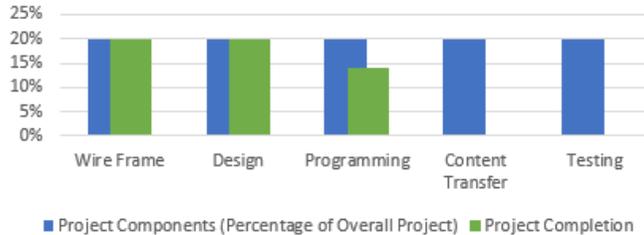


Marketing

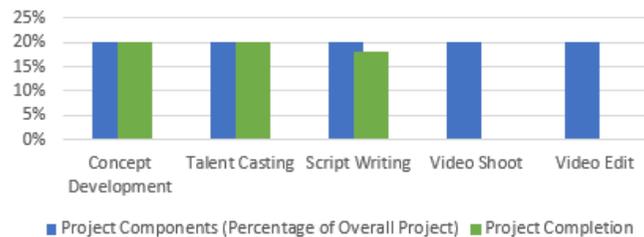
Marketing Summary

June saw development in various areas of the marketing campaign, as illustrated below.

Website Completion



Video Production



Complete: E-newsletter template is now designed and ready for a consumer email marketing campaign.

Beginning: Projects beginning development include digital and social advertising (campaign begins August 1) and broadcast television (campaign begins August).

The Visitor Experience Survey launched June 15th.

A content and social campaign with Festival Seekers is now 75% complete.

Social Media & Content

June over May Social Metrics

14,200	12,583	5.8K	11,288	5,875
Facebook Likes	Instagram Followers	Instagram Engagement Actions	Twitter Followers	Email Subscriptions
+389	+289		+61	+35

In the month of June, Tourism Nanaimo launched its blog series with the Adventure 360 Team. This team of writers and photographers are sharing their ideal 48 hours in Nanaimo through blogs and images. These posts will serve as not only inspiration for the upcoming contest (see Next Steps), but will also provide evergreen, helpful content for sharing on social media.

With the new blog content to be released over the month of July, alongside the the new website, Tourism Nanaimo is confident that July's numbers will exceed those of both May and June.

A total of 5 instagram photographers have agreed to participate in a guestagram series, featuring their photography of Nanaimo on the Tourism Nanaimo channel. Three of the five guestagrams have gone live and have yielded strong engagement.

Travel Trade & Media

1 New Media Mention **1** Custom Itinerary

Tourism Nanaimo assisted with two press trips throughout the month of June. The first media group to arrive to Nanaimo was the cast and crew members of EBS TV in Korea. The program followed the two television hosts as they explored various communities within British Columbia. Once the group arrived in Nanaimo, Tourism Nanaimo hosted a Nanaimo Bar Trail tour where they filmed and sampled different variations of the city's iconic treat. Later that evening the group enjoyed some live music at the Dinghy Dock Pub.

The second press trip that Tourism Nanaimo assisted with was for a UK based blogger that was visiting Vancouver Island. Heather Cowper (www.heatheronhertravels.com) snorkelled with the seals before heading out on a Nanaimo Bar Tour and a trip to the Dinghy Dock Pub. To learn more about Heather's experience, check out her first blog post from her trip. <http://www.heatheronhertravels.com/review-the-north-face-rolling-thunder-luggage/>

For travel trade, Tourism Nanaimo hosted another Nanaimo Bar Trail tour for a group of UK travel agents with Prestige Holidays. Upon arrival to Nanaimo via Harbour Air, Tourism Nanaimo was able to get the group out to explore the downtown core while stopping to sample Nanaimo Bars.

Tourism Nanaimo participated again in nationwide Twitter chats with Destination Canada and Destination BC. The former focused on Canada 150 related events, while the latter featured road trips.

Website Traffic Increases

Social media traffic to ExploreNanaimoBC.com slowed this month by 37.38%, due to fewer direct call to action posts and a decrease in direct traffic. That being said, the traffic is of a higher quality, with an improved bounce rate and more time spent on the site.

Tourism Nanaimo is confident that with the new blogging efforts and the launch of the website, traffic from social media channels to the website will exceed the traffic of May and June.

Operations

Community Engagement

326

Businesses & Groups

In June, Tourism Nanaimo had 616 entries captured in the Nanaimo database, representing 326 different businesses/entities.

