

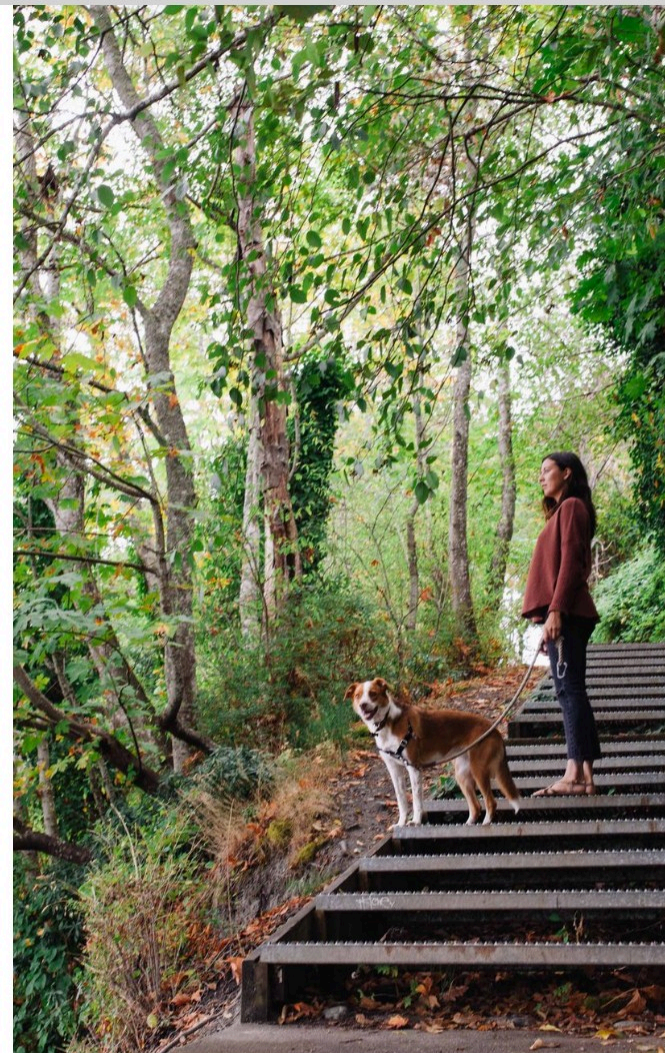
A photograph of several totem poles and a red canoe against a cloudy sky. The totem poles are carved from wood and feature various figures, including birds and human figures. The canoe is red with white designs. The sky is light blue with white clouds.

TOURISM NANAIMO

Update to Nanaimo City Council June, 2019

AGENDA

- 1 INTRODUCTION
- 2 KEY PERFORMANCE INDICATORS AND PERFORMANCE
- 3 STRATEGIC PRIORITIES
- 4 COMMUNITY COLLABORATION
- 5 FINAL MESSAGES



A close-up photograph of a person's hands, wearing a dark jacket, manipulating a fishing net. The net is made of black mesh and is attached to a metal frame. A thick, braided rope, colored light blue and yellow, is tied in a knot on the net. The background is a blurred view of the ocean and a wooden structure, possibly part of a boat. The word "INTRODUCTION" is overlaid in white, bold, sans-serif capital letters in the center of the image.

INTRODUCTION

TOURISM VANCOUVER ISLAND - TOURISM NANAIMO



URBAN
ART
GALLERY

PERFORMANCE INDICATORS

#EMBRACENAINMO

HOW DO WE MEASURE PERFORMANCE?

- **MARKETING CAMPAIGNS YIELD IMPRESSIONS, ENGAGEMENTS**
- **CONVERSIONS: EMAIL SIGN UP, WEBSITE PAGE VISITS, CLICK THROUGH TO STAKEHOLDER WEBSITE**
- **HOTEL OCCUPANCY**
- **TRANSPORTATION NUMBERS**
- **VISITOR COUNSELLING**
- **RESEARCH FOR QUALITATIVE MEASURES**
- **COST EFFICIENCY**

OUR KEY SUCCESSES

- **COLLABORATION:
FORMATION OF THE
TOURISM ROUND TABLE**
- **MOUNTAIN BIKING
CAMPAIGN - VIRAL VIDEO**
- **WEBSITE
IMPROVEMENTS,
INCREASED CONVERSIONS
TO STAKEHOLDER
WEBSITES**
- **MORE THAN DOUBLED
OUR EMAIL SUBSCRIBER
LIST FROM 6K TO 15K
LAST YEAR**
- **MOVE TO DATA DRIVEN
MARKETING INITIATIVES -
DIGITAL, POOLED
RESEARCH**
- **NANAIMO AMBASSADOR
PROGRAM - OVER 90
VOLUNTEERS (RESIDENTS)**





OUR TOP CHALLENGES AND OPPORTUNITIES

- **COMMUNITY
ENGAGEMENT -
RESIDENT PRIDE**
- **UNIFIED PROCESSES IN
BUSINESS AND SPORT
TOURISM**
- **BRAND AWARENESS
CONVERTING TO
DESIRE TO VISIT**
- **TECHNOLOGICAL
IMPACTS ON VISITOR
SERVICING**



STRATEGIC PRIORITIES

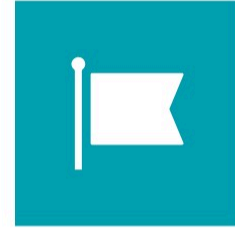
STRATEGIC PRIORITIES



**BI-DIRECTIONAL CONVERSATIONS
WITH CONSUMERS**



**EXCEPTIONAL CARE CUSTOMER
ENGAGEMENT**



BUILDING COMMUNITY PRIDE



REMARKABLE EXPERIENCES



COMMUNITY COLLABORATION

A photograph of two mountain bikers riding down a mossy, rocky trail. The biker in the foreground is wearing a grey hoodie, black pants, a black helmet, and a large black backpack. The biker in the background is wearing a blue shirt and dark pants. The trail is covered in green moss and leads down towards a calm lake. The lake is surrounded by dense evergreen forests, and in the distance, there are more forested mountains under a cloudy sky.

COMMUNITY COLLABORATION

MOUNTAIN BIKING TOURISM



SICK EDIT

Challenge 3



VANCOUVER ISLAND UNIVERSITY - TOURISM VANCOUVER ISLAND - TOURISM NANAIMO + COMMITTEE



NANAIMO PORT AUTHORITY AND TOURISM NANAIMO - CRUISE



SAYSUTSHUN MARKETING PARTNERSHIP



URBAN
ART
GALLERY

KEY TAKEAWAYS

#EMERGENNAINMO

KEY TAKEAWAYS

- **THE TOURISM ECONOMY IS GROWING IN BRITISH COLUMBIA**
- **ISLAND DISPERSION PRESENTS AN OPPORTUNITY FOR NANAIMO**
- **OUR COMPETITIVE ADVANTAGE WILL BE IN OUR COLLABORATIVE MODEL AND FINDING OUR VOICE**
- **WE NEED TO IDENTIFY AND ADDRESS PRIORITIES FOR DEVELOPMENT (COLLABORATIVELY)**
- **RESIDENT PRIDE IS A CORNERSTONE OF OUR SUCCESS**
- **OFF-SEASON OPPORTUNITIES WILL BE THE FOCUS**



PLAYING A ROLE IN TOURISM

- EXPERIENCE OUR PRODUCTS,
SHARE WITH FAMILY AND
FRIENDS #EXPLORENANAIMO
- BE AN AMBASSADOR FOR OUR
CITY - WELCOME VISITORS
WHEN YOU MEET THEM
- ENGAGE WITH US IN TACKLING
THE TOUGH ISSUES TOGETHER

THANK YOU AND QUESTIONS

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