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Tourism Nanaimo



Overview

- New Tourism Nanaimo Brand & Launch
- Team Nanaimo Successes
- Sport Events
- 2024 Collaborations

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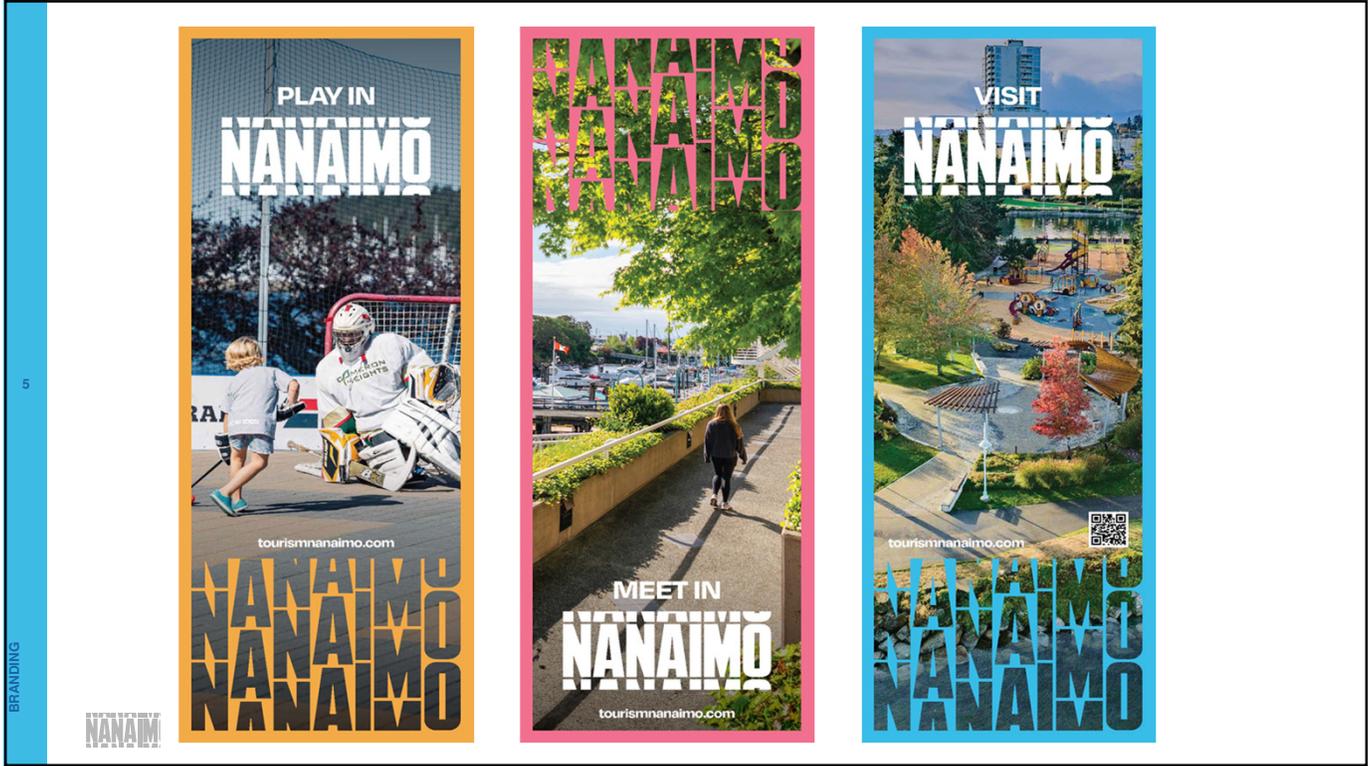
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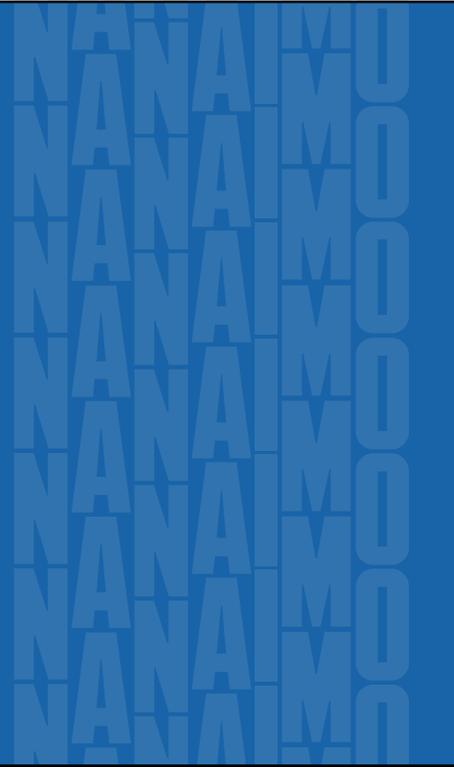
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Brand Purpose – Launch

Experience a destination that is unapologetically itself. Everyone is welcome and different is celebrated. Around every corner is something new and unique to be experienced. What might raise an eyebrow elsewhere—like racing motorized bathtubs in the harbours—is simply the norm here.

It's Nanaimo Normal.

The latest campaign behind Tourism Nanaimo's new brand challenges preconceived notions, breaks down barriers and provides a refreshing alternative to the hyper-curated and perfected images that we're used to seeing, not only with tourism, but on our screens each and every day. It intentionally veers away from what people might expect from a BC tourist destination. Yes, Nanaimo has the pristine coastlines and picturesque nature, but the new campaign puts a spotlight on the unique, celebrates the city's eclectic character and put its unconventional style front and centre.



