

Final Tactics of FY18

The fiscal 2018 year ends on March 31st. Tourism Nanaimo marketing staff have busily prepared final tactics, which will go into market in February and March. Here is a list of the final tactics for the FY18 year.

Weekend in Nanaimo Campaign

This campaign includes 8 stakeholders, who have each provided a special offer. Digital and social advertisements, with one campaign look, encourage consumers to click through to a campaign microsite. Each participating stakeholder has received a page on the microsite, linking to their business for redemption of the offer.

Nanaimo 360° Featured in Black Press Papers

In the Fall of 2017, Tourism Nanaimo ran a resident-focused contest in the Nanaimo News Bulletin and on-air with 102.3 The Wave. Residents were invited to share their "Nanaimo 360°" – an itinerary for 48-hours in the city, to be shared with an out-of-town guest. The winning itinerary will be featured in sponsored travel articles in Black Press papers on the mainland and in Victoria, starting early March.

Global News Morning Calgary Contest

During the week of March 19th, Nanaimo will be featured on Global News Morning Calgary. A contest open to viewers of this program will provide a lucky individual and their guest with a Nanaimo getaway. This contest supports a commercial buy with Global Television, which concludes on March 31st.

Fiscal Year 2019 - Announcement of Budget

Tourism Nanaimo is pleased to announce that funding has been approved, in principle, by Destination British Columbia.

Nanaimo will receive \$225,000 in marketing dollars from Destination BC's Open Pool program. This is combined with the city's investment, and with an investment of MRDT funds from the Nanaimo Hospitality Association, for a total budget of \$715,717.

The Tourism Nanaimo marketing plan is now being confirmed, and will be posted for the public's review shortly. Anticipated tactics include the continuation of the Adventure 360° content team.

The focus again in this coming campaign year will be on telling the stories of our locals, and sharing the hidden gems and unique characteristics of Nanaimo. The "Discover Your 360°" campaign message will continue.

Tourism Nanaimo would like to acknowledge the support of the Nanaimo Hospitality Association in providing MRDT funding to marketing efforts. In the fiscal year 2018, Nanaimo Hospitality Association provided \$257,757.50 in MRDT dollars towards marketing initiatives. In support of the FY19 marketing plan, Nanaimo Hospitality Association has pledged \$255,000 in MRDT funds.

Social Media & Content

Month Over Month Social Growth

11,800	14,313	15,312
Twitter Followers	Instagram Followers	Facebook Likes
+60	+289	+94

Tourism Nanaimo's social media and content focus for the month of January has centered around updating content. This included adding new image galleries to the website, which can be seen on the homepage and main pages, as well as adding a new blog titled *Nanaimo Landscapes That Help You Reimagine Winter Getaways*.

Social statistics show engagement around travel activities has picked up in the month of January, likely due to the shift of focus after the holidays. Tourism Nanaimo's social channels provided trip tips & inspiration to these users, and answered questions.

Travel Trade & Media

Tourism Nanaimo's trade and media department is continuing to plan and prepare for its winter and spring initiatives. Arrangements are being made for participation in Tourism Vancouver Island's Explore Vancouver Island post familiarization tour in February. A group of 11 receptive tour operators will sample some of Nanaimo's best product.

Itinerary development is also underway for two March familiarization tours targeting Victoria-based concierges, hotel reservation agents and airline/ferry vacation agents.

In February, beer journalist Ezra Johnson-Greenough will visit Central Vancouver Island and tour the BC Ale Trail in Cowichan, Nanaimo and Parksville Qualicum Beach. Ezra will be participating in beer events at White Sails Brewing and Longwood Brew Pub, while also sampling the distinct flavours offered at other Nanaimo breweries Wolf Brewing Company and Longwood Brewery.

Stakeholder Engagement

In January, Tourism Nanaimo had 1079 entries captured in our database, which comprised 496 businesses, 13 individuals and 570 contacts. Of the 1079 entries in the database, 579 of them have provided Express Consent to contact them via email.

There were 356 recipients subscribed to receive January's revamped stakeholder industry e-update, an increase of 23 recipients over the previous month. Of those sent, 119 were opened by the time of reporting, resulting in a 33.7% open rate, 6.2% higher than industry average.

Tourism Development Fund

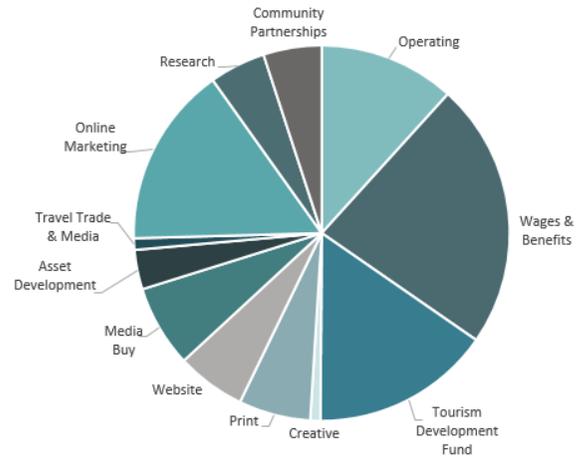
The 2017 Tourism Development Fund (TDF) was fully allocated in June 2017. At the time of reporting, 7 files have been closed and 3 remain open. All 2017 files are expected to be closed by April 2018. The first call for applications for the 2018 fund will be made in mid February.

Visitor Centre

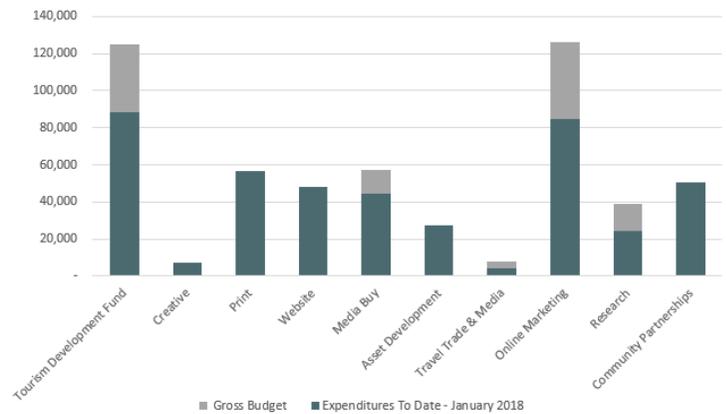
Tourism Nanaimo is pleased to announce that Dino Tsembeles will continue as the Visitor Services Specialist. The centre reopened on February 1, and planning for FY19 visitor services is well under way.

Finance

FY18 Budget Allocation



Budget Allocation & August Expenditures



Next Steps: February

- ⚡ Attendance at Tourism Vancouver Island's Explore Vancouver Island networking event
- ⚡ Participation in the Explore Vancouver Island post familiarization tour
- ⚡ Host a portion of a BC Ale Trail press trip
- ⚡ Gather digital assets around gap areas, including sip & savour
- ⚡ Launch 2018 TDF fund
- ⚡ Continue stakeholder discovery sessions with key "passion areas" to identify short term and long term development opportunities and priorities
- ⚡ Roll out the 2018 Hospitality Ambassador Program
- ⚡ Announce the application process for the Adventure 360 team