



TOURISM NANAIMO MONTHLY PROGRESS REPORT

Summary

Tourism Nanaimo's marketing activities in the month of October, 2018 included a final push on social media with Mountain Biking creative. On October 22, 2018 Tourism Nanaimo launched a fall contest asking participants to vote on the best components of a Nanaimo vacation this season. Over 6,000 people entered the contest for a chance to win an overnight prize package, and the contest is still running strong with an average of 90 people a day signing up with an email address.

Development efforts included a continuation of funding disbursements through the Tourism Development Fund. Tourism Nanaimo and the Nanaimo Hospitality Association partnered on a subsidy to encourage Nanaimo stakeholder participation in the Remarkable Experiences program designed by Destination British Columbia. Fifteen stakeholders participated in a two-day workshop in Victoria about product development. The second component of the course, which will be focused on social and digital marketing, will take place in November.

Visitor Servicing continues to be offered out of the Northfield location, though visitor numbers are moving into off-season rates. Roaming visitor servicing continued with support to 271 visitors offered through our Nanaimo Hospitality Ambassador Program. Planning is currently underway to provide training to Vancouver Island University volunteers and volunteers at the Nanaimo Airport.

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October 2018



Superior Customer Servicing

| | |
|---------|---|
| 720 | # of visitors serviced in static visitor centres |
| 271 | # of visitors serviced in roaming visitor servicing |
| 32,487 | # of visitor serviced YTD |
| 10 | # of volunteers who worked with the Nanaimo Hospitality Ambassador Program this month |
| 35 | # of volunteer hours this month |
| 985 | # conversions from TourismNanaimo.com to stakeholder websites |
| 18,815 | #of sessions online |
| ↓ 5.79% | Monthly sessions / year comparison |

Key Learnings

- Mobile visitor servicing identified the potential of community partnerships to improve customer servicing overall and to increase volunteer base for the ambassador program;
- Social traffic to the website is down and needs to be brought back up with more calls to visit TourismNanaimo.com;
- Paid social campaigns proved effective in driving traffic to the website. The Fall contest, which began in October, was overall very successful in increasing engagement on social channels, building an email database and encouraging site visits to TourismNanaimo.com. The visuals and invitation to vote on

favourite activities proved effective in driving up engagement, exposure and conversions (entries).

- We will begin tracking online visitor servicing in December.

Bi-directional Conversations

| 10,543, 35.92%↑ | Total # of email subscribers, % increase m/m | |
|-----------------|---|-----------|
| 41.45% | Email open rate | |
| 5.96% | Email click through rate | |
| 474 | Social Media Growth Across Instagram and Facebook | |
| Total Followers | Increase Month Over Month | Channel |
| 15,623 | ↑68 | Instagram |
| 16,946 | ↑331 | Facebook |
| 12098 | ↑75 | Twitter |

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Social Insights

- The top performing post on Instagram was of Ammonite Falls, earning 14 comments and 728 likes. It was followed closely by a post about Shack Island, asking followers to comment on the colour of the cabins.
- The engagement rate on Facebook was 2.59%, a strong number when compared to the fiscal year average of 2.49%.



 tourismnanaimo • Following
Ammonite Falls

tourismnanaimo Ammonite Falls is like something from a fairytale. After winding through the thick forests at The Benson Creek Falls Regional Park and down a steep hillside, you are rewarded with incredible natural beauty. For those with good boots and an explorer's spirit, this is a must-do for any trip to Nanaimo.

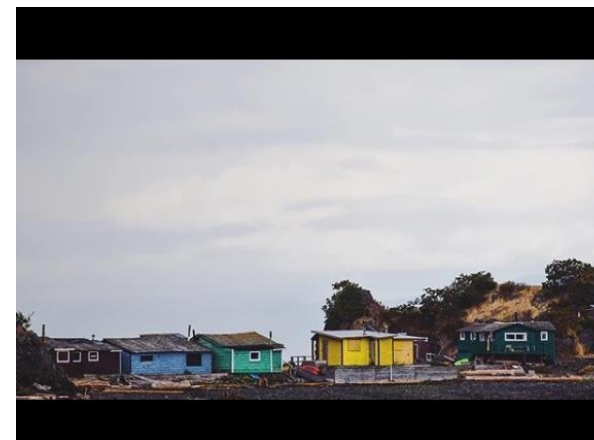
#ExploreNanaimo


📍 Ammonite Falls
📷 Photo by @mike.andy

#ExploreVancouverIsland #ExploreBC

728 likes
OCTOBER 22

Add a comment...