531

Recipients

There were 531 recipients subscribed to receive June's stakeholder e-update. Of those sent, 205 were opened, resulting in a 35.2% open rate, 5% higher than industry average.

Canadian Anti-Spam Legislation (CASL) came into full effect on July 1, 2017 and as such, Tourism Nanaimo is in the process of updating all Tourism Nanaimo databases and subscriber lists to be CASL compliant. New engagement benchmarks will be established using July's numbers to reflect these updates, and will be tracked monthly going forward.

Tourism Development Fund

TDF Distribution by Category

The Tourism Development Fund reached full allocation in June 2017.

The \$125,000 fund was leveraged to almost \$650,000 in tourism development and capacity enhancing initiatives in our community.

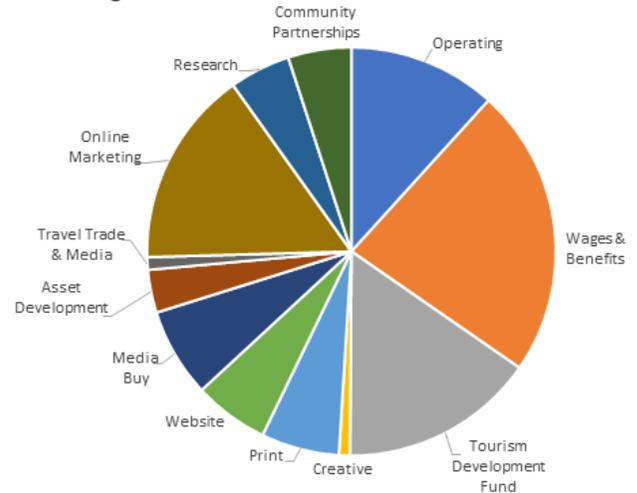
Tourism Nanaimo continues to follow up with successful applicants to support reimbursement claims and final reporting.

While the TDF funding is fully allocated, the destination development team is eager to speak to stakeholders about their development and enhancement initiatives and is still available to discuss alternative funding sources.

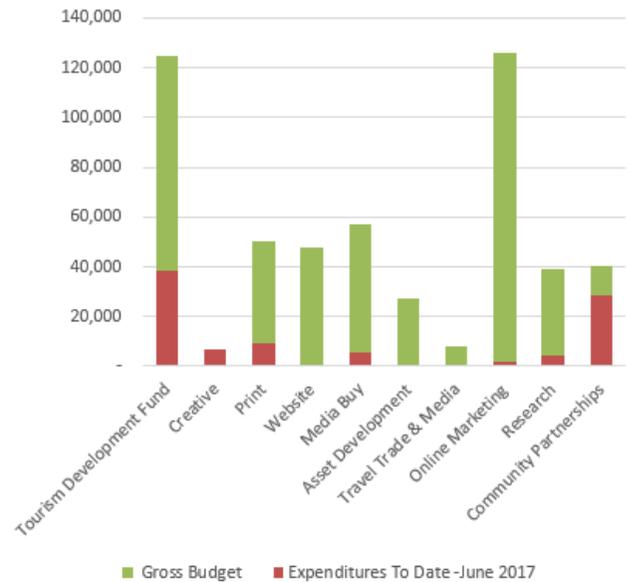


Finance

FY18 Budget Allocation



Budget Allocation & May Expenditures



Next Steps: July

- Vacation Planner advertising sales close August 4th. Production begins, for an estimated completion of September 29, 2017.
- New website launches the week of July 25th.
- "What's Your Nanaimo 360" Contest launches July 24th – This contest has a resident-focused phase, to gather itineraries and local knowledge, and a tourist-focused phase to generate buzz for Nanaimo in lower mainland and Victoria markets.
- Social media and digital advertising campaign begins in August.
- Work with the Adventure 360 team to create new blog content and image assets for activities and upcoming events.
- Develop new website content, including itineraries, and direct social traffic to the new website upon launch.
- Continue to expand stakeholder list and direct outreach efforts to enhance stakeholders engagement.
- Continue with CASL updates to bring stakeholder database and stakeholder update subscriptions into compliance.
- Create benchmarks and goals for engagement metrics based on updated, CASL compliant databases and subscriptions.