running February and March 2018. This campaign invites Vancouver residents to fly to Nanaimo to experience something different with tagline: "Minutes Away, An Ocean Apart."
- ⚡ Trade and Media Department to attend the annual Les Clefs d'Or Gala in Vancouver.
- ⚡ Preparation and planning of future press and FAM trips
- ⚡ Continue stakeholder discovery sessions with key "passion areas" to identify short term and long term development opportunities and priorities.
- ⚡ Fiscal Year 2019 Destination Development Proposal
- ⚡ Tourism Nanaimo is currently in discussions with Nanaimo Hospitality Association for a contribution to Fiscal 2019's marketing campaign.