 tourismnanaimo • Following

tourismnanaimo Check out these colourful cabins, visible from Pipers Lagoon, Morningside Park, and Neck Point Park. Originally built as fishing shacks, these buildings are now used as summer cottages by the descendants of the original owners.

Here's a Q for you: Is the cabin in the middle blue or green? Cast your votes in the comments below ~

#ExploreNanaimo

385 likes
OCTOBER 24

Add a comment...

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Remarkable Experience Development

| | |
|--|--|
| 320 | # of engagements with stakeholders: email |
| \$38,537.00 | Tourism investment in dollars year to date |
| Networking Follow-ups Initial contacts Coaching Project involvement | Types of support provided this month |

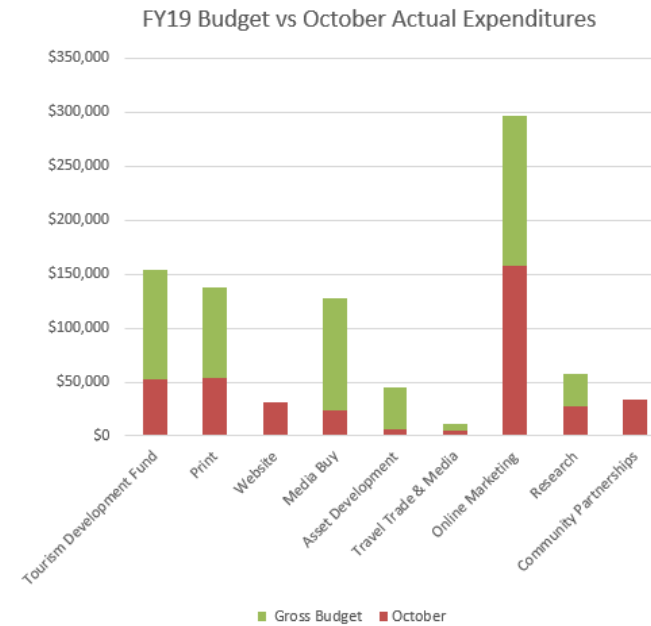
Financials

Expenditures tracking to gross budget for Marketing and Development: 45%.

Community Engagement

Tourism Nanaimo staff members provided two presentations to Vancouver Island University students.

Tourism Nanaimo staff are exploring a robust partnership with Vancouver Island University's Recreation and Tourism Faculty. This partnership could include a mentorship program, course design consulting, course content delivery and volunteer support to the Ambassador Program.





Return on Investment (September*)

| | |
|--|--|
| 88.25% | Hotel occupancy |
| \$578 per group/per day (2018 Visitor Survey result) | Average spend in market |
| 974.65% return | Bottom line ROI Calculated as: $(\text{Occupied hotel rooms} \times \text{average spend in market}) - (\text{Investment}) / (\text{Investment})$ |
| \$1.35 | Economic efficiency of online marketing campaigns: cost per click. Benchmark: \$0.63 |

*October numbers not yet available.

Next Steps

Here is what November will bring

- On November 30th, the fall social advertising campaign will wrap with a contest draw from among entrants;
- Remarkable Experience participants continue with coaching calls, which are informing next steps for Tourism Nanaimo staff in providing support;
- Planning continues for stakeholder workshops taking place in January, February and March;
- Volunteer appreciation event takes place at the Vancouver Island Conference Centre on Friday November 16th;
- Nanaimo's application to Destination British Columbia's Open Pool program is due November 30th, 2018;
- Nanaimo's tactical plan for MRDT funds is due to the Province of British Columbia by November 30th, 2018.
- A team of contributors are working on new blog and social media content, including a Holiday Gift Guide and Holiday event feature story.



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