

## Marketing

### Marketing Summary

On May 16th, 83 stakeholders attended a presentation by Hothouse Marketing agency as a kick-off to the Fiscal 2018 marketing campaign. Hothouse President Dan Dagg discussed the creative strategy, including the value proposition that positions Nanaimo as a unique destination:

*Easy to get to, close to everything you want to see, Nanaimo allows you to see more of the island for less money than anywhere else.*

This strategic hinge was the focus of May, as it was built out to a creative concept that can be fully brought to life through various mediums: broadcast, website, digital advertisements, social advertisements and video.

Hothouse Marketing is producing a single consumer facing website that will update the look and functionality of TourismNanaimo.com. Elements of the campaign concept will be layered on top of a solid framework that can be used as a key visitation driver for years to come. Wireframes were completed in May and programming has begun.

Planning has begun for a 2017-2018 Nanaimo Vacation Planner. Tourism Nanaimo has contracted the services of Primal Communications of Nanaimo to produce a 32-page guide which, once printed for October 1st, will be distributed for 12 months on BC Ferries and around British Columbia via Visitor Centres. Primal Communications has produced a sales kit and stakeholders are now being contacted to participate.

### Social Media & Content

**1.7%**  
Average Growth

**1**  
Stakeholder Blog Feature

**1**  
Twitter Chat

In the month of May, Tourism Nanaimo featured Eric McLean of McLean Specialty Foods on the blog. This interview-style blog post highlighted the growth of the Old City Quarter over the years, and is a sampling of the style of local features to come in the FY18 content generation plan.

May saw the arrival of 3 out of 6 cruise ships scheduled to dock in Nanaimo this summer. Tourism Nanaimo coordinated with the Nanaimo Port Authority to highlight cruise on social media, and to thank sponsors of the Nanaimo Bars supplied to cruise passengers upon arrival. Nanaimo Bars were made by Hearthstone Bakery and sponsored by Harbour Air and Smith Transportation.

Tourism Nanaimo participated in a Canada wide Twitter chat this month, hosted by Destination Canada and Canada 150. The hour-long conversation asked participants to share highlights of their Canada 150 celebrations. @ExploreCanada shared Nanaimo content on their channel, further expanding reach of Nanaimo 150. The next Twitter chat is June 21, focusing on highlighting Aboriginal culture and experiences.

### May over April Social Metrics

**13,811**

Facebook Likes  
**+264**

**12,583**

Instagram Followers  
**+395**

**5.4K**

Instagram Engagement Actions

**11,227**

Twitter Followers  
**+72**

**5,840**

Email Subscriptions  
**+19**

### Travel Trade & Media

**1**

New Media Mention

**1**

Custom Itinerary

In April, Tourism Nanaimo helped support the BC Ale Trail press trip in association with Destination BC and other supporting regional and community destination marketing organizations. Tourism Nanaimo has received the first article that has been produced as a result of this trip. To read about John Burn's experience in Nanaimo, check out his article on NUVO (<http://nuvomagazine.com/palate/the-b-c-ale-trail>).

In addition to the BC Ale Trail press trip, Tourism Nanaimo supported the online BC Ale Trail campaign by compiling a custom itinerary for the website.

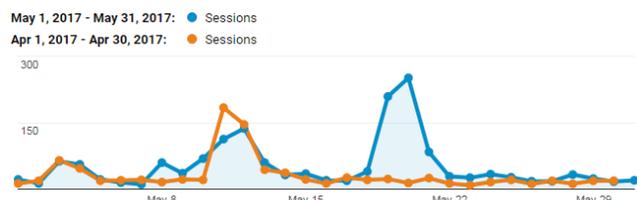
The month of May also included planning and coordinating details for two press trips scheduled for the month of June. Tourism Nanaimo looks forward to hosting a UK blogger and two celebrities with Korea's EBS TV.

### Website

With a new website on the way, Tourism Nanaimo has been laying the ground work for a merger and new site design. Prep work for a site merger includes identifying content that is both helpful and in use, eliminating extraneous content, and mapping out the foundation of the new site. Collaborating with Hothouse is resulting in a user friendly, effective web presence.

