

Marketing

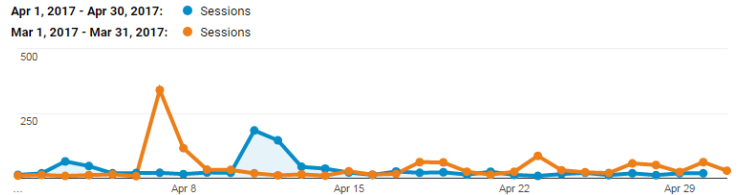
Marketing Summary

Tourism Nanaimo contracted two creative agencies: HotHouse Marketing of Victoria and Comox (website, digital and social advertising, broadcast advertising, and video production), and Primal Communications of Nanaimo (vacation planner). HotHouse Marketing will present the new creative concept to stakeholders on May 16, 2017.

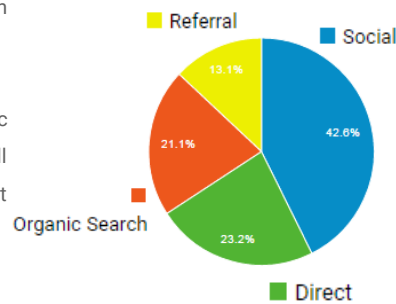
- Tourism Nanaimo has also reached an agreement with the Nanaimo Hotel Association for FY18 Marketing Plan Support.
- Tourism Nanaimo is participating in a Washington-Resident focused campaign with Tourism Tofino, Parksville Qualicum Tourism and Blackball Ferry. Called Share Vancouver Island, this campaign launches mid-May with TV spots in the Washington market.
- Development is underway for a promotion that encourages civic pride and social support for stakeholders. This promotion will roll out in late May and will build on Tourism Nanaimo's content assets through blogs, itineraries, and images.

Website Traffic

Month over month website traffic shows a small decline, due to a lesser amount of social media visits. It's not uncommon to see fluctuations in social traffic, and upcoming initiatives in content generation will serve to increase the click-through to the website going forward.



Traffic Sources



While the portion of social media traffic has decreased since last month, it remains the number one driver of traffic.

Month over month, there has been an increase in referral traffic, due to links on other websites.

April Over March Social Metrics

13,547	12,188	6.5K	11,155	5,840
Facebook Likes	Instagram Followers	Instagram Engagement Actions	Twitter Followers	Email Subscriptions
+109	+384		+103	+19

Travel Trade & Media

1	1	2
Contest Winner Hosted	New Media Mention	Custom Itineraries

In April, two contest winners from Alberta visited Nanaimo and enjoyed an overnight stay at The Coast Bastion Hotel, with dinner at Minnoz. They also experienced a Nanaimo Bar pedicure at Kiyo Salon + Spa and visited Protection Island for a meal at the Dinghy Dock Pub.

Tourism Nanaimo is a participant in the BC Ale Trail marketing campaign and in April hosted journalists for this province-wide initiative. As a result of this visit from media, Nanaimo Casino received great mention in a recently published San Francisco Chronicle article on gaming (<http://bit.ly/2pD6Cdn>).

Tourism Nanaimo has compiled two recovery day itineraries for out-of-town Amazing Race Nanaimo participants, encouraging them to spend a night after the race.

Social Media & Content

1.3%	2
Average Growth	Stakeholder Blog Features

Growth across social media channels was steady, and averaged at 1.3%. Instagram saw the greatest growth. The distribution of traffic to ExploreNanaimoBC.com has changed with an increase in referral traffic from a new link on VancouverIsland.Travel and a dip in social traffic. Tourism Nanaimo will be increasing the number of directed CTAs to the website to increase the number of visits from social to the website.

Tourism Nanaimo has been collecting stories from stakeholders as part of the content generation efforts for the new website. These blog format stories will highlight the unique offerings of Nanaimo, while shining the spotlight on active stakeholders. The first of these will be published in May.

Operations

Community Engagement

260

Businesses & Groups

Tourism Nanaimo is continuing efforts to build a stakeholder database, which has identified 260 unique local entities to date.

89%

Outreach Response

Last month, 89% of direct engagement outreach efforts by Tourism Nanaimo resulted in follow up interactions with stakeholders.

Efforts continue to create a comprehensive asset inventory and database reflective of tourism products and services in Nanaimo. Tourism Nanaimo has seen a positive increase in response to direct stakeholder engagement efforts, jumping from 83% at the time of the last report to 89%.

135

Businesses & Groups

A total of 135 businesses and groups are passively engaged with Tourism Nanaimo, opting-in to receive regular e-communication.