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Like Nanaimo itself, we have a big city attitude while always being rooted in truth.



We tell our story through a blend of docu-style street photography and epic nature shots.

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BRANDING

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KEY MESSAGING

The campaign to announce the rebrand, 'Nanaimo Normal', kicks off May 13 and runs until end of July.

'Nanaimo Normal' was created to put its local community front and centre in its new campaign, celebrating a diverse mix of people, nature and businesses as well as the eclectic character of its city.

The campaign was developed by Tourism Nanaimo in partnership with creative agency Partners & Hawes.

The heart of the Brand is to showcase the people who live here proudly, to showcase a thriving and vibrant city, to delve into what makes Nanaimo - a place for everyone.



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BRANDING

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April 11th was GLOBAL MEETINGS INDUSTRY DAY: We celebrated the Team Nanaimo approach.



In 2023, the 38 conferences and conventions alone developed almost 25,000 Delegate Days and \$10,000,000 in economic impact. Total attendance for all events, measured in Participant Days, was almost 60,000.



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TEAM NANAIMO

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TEAM NANAIMO

In 2024, we've scheduled a total of 35 conferences. During the first quarter, Team Nanaimo successfully hosted 91 events, including 6 conferences. Looking ahead, we still have 29 conferences scheduled for the remainder of the fiscal year.

Moreover, Tourism Nanaimo has actively pursued new opportunities by submitting 10 conference bids in the first quarter alone. These bids are currently awaiting awards.

2024 - 2025 Provincial/Regional Conferences/Conventions:

During this period, Nanaimo will host a total of 15 regional and provincial conferences, covering a wide array of topics including business, indigenous issues, environment, tourism, technology, healthcare, arts, agriculture, small business support, education, and sustainable energy.

Additionally, eight national conferences are set to take place in Nanaimo, featuring themes such as environmental science, indigenous rights, women in business, and healthcare innovation.

Furthermore, Nanaimo will welcome three international conferences, drawing delegates from over 50 countries.



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Sports Tourism and working with local groups continues to be a strong focus for Team Nanaimo.

Coast Salish Games – July 21-26, 2024

U18 Baseball Provincials – July 19-21, 2024

BC Soccer Provincials – July 2025

4 Current Sport Bids have been submitted and in review.

Ongoing Work:

- Sport Tourism Inventory for website
- Coast Salish Games accomodation/activity package
- Targeted E-Blasts – 4 X annually focused on Meetings/Conferences, 4 X annually focused on Sport Tourism
- Tourism Nanaimo Conferences & Sport Tourism Website Pages
- Team Nanaimo monthly meetings
- FIFA discussions with the Province
- Parks and Trails discussions with the Ministers Office



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TEAM NANAIMO

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COLLABORATION



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COLLABORATION

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PARTNERSHIPS

At Tourism Nanaimo, we recognize that our success hinges on fostering meaningful partnerships.

Throughout the first quarter, we've collaborated closely with key stakeholders, including the Nanaimo Airport, the Nanaimo Prosperity Group, Downtown Business Improvement Associations, Vancouver Island Conference Centre, Nanaimo Art Gallery, Nanaimo Museum, Port Authority, as well as our co-op partners at Destination BC. Additionally, we've nurtured partnerships with the Snuneymuxw Nation, including Saysutshun Island, as well as the Gabriola Chamber of Commerce, Nanaimo Chamber of Commerce, and the Nanaimo Hospitality Association.

Facilitating programs, marketing campaigns, leveraging funds and ensuring that Nanaimo is working across multiple fronts to demonstrate a united front that not only supports the Tourism Sector but the community as a whole.

Leveraged funding

- \$188,000.00 Destination BC
- \$35,000.00 Visitor Services Program
- \$10,000.00 Canada Summer Jobs



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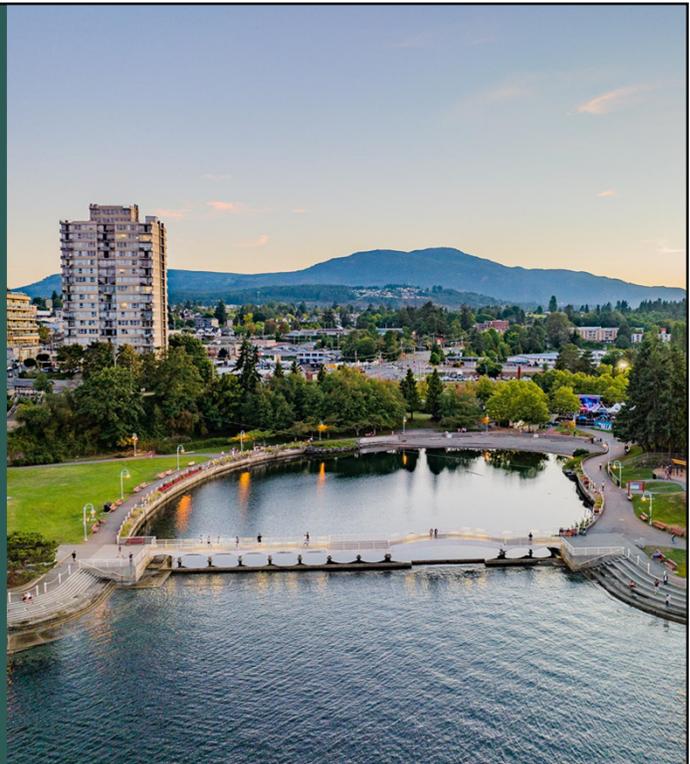
COLLABORATION

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THANK YOU

TOURISM NANAIMO

CARLY PEREBOOM,
EXECUTIVE DIRECTOR



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