### Website Traffic Increases

Month over month website traffic saw a significant increase in the month of May, totalling 68.4%. This month's social media focused on driving clicks to blogs and itineraries on ExploreNanaimoBC.com, which resulted in a 137% traffic increase to the site from social sources.



Operations

Community Engagement

**320**

Businesses & Groups

Tourism Nanaimo is continuing efforts to build a stakeholder database, which includes 320 unique local entities to date. This is a 23% increase from last month.

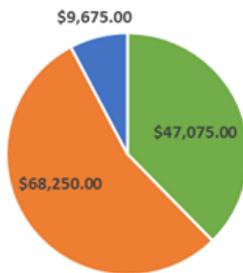
**99**

Businesses & Groups

A total of 99 businesses and groups are actively engaged with Tourism Nanaimo, and 531 contacts are subscribed to the Nanaimo Stakeholder Update e-newsletter.

Tourism Development Fund

TDF Distribution by Category



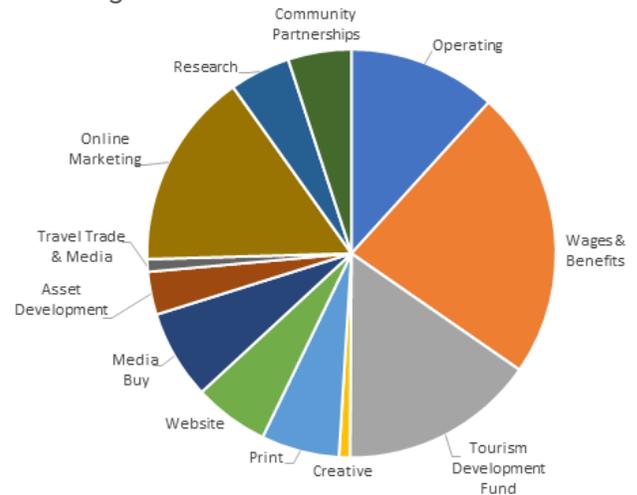
- Local Capacity Building (i.e. Training, Infrastructure)
- Incremental Festival/Event Enhancement
- Research/Feasibility Studies

Leveraged Investment

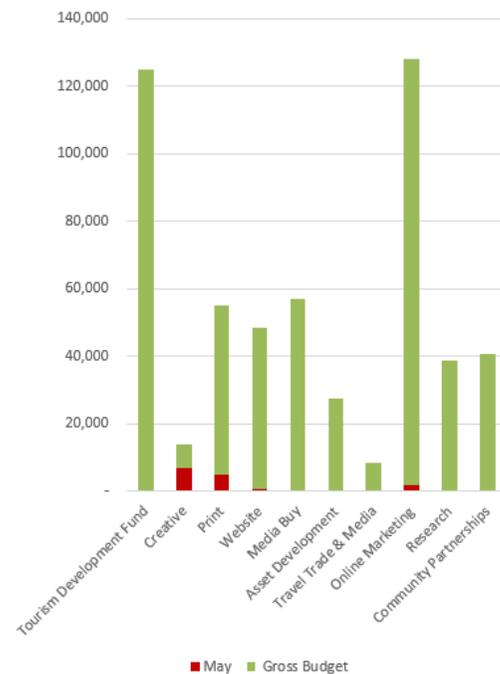


Finance

FY18 Budget Allocation



Budget Allocation & May Expenditures



Next Steps: June

- Video Production begins with storyboard presentation to Tourism Nanaimo beginning June 12th, and filming taking place June 26 to July 3rd.
- Visitor Experience Survey, which gathers information on Nanaimo's tourists, begins June 15th and runs until October 31st with collection boxes in 15 locations plus 5 festivals around Nanaimo. The results of this survey can be accessed by any stakeholder, once completed.
- Tourism Nanaimo website launches by the end of June.
- Consumer-facing e-newsletter resumes June 21st.
- What's Your Nanaimo contest launches the week of June 19th, in partnership with Black Press. Contest entrants are invited to submit their ideal 48 hours in Nanaimo for a chance to win that itinerary. The winning entry will be featured in an upcoming Black Press article and the itinerary will be featured on the Tourism Nanaimo website.
- 2 media trips with Nanaimo stops in their itineraries planned for June
- Supporting successful TDF applicants with reimbursement claims and final reporting