

The Vancouver Island Conference Centre Annual Report 2014 - 2015

'Defining Our Narrative'

April 27th 2015



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CONFERENCE CENTRE

Agenda

Grant Thornton Feasibility Study of 2004

Financials

Delegate Days

Conferences to Date

GSS Scores

Business Sales Mix

Markets

Competitive Set

Victoria/Nanaimo Comparison

Media Statistics

Partnerships

Marketing/Communication

Community Involvement

Rod Cameron

Q&A

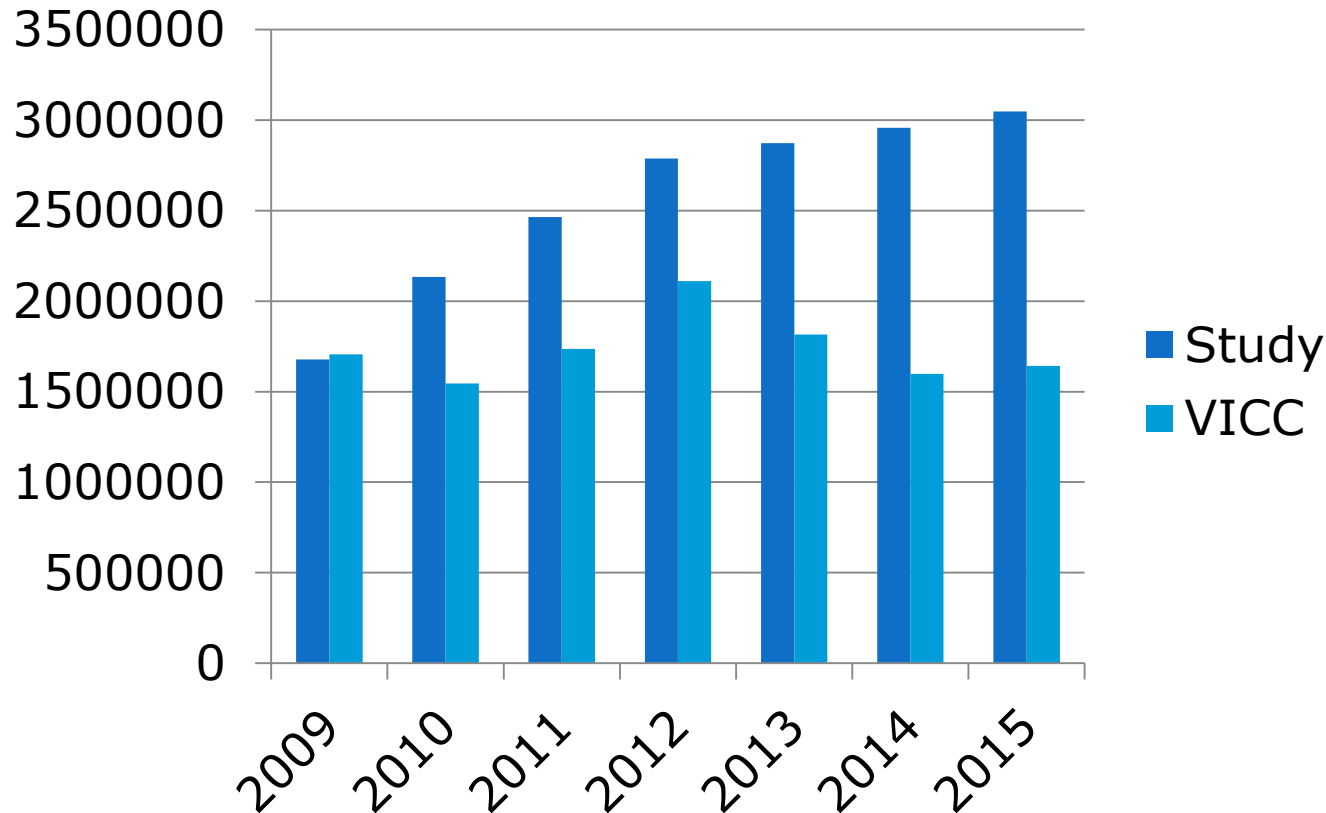


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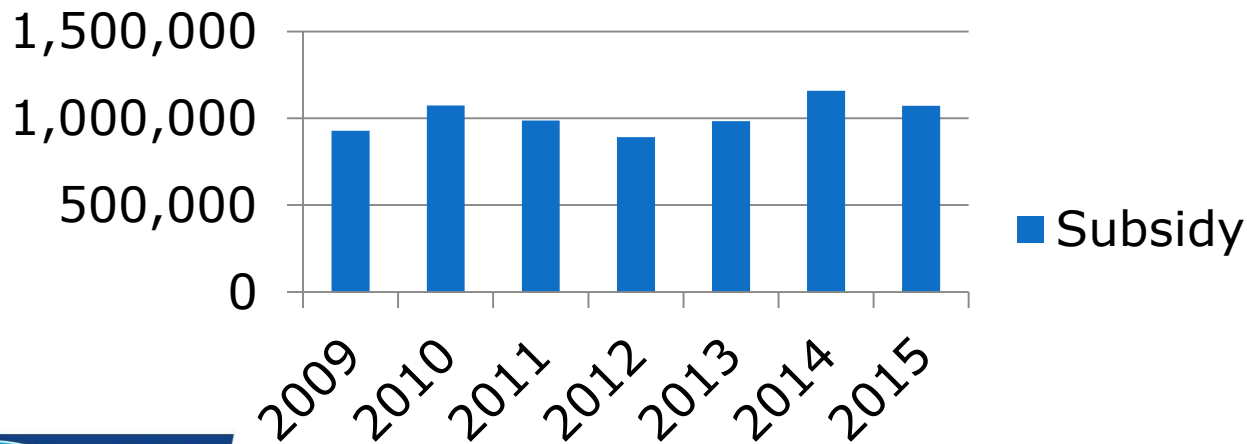
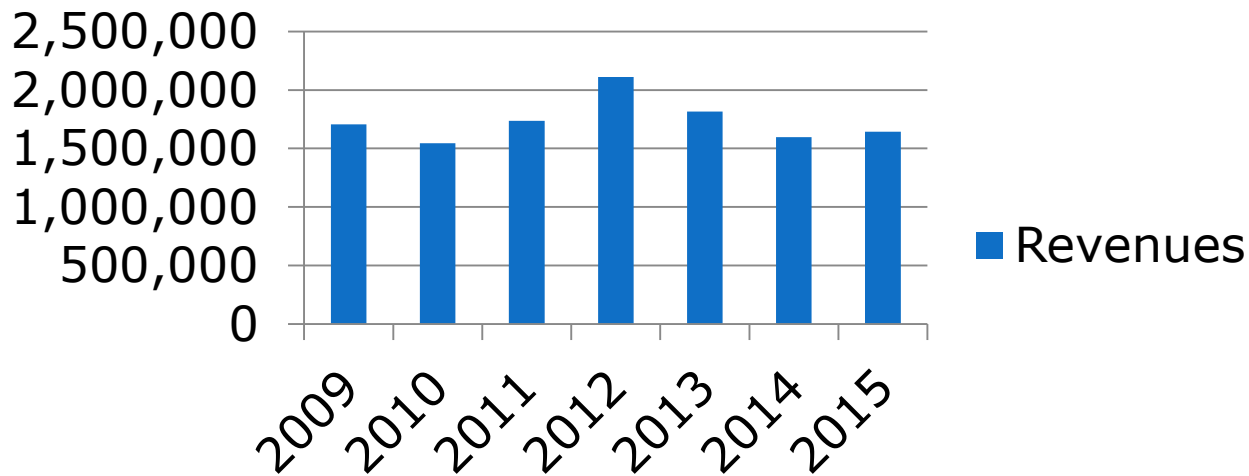


2004 GT Feasibility Study

Study included revenue streams from Parking & Leased Retail Space and was based on a Hotel component built simultaneously



Financial Revenues vs. Subsidy



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Delegate Days

Competitive Set

	2014	2015
Nanaimo	19,895	20,423
Victoria	98,303	105,000
Prince George	25,000	40,000
Penticton	40,000	38,500



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Conferences To Date:

Economic Impact

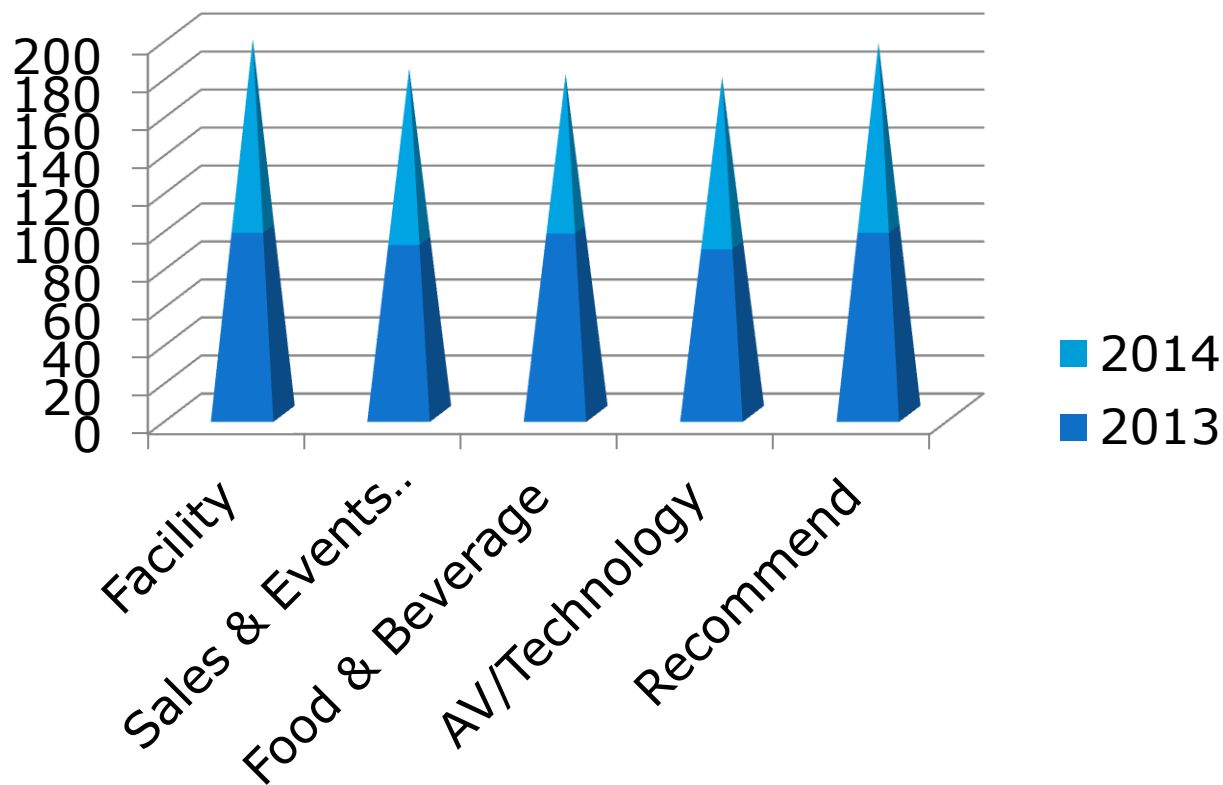
Year	Annual Delegate Days	# of Conferences	Economic Benefit
2008	9980	10	\$3,143,700
2009	15,890	9	\$5,005,350
2010	12,415	19	\$3,910,725
2011	13,919	19	\$4,384,485
2012	27,811	24	\$8,760,465
2013	19,535	21	\$6,153,525
2014	19,895	14	\$6,266.925
2015	20,423	19	\$6,433,245
Totals	139,868	135	\$44,058,420



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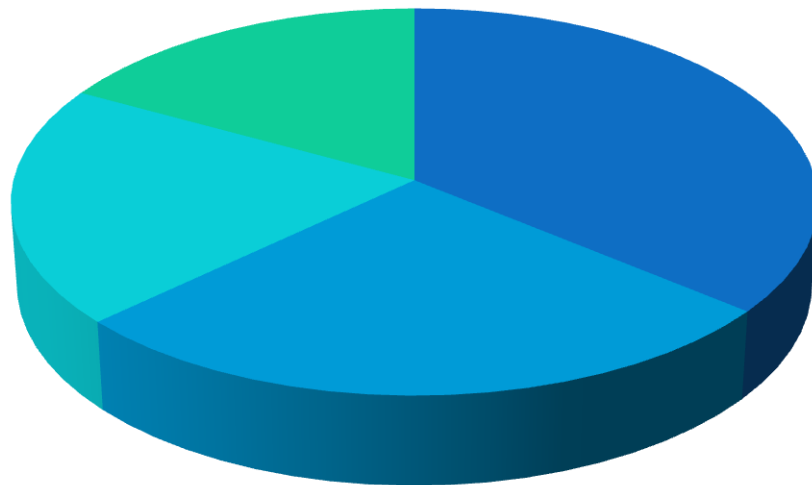
GSS Scores



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Business Sales Mix



■ Corporate @ 36%

■ Association @ 27%

■ SMERF @ 20%

■ Government @ 17%



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Business Market

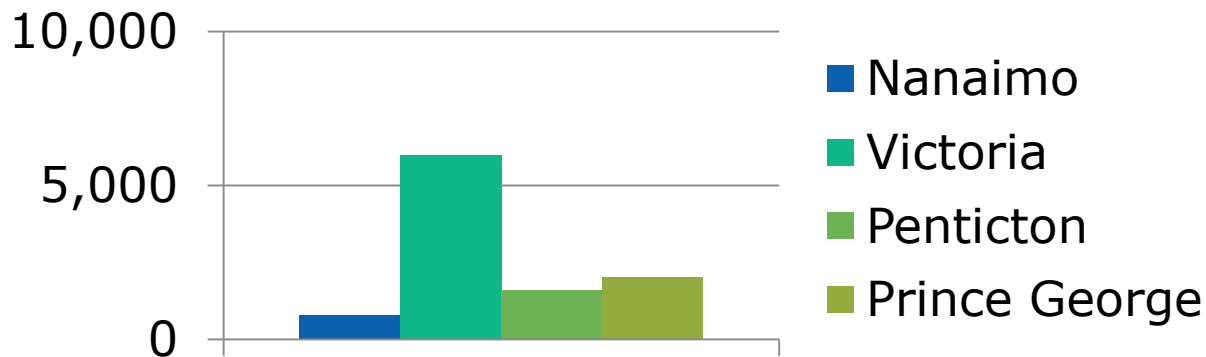


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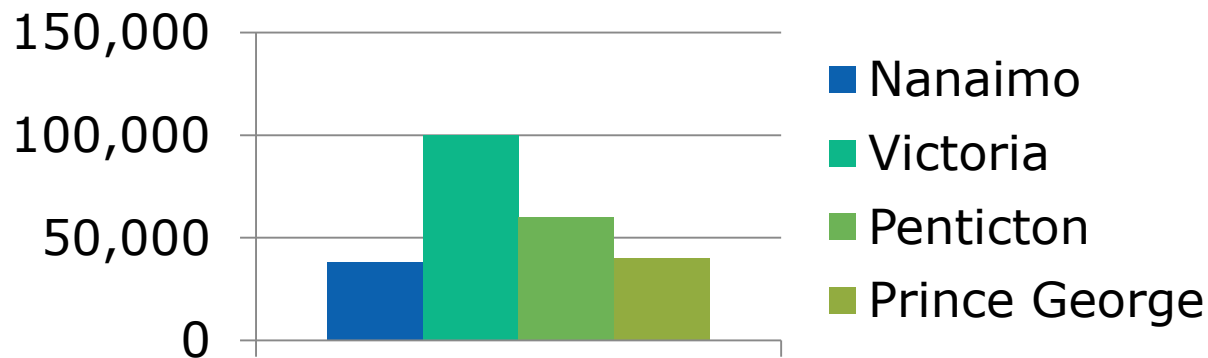
Comp Set Comparisons

Bedrooms



Comp Set Comparisons

Conference Centre Square Footage



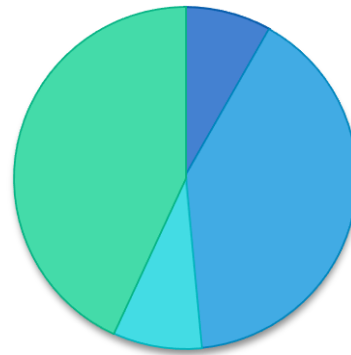
Victoria/Nanaimo Comparisons

Airport Traffic



- Nanaimo 2014
- Victoria 2014
- Nanaimo 2015
- Victoria 2015

Delegate Days



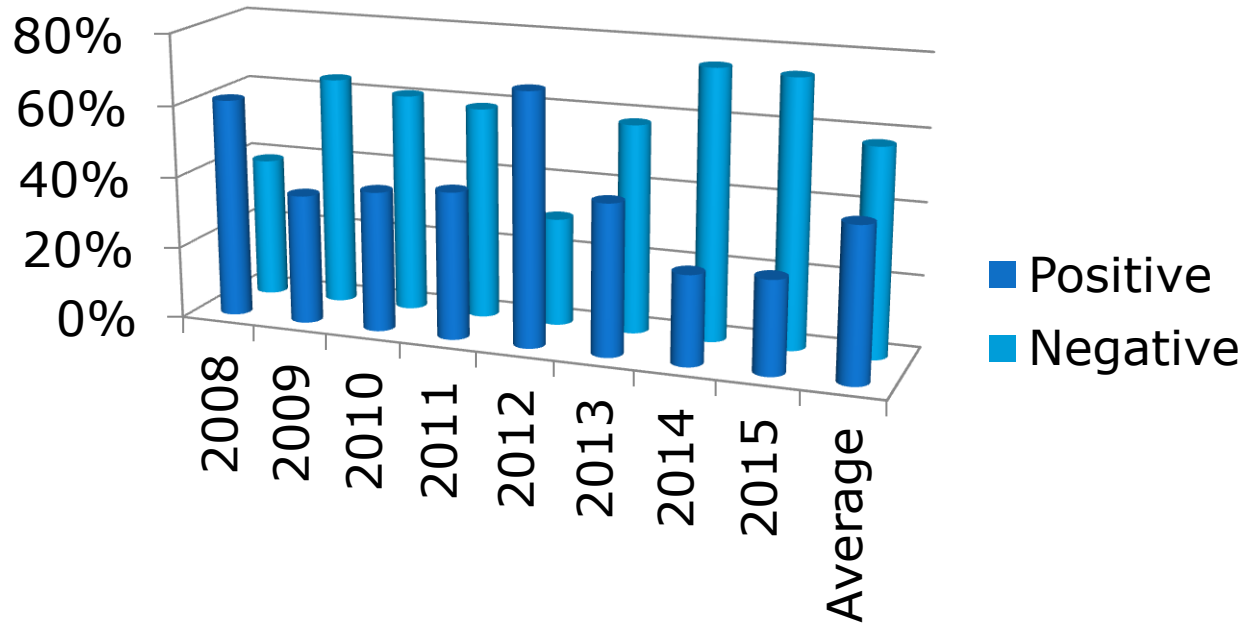
- VICC 2014
- Victoria 2014
- VICC 2015
- Victoria 2015



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Print Media Statistics



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Partnerships



Marketing/Communication

- * Advertising Campaign with Business Examiner
- * Advertising Campaign with Salish Sea Sentinel
- * Advertising Weddings West, The Wedding Ring, and Nanaimo Magazines for Weddings
- * Facebook & Twitter
- * Multi-Year Conference Rates
- * Partnered with Tourism Nanaimo
 - Ignite Tradeshow (Incentive, Meetings, & Corporate Travel)
 - Cross-marketing with a Lure Piece & Advertising with Ignite
 - CSAE Tradeshow (Canadian Society of Association Executives)
- * CSAE On-line Buyers Guide Listing
- * MPI Global Web On-line Listing (Meeting Professionals International)
- * MPI Membership BC Chapter
- * CSAE Membership
- * VIEA Membership
- * Greater Nanaimo & Victoria Chambers of Commerce
- * Tourism Leadership Committee



Community

- NAC partnership for the EJ Hughes Gallery
- Santa's Workshop
- Nanaimo Paint Out – Festival Nanaimo
- Vancouver Island Community Conference



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Rod Cameron

Rod Cameron is a strategic management consultant and association manager with an extensive practice in the international Meetings Industry.

He currently serves as:

- > Executive Director of the Joint Meetings Industry Council (JMIC),**
- > Executive Director of the Brussels-based International Association of Convention Centres (AIPC)**
- > Executive Director of Convention Centres of Canada**
- > Faculty Head for the AIPC Academy**



Thank you



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