

Digital Assets

Tourism Nanaimo continues to build digital assets. To date, Tourism Nanaimo has acquired 42 photos for Tourism Nanaimo and tourism stakeholder use. A further 51 photos are available for Tourism Nanaimo use only.

Photo Acquisition # to Completion



Visitor Experience Survey

In July and August, Tourism Nanaimo facilitated a Visitor Experience Survey through ballot boxes at local sites and attractions. Final calculations on data are currently being done, and approximately 700 surveys have been completed.

Vacation Planner

The 2017-2018 Vacation Planner for Nanaimo - showcasing things to do, places to stay and amenities in Nanaimo - went into production mode in September. This 32-page guide will be distributed on BC ferries beginning in October.

Broadcast Television

Tourism Nanaimo's 15-second advertisement on Global Television (BC and Alberta) began to air September 25th. Capitalizing on a Vancouver Island buy, Tourism Nanaimo was able to leverage a modest broadcast television budget into a large campaign that spans fall, early winter and late winter/spring. Tourism Nanaimo was able to further leverage the buy by applying (and subsequently qualifying for) Public Service announcements. These will air on Global Television, in both the BC and Alberta markets and will be 30-seconds in length.

Digital Advertising

Social and digital advertising continue to drive traffic to TourismNanaimo.com and to date has provided for over 20,000 sessions there. This campaign continues, with ongoing modification to the best effect through October, November and January to March. Digital advertising is performing above expectation. For example, the click through rate (average) is 0.77%, up from industry average of 0.1%.

Social Media & Content

Month Over Month Social Growth

| | | |
|-------------------|---------------------|----------------|
| 11,554 | 13,492 | 15,031 |
| Twitter Followers | Instagram Followers | Facebook Likes |
| +76 | +229 | +191 |

Tourism Nanaimo released 3 videos on Social Media in September. These videos have generated to date 31,710 views in total, through a combination of organic and paid traffic. This campaign drives awareness for the Nanaimo brand. Social media advertising will boost views on the video throughout the month of October. A contest around each video saw strong engagement, and the staggered roll out created buzz over three weeks.

In addition to the three videos, Tourism Nanaimo also hosted an instameet at Westwood Lake. The instameet drew about 30 photographers and instagrammers, and as a result there has been an influx of brand-aligned Nanaimo content on Instagram. The event also served to create relationships with these content creators and to encourage them to showcase more of what Nanaimo has to offer to travellers.

Travel Trade & Media

Press Coverage

Tourism Nanaimo was pleased to host Kim Honey from the Toronto Star on a "Testing the Waters" press trip in mid September. Kim experienced some of the water-based activities that Nanaimo has to offer including snorkeling with the seals with Sundown Diving, riding a chiliboat with Van Island Rec and kayaking at Piper's Lagoon with Brackish Adventures. A publication date is still to be determined, but stakeholders will be notified once the article is posted.

Blogger Heather Cowper of www.HeatherOnHerTravels.com, has posted an article from her Nanaimo stay in June. Tourism Nanaimo hosted Heather on her Vancouver Island press trip where she enjoyed many stops along the Nanaimo Bar Trail, snorkeled with seals, dined at the Dinghy Dock Pub and stayed at the Coast Bastion Hotel. Read about her stay on her blog.

Familiarization Tour

At the end of September, Tourism Nanaimo hosted a group of Vancouver Clef d'Or members as part of a familiarization tour. These concierge agents came to Nanaimo to experience the activity, restaurant, transportation and accommodation providers in the city so that they are better able to educate and sell Nanaimo to their guests. The group really enjoyed their time in Nanaimo and comments included "I will never look at Nanaimo the same way again," "It will be hard to adjust to Vancouver life again" and "this trip has changed my perceptions of what Nanaimo is like and how easy it is to access from Vancouver."

Community Engagement

In September, Tourism Nanaimo had 1024 entries captured in our database, a 51.48% increase over August, comprised of 470 businesses, 13 individuals and 541 contacts. Of the 1024 entries in the database, 528 of them have provided Express Consent to contact via email, comprised of 232 businesses, 11 individuals and 285 contacts. While the number of entries with express consent as a percentage of the total database dropped from 71.89% to 51.56% (given the exponential growth of the database over the past month), the actual number of entries with express consent grew 8.64% since last month (from 486 to 528).

There were 312 recipients subscribed to receive September's stakeholder e-update, a 2.3% increase over last month. Of those sent, 130 were opened, resulting in a 42.35% open rate, 14.25% higher than industry average.

Tourism Development Fund

The Tourism Development Fund (TDF) was fully allocated in June 2017. At the time of reporting, 6 files have been closed and 4 remain active. Tourism Nanaimo staff continues to work with successful applicants to close outstanding files before the end of the 2017 calendar year.

Stakeholder Portal

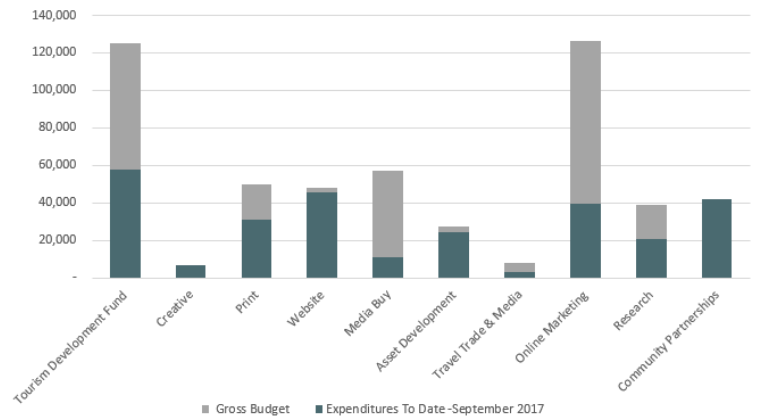
TourismNanaimo.com recently launched a Stakeholder Portal specifically geared towards Nanaimo tourism stakeholders, providing tools and resources to grow and enhance tourism business. In the 3 weeks since launching the portal, it has received 500 unique page views and has seen impressive engagement on key pages, such as an average of 5m 29s spent on industry research and 4m 53s spent on industry resources.

Finance

FY18 Budget Allocation



Budget Allocation & August Expenditures



Next Steps: October

- ⚡ Tourism Nanaimo will be launching a fall/winter campaign showcasing distinct Nanaimo experiences in the off-season. This campaign will target Vancouverites who can travel harbour to harbour on a float plane or helicopter for a weekend away.
- ⚡ Tourism Nanaimo has begun marketing planning for the Fiscal 2019 year. Open Pool funding applications to DBC are due November 30th and these next months will see staff busy consulting with stakeholders and drafting campaign plans as well as partnerships with other communities and with sectors.
- ⚡ Tourism Development Fund program review scheduled for later this month.
- ⚡ Tourism Nanaimo will be hosting a group of Australian Product Managers for an afternoon in October upon their arrival to the Island as they start their larger Vancouver Island familiarization trip.
- ⚡ Continue to create and curate content for the new TourismNanaimo.com blog.
- ⚡ Discovery-style stakeholder consultation planning is also underway to engage stakeholders by "passion area", beginning with Art, History & Culture on October 26th. Invitations will be sent shortly.
- ⚡ Nanaimo Destination Development Report being finalized and recommendations being compiled for future Destination Development initiatives