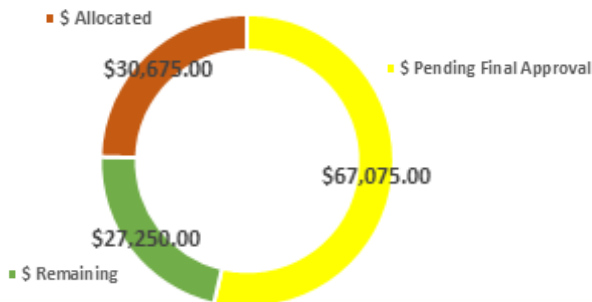
79

Businesses & Groups

A total of 79 businesses and groups are actively engaged, participating with Tourism Nanaimo on one or more projects, as well as receiving regular e-communication.

Tourism Development Fund

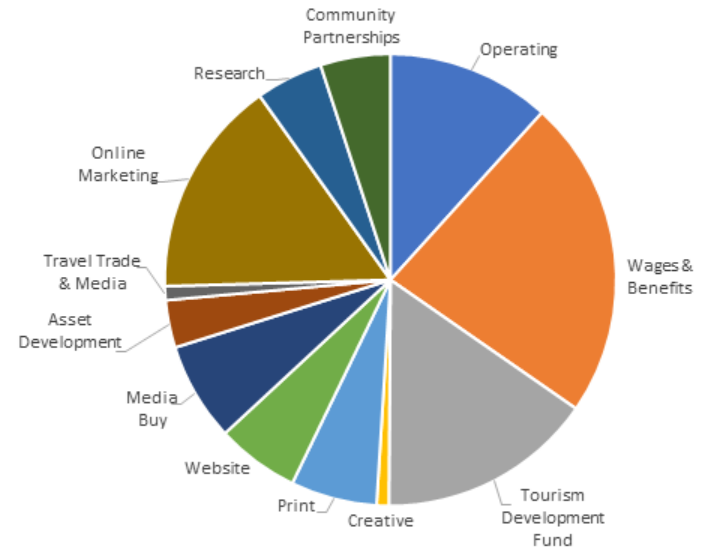
TDF Fund Disbursement (as of May 5, 2017)



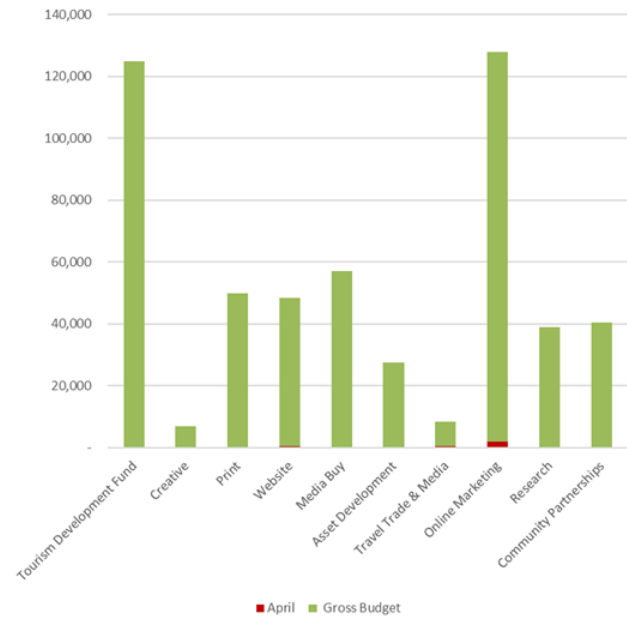
Successful applicants are investing in new or growth-oriented tourism products and/or development initiatives aimed at enhancing and/or developing Nanaimo's competitive appeal as an overnight destination.

Finance

FY18 Budget Allocation



Budget Allocation & April Expenditures



Next Steps May & June

- Important dates:
 - May 8-11 - Festival Seekers Influencer visit to support Nanaimo events
 - Mid-May - Share Vancouver Island broadcast buy in Washington market starts
 - May 16 - Stakeholder Season Launch
 - May 22 - E-newsletter begins
 - May 22 - July 1 - Nanaimo Contest
 - May 30 - Broadcast, Digital & Social Advertising Buy Plan due
 - June 15 - Website Development due
 - June 30 - Video Development due
- Partnership negotiation with the Nanaimo Airport
- Negotiating partnerships with local photographers and influencers for content generation
- 2 media trips with Nanaimo stops in their itineraries
- Cross referencing local business databases to identify gaps in the tourism stakeholder database.
- Final application reviews and allocations for TDF (anticipating that fund will be fully subscribed by mid to late June)