TOURISM INFORMATION

MEASURING PERFORMANCE

Marketing Campaign - Impressions

Antin Antin

2017-2018*: 38,729,296 2018-2019: 29,445,250 Decrease: - 9,284,046

Marketing Campaign Engagements (Performed an
Action - Click, Comment)

2017-2018: 157,399 2018-2019: 200,936 Increase: + 43,537

Marketing Campaign - Conversion (Click to Stakeholder Website)

2017-2018: 9747 2018-2019: 34,721 Increase: +24,974

Visitor Engagement - # Visitors
Counselled in Market

2017: 26,685 2018: 33,090 Increase: +6,405

Hotel Occupancy 2018 vs 2017:

Occupancy: +1.45% RevPar: +\$2.28

Average Room Rate: +\$0.49

*Amount of City investment in \$ has remained the same.

Tourism is an Economic Driver in British Columbia

- Tourism is the first or second economic generator in virtually all communities on Vancouver Island;
- In 2017, Tourism contributed more to the province's GDP than any other industry;
- Annual tourism revenue in BC in 2017 was \$18.4billion.

Destination Canada

TOURISM

Destination Management
Organizations

Destination British Columbia

Tourism Vancouver Island

Tourism Nanaimo

Tourism Nanaimo Snuneymuxw First Nation

Nanaimo Hospitality Association

City of Nanaimo (Various Departments)

Vancouver Island Conference Centre TOURISM

IN NANAIMO

Collaboration for Development and Marketing

Nanaimo Port Authority

Nanaimo Airport

Tourism and Transportation